

CONNECTING

suppliers + municipal utility leaders



Associate Membership Program

MEUW offers an **Associate Member** category for consultants, manufacturers, and distributors of utility equipment and supplies, as well as other organizations or individuals with a desire to support public power.* Associate Members may choose from a variety of valuable benefits, including trade show space, sponsorship opportunities, advertising placements, member communications, and access to MEUW events and utility members.

* Privately held utilities and related utility organizations are not eligible to become Associate Members

Membership Benefits

Visibility

Put your company's name in front of the municipal utility employees who use — and make purchasing decisions about — a wide array of products and services to deliver affordable, reliable electricity and other utility services to their hometowns.

Show your support for the public power industry and the unique place municipally owned utilities have in today's evolving energy landscape.

Add your company's name to the list of other utility suppliers found on MEUW's website.

Associate Members receive printed and bound copies of the most recent MEUW Membership Directory, with members-only access to the MEUW website and registration portal.

Every year, MEUW organizes dozens of training events annually across the state, and Associate Members are encouraged to get involved by attending, sponsoring, speaking, exhibiting and/or partnering in some way (i.e., use of equipment).

Access

Take advantage of opportunities to: Attend practical and relevant professional education and training opportunities through conferences, workshops, seminars, webinars, and roundtable meetings.

Network to collaborate with municipal utility employees about products and services, innovative techniques and applications, as well as lessons-learned to strengthen knowledge and improve the everyday operation of electric utilities.

Receive regular member communications with up-to-date information about issues affecting municipal electric utilities and developments, innovations and trends in the utility industry, including:

- *MEUW Weekly*, an e-newsletter distributed on Tuesdays, highlighting what's happening with MEUW and the latest news affecting municipal utilities in the state.
- *LIVE LINES*, which is published monthly and offers more in-depth articles, feature stories, and member profiles, plus safety information and reminders.

Reach

Receive contact information for MEUW's member utilities in an easy-to-use format perfect for targeting your communications and outreach.

Sign up to be listed in the official MEUW Membership Directory, which includes a "buyer's guide" section that allows members utilities to quickly locate Associate Member companies specializing in a particular product or service.

Promote job openings with your organization through a no-cost posting on MEUW.org and in *LIVE LIVES* to reach qualified, prospective applicants.



Dues paid by Associate Members support MEUW and the work we do to strengthen and unify municipal utilities.

Becoming an Associate Member is as simple as 1-2-3

Step 1

Join or renew with your **online payment of 2026 membership dues** of \$550 (\$600 after Dec. 1, 2025)

Companies joining for the first time will be asked to complete a brief application and pay a one-time \$25 administrative fee to establish access to MEUW's online members-only portal.

The 2026 membership year is Oct. 1, 2025 – Sept. 30, 2026.

Step 2

Select the **regular member benefit of your choice:**

Dues payment includes one of the options below.

Option A (default)

Standard exhibit space and exhibitor registration for two company representatives at EOCE26

Fees for electric hook-ups, additional company reps, and premium space are extra

Option B

One complimentary conference registration to attend either EOCE26 or the 96th Annual Conference and a second registration for half price

Option C

Advertising space in *LIVE LINES*, MEUW's monthly newsletter
Standard business-card-sized ad in each monthly edition during 2026

Option D

Visibility as a lead sponsor of one major MEUW conference or training event in 2026
(see partial list at right)

Step 3

Maximize your company's visibility with add-ons:

Choose one or more ... we'll work with you on the details.

- Become an Annual Sponsor of all MEUW events in 2026 (+ \$750)
- Advertise on MEUW's website (with your logo and a web link) (+ \$250)
- Add one attendee registration for either EOCE26 or MEUW's 96th Annual Conference (+\$150)
- Host the Welcome Reception at EOCE26 (+ \$100)
- Host the Closing Reception at the 96th Annual Conference (+ \$100)
- Sponsor the lunch for the annual Foreman's Roundtable [details TBD] (+ \$100)
- Host the Welcome Reception and have a display table at the Watt-Hour Metering Workshop (+ \$250)
- Purchase a "Supplier Showcase" feature in *LIVE LINES* (allowing you to share a company profile or highlight a product or service through a one-time, half-page "advertorial") (+ \$300)
- Advertise in *LIVE LINES* (+ \$175 [3 monthly issues] / +\$300 [6] / +\$500 [12])

Electric Operations Conference & Expo (EOCE26)

Jan. 14–15 | *Wisconsin Dells*

Join nearly 250 utility workers, leaders and suppliers at the Midwest's premier utility trade show! Meet and talk with municipal and cooperative utility decisionmakers.

Watt-Hour Metering Workshop

March 18–20 | *Green Bay*

Offering both classroom and hands-on technical training, this workshop helps participants keep their utilities' meters humming; there is built-in time for networking and engaging with vendors.

96th Annual Conference

May 13–14 | *Madison*

Municipal utility and community leaders from across Wisconsin will gather to discuss topics and issues important to them. A golf outing and other networking opportunities allow for one-on-one connections.

Recognition Levels

In addition to the routine visibility an Associate Member receives based on their chosen option(s), MEUW provides recognition based on a company's total annual commitment of support. The levels are:

- Valued Member: \$550 to \$750
- Premier Member: \$751 to \$2,499
- Elite Member: \$2,500 and above

"Elite" level supporters receive prominent recognition on signage displayed at every MEUW event throughout 2026 and will also have their logo displayed and their company's website linked directly on the MEUW.org homepage.

Our goal is to make joining MEUW as easy as possible, for you — our supplier-partners — and our small staff.

Space at the EOCE26 trade show is first-come, first-to-select and is limited. Last year's event sold out, so early sign-up is suggested.

Please call us at (608) 837-2263 with any questions or if you need help getting started.

Municipal Electric Utilities of Wisconsin (MEUW)

represents the interests of 81 public power companies statewide. Our members deliver **not-for-profit electric service** to one in every ten Wisconsin utility customers, providing local decision-making that affects 300,000-plus electric services across the state.

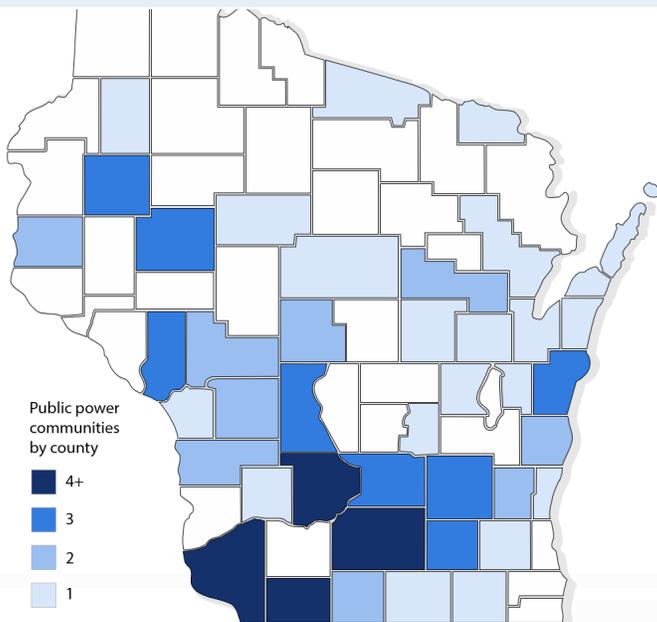
We provide our members and partners with **valuable services and benefits**, including:

- Legislative and regulatory **advocacy**;
- Essential **communication and education**; and
- **Engagement** through annual events, professional development, knowledge transfer, and networking.

Formed in 1928, we have a **long history** of collaborating with members to provide vital services and support, offering a platform for sharing and learning from one another. Our association reflects the values of our member utilities who share a **commitment to providing safe, reliable, and affordable power** to help their customers and communities thrive.

We proudly recognize our Associate Members in the materials and communications shared with member utilities, through a listing on our website, as well as at MEUW events statewide throughout the year. **Our goal is to keep your name and brand in front of our membership as regularly as possible.** We encourage our member utilities to consider and support MEUW Associate Members first when making purchasing and service decisions. Member utilities often contact MEUW for a list of potential vendors providing certain services or offering certain products. Connecting utility suppliers with municipal utilities leaders helps us all.

- Priority Enrollment is Sept. 1 to Sept. 30, with a focus on 2025 Associate Members interested in renewing their support.
- The early enrollment period begins Oct. 1 and continues through Nov. 30. New members (first-time or lapsed) are charged a minimal set-up fee and may enroll at any time.
- Companies will choose membership benefits at the time of enrollment, offering the opportunity to lock in pricing and make a single online payment.
- Extra add-ons after initial enrollment will be limited and have a higher cost (details will be shared later).
- MEUW plans to maintain a special section of MEUW.org to allow easy access to event-related information and deadlines pertinent exclusively to supplier-partners who join.



All Associate Members receive a complimentary listing in the **MEUW Membership Directory**, which includes a “Buyer’s Guide” section. The next Directory will be published in April 2026, and it is available in a printed or online version. Your company will be listed in one or more categories of your choice. When our member utilities are in the market for a specific product or service, they can search the Buyer’s Guide and quickly locate Associate Members who specialize in that category. Advertising in MEUW’s Membership Directory is sold separately by a third party. The Key Contact at each Associate Member company receives one printed copy.

MEUW is not responsible for misdirected email communications, and the Associate Member is expected to notify MEUW of updates to contact information when staff changes occur.

Municipal Electric Utilities of Wisconsin

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