

2027 NRECA PowerXchange &TechAdvantage

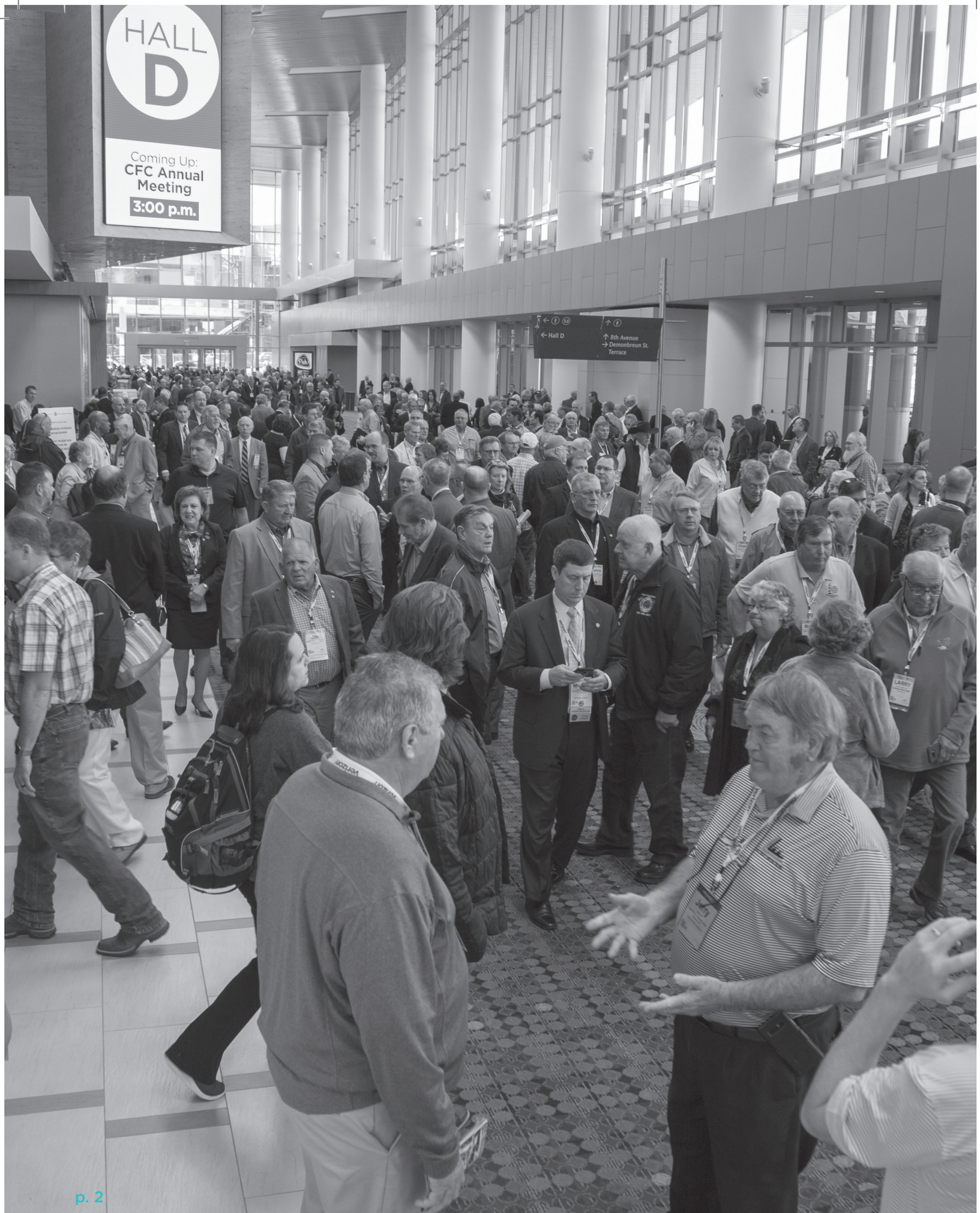
SPONSORSHIP OPPORTUNITIES

February 12-17 | San Diego, California | San Diego Convention Center

STAND APART FROM THE CROWD...

Sponsorship packages offer a variety of opportunities to help extend your company's presence beyond the booth. Contact your account manager to discuss and secure the right type of exposure for your company.

Visit cooperative.com/theexpo for more information


HALL
D
Coming Up:
CFC Annual
Meeting
3:00 p.m.
← Hall D
↑ 8th Avenue
→ Demonbreun St.
Terrace

NETWORKING EVENTS

EXPO GRAND OPENING RECEPTION
$20,000 for members | $24,000 for non-members (Five available)

Reserve this high-impact sponsorship to generously support and welcome attendees to the Expo Grand Opening reception. This event is held on the show floor where attendees will come together to network and mingle.

CEO LOUNGE
(Exclusive to NRECA Service Members)
$15,000 per participating member

Connect with CEOs at PowerXchange and TechAdvantage in this exclusive lounge at the convention center on Monday, Tuesday and Wednesday. Your sponsorship will provide coffee and refreshments in an environment designed exclusively for CEOs to have a private conversation and recharge while in San Diego.

TECHADVANTAGE AND ASSOCIATE MEMBER RECEPTION
$13,500 for members | $16,200 for non-members | (Seven available)

Carve out time with senior level cooperative engineering, operations, and IT staff as the host of the TechAdvantage and Associate Member reception in San Diego! This reception is an annual event and is very popular with the 1,000+ technical staff attending TechAdvantage.

EXHIBITOR COFFEE BREAK
$7,500 for members | $9,375 for non-members (Five available)

Give attendees a caffeinated boost on the show floor with a Tuesday morning coffee break featuring your brand. The coffee station must be placed inside the sponsor's booth.

EXHIBITOR AFTERNOON SNACK BREAK
$7,500 for members | $9,375 for non-members (Five available)

Keep attendees going on the show floor on Tuesday afternoon with a snack break featuring your brand. The food station must be placed inside the sponsor's booth.

EXHIBITOR BEER & WINE BAR
$7,500 for members | $9,375 for non-members (Ten available)

Elevate your booth presence with a hosted beer and wine bar, offering attendees a relaxed and inviting atmosphere to network, unwind and engage with your company.

TECHADVANTAGE GRAND PRIZE CONTEST
$3,500 for members | $4,375 for non-members (Eighteen available)

Bring conference attendees directly to your booth by sponsoring the grand prize drawing. TechAdvantage attendees participating in the contest will visit each sponsor's booth to receive a special stamp in order to be eligible to win really cool prizes!

NRECA BROADBAND RECEPTION
(Exclusive to NRECA Broadband Associate Member participants)
$2,500 (Multiple available)

Engage with NRECA and our broadband members face-to-face at this reception. This exclusive sponsorship allows you to interact with decision-makers, gain visibility in the co-op marketplace, generate awareness and build your brand.



THOUGHT LEADERSHIP



TECHADVANTAGE OPENING GENERAL SESSION

$30,000 for members | $36,000 for non-members (Exclusive)

A unique opportunity to speak on stage in front of over 1,000 TechAdvantage attendees. Introduce your company, kick off the conference and welcome the opening general session keynote speaker.

POWERXCHANGE AND TECHADVANTAGE "WOMEN IN POWER" EDUCATION SESSION AND HAPPY HOUR

$18,000 for members | $21,600 for non-members (Exclusive)

Show your support of female leadership of America's electric co-ops as they network and hear from a specially selected keynote speaker. In 2025 and 2026, the Women in Power education session and happy hour had over 500 attendees.

POWERXCHANGE AND TECHADVANTAGE PRE-CONFERENCE CEO & STAFF EDUCATION

$8,500 for members | $10,625 for non-members (Exclusive)

Support the professional development of co-op leaders by sponsoring a pre-conference session on Sunday. This **half-day** educational program provides a unique opportunity to engage with approximately 50 co-op CEOs and staff as they network, learn from a specially selected speaker and prepare for the conference experience.

POWERXCHANGE AND TECHADVANTAGE 30-MINUTE "TECH TALK" SESSION ON TUESDAY

$8,000 for members | $10,000 for non-members (Sixteen available)

Tech Talk sessions are designed to be a shorter version of our conference technical sessions and focus on a variety of topics in the industry. Sponsor is responsible for developing and delivering an educational presentation that is informative and non-commercial in nature. Attendees should be encouraged to visit the sponsor's booth following the session for additional discussion and Q&A.

POWERXCHANGE AND TECHADVANTAGE 30-MINUTE "TECH TALK" SESSION ON WEDNESDAY

$4,000 for members | $5,000 for non-members (Four available)

Tech Talk sessions are designed to be a shorter version of our conference technical sessions and focus on a variety of topics in the industry. Sponsor is responsible for developing and delivering an educational presentation that is informative and non-commercial in nature. Attendees should be encouraged to visit the sponsor's booth following the session for additional discussion and Q&A.

STARTUP ALLEY *(Exclusive to NRECA members)*

$5,000 (Multiple available)

Take part in an exciting new opportunity that promotes innovation from early-stage start-up companies that have products and services that are offered to electric utilities/co-ops. The Startup Alley provides a space for startups to connect with potential customers and partners and offers a cost-effective way to market their products and services to a variety of stakeholders.

BRANDING

POWERXCHANGE AND TECHADVANTAGE ATTENDEE REGISTRATION

$30,000 for members | $36,000 for non-members (Exclusive)

Secure premier exposure as the sponsor of PowerXchange, TechAdvantage and Expo registration. You'll receive branding on the official online registration page and registration confirmation emails sent to all pre-registered attendees.

POWERXCHANGE AND TECHADVANTAGE ATTENDEE LANYARDS

$27,000 for members | $32,400 for non-members (Exclusive)

This sponsorship opportunity offers high impact and visibility! As the exclusive lanyard sponsor, your company's logo will be printed **along with the NRECA logo** on up to 10,000 lanyards for PowerXchange and TechAdvantage attendees.

POWERXCHANGE AND TECHADVANTAGE HOTEL KEYCARDS

$18,000 for members | $20,400 for non-members (Exclusive)

Thousands of attendees will see your brand every time they enter their hotel rooms. Custom-designed keycards will be distributed at PowerXchange and TechAdvantage headquarters hotels.

POWERXCHANGE, TECHADVANTAGE AND EXPO MOBILE APP

$20,000 for members | $24,000 for non-members (Exclusive)

The one-stop shop for attendees to access all information about the schedule, sessions, speakers and exhibitors – before, during and after the event. Your company's logo will be seen on the welcome splash page every time an attendee opens the mobile app.

TECHADVANTAGE ATTENDEE NOTEBOOKS AND PENS

$14,000 for members | $16,800 for non-members (Exclusive)

Showcase your brand during – and long after – the conference on a highly utilized giveaway provided to more than 1,000 TechAdvantage attendees.

CHARGING STATIONS

$9,500 for members | $11,875 for non-members (Three available)

Always crowded and constantly being used by attendees, charging stations provide maximum visibility throughout the convention center. Sponsors receive two (2) branded, single-sided standalone charging stations to be placed in a high traffic area of the convention center. Placement to be determined by Expo staff.

ESCALATOR SIDE-PANEL CLING

$9,500 for members | $11,875 for non-members (Six available)

Maximize your brand visibility with your company's custom graphics* prominently displayed alongside NRECA branding on one single-sided escalator side panel in a high-traffic area of the convention center. This eye-catching placement delivers repeated exposure to attendees as they move between event spaces and sessions.

**Please note: NRECA reserves the right to utilize up to 25% of the total branded space and approve final graphics. Contact your Account Manager for dimensions and exact locations.*

LOBBY BANNER

$9,500 for members | $11,875 for non-members (Two available)

Place your company's custom graphics alongside NRECA branding on a double-sided (9' W x 16'H) banner in the high-traffic lobby area of the convention center, providing prominent visibility and repeated exposure to conference attendees throughout the event.

**Please note: NRECA reserves the right to utilize up to 25% of the total branded space and approve final graphics. Contact your Account Manager for dimensions and exact locations.*

TECHPARK EARBUDS

$6,500 for members | $8,125 for non-members (Exclusive)

Make sure the Tech Talk attendees are well equipped by providing them with custom branded earbuds they can use during Tech Talk sessions.

SIGNAGE

If you don't see what you're looking for below, call your Account Manager to customize your message to attendees. All sponsorship costs include production and labor. You provide the graphics.

EXPO FLOOR INTERSECTION CLING

$5,500 for members | $6,875 for non-members
(Five available)

Increase your brand visibility and reinforce your message with custom-branded floor clings placed at highly trafficked aisle intersections on the Expo floor. This sponsorship includes three (3) custom-designed 40″ x 40″ carpet overlays, strategically positioned at key locations as determined by PowerXchange and TechAdvantage event management.

EXPO FLOOR FOOTPATH

$5,500 for members | $6,875 for non-members
(Five available)

Drive traffic to your booth with these prominent footprints strategically placed from the front of the expo hall leading to your booth. Approximately 22″ x 9″ carpet overlays will be placed as determined by PowerXchange and TechAdvantage event management.



SPONSORSHIP LEVELS

Increase your exposure by selecting more than one sponsorship to achieve one of the Sponsorship Levels below. The higher your Sponsorship Level, the more benefits and exposure your company receives.



Non-member rate:
20% upcharge for $10,000+ sponsorships
25% upcharge for up to $9,999 sponsorships

	Partner $75,000+	**Premier+** $74,999 – $50,000	**Premier** $49,999 – $25,000	**Signature** $24,999 – $10,000	**Supporting** up to $9,999
Priority Points for booth space selection order	150	100	60	40	10
Permanent Priority Points for booth space selection order	4	3	2		
Additional Expo registrations	5	4	3	2	1
VIP hotel room block	●	●			
Full page ad in the PowerXchange and TechAdvantage Program Guide ($4,800 value)	●	●			
Logo in the PowerXchange and TechAdvantage Program Guide	●	●	●	●	●
List of conference attendees three weeks prior to event (includes name, title and organization)	●	●	●	●	●
Sponsor logo for use on promotional materials and emails	●	●	●	●	●
Floor decals designating sponsor level outside the sponsor booth	●	●	●	●	●

***Booth space is not included as part of your overall spend in sponsorship dollars.*

Contact us today!

Reach out to your Account Manager to customize a sponsorship package that will maximize your exposure, fit your marketing plan, and stay within your budget.



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