



**UBBA**  
*Utility Broadband Alliance*

2024

# MEMBERSHIP OPPORTUNITIES

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*powering utility connectivity*

# Join Us

**UBBA MISSION:** To empower utilities and eco-system partners in the development of utility broadband networks as a key enabler of the utility of the future. Through education, collaboration, and advocacy, UBBA seeks to accelerate the development of innovative solutions to meet the communications needs of utilities and Critical Infrastructure Industries.

**UBBA MEMBERS:** UBBA welcomes utilities, technology and communications leaders who wish to increase the security, reliability and resilience of utility service delivery through broadband networks.



Electric, gas & water utilities



Technology providers



Systems integrators



Policymakers  
Regulators



Federal & state agencies



Thought leaders



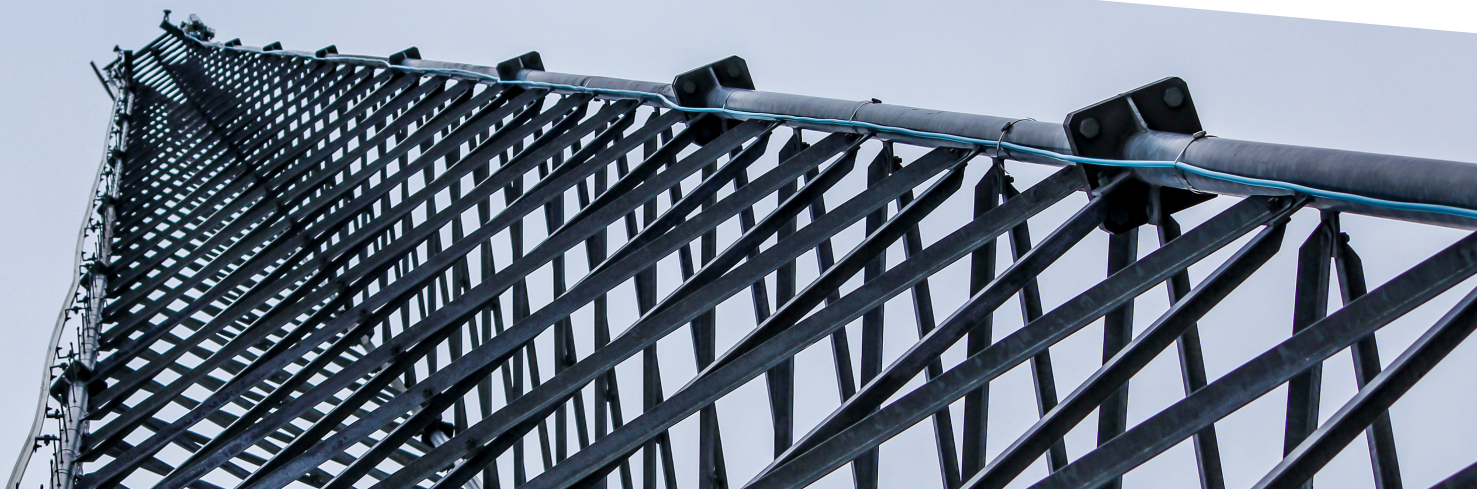
Academia



Industry Associations

**UBBA OBJECTIVES:** UBBA will focus its efforts on formulating key points of view concerning business drivers, standard infrastructure and devices for broadband networks. To this end, UBBA Working Groups strive to produce papers, tools and events to educate stakeholders. Additionally, new UBBA Forums will support private LTE efforts through advocacy, regulatory outreach and executive interaction. The three key objectives are:

- ✓ **Share Insights:** UBBA educates members, utility executives and key stakeholders like regulators, by sharing knowledge, trial results, lessons learned, use cases, benchmarking, business cases, and economic justification.
- ✓ **Collaborate:** UBBA creates testbeds and working groups for collaboration across the ecosystem of utilities, vendors, regulators, and federal agencies to showcase the value of private LTE as a key enabler for grid transformation.
- ✓ **Speak Collectively:** UBBA members advocate and influence business decision-makers and policymakers on the strategic relevance of private LTE, and participate in advocacy efforts in regard to infrastructure funding legislation.



# At A Glance

Technology providers, engineering consultants, telecom networks providers, and ecosystem partners have come together to form the Alliance as a partnership to help drive the successful development and adoption of utility broadband. The Vendor Members bring expert insights about technology roadmaps, network interoperability, and security, while serving as trusted advisors to the unified body of utilities.

## 2024 Benefits by Level

Vendor Benefits at a Glance	*Observer	\$5,000 Bronze	\$10,000 Silver	\$25,000 Gold	\$50,000 Platinum	\$80,000 Diamond
Company logo on UBBA website and marketing materials	name only	✓	✓	✓	✓	✓
Individual positions on Working Groups	1 pp WG	✓	✓	✓	✓	✓
Complimentary registration to UBBA events		1	3	5	10	∞
Eligible to serve as vice-chair of Working Groups			✓	✓	✓	✓
Featured Speaker at an UBBA webinar				✓	✓	✓
Featured Speaker at an UBBA event				✓	✓	✓
Listed and promoted as a sponsor of events				✓	✓	✓
One dedicated webinar annually				✓	✓	✓
Listed as premium sponsor of all UBBA events					✓	✓
Guaranteed Seat on Board of Directors						✓
Leadership role in Policy & Advocacy decisions						✓
Leadership role in Executive Forums						✓

\*Observer level available only to entities with fewer than 100 employees and under \$1 million in annual revenues



# Reach Your Targets

Whether rural or urban, electric, water or gas, IOU, CoOps, or Munis, the Utility Broadband Alliance (UBBA) aims to assist its members in planning, designing and deploying secure, reliable & resilient broadband networks to support America's transforming critical infrastructure. As a member of UBBA, you can sponsor an event or webinar to share your thought leadership on these critical topics. Our reach is expanding, be a part of it.

## Webinars

Our virtual events average 175 targeted attendees and we will promote you on our social media pages and email database of over 6,000 contacts. Ask about current pricing.

### As a Sponsor, you will:

- get a 3-minute introduction and logo on webinar
- have the option to moderate the session with utility speakers
- offer closing comments and key takeaway
- have access to full attendees list
- be highlighted in UBBA quarterly newsletter with link to archive
- available on-demand on the UBBA website

## Events

UBBA Summit & Plugfest has delivered unique utility industry events to SOLD-OUT crowds in St. Louis, Costa Mesa, Minneapolis and in 2024, will take the event to Kansas City. Our members get first priority to participate in all UBBA sponsored events throughout the year.

In addition to the Summit & Plugfest, UBBA will showcase member solutions to the challenges of utility private wireless networks at DistribuTECH TechAdvantage, IWCE, NARUC, EEI and other partnering industry forums.

## Just Look At These 2023 Numbers!



email open rate



monthly  
impressions



average webinar  
attendance



2023 Summit &  
Plugfest attendees

# What Our Members Say

UBBA "helps us to come up with a common language to understand the needs and build from there."



*Mauricio Subieta,  
Nokia*

"UBBA membership allows us to pull the ecosystem together. It will take a village to build this, and [we] want to help."



*Koustuv Ghoshal,  
Ericsson*

UBBA "is driving a unified front for the utility industry in the telecommunications space, and it's this type of collaboration that's really going to make a success out of private LTE with utilities."



*David Allen,  
UScellular*

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