SPONSORSHIP OPPORTUNITIES

May 24 – 27, 2027
Hyatt Regency
New Orleans, LA



WELCOME TO SDSIC 2027

Showcase your brand where utility innovation happens.

SDSIC's Annual Conference connects the utility industry's leading organizations, technical experts, and solution providers to advance substation design, digital transformation, and project delivery. As the industry's premier collaborative event, SDSIC offers unparalleled opportunities to engage with key decision-makers and demonstrate your company's leadership.

Join us in **New Orleans for SDSIC 2027** and put your organization at the center of the industry's next wave of innovation.

WHY SPONSOR SDSIC 2027?

Help shape the future of utility infrastructure.

By sponsoring SDSIC 2027, you will:

- Connect with utility leaders, engineers, designers, and technology innovators.
- Increase visibility with key decision-makers driving industry change.
- Align your brand with innovation, collaboration, and modernization.

Your support helps SDSIC remain a leading forum for advancing utility design and infrastructure.

SDSIC is more than a conference. It's where the future of the industry takes shape.

INSIDE SDSIC 2027

Monday, May 24th | Arrival & Welcome Reception (12:00–7:00 p.m.)
Start the conference by connecting with peers and joining the Welcome Reception.

Tuesday, May 25th | Full Conference Program & Evening Event
A full day of technical sessions, networking opportunities, and sponsor engagement, followed by an attendee evening event at The National WWII Museum's Freedom Pavilion.

Wednesday, May 26th | Full Conference Program & Evening Event
Continue the conversation with another day of educational content, activities, and a closing evening event at Fulton Alley.

Thursday, May 27th | Half-Day Program (Tear Down by 9:00 a.m.)
Wrap up with a final morning of sessions before heading home with new ideas, insights, and connections.

SPONSORSHIP TIERS

Choose how you show up.



SPONSORSHIP TIERS

- Rex Sponsor | Presenting Tier (2 available)
- Muses Sponsor | Platinum Tier (6 available)
- Bacchus Sponsor | Gold Tier (5 available)
- Orpheus Sponsor | Silver Tier (4 available)
- Zulu Sponsor | Bronze Tier (4 available)
- Second Line Sponsor | Add-Ons

REX SPONSOR | PRESENTING

Named for New Orleans' iconic "King of Carnival," the Rex Sponsorship represents the highest level of partnership and visibility at SDSIC.

Designed for organizations seeking maximum exposure and industry recognition, this sponsorship places your brand at the center of the conference experience. With premier branding, high-profile engagement opportunities, and significant visibility throughout the event, Rex Sponsors help shape the conference while demonstrating their leadership within the utility industry.

REX SPONSOR | PRESENTING - $60,000

- **Naming rights** to a signature SDSIC evening event
  - **The National WWII Museum** – Tuesday, May 25th
  - **Fulton Alley** – Wednesday, May 26th
- **Elite tabletop presence** in a prime Sponsor Hub location
  - Includes: (1) 6ft table, (2) chairs, (1) trashcan
- **Priority logo placement**
  - Top tier placement set next to hosting sponsor
  - Premier branding placement throughout the event
- **Priority selection of sponsorship enhancement opportunities**
- **Main stage** recognition and special thanks
- **Logo recognition** during general session holding slide deck
- **Three (3) complimentary conference registrations** for your team





MUSES SPONSOR | PLATINUM

Inspired by one of New Orleans' most celebrated Carnival traditions, the Muses Sponsorship offers elevated visibility and meaningful opportunities to engage with the SDSIC community.

Ideal for organizations looking to strengthen their industry presence, this sponsorship combines prominent brand recognition with valuable attendee interaction. Muses Sponsors enjoy enhanced exposure throughout the conference while building connections with utility leaders, engineers, designers, and decision-makers.

MUSES SPONSOR | PLATINUM - $35,000

- Exclusive sponsorship of one breakfast or lunch break, including prominent meal signage and branded cups and napkins used during the meal.
- **Premium tabletop presence** in a high-traffic Sponsor Hub location
  - Includes: (1) 6ft table, (2) chairs, (1) trashcan
- **Priority logo placement** below Rex sponsor tier with prominent visibility across conference signage, materials, and digital communications
- **Second-priority selection of sponsorship enhancement opportunities**
- **Main stage** recognition and special thanks
- **Logo recognition** during general session holding slide deck
- **Three (3) complimentary conference registrations** for your team

BACCHUS SPONSOR | GOLD

Inspired by the spirit of New Orleans hospitality and celebration, the Bacchus Sponsorship provides a strong platform for increasing visibility and building industry connections.

Designed for organizations seeking a meaningful conference presence, this sponsorship combines brand recognition with valuable networking opportunities. Bacchus Sponsors become part of the conversations, connections, and collaborations that help move the industry forward.

BACCHUS SPONSOR | GOLD - $25,000

- Exclusive sponsorship of one designated coffee break, including prominent signage at coffee and refreshment stations.
- **Premium tabletop presence** in a high-traffic Sponsor Hub location
  - Includes: (1) 6ft table, (2) chairs, (1) trashcan
- **Priority logo placement** below Muses sponsor tier with prominent visibility across conference signage, materials, and digital communications
- **Third-priority selection of sponsorship enhancement opportunities**
- **Main stage** recognition and special thanks
- **Logo recognition** during general session holding slide deck
- **Three (3) complimentary conference registrations** for your team

ORPHEUS SPONSOR | SILVER

Named for one of New Orleans' most renowned Carnival krewes, the Orpheus Sponsorship offers a valuable opportunity to expand brand awareness and connect with conference attendees.

Well-suited for organizations looking to grow their presence within the utility industry, this sponsorship provides meaningful visibility and opportunities to showcase your organization while engaging with the SDSIC community throughout the event.

ORPHEUS SPONSOR | SILVER - $15,000

- **Select tabletop** positioning in the Sponsor Hub
  - Includes: (1) 6ft table, (2) chairs, (1) trashcan
- **Branding visibility** across conference materials
- **Logo placement** below Bacchus sponsor tier
- **Logo recognition** during general session holding slide deck
- Optional additional **Sponsor Add-On** opportunities, after Rex, Muses, and Bacchus selections.
- **Two (2) complimentary conference registrations for your team**

ZULU SPONSOR | BRONZE

Inspired by New Orleans' legendary Zulu tradition, this sponsorship offers an accessible and effective way to engage with the SDSIC community.

Perfect for organizations looking to establish or expand their conference presence, the Zulu Sponsorship delivers valuable brand exposure, networking opportunities, and a welcoming entry point into conference sponsorship.

ZULU SPONSOR | BRONZE - $5,000

- **Select tabletop** positioning in the Sponsor Hub
  - Includes: (1) 6ft table, (2) chairs, (1) trashcan
- **Branding visibility** across conference materials
- **Logo recognition** during general session holding slide deck
- Optional additional **Sponsor Add-On** opportunities, after Rex, Muses, and Bacchus selections.
- **One (1) complimentary conference registration for your team**

SECOND LINE SPONSOR | ADD-ONS

Inspired by New Orleans' beloved Second Line tradition, this sponsorship offers the flexibility to create a conference presence that's uniquely your own.

The Second Line Sponsorship features a customizable menu of branding and engagement opportunities that can be added to any sponsorship package or selected as a standalone option. From branded Wi-Fi and hotel key cards to transportation sponsorships and other attendee touchpoints, these enhancements allow your organization to increase visibility in the moments that matter most.

Personalize your presence. Amplify your brand. Keep the momentum going.

SECOND LINE SPONSOR | ADD-ONS

WIFI SPONSOR - $10,000 (1 available)

Custom Wi-Fi network name (SSID) displayed to attendees when connecting to the conference Wi-Fi, providing high-visibility brand exposure throughout the event.

MOBILE APP SPONSOR - $25,000 (1 available)

Put your brand in attendees' hands throughout the conference with exclusive sponsorship of the event mobile app.

REGISTRATION DESK SPONSOR - $10,000 (1 available)

A chance to highlight your brand at the start of the event with primer branding on the registration desks.

HOTEL ROOM KEY CARD SLEEVES - $5,000 (1 available)

Your fully customized Hyatt Hotel key card sleeves used by all attendees in from out of town (QTY 1,000).

SECOND LINE SPONSOR | ADD-ONS

TRANSPORTATION SPONSOR - $10,000 (2 available)

Brand the transportation that gets attendees to evening events.

EXECUTIVE BREAKFAST - $20,000 (1 available)

Host an exclusive breakfast for senior leaders and decision-makers, with signage and menu branding. (1 available)

LEADERSHIP DINNER - $15,000 (1 available)

Sponsor an exclusive dinner experience for SDSIC leadership, speakers, and invited guests. Includes event signage, branded table elements, and recognition as the host of one of the conference's premier networking events.

SECOND LINE SPONSOR | ADD-ONS

CHARGING STATION SPONSOR - $7,500 (1 available)

Keep attendees powered throughout the event with branded charging stations located in high-traffic conference areas.

ELEVATOR DOOR BRANDING - $7,500 (1 available)

This high-visibility opportunity keeps your brand front and center during the attendee journey.

PROMO ITEMS

Choose your own budget and provide a branded item for attendee distribution. Sponsors are responsible for production and shipping to the SDSIC event team prior to the conference.

READY TO SPONSOR?

Contact Jalisa Francis at events@ampirical.com with sponsorship selections to get started.



THANK YOU

See you in New Orleans!