

# CONNECT. INFLUENCE. GROW.



## Accelerate Utility Innovation & Market Impact

Join U2030 to Build Relationships, Showcase Solutions, and become a Force Multiplier for Industry Transformation

Engage directly with decision-makers shaping energy, water, and natural gas at the intersection of customers, employees, and operations.

When you help one utility succeed, the ripple effect begins—expanding your influence, strengthening credibility, and positioning your company as an essential industry partner.

### Exclusive Access to Leadership & Learning Experiences



## Membership Benefits

### EXCLUSIVE ACCESS

Connect with 650+ utility leaders, their teams, and other vital stakeholders

### THOUGHT LEADERSHIP

Share insights during U2030 COE Forum Meetings (CoEs)

### BRAND VISIBILITY

Gain brand awareness through our newsletter, socials, and member platform.

### LEADERSHIP GROWTH

Showcase your strengths with utility leaders to enhance your brand.

### CREDIBILITY

Build trust with your target audience of utility leaders during events.

### PRODUCT DEVELOPMENT

Gather intelligence from utility leaders to refine your offerings

## Sponsorship Opportunities

Support industry innovation, leadership, and inclusion by sponsoring one of these high-impact initiatives:

- ✓ **Events** – Sponsor SPARK or ENERGIZE and connect with top utility leaders.
- ✓ **Scholarships** – Fund a utility client's participation in the RADIATE Women's Leadership Program, empowering the next generation of female leaders.

- ✓ **Women Who SPARK Awards** – Celebrate and recognize outstanding women driving transformation in the utility sector.
- ✓ **Annual Research Program** – Support groundbreaking research that informs industry best practices and future strategies.

### CONTACT US TODAY

Connect with a U2030 team member — we'd love to continue the conversation.

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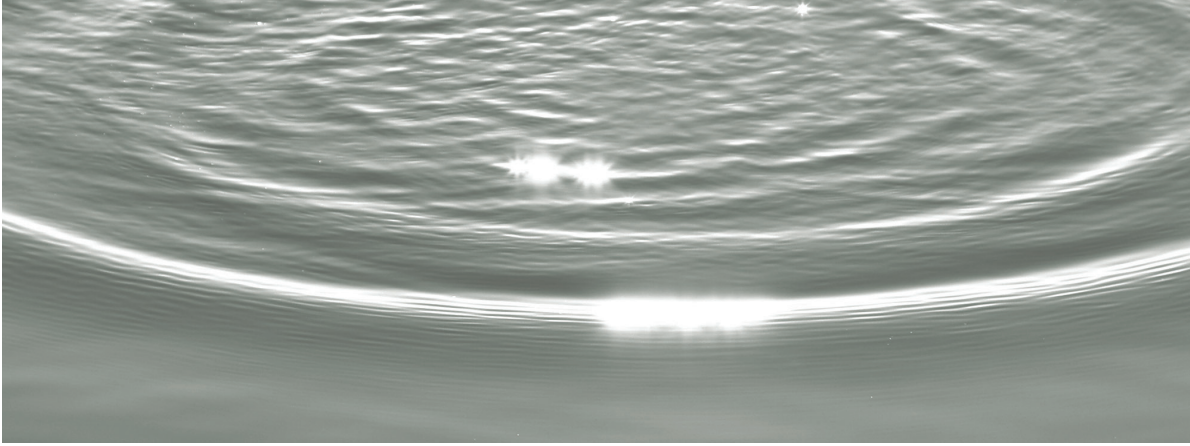
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## Strategic Advisory Services for Solution Providers

### Custom, Research-Driven Programs to Engage Utility Leaders

Our independent Advisory Services provide solution providers with a tailored, research-based approach to effectively engage, educate, and build relationships with utility customers.

- ✓ **Research & Market Intelligence Programs** – Leverage U2030’s expertise to strengthen industry positioning, drive informed decision-making, and foster direct engagement with utility leaders.
- ✓ **Surveys & Custom Research Studies** – Capture deep market insights on industry and customer challenges.
- ✓ **Thought Leadership & Content Development** – Establish credibility through white papers, e-books, and expert insights.
- ✓ **Customer Group Formation & Engagement** – Build and manage thriving customer communities to drive advocacy.
- ✓ **R&D & Market Intelligence** – Utilize insights to shape product development and stay ahead of trends.
- ✓ **Event Roadshows & Online Events** – Expand brand awareness through strategic event sponsorships and roadshows.
- ✓ **Media & Strategic Partnerships** – Amplify reach with exclusive media partnerships and targeted promotions.
- ✓ **Business & Market Positioning** – Align strategy, marketing, and go-to-market approaches with utility sector priorities.

### Custom Programs

We partner with solution providers to develop tailored engagement strategies aligned with their business objectives. Whether you seek to enhance brand visibility, connect with key decision-makers, or drive impactful conversations, we design custom programs that deliver results.

**Let’s Build a Program That Works for You.**

