

PowerUp @ Chartwell's OutageConference

October 6-8, 2025 • Dallas

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

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Build Your Brand Through Exhibiting and Sponsoring at PowerUp: Chartwell's Outage Conference

PowerUp: Chartwell's Outage Conference is the first of its kind to bring together utility professionals in an environment where they can exclusively focus on high-priority issues such as ETRs, customer contact, emerging technologies, the evolving regulatory environment and more. Now in its 18th year, PowerUp: Chartwell's Outage Conference has been recognized as a leading industry event for service providers to network, prospect, and market their products and services to a qualified audience of decision makers.

Utility professionals attend PowerUp: Chartwell's Outage Conference to:

- Learn effective customer outreach strategies for planned and unplanned outages
- Network with utility professionals responsible for outage communications
- Take away best practices from industry leaders
- Discover how to deliver the best service in a cost-effective manner
- Choose from sessions about information flow to the utility or to the customer

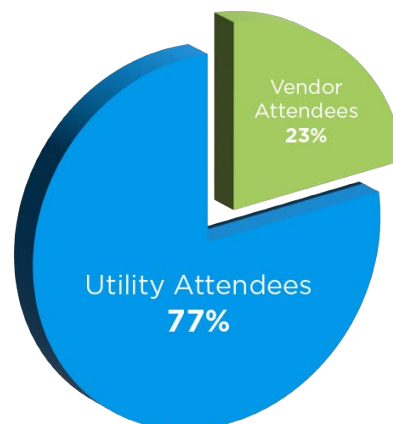
Why service providers chose to sponsor and exhibit at PowerUp: Chartwell's Outage Conference:

"Introduce us to new utilities, needs, and opportunities."

"The reputation and respect of Chartwell in the industry."

"Good networking, content, and fresh utilities."

2024 ATTENDEE DEMOGRAPHICS



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SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	DIAMOND LEVEL Call for Quote	PLATINUM LEVEL Call for Quote	GOLD LEVEL \$9,495	SILVER LEVEL \$8,495	BRONZE LEVEL \$6,795
Listing in all pre-conference advertisements	✓	✓	✓	✓	✓
Logo in all email campaigns sent by the conference	✓	✓	✓	✓	✓
Logo on the conference website	✓	✓	✓	✓	✓
Recognition from the main tent PowerPoint	✓	✓	✓	✓	✓
Early receipt of conference attendee roster (2 weeks prior to the conference)	✓	✓	✓	✓	✓
Number of complimentary conference registrations	4	2	1	1	1
Inclusion of a table top booth	✓	✓	✓	✓	✓
Advertisement during the conference	<i>Preceding General Session</i>	<i>Preceding General Session</i>			
Inclusion in social media announcements	✓	✓	✓		
Speaking Opportunity	<i>General Session (limit 2)</i>	<i>Breakout Session (limit 2)</i>	<i>Seat on a Panel Discussion (limit 3)</i>		
Recognition from the main tent podium	✓	✓	✓		
Wherever possible, logos and listings in materials will be more prominent or oversized	✓	✓			
President or CEO of sponsoring company may participate in a pre-recording calling the attendees to session (VOG)	✓				

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SPONSORSHIP COMMITMENT

Thank you for your commitment to sponsor **PowerUp: Chartwell's Outage Conference** to be held in **Dallas, TX**. It is our goal to make this sponsorship experience a beneficial and enjoyable one.

To confirm your commitment, please review the sponsorship levels, benefits and costs attached to this form, choose your level of sponsorship, complete the below form and return it to us via email at: **mjohnson@chartwellinc.com**.

COMMITMENT	This is to serve as our commitment to sponsor PowerUp: Chartwell's Outage Conference.
SPONSORING COMPANY	Please list our company in all materials as: _____ Authorized by (name/title): _____
SPONSORING COMPANY CONTACT	Chartwell conference staff should work with the following individual in regard to the 2025 Conference: (It is not necessary that this person attend the conference) Name: _____ Title: _____ Street Address: _____ City: _____ ST: _____ Zip: _____ Email Address: _____ Phone: _____ Fax: _____ Please cc all emails to: _____
SPONSORSHIP LEVEL	☐ Diamond Level - Call for Quote ☐ Platinum Level - Call for Quote ☐ Gold Level \$9,495 ☐ Silver Level \$8,495 ☐ Bronze Level \$6,795
INVOICE	Payment Terms: 50% of payment is due upon receipt of invoice. Remaining due on August 1, 2025. No refunds issued after September 1, 2025. For questions please contact Mark Johnson at mjohnson@chartwellinc.com
PAYMENT	Payment for Sponsorship can be paid by check or credit card. Sponsor will pay by: ☐ Check* Credit Card**: ☐ MC ☐ VISA ☐ AMEX *Checks should be mailed to the address below.
PAYMENT TERMS	*Checks should be mailed to the address below and made out to Chartwell Inc. ** If paying by credit card, a payment link will be provided with your invoice.

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SPONSORSHIP COMMITMENT

The following information, terms and conditions are meant to make your sponsorship experience as smooth and beneficial to you as possible. Should you have any questions regarding the following, please contact
Mark Johnson at mjohnson@chartwellinc.com

- 1)____ Sponsor understands that all benefits listed on the benefits page will be honored and that any additional services or items not listed on the benefits page will incur an additional fee.
- 2)____ Sponsor acknowledges the number of complementary passes allocated to the sponsor in the application. Sponsor further acknowledges that the purchase of additional attendee passes is \$1,295 per person and that only 1 additional pass may be purchased at each level of sponsorship.
- 3)____ Sponsor acknowledges the receipt of the PowerUp attendee list (2) weeks prior to the event with email addresses. Sponsor acknowledges receipt of a post PowerUp conference attendee list addendum with email addresses. Sponsor further acknowledges ability to use email addresses for one pre and one post conference email communication, no further communications may be made with this list which includes but is not limited to direct LinkedIn messages. Sponsor acknowledges that should show management be made aware of any violation of the rules surrounding the attendee list that sponsor will forfeit receipt of the post PowerUp conference attendee list and potential forfeiture of future POWERUP attendee lists.
- 4)____ Sponsors acknowledge that any private function held by the sponsor at PowerUp will be the sole responsibility of the sponsor and may not compete with any PowerUp events including but not limited to: receptions, The Main Event, and other food functions.
- 5)____ Diamond and Platinum sponsors accept that their included speaking slot is 45-minutes in length and that final decks in PPT format are due no later than 2 weeks prior to the event. Sponsor further agrees that no onsite changes to presentations will be permitted.
- 6)____ Gold spotlight sponsors accept that their spotlight presentation will be 8 minutes in length and may have no more than 3 slides in PPT format.
- 7)____ Sponsor acknowledges that booth space is a 6ft banquet table with 2 chairs and all banners/booth material for booth must remain in the prescribed area of the table provided.
- 8)____ Sponsor/Exhibitor will be solely responsible for arranging necessary services i.e. power, AV needs etc. with the hotel. Exhibitor is responsible for the payment of any fees due for services.
- 9)____ Payment Terms: A 50% non-refundable deposit is due at time of application. The remaining balance is due no later than August 1, 2025. After this date, show management has the authority to release for resale all booths and sponsorships for which full payment has not been received. Commitment after August 1 results in the total cost of said sponsorship/exhibition space payment due in full upon receipt of the invoice, this payment is non-refundable. No installation will be permitted unless payment in full has been received. Cancellation Policy: 50% non-refundable deposit, full forfeiture after September 1, 2025.
- 10)____ Arrival and Set-up: the exhibitors may begin set up at 4pm on Monday, October 6. Dismantling the booth must not happen before 3:00 pm on Wednesday, October 8. Neither the Conference nor the hotel will be responsible for materials left unattended. If exhibitor is unable to set-up at designated time, the exhibitor is responsible for any additional storage and handling fees and must also communicate this with show management.
- 11)____ All commercial, exhibit activity must be confined to the assigned exhibit space. Collateral materials, brochures, etc. cannot be placed on any tables outside of the exhibitors assigned booth space including but not limited to tables in the exhibit hall and the conference registration desk, unless specified in sponsor booth agreement with Chartwell and PowerUp Conference.
- 12)____ Sponsor/Exhibitor assumes all responsibility and hereby agrees to protect, indemnify and defend, and hold harmless The PowerUp Conference or the hotel venue or their respective employees and hold harmless the employees and agents against all claims, losses, damages to persons or property, governmental charges or fines and attorney's fees arising out of, or caused by the Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibit area or a part thereof.
- 13)____ Should Chartwell move PowerUp 2025 to a virtual event due to circumstances beyond the control of Chartwell such as acts of God, war, acts of terrorism, government regulations, disaster, civil disorder, curtailment of transportation facilities, or medical epidemic, to the extent that such circumstances makes it illegal, impossible, or commercially impracticable to provide or use of: headquarters or hotel facilities, sponsor hereby acknowledges that they will be able to re-allocate funds to another Chartwell event or an Innovation Series Webinar in 2026, or continue to participate in the virtual event, Sponsor may request a refund in the event PowerUp moves to a virtual environment. Sponsor acknowledges that should PowerUp move to a virtual environment Chartwell will communicate this to the sponsor prior to public announcement and will provide an addendum to this contract.

By executing this document, you are acknowledging that you have read and agree to all exhibitor terms and conditions.

Signature: _____ Date: _____