

Sponsorship & Exhibit Opportunities

Innovative Energy Storage
for Grids & Data Centers

November 3 - 5, 2026

Oncenter | Syracuse, New York

AFFORDABLE
POWER
CONFERENCE & EXPO




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WHERE THE POWER PROBLEM GETS SOLVED

AI. DATA CENTERS. RELIABLE AND AFFORDABLE POWER.

The demand for electric power by data centers is accelerating at a pace the electric grid was never designed to handle. Access to flexible, high-quality electric power is now the primary constraint on data center development, rivaled only by resistance from consumers concerned about their own electricity costs and power reliability.

Innovative new power technologies, including energy storage, are the key to addressing both concerns.

The Affordable Power™ Conference & Expo is where data center developers, grid operators and policymakers can see the newest power technologies and learn about their potential.

The Expo will demonstrate that these technologies can meet the complex electricity needs of data centers and other major loads while making the electricity grid cheaper and more reliable for everyone.

If your company is part of this solution, it needs to be here.

WHY THIS EXPO IS DIFFERENT

This program presents viable solutions to today's power needs. Data center owners, developers, grid operators and policymakers struggle with the challenge of how to provide data centers with flexible, high-quality power in a way that makes the grid more robust and less expensive for everyone.

Powering data centers is a multitrillion-dollar problem. And it is a problem today. Not next decade. Not even next year. TODAY.

Data center owners, developers, grid operators, system integrators, investors and government representatives will attend the Affordable Power™ Conference & Expo to identify potential products, technologies, new ideas, suppliers and partners that can help them solve this problem. They need solutions now. These are real buyers, not browsers.

Sponsorship & Exhibit Opportunities

Who You'll Meet...

- Data center developers and operators
- Utilities and grid operators
- Battery and energy storage innovators
- Power system manufacturers and EPC firms
- Policymakers, regulators and the U.S. Department of Energy
- Project finance providers and investors

How You'll Meet Them...

- A free-to-attend Expo floor built around a timely, high-interest topic ensures maximum traffic
- The Conference networking app will direct visitors interested in your products to your booth
- Presenting a presentation on the "Solutions Stage" at the Expo will highlight your company
- The Conference adjoining the Expo floor will pull in top decision-makers from government and industry



THIS IS WHERE YOUR BRAND NEEDS TO BE

If your company has technology, products or expertise that solves the problem of how to power data centers while making the grid more robust, here is how you can stand out:

GOLD SPONSOR \$75,000

KEY BENEFITS (2 AVAILABLE)

- **20' x 20' Booth**
- **Keynote Kickoff Presentation:** Opportunity to present a 10-minute welcome address prior to Day One's Keynote Speaker and seat drop during Day One's Keynote Plenary Session
- **Pre-Conference Education Workshop:** Opportunity to design and present a 30-minute education workshop on November 2
- **Solutions Stage Presentation:** Opportunity to deliver a 15-minute presentation on the Expo floor's Solution Stage on Day One
- **Power Intelligence Brief:** AI summary of your Solution Stage presentation provided to Conference attendees

ACCESS

- Six Full Conference passes
 - Up to ten additional paid Full Conference Passes (\$450 each)
- Eight complimentary Exhibitor-Only Booth Staff Passes
 - Up to ten additional paid Exhibitor-Only Booth Staff passes (\$250 each)
 - 15 Expo-Only Passes for customers

BRANDING & PROMOTION

- **Recognition as a Gold Sponsor:** Company name and/or logo included on promotional pieces, event website and onsite signage (as applicable)
- **Featured listing** in the Welcome Guide
- **Featured listing** in event app
- Wall, window or floor cling with logo and message
- One Attendee Welcome Bag insert (subject to approval)
- One Digital Meter Panel Ad (in rotation with other sponsors)
- Two push notifications in the event app
- Logo inclusion in one pre-event and post-event email
- Logo on "Thank You Sponsors" on-site signage
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials

THIS IS WHERE YOUR BRAND NEEDS TO BE

SILVER SPONSOR \$50,000

KEY BENEFITS (2 AVAILABLE)

- **10' x 20' Booth**
- **Seat drop** during Day One's Keynote Plenary Session
- **Solutions Stage Presentation:** Opportunity to deliver a 15-minute presentation on the Expo floor's Solution Stage on Day One
- **Power Intelligence Brief:** AI summary of your Solution Stage presentation provided to Conference attendees

ACCESS

- Four Full Conference passes
 - Up to six additional paid Full Conference Passes (\$450 each)
- Six complimentary Exhibitor Only Booth Staff passes
 - Up to ten additional paid Exhibitor Only Booth Staff passes (\$250 each)
 - 15 Expo Only Passes for customers

BRANDING & PROMOTION

- **Recognition as a Silver Sponsor:** Company name and/or logo included on promotional pieces, event website and on-site signage (as applicable)
- **Enhanced listing** in the Welcome Guide
- **Enhanced listing** in event app
- Wall, window or floor cling with logo and message
- One Attendee Welcome Bag insert (subject to approval)
- One Digital Meter Panel Ad (in rotation with other sponsors)
- Logo inclusion in one pre-event or post-event email
- Logo on "Thank You Sponsors" on-site signage
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials



THIS IS WHERE YOUR BRAND NEEDS TO BE

BRONZE SPONSOR \$20,000

KEY BENEFITS (2 AVAILABLE)

- **10' x 10' Booth**
- **Seat drop** during Day Two's Plenary Session
- **Solutions Stage Presentation:** Opportunity to deliver a 15-minute presentation on the Expo floor's Solution Stage on Day One
- **Power Intelligence Brief:** AI summary of your Solution Stage presentation provided to Conference attendees

ACCESS

- Two Full Conference passes
 - Up to Four additional paid Full Conference Passes (\$450 each)
- Four complimentary Exhibitor Only Booth Staff passes
 - Up to ten additional paid Exhibitor Only Booth Staff passes (\$250 each)
 - 15 Expo Only Passes for customers

BRANDING & PROMOTION

- **Recognition as a Silver Sponsor:** Company name and/or logo included on promotional pieces, event website and on-site signage (as applicable)
- **Enhanced listing** in the Welcome Guide
- **Enhanced listing** in event app
- One Attendee Welcome Bag insert (subject to approval)
- One Digital Meter Panel Ad (in rotation with other sponsors)
- Logo inclusion in one pre-event or post-event email
- Logo on "Thank You Sponsors" on-site signage
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials



EXPOSURE OPPORTUNITIES

Panel Sponsor — \$10,000

Multiple available

Take the stage and position your company as a thought leader. As a Panel Sponsor, you will guide the conversation, engage directly with industry leaders and gain premium visibility before a highly targeted audience.

SPONSORSHIP BENEFITS

- Opportunity to moderate one Conference panel session
- Two-minute opening introduction to welcome attendees and position your company
- Opportunity to introduce all panel speakers
- Lead and facilitate the audience Q&A discussion
- One Attendee Welcome Bag insert (subject to approval)
- Your logo will appear prominently on:
 - Conference signage
 - Event app
 - Website
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials

Opening Reception Sponsorship — \$20,000

Multiple available

Maximize your brand exposure with every Conference + Expo attendee, delivering the biggest reach and best value for your investment!

SPONSORSHIP BENEFITS

- Exclusive designation as **“Official Opening Reception Sponsor”**
- Your logo will appear prominently on:
 - Bars and signage
 - Cocktail napkins
 - Conference website sponsor page
 - Event app (with link to company profile)
- Logo inclusion in rotating slides during general sessions
- Option to provide a **branded giveaway or activation** (subject to approval)
- Inclusion in a **“Sponsored by” mention** from the Main Stage prior to lunch dismissal
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials

EXPOSURE OPPORTUNITIES

Lunch Sponsorship — \$10,000

2 available

Take the stage and position your company as a thought leader. As a Panel Sponsor, you will guide the conversation, engage directly with industry leaders and gain premium visibility before a highly targeted audience.

SPONSORSHIP BENEFITS

- Exclusive designation as **“Official Lunch Sponsor”**
- Your logo will appear prominently on:
 - Lunch buffet stations and dining area signage
 - Conference website sponsor page
 - Event app (with link to company profile)
- Logo inclusion in rotating slides during general sessions
- Opportunity to place branded materials (additional signage, takeaway cards) in the lunch area
- Option to provide a **branded giveaway or activation** (subject to approval)
- Inclusion in a **“Sponsored by” mention** from the Main Stage prior to lunch dismissal
- Reserved seating table during lunch (great for hosting prospects or clients)
- Early access to the lunch area to greet attendees as they enter
- Opportunity to place branded napkins, coffee sleeves or table touchpoints
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials

Breakfast Sponsorship — \$7,500

2 available

Take the stage and position your company as a thought leader. As a Panel Sponsor, you will guide the conversation, engage directly with industry leaders and gain premium visibility before a highly targeted audience.

SPONSORSHIP BENEFITS

- “Breakfast Sponsored by [Company Name]” signage at all food stations and seating areas
- Your logo will appear prominently on:
 - Conference signage
 - Event app
 - Website
- Verbal acknowledgment from stage during morning announcements
- Opportunity to place branded napkins, coffee sleeves or table touchpoints
- Ability to provide a short “leave-behind” (premium item only — no junk drawer casualties)
- Reserved VIP table(s) for sponsor team to host key clients/prospects
- Early access to the breakfast space (15–20 minutes) for informal networking before general attendee entry
- Push notification through the event app prior to breakfast
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials

EXPOSURE OPPORTUNITIES

Networking Break — \$5,000

2 available

SPONSORSHIP BENEFITS

- “**Break Sponsored by [Company Name]**” signage at all food stations and seating areas
- Your logo will appear prominently on:
 - Conference signage
 - Event app
 - Website
- Verbal acknowledgment from stage during morning announcements
- Opportunity to place branded napkins, coffee sleeves or table touchpoints
- Push notification through the event app right before breakfast
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials

Registration Experience Sponsor (Exclusive) — \$15,000

2 available

Own the first impression. As the Registration Experience Sponsor, your brand is front and center at the most highly trafficked touchpoint of the event — where every attendee begins their journey.

SPONSORSHIP BENEFITS

- Exclusive “**Registration Presented by [Sponsor Name]**” designation
- Prominent logo placement on all registration counters, kiosks and directional signage
- 6-foot draped table in the registration area for sponsor-provided giveaways and collateral
- Opportunity to display one retractable banner adjacent to the table (sponsor to provide)
- Opportunity for up to two (2) sponsor representatives to be present at registration as “Welcome Ambassadors” to greet and engage attendees upon arrival (no direct solicitation)
- Option to include a premium branded item or welcome insert for distribution at registration (sponsor to provide; subject to approval)
- Logo inclusion in “Know Before You Go” pre-event communications
- Recognition within the event mobile app
- Verbal recognition during opening remarks
- Logo inclusion on opening session slides
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials

EXPOSURE OPPORTUNITIES

Expo Hall Aisle Sign Sponsor (Exclusive) — \$15,000

Dominate the show floor with one of the most visible branding opportunities at the event. As the Expo Hall Aisle Sign Sponsor, your logo is prominently displayed throughout the exhibit hall — guiding attendees while reinforcing your presence at every turn.

SPONSORSHIP BENEFITS

- Exclusive branding on all Expo Hall aisle signs located throughout the exhibit floor
- Sponsor logo featured on one side of the top panel of each aisle sign
- Continuous exposure in a high-traffic, high-dwell-time environment
- Production timelines and file requirements will be provided upon confirmation

“Relief & Refresh” Restroom Sponsor (Exclusive) — \$15,000

Own one of the most unexpectedly effective branding environments at the event. As the Relief & Refresh Restroom Sponsor, your message is delivered in a high-traffic, distraction-free setting — ensuring strong visibility and recall.

SPONSORSHIP BENEFITS

- Branded amenity baskets placed in restrooms featuring your company logo
- Mirror clings positioned above sinks and counters for premium visibility
- Optional stall door decals (interior and/or exterior placement) for extended messaging opportunities
- One (1) Attendee Welcome Bag insert (subject to approval)
- Your logo will appear prominently on:
 - Conference signage
 - Event app
 - Website
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials

EXPOSURE OPPORTUNITIES

Lanyards (Exclusive) – \$10,000

Your logo will appear prominently on the badge lanyard that holds the Conference credentials for all Expo attendees.

SPONSORSHIP BENEFITS

- Custom lanyard with your logo
- Your logo will appear prominently on:
 - Conference signage
 - Event app
 - Website
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials

Attendee Welcome Bag

Your logo will appear prominently on the Attendee Welcome Bag handed out to all Conference attendees.

SPONSORSHIP BENEFITS

- Custom bag with your logo (opportunity to elevate bag chosen for additional fee)
- Opportunity to include a giveaway in bag (subject to approval)
- Your logo will appear prominently on:
 - Conference signage
 - Event app
 - Website
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials



EXPOSURE OPPORTUNITIES

Exhibit Hall Lounge Sponsor – \$10,000

2 available

Create a destination within the Expo Hall where attendees can recharge, connect and spend time — with your brand at the center of it all. As a Lounge Sponsor, you will own a high-dwell, high-engagement environment designed for networking and relaxation.

SPONSORSHIP BENEFITS

- Exclusive branding of one (1) Exhibit Hall Lounge area
- Opportunity to create a custom-branded environment (within event guidelines)
- Option to have up to two (2) sponsor representatives present in the lounge to engage with attendees
- Prominent logo placement on lounge signage and entry points
- Branding incorporated into lounge furniture elements (pillows, table tents or decals where applicable)
- Opportunity to provide branded giveaways or collateral within the lounge
- Option to host informal meetups or small-group conversations in the space (non-exclusive, subject to schedule)
- Your logo will appear prominently on:
 - Conference signage
 - Event app
 - Website
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials

ADDITIONAL NOTES

Lounge design, branding elements and any activations subject to organizer approval. Sponsor to provide any custom-branded materials or enhancements beyond standard lounge setup. Detailed specifications, layout and deadlines will be provided upon confirmation.

Event App Sponsor (Exclusive) – \$10,000

Gain premium digital visibility on the official platform attendees use to navigate, connect and engage throughout the event.

SPONSORSHIP BENEFITS

- Exclusive home screen button within the event app linking to your dedicated in-app sponsor page
- Branded splash screen banner ad displayed on mobile app launch
- Dedicated in-app sponsor landing page for company information, resources and calls-to-action
- Your logo will appear prominently on:
 - Conference signage
 - Event app
 - Website
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials

EXPOSURE OPPORTUNITIES

Wi-Fi Sponsor (Exclusive) — \$10,000

Put your brand in every attendee's hands — literally. As the Wi-Fi Sponsor, your company name becomes the gateway to connectivity, ensuring repeated visibility every time attendees log in.

SPONSORSHIP BENEFITS

- Opportunity to name the official Wi-Fi network and/or passcode (subject to approval)
- Logo featured on all Wi-Fi signage displaying network details throughout the venue
- Printed Wi-Fi credentials included on attendee badge holders for continuous visibility
- Your logo will appear prominently on:
 - Conference signage
 - Event app
 - Website
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials

Water Station Sponsor (Exclusive) — \$10,000

Keep attendees refreshed while putting your brand at one of the most visited touchpoints throughout the event. As the Water Station Sponsor, your company is seen again and again as attendees recharge and reconnect.

SPONSORSHIP BENEFITS

- Exclusive branding at all water stations throughout the venue
- Logo displayed prominently on each water cooler
- Branded disposable cups featuring your logo at every station; sponsor to provide cup design (specifications provided upon confirmation)
- Your logo will appear prominently on:
 - Conference signage
 - Event app
 - Website
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials

EXPOSURE OPPORTUNITIES

Conference Pen Sponsor (Exclusive) – \$7,000

Keep your brand in hand throughout the event. As the Conference Pen Sponsor, your company will be part of every note taken, idea captured and connection made.

SPONSORSHIP BENEFITS

- Exclusive branding on conference pens distributed to all attendees
- Pens placed in the Attendee Welcome Bag
- Your logo will appear prominently on:
 - Conference signage
 - Event app
 - Website
- Logo recognition in post-event thank-you communications
- Inclusion in event recap materials

Attendee Welcome Bag Insert – \$3,000

Place your brand directly into the hands of every attendee at the moment of arrival. The Attendee Welcome Bag Insert ensures your message is seen, held and taken with them throughout the event.

SPONSORSHIP BENEFITS

- One approved promotional item included in the Attendee Welcome Bag distributed to all attendees
- Showcase marketing collateral, product samples and branded giveaways

GUIDELINES & REQUIREMENTS

- Acceptable items include flyers, brochures or small branded gifts
- All insert items are subject to organizer approval
- Sponsor is responsible for production and shipping of materials to the designated location by the specified deadline
- Insert quantities must match total expected attendee count (to be provided by organizer)
- Detailed shipping instructions and deadlines will be shared upon confirmation

EXHIBIT OPPORTUNITIES

WHY EXHIBIT

Power is now the principal bottleneck for data center growth. Companies are actively seeking solutions and partners. The market is moving fast — and choosing winners now.

Exhibiting here is not about visibility. It is about being where decisions are made. Exhibit space is limited to maintain quality and ROI.

Flagship Exhibit Space (20' x 20') — \$20,000

Command attention on the show floor with a high-impact, highly visible footprint designed for companies that want to lead — not just exhibit. The **Flagship Exhibit Space** positions your brand at the center of traffic, conversation and deal-making.

EXHIBITOR BENEFITS

- 20' x 20' premium exhibit space in a high-traffic, strategically placed location
- Expanded footprint ideal for immersive demos, meeting areas and branded experiences
- Priority selection of booth location (based on commitment timing and sponsorship level)
- One Solutions Stage presentation on the Expo Floor — a 10-minute, high-visibility presentation to showcase your expertise, innovation or solution
- Promoted in the event app and on-site schedule to drive attendee traffic

BRAND VISIBILITY

- Enhanced listing in the event app and online exhibitor directory
- Logo inclusion on floor plan highlighting your booth as a featured exhibitor
- Recognition on Conference signage and event website

ATTENDEE ENGAGEMENT OPPORTUNITIES

- Ability to host scheduled meetings, product demos and private conversations within your space
- Opportunity to conduct live activations or demonstrations to attract attendees
- Increased booth traffic driven by your **Solutions Stage** presence
- Opportunity to distribute branded materials and giveaways directly to attendees

ACCESS

- Three Standard Conference passes
- Four complimentary Exhibitor Booth Staff passes
- Up to ten additional paid Exhibitor Booth Staff passes (\$250) — Access to Opening Keynote Session and meals
- Discounted Standard Conference Staff Passes (\$450 each)

EXHIBIT OPPORTUNITIES

Premium Exhibit Space (10' x 20') — \$10,000

Maximize your presence on the show floor with a **Premium Exhibit Space** designed for strong visibility, meaningful engagement and consistent traffic throughout the event.

EXHIBITOR BENEFITS

- 10' x 20' premium exhibit space in a high-traffic, well-positioned area of the Expo Hall
- Expanded footprint ideal for product displays, demos and small meeting setups
- Priority selection of booth location (based on commitment timing and sponsorship level)

BRAND VISIBILITY

- Company listing in the event app and online exhibitor directory
- Company name included on the official floor plan
- Recognition on Conference signage and event website

ATTENDEE ENGAGEMENT OPPORTUNITIES

- Ability to host live product demonstrations and scheduled meetings during the entire Conference
- Direct engagement with attendees, prospects and partners
- Ability to distribute branded materials, product samples and giveaways

ACCESS

- Two Standard Conference passes
- Three complimentary Exhibitor Booth Staff passes Up to ten additional paid Exhibitor Booth Staff passes (\$250) – Access to Opening Keynote Session and meals
- Discounted Standard Conference Staff passes (\$450 each)



EXHIBIT OPPORTUNITIES

Standard Exhibit Space (10' x 10') – \$5,000

Establish your presence on the show floor and connect directly with a highly targeted audience of energy, data center and infrastructure leaders. The **Standard Exhibit Space** offers an efficient, cost-effective way to showcase your solutions and generate meaningful conversations.

EXHIBITOR BENEFITS

- 10' x 10' exhibit space within the Expo Hall
- Ideal for product displays, tabletop demos and one-on-one meetings
- Access to the full exhibit hall experience and attendee traffic

BRAND VISIBILITY

- Company listing in the event app and online exhibitor directory
- Company name included on the official floor plan
- Recognition on Conference signage and event website

ATTENDEE ENGAGEMENT OPPORTUNITIES

- Direct interaction with attendees, prospects and partners
- Opportunity to showcase products, services and capabilities
- Ability to distribute branded materials and giveaways

ACCESS

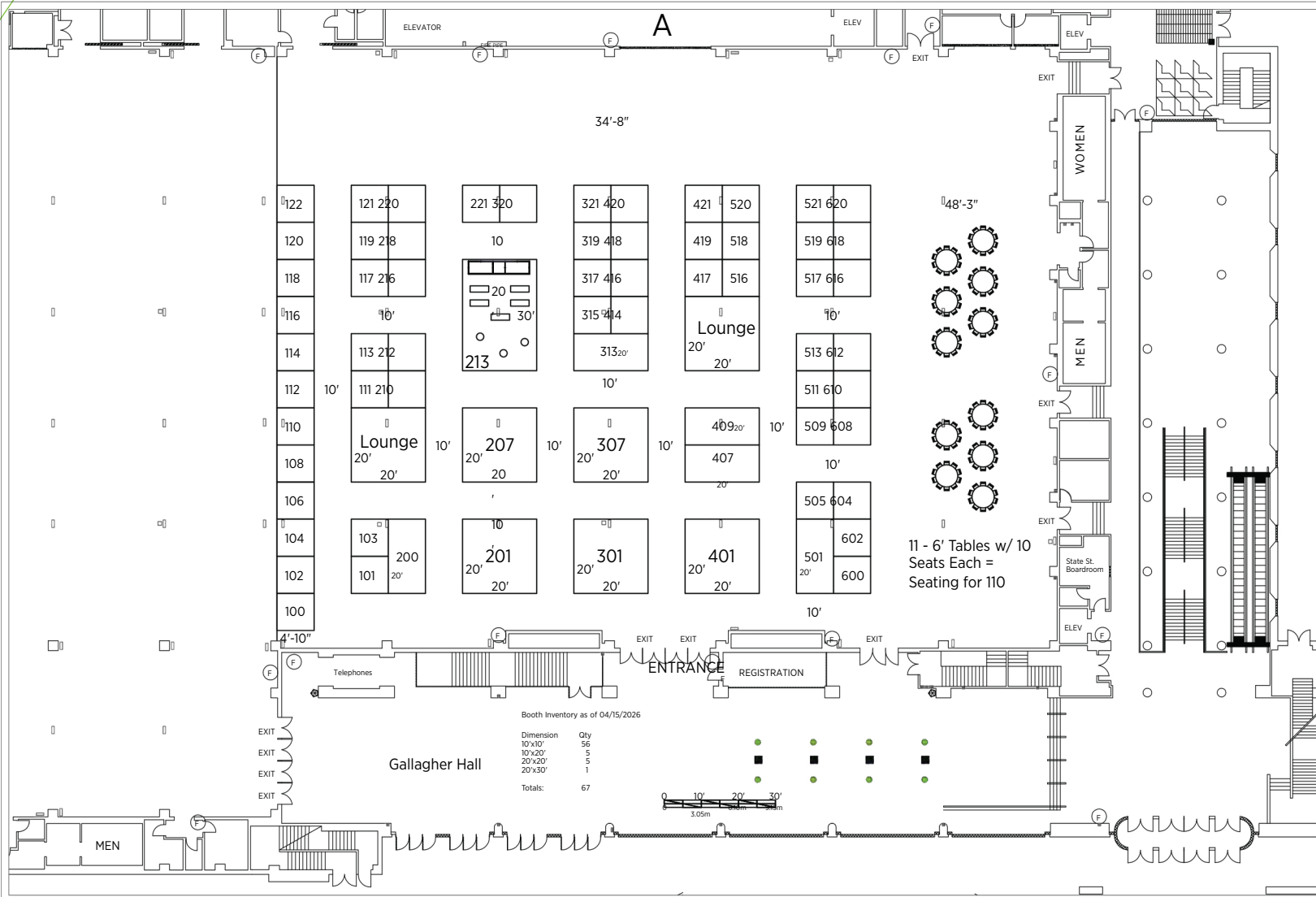
- One Standard Conference pass
- Two complimentary Exhibitor Booth Staff passes
- Up to ten additional paid Exhibitor Booth Staff passes (\$250) – Access to Opening Keynote Session and meals
- Discounted Standard Conference Staff passes (\$450 each)

Questions? Email info@naatbatt.org or call Paula Szyper at 630.697.3153 or Chris Ladopoulos 518.694.8474.

**Show Your Support & Amplify Your Presence.
Confirm your Participation today.**

CLICK HERE.

FLOOR PLAN



Affordable Power™ Conference & Expo 2026
 November 3-5, 2026
 Syracuse ONCENTER / Exhibit Hall A / Syracuse, NY



V2 / 5H JOB#: 112661

DRAWN BY: Hbe

REVISION DATE: 04/15/2026