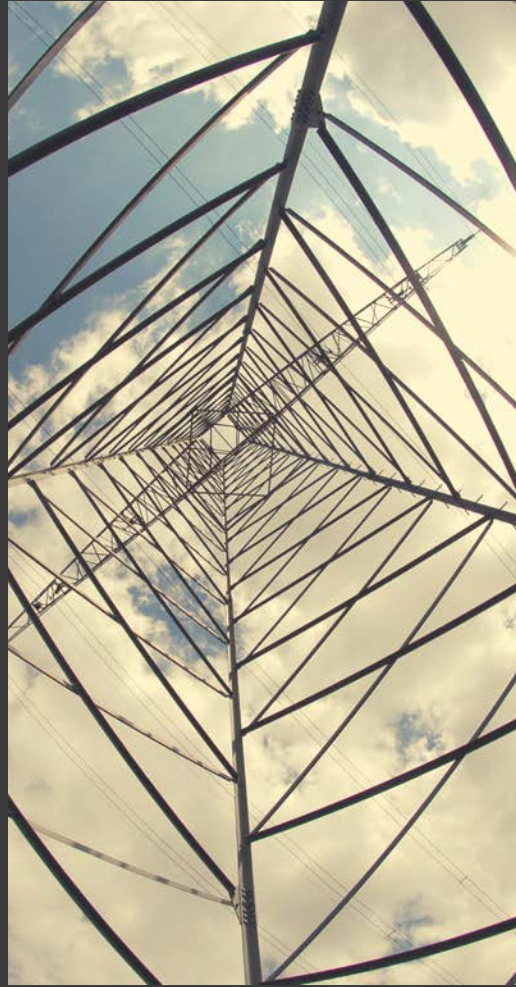


2023



# EBA MEETING SPONSORSHIP & MARKETING OPPORTUNITIES



MAXIMIZE YOUR VISIBILITY WITH EBA

## CONNECT WITH INDUSTRY LEADERS

Partnering with the Energy Bar Association (EBA) connects you to more than 2,200 energy industry professionals throughout the U.S. and Canada. With members representing over 600 law firms, companies, institutions, and affiliated industry organizations, EBA can help you maximize your visibility as a leader in the energy industry.

Your sponsorship puts you in direct communication with regulators, attorneys, policy makers, in-house counsel, and energy experts active in all areas of energy law at federal, state, and international levels.

### Opportunities to Fit Your Needs

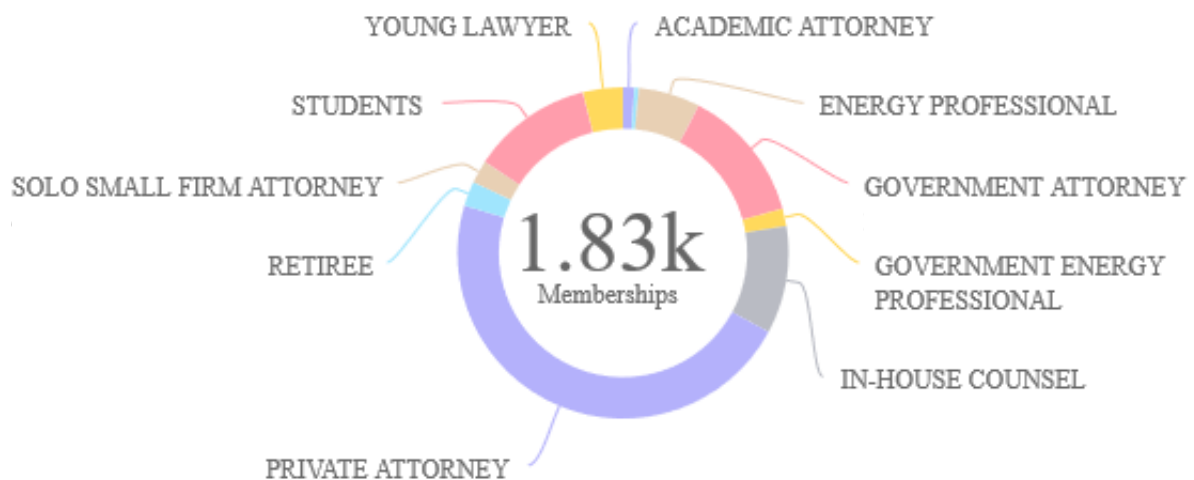
EBA offers an array of sponsorship and marketing opportunities to fit your needs and budget. From intimate, in-person lunch meetings, online education programs, to our premier national conferences and web advertising, you're sure to find the opportunity right for you. Make sure your clients and potential clients are aware of how you can help them solve their problems.

## ABOUT EBA

EBA promotes the professional excellence and ethical integrity of its members in the practice, administration, and development of energy law regulations and policies through superior educational programming, networking opportunities, and information resources. In addition to national marketing channels, EBA has regional chapters in Texas, Louisiana, the Midwest, Southern, Western, Northeast and Rocky Mountain regions.

### Reach Your Target Audience

EBA members include energy practitioners who are experts in antitrust, international energy, legislation and regulatory reform, electric utility regulation, alternative dispute resolution, finance and transactions, and environment and public lands, making them the influential gatekeepers to the energy market you're looking to tap into.



## ADDITIONAL SPONSOR OPPORTUNITIES

### 2023 DIGITAL NEWSLETTER SPONSOR: \$5,000

With a 30% average open rate for each *week*, *EBA Insights* and *Monday Memos* are among our top rated member benefits, providing EBA members with an understanding of industry news and trends every week.

Give your marketing an edge with the 2023 Digital Newsletter Sponsorship, which offers premiere visibility and impact, as well as positions your company with a internationally respected organization and delivers a maximum return on your investment.

#### INCLUDES:

- Graphic - logo placement for a full year at the top of EBA Insights weekly newsletter, directly below EBA masthead
- Graphic size 100w x 300h
- Graphic can link to sponsor website
- Sponsor to provide graphic and tag line

#### ADDITIONAL MARKETING BENEFITS INCLUDED:

- Recognition in both national conference on-site Program Guides
- Recognition on social media 6x a year
- One piece of company marketing collateral at the sponsorship table at both national conferences

### ADVERTORIAL (ADVERTISEMENT + EDITORIAL CONTENT)

2023 **EBA Member Memos** Sponsored Content:

#### Prices:

One Occurrence - \$1,000

Two Occurrences - \$1,500

#### Includes:

Up to 250 word content or graphic on 1 or 2 editions of EBA Insights

Graphic size 500w x 250h

Graphic and content can link to sponsor website

### ENERGY LAW JOURNAL ADVERTISING

Sponsorships range from \$750-\$2,500

Since 1980, the *Energy Law Journal* has provided great value to the Energy Bar Association's members. The *Journal* provides in-depth analyses on current, salient issues affecting members and their clients and businesses and provides a forum for the exploration and understanding of new, cutting edge issues. The *Journal* is a benefit to EBA members and subscriptions are available to non-EBA members.

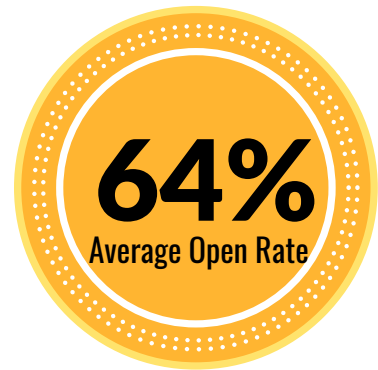
Advertising rates are for two issues and all ads need to be prepaid.

	Half Page	Full Page
INSIDE FRONT COVER	\$1,500	\$2,500
INSIDE BACK COVER	\$1,500	\$2,500
OUTSIDE BACK COVER	\$1,500	\$2,500
OTHER PAGES	\$750	\$1,000

# YEAR-ROUND DIGITAL ADVERTISING

## EBA INSIGHTS NEWSLETTER ADVERTISING

EBA Insights tackles the most relevant issues by collating essential energy news insights from mainstream and industry media sources. EBA enjoys a 64%+ average open rate for each edition of Insights and a 32% avg. click rate. Your targeted message or offer can be delivered electronically to the entire EBA membership every week. As an advertiser, you will also be able to track reader responses and quantify ROI.



## EBA WEBSITE ADVERTISING

Strategically placed ads on the EBA website are a cost effective way to reach your target market. Your website will be only one click away from many of the energy industry's elite attorneys, practitioners and decision makers. Association Revenue Partners manages all advertising in Insights and EBA's website. To learn more about pricing details for digital advertising opportunities contact:

**Mike Berthold**  
VP, Partnerships  
**Association Revenue Partners**  
mberthold@associationrevenuepartners.com  
214.396.6782



### EBA NEWS

#### Attending the 2019 Mid-Year Energy Forum?

The Energy Bar Association has reserved a block of hotel rooms for those attending the 2019 Mid-Year Energy Forum at the Renaissance Downtown Hotel for \$329 per night. The block out off its September 20th.



#### Do you have a new or new(er) associate? Provide them with energy resources from EBA!

Help bring your new or new(er) associates up to speed quickly with a variety of energy resources at their fingertips. Following are just a few of the numerous resources available online at [www.EBA-Net.org](http://www.EBA-Net.org)



### TOP INDUSTRY NEWS

#### Uncertainty Continues As FERC Tells PJM Not to Hold Capacity Auction

Posted by: Foster Report  
With no solution in sight and some disharmony among commissioners, FERC directed PJM interconnection to hold off running its bas...



#### Panel: Grid Must Be Updated to Support Electrification

Posted by: American Public Power Association  
The U.S. is poised to use significantly more electricity – in transportation, manufacturing, and buildings – in the coming decade...

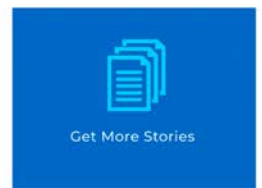
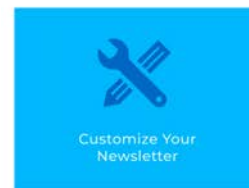
#### Senators Propose National Efficiency Standard to Save 22% of Electric Utility Energy by 20...

Posted by: Utility Dive  
Dive Brief: Three U.S. senators yesterday introduced a bill to establish a nationwide energy efficiency standard that would call...



#### FERC Creates LNG Export Division, Following Spike in Development Applications

Posted by: Utility Dive  
Dive Brief: The Federal Energy Regulatory Commission (FERC) on Tuesday announced it is creating a new division within its Office...



### TOP READS FROM THE PAST FEW WEEKS

**FERC Meeting Includes Orders With Controversy, Warm Sendoff for LaFleur**  
Foster Report

**NARUC: FERC Went Beyond 'Authority of Power' in Issuing Order 841**  
Utility Dive

**Sen. Murkowski Teases Prospects for Storage As Committee Advances 22 Energy Bills**  
Utility Dive

**AEP Commits to Retire Large Indiana Coal Unit by 2028**  
Utility Dive

