



## Sponsorships & Exhibits

2025 Spring Conference April 15-16

**PLUS Exhibits open on April 14 for Welcome Reception**  
**A unique opportunity for sponsors and exhibitors to reach the LARGEST gathering of electric power professionals in the Gulf Coast region this Spring**  
**500+ registrations expected**

- **Connect with 500+ industry professionals:** GCPA Spring Conference is the largest springtime gathering of electric power professionals in the Gulf Coast region.
- **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 magazine, and post-conference distributions.
- **Reach the decision makers:** Over 30% of our attendees hold upper level management titles ranging from CEO to Vice President.
- **Economically utilize your marketing dollars:** Our sponsorships and exhibits are competitively priced and include benefits such as complimentary conference registrations that reduce the effective cost of your sponsorship or exhibit.

**LEARN MORE 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 150+ member corporations while gaining a reputation as a premier and precedent-setting educator within the Texas competitive power market.

Visit our website at [www.gulfcoastpower.org](http://www.gulfcoastpower.org)

[View GCPA 2024 Spring Conference attendees](#)



## Diamond Packages

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

**Diamond Lead Sponsor \$8500 (5 available)**

**1 LEFT**

### **BENEFITS INCLUDE:**

- 3 complimentary conference registrations worth \$950+ each
- Option to purchase 3 additional registrations at 50% discount
- 2 PAGE AD SPREAD IN GCPA CONFERENCE MAGAZINE
- Choice of one of the following:
  - Lanyards with your company name for all attendee badges **SOLD**
  - Hosting of Cocktail Reception **SOLD**
  - Hosting of Luncheon & Sponsor of Post-Lunch Keynote, Rudy Garza, CEO, CPS Energy **SOLD**
  - Conference Magazine Sponsor: Your logo on the cover of the magazine **SOLD**
  - Hosting of Pre-Conference Welcome Reception
- Standing customized banner in conference area for entire conference
- Recognition from podium as a Diamond Lead Sponsor of conference
- Corporate Logo projected on two large screens in ballroom
- Corporate Logo with link to your website included in:
  - All promotional electronic mailings to mailing list of 4,000+
  - Conference event page on website
  - Downloadable conference brochure
- Corporate Logo in first tier on inside cover of conference magazine distributed to all attendees
- Additional Listing as sponsor on agenda in conference magazine
- Option to purchase exhibit space at \$500 discount

**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.



## Platinum Packages

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

**Platinum Sponsor \$6000 (13 available)**

**SOLD OUT**

### BENEFITS INCLUDE:

- 2 complimentary conference registrations worth \$950+ each
- Option to purchase 2 additional registrations at 50% discount
- 1 PAGE AD SPREAD IN GCPA CONFERENCE MAGAZINE
- Choice of one of the following:
  - Conference Bag Sponsor: One-color company logo on fabric tote bag **SOLD**
  - Notebook Sponsor: One-color company logo on notebook/pen sets **SOLD**
  - WiFi Sponsor: Customized password and/or conference packet insert with your logo. **SOLD**
  - Breakfast - Signage with your logo by breakfast food area
    - Day 1 **SOLD**
    - Day 2 **SOLD**
  - Break Sponsor - Signage with your logo by break food
    - Day 1 AM **SOLD**
    - Day 1 PM **SOLD**
    - Day 2 AM **SOLD**
  - Event Beverage Sponsor - Signage with logo by primary beverage area
    - Day 1 **SOLD**
    - Day 2 **SOLD**
  - Opening Conference Keynote - Vicki Hollub, President & CEO, Occidental **SOLD**
  - Opening Keynote Day 2 - Andrew Novotny, President & CEO, Calpine **SOLD**
  - Pre-Conference Workshop - Real-Time Co-Optimization (RTC) **SOLD**
- Standing customized banner in conference area for entire conference
- Recognition from podium at opening of conference as a Platinum Sponsor
- Corporate Logo projected on two large screens in ballroom
- Corporate Logo with link to your website included in:
  - All promotional electronic mailings to mailing list of 4,000+
  - Conference event page on website
  - Downloadable conference brochure
- Corporate Logo in second tier on inside cover of conference magazine distributed to all attendees
- Additional Listing as sponsor on agenda in conference magazine
- Option to purchase exhibit space at \$400 discount

**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](mailto:marmstrong@gulfcoastpower.org) to confirm currently available choices.



## Gold Packages

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

**Gold Sponsor \$3750 (12 available)**

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### **BENEFITS INCLUDE:**

- 1 complimentary conference registration worth \$950+
- Option to purchase 1 additional registration at 50% discount
- 1/2 PAGE AD SPREAD IN GCPA CONFERENCE MAGAZINE
- Choice of one of the keynotes or panel sessions to sponsor:
  - Session I - Regulatory Around the Horn **SOLD**
  - Vignette 1 - ERCOT's Load Growth Journey **SOLD**
  - Session II - Impact of Load Growths on ERCOT Markets **SOLD**
  - Session III - ERCOT as a Magnet for Emerging Large Loads **SOLD**
  - Vignette 2 - The Texas Energy Fund Capital Stack **SOLD**
  - Session IV - Supply: What Is/Is Not Getting Built and Why? **SOLD**
  - Vignette 3 - Natural Gas Outlook for the US Gulf Region in 2025 and Beyond
  - Session V - The Trader's View of the ERCOT Markets **SOLD**
  - Vignette 4 - State of ERCOT Transmission and the 2024 Regional Transmission Plan
  - Session VI - The Five Biggest Transmission Questions in ERCOT
  - Fireside Chat - Curt Morgan, Chairman, AlphaGen & Scott Harlan, Co-Managing Partner, Rockland Capital
  - Session VII - Investor Interest in Texas Energy Markets
- Corporate Logo projected on two large screens in ballroom before your chosen keynote or panel
- Corporate Logo with link to your website included in:
  - All promotional electronic mailings to mailing list of 4,000+
  - Conference event page on website
  - Downloadable conference brochure
- Corporate Logo in third tier on inside cover of conference magazine distributed to all attendees
- Additional Listing as sponsor on agenda in conference magazine
- Option to purchase exhibit space at \$250 discount

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## Exhibitor Packages

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

### EXHIBIT DETAILS

**Location of Exhibit Area:**

Exhibit area is located in the lobby directly outside of the ballroom where the conference will be held.

**Layout of Exhibit Spaces:**

Spaces will be assigned in the following order - 1) GCPA Corporate Member 10 ft. booths; 2) Non Corporate Member 10 ft. booths; 3) GCPA Corporate Member 6 ft. tabletop displays; 4) Non Corporate Member 6 ft. tabletop displays.

**Setup of Exhibits:**

Exhibits should be set up on Monday, April 14 by 4:30 PM for the Welcome Cocktail Reception that runs from 5:00 PM - 6:30 PM. Your exhibit time will then run through day one of the Spring Conference on April 15 from 7:00 AM - 5:00 PM and day two of the Spring Conference on April 16 from 7:30 AM - 12:00 PM.

**Teardown of Exhibits:**

ALL TEARDOWN MUST BE COMPLETED BY 1:00 PM ON WEDNESDAY APRIL 16.

DISCOUNTED EXHIBIT PRICING FOR GCPA CORPORATE MEMBERS		
EXHIBIT SIZE	EXHIBIT PRICE	INCLUDED IN PRICE
6 ft. Tabletop Display	\$1500	Table, cloth, one chair, one complimentary registration for booth manager
10 ft. Booth Space	\$2300	Table, cloth, one chair, one complimentary registration; option to purchase additional registration for \$300
STANDARD EXHIBIT PRICING FOR NON CORPORATE MEMBERS		
EXHIBIT SIZE	EXHIBIT PRICE	INCLUDED IN PRICE
6 ft. Tabletop Display	\$2200	Table, cloth, one chair, one complimentary registration for booth manager
10 ft. Booth Space	\$3200	Table, cloth, one chair, one complimentary registration; option to purchase additional registration for \$500

# GCPA Thanks Our Sponsors

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## PLATINUM SPONSORS



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## GOLD SPONSORS



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To learn more about sponsorships and exhibits, please contact Mary Armstrong, Deputy Executive Director, at 281.460.3054 or [marmstrong@gulfoastpower.org](mailto:marmstrong@gulfoastpower.org).