GCPA
Gulf Coast Power Association

2027

MISO SPP REGIONAL CONFERENCE



FEB. 18-19, 2027
NEW ORLEANS

SPONSORSHIP OPPORTUNITIES

A unique opportunity for sponsors to reach an elite gathering of electric power professionals in the MISO and SPP regions

350+ registrations expected

GCPA
Gulf Coast Power Association

2027 MISO SPP REGIONAL CONFERENCE



- **Connect with 350+ industry professionals**
  GCPA MISO SPP Conference is an elite gathering of electric power professionals in the MISO and SPP regions.

- **Gain access to your target market for less than the price of a one-page ad in an industry publication**
  Elevate your company's profile before, during and even after the conference via repeated exposure of your brand/company logo. Rather than burying your ad in a publication that will get tossed, GCPA puts your company name directly in front of your audience via weekly conference email announcements, conference materials including our conference app, and post-conference distributions.

- **Economically utilize your marketing dollars**
  Our sponsorships are competitively priced and include benefits such as complimentary conference registrations that reduce the effective cost of your sponsorship or exhibit.

ABOUT GCPA: Since 1983, GCPA has served Texas and the Gulf Coast as a regional electric power trade organization dedicated to promoting an improved understanding of the issues and opportunities impacting contemporary power markets. Today, GCPA has grown to a total membership of 2,500+, including 170+ member corporations, and has built a reputation as a premier, precedent-setting educator within the Texas competitive power market.

Visit us at www.gulfcoastpower.org **View GCPA 2026 MISO SPP Conference attendees**

To discuss your participation as a sponsor or exhibitor, contact Mary Armstrong, Deputy Executive Director, at 281.460.3054 or marmstrong@gulfcoastpower.org

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MISO/SPP REGIONAL CONFERENCE 2027

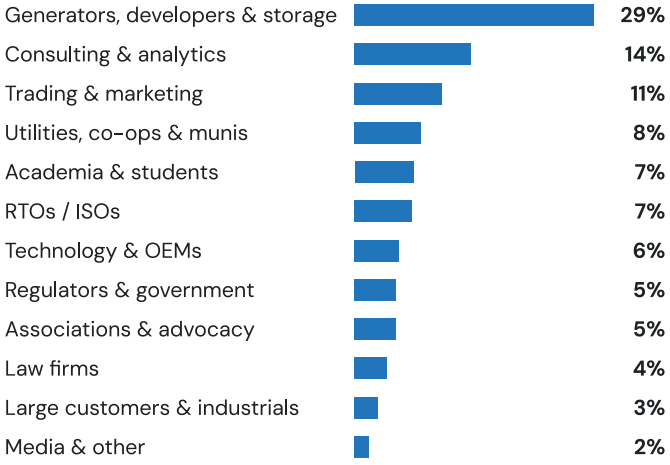
Be in the room where the MISO and SPP markets meet.

THE 2026 CONFERENCE BY THE NUMBERS

360	189	54%	70%
attendees	organizations represented	Director level or above	with 10+ years in the industry*

Who's in the room

2026 attendees by sector



Decision-makers, not just delegates



30% VP, C-suite & partner

24% Director

40% Manager & professional

6% Graduate students

Seasoned market experience*

34%	35%	18%	12%
20+ yrs	10–20 yrs	5–10 yrs	< 5 yrs

Regulators in the audience

State commissions and agencies from 9 states, plus FERC and DOE staff

AR · KS · LA · MN · MO · MS · NE · TX · WI · FERC · DOE

2026 ATTENDING ORGANIZATIONS INCLUDED

BP · Calpine · Cleco · Constellation · Entergy · Evergy · ExxonMobil · ENGIE · GE Vernova · Google · Invenergy · LS Power · NextEra Energy · NRG · Ørsted · RWE · Shell · Siemens Energy · Tenaska · Xcel Energy and many more

WHAT SPONSORS ARE PART OF

MISO and SPP CEOs on one stage · an annual state regulators panel · 1.5 days of panels, fireside chats and vignettes · cocktail reception, luncheon and networking breaks · 8.0 Louisiana CLE hours approved in 2026

Thank you to our 2026 sponsors: Baker Botts, Entergy and NRG (Diamond) · Southern Renewable Energy Association (Platinum) · American Clean Power, Customized Energy Solutions, GridMonitor, NextEra Energy Resources, RTO Insider and Wärtsilä (Gold)

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Sponsorship Benefits at a Glance

Benefit at a Glance	Diamond $9,000	Platinum $6,500	Gold $4,000
Complimentary Registrations	3	2	1
50% Discounted Registrations	3	2	1
Early Bird Rate Through Feb 18	✓	✓	✓
Conference App Presence	Banner Ad + Push Notif.	Banner Ad	Logo
Choice of Signature Placement	✓	✓	—
Standing Banner & Podium Recognition	✓	✓	—
Logo on Ballroom Screens	✓	✓	Breaks only
LinkedIn Sponsor Spotlight	✓	—	—
Sponsor Impact Report	✓	✓	✓
Logo in Mailings, Website & Brochure	✓	✓	✓
Attendee List Access	✓	✓	✓
Special Sponsor Badges for Team	✓	✓	✓



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Diamond

Lead Sponsor $9,000 Member / $10,000 Non-Member

6 Available

The Economical & Targeted Approach You Need to Reach the Electric Power Markets You Serve

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BENEFITS INCLUDE:

- **Comped Registrations** — 3 complimentary conference registrations worth $1000+ each
- **Discounted Registrations** — Option to purchase 3 additional registrations at 50% discount
- **Early Bird, Extended** — Guaranteed early bird pricing on any additional tickets you purchase, all the way through February 18.
- **App Presence** — Banner ad in Conference App PLUS one push notification sent via the Conference App during conference
- **Signature Placement** — Choice of one of the following:
    - Lanyards with your company logo for all attendee badges
    - Hosting of Cocktail Reception with your company logo on drink tickets
    - Hosting of Luncheon **SOLD**
    - Notebook Sponsor: One-color company logo on notebook/pen sets **SOLD**
    - WiFi Sponsor: Customized WiFi password
    - Conference App Sponsor: Premiere placement of your logo within the app
- **On-Site Recognition** — Podium recognition as a Diamond sponsor, and your corporate logo projected on screens in the ballroom.
- **Sponsor Impact Report** — A detailed post-event report on attendance, attendee demographics, and conference survey results — a concrete look at the difference your support made.
- **Brand Visibility** — Corporate logo with link to your website in all promotional mailings (4,000+ recipients), our conference website, and the downloadable brochure.
- **On-Site & Access** — A special sponsor badge for every attending team member, and full attendee list access.

NOTE: The sale of sponsorships is an ongoing process. Therefore, some of the above choices that are shown as available may in actuality be sold. Please check with Mary Armstrong to confirm currently available choices.

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Platinum Sponsor

$6,500 Member / $7,350 Non-Member

10 Available

Targeted placement for optimal exposure to industry leaders.

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BENEFITS INCLUDE:

- **Comped Registrations** — 2 complimentary conference registrations worth $1000+ each
- **Discounted Registrations** — Option to purchase 2 additional registrations at 50% discount
- **Early Bird, Extended** — Guaranteed early bird pricing on any additional tickets you purchase, all the way through February 18.
- **App Presence** — Banner ad in Conference App
- **Signature Placement** — Choice of one of the following:
  - Breakfast:
    - Day 1
    - Day 2
  - Break Sponsor:
    - Day 1 AM
    - Day 1 PM
    - Day 2 AM
  - Event Beverage Sponsor:
    - Day 1
    - Day 2
  - Speaker Dinner Sponsor: Your logo on menus at restaurant plus 2 tickets to dinner
    - Conference Keynote or Session
- **On-Site Recognition** — Podium recognition as a Platinum sponsor, and your corporate logo projected on screens in the ballroom.
- **Sponsor Impact Report** — A detailed post-event report on attendance, attendee demographics, and conference survey results — a concrete look at the difference your support made.
- **Brand Visibility** — Corporate logo with link to your website in all promotional mailings (4,000+ recipients), our conference website, and the downloadable brochure.
- **On-Site & Access** — A special sponsor badge for every attending team member, and full attendee list access.

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Gold Sponsor

$4,000 Member / $4,750 Non-Member

10 Available

An accessible way to reach the lead companies and organizations in the MISO/SPP Region.

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BENEFITS INCLUDE:

- **Comped Registrations** — 1 complimentary conference registration worth $1000+
- **Discounted Registrations** — Option to purchase 1 additional registration at 50% discount
- **Early Bird, Extended** — Guaranteed early bird pricing on any additional tickets you purchase, all the way through February 18.
- **App & On-Site Presence** — Corporate logo in the sponsor section of the Conference App, and projected on screens in the ballroom during breaks.
- **Sponsor Impact Report** — A detailed post-event report on attendance, attendee demographics, and conference survey results.
- **Brand Visibility** — Corporate logo with link to your website in all promotional mailings (4,000+ recipients), our conference website, and the downloadable brochure.
- **On-Site & Access** — A special sponsor badge for every attending team member, and full attendee list access.

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Attendee Information Usage Restrictions for Sponsors

GCPA provides sponsors at every level with attendee name, title, company, and business contact information (unless the individual has opted out). This information is provided exclusively to facilitate business connections related to GCPA events.

- **Prohibited Uses:** Sponsors may not use this information for bulk email campaigns, automated marketing, sale or transfer to third parties, or any purpose unrelated to GCPA events.
- **Permitted Uses:** Individual, personalized outreach for event meeting scheduling, post-event follow-up with contacts made at the conference, and one-to-one business communications.
- **Requirements:** All attendee information must be destroyed within 90 days after the event unless the individual provides explicit consent for continued contact.
- **Consequences:** Violation of these restrictions may result in immediate revocation of sponsor benefits without refund, potential exclusion from future GCPA sponsorship opportunities, and/or elimination of this benefit for future events.

By accepting attendee information, sponsors agree to these terms and accept full liability for any misuse by their organization or representatives.

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GCPA Thanks Our Sponsors

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GOLD SPONSORS

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