



ESA supports its members across the entire energy storage industry. Our principles of inclusion, competition and fairness are evident throughout our work to ACCELERATE markets, CONNECT members and EDUCATE all stakeholders.

## ACCELERATE Bringing about change for the benefit of the entire industry

### ADVOCACY

ESA represents its members' interests directly with centers of influence in Washington, D.C. and in state capitals around the country. With your support, the ESA continues to:

- Work closely with regulators at the federal and state levels to open fair, competitive markets for the widespread adoption of energy storage.
- Ensure regulatory policies reflect the value provided by energy storage and remove barriers to its integration.
- Develop best practices at the state level to affirm the positive economic impact of energy storage projects for ratepayers.

### POLICY WORKING GROUPS

Public policy conversations around storage are evolving. Join us to develop policy positions that will accelerate the deployment of competitive and reliable energy storage. Policy Working Groups are available to Policy Partners and Leadership Circle members.

## CONNECT Facilitating business and enhancing members' brand

### CONFERENCES AND MEETINGS

Members meet throughout the year and at the annual Meeting of the Members to learn about ESA's activities, share insights and network. Members also receive conference discounts at ESA's three keystone events.

#### ESA Annual Conference & Expo:

Join decision makers, leaders and other stakeholders from around the industry who understand that energy storage is the central hub of the energy ecosystem

**ESA Policy Forum:** Understand what's happening in rapidly evolving regulatory and legislative policy jurisdictions across the U.S.

**ESA Storage Exchange:** In partnership with EPRI, focus on the latest practical developments in implementing and deploying energy storage projects.

### THOUGHT LEADERSHIP PROGRAM

ESA's Thought Leadership Program is designed to increase the visibility of the executives of member companies and organizations. Participation in our Speaker's Bureau connects your company directly with media outlets inquiring about newsworthy developments in the energy storage industry and makes your company competitive for speaking engagement opportunities.

## EDUCATE Keeping members apprised of the latest in policy, technology and markets

### INTERACTIVE WEBINARS

Members collaborate through our interactive webinars to understand and address industry-wide trends within four webinar categories:

- StoragePLUS
- Storage 101
- Quarterly Policy Town Halls
- Timely Trending Issues

### MEMBER NEWSLETTERS

Our monthly newsletters keep you abreast of breaking news, policy alerts, educational opportunities and real-time access to RFPs and other energy storage procurement announcements.

### INDUSTRY RESEARCH

energystorage.org is a central resource for industry news, data and other resources. Through our Member Portal, you can access critical industry research, ESA policy and public filings, archived webinars, newsletters and conference presentations.

In addition, ESA members also have access to deeply discounted rates on the annual and quarterly reports produced in partnership with Wood Mackenzie, which are presented to members on quarterly webinars.

### MEMBER COUNCILS

**Communications Council of Members (ComCOM):** The ComCOM focuses on generating industry-wide messaging, made available to all member companies. They will proactively tackle challenging communications topics that, if left unchecked, could hinder realization of our vision of 35 GW of new energy storage by 2025.

#### Technical Advisory Council (TAC):

The TAC is an advisory group of leading industry experts that advises ESA research topics and contributes to the Association's development of topic-based white papers, webinars and educational content.

# Membership Benefits

## LEADERSHIP CIRCLE

## POLICY PARTNER

FULL MEMBER UPGRADE

## SPONSORSHIP PARTNER

FULL MEMBER UPGRADE

## FULL MEMBERSHIP

### Accelerate

Executive participation at regularly scheduled LC policy strategy meetings, teleconferences, and webinars.



Direct access and input to the VP and Director of Policy to discuss ongoing organizational activities.



Participate in recommendations to the Board on policy positions that have been submitted by the Policy Partners.



Eligibility to participate in Policy Working Groups and vote on policy positions based on Working Group outcomes.



Representation on advocacy of policy issues of interest in Congress, at FERC, RTOs/ISOs, state-level legislatures and public utility commissions.



Regular policy activity updates via email and Town Hall webinars.



### Connect

Sponsorship for each of the 3 ESA keystone events.

Sustaining Megawatt

Sustaining Kilowatt

Up to \$400 registration discounts at ESA keystone events.



ESA Thought Leadership Program benefits include submission for a speaking opportunity, social media amplification, Spotlight on Storage blog inclusion and other networking opportunities.

Featured placements & additional media support



Eligibility to participate as a Director of the Board and voting on corporate business.



Member profile on ESA website.



### Educate

Access to all ESA member correspondence, alerts, and organizations' developed reports.



Access to Members-only Newsletters, Member Directory, discounts on WM U.S. Energy Monitor.



Access to Members-only Working Councils (Technical Advisory Council & Communications Council of Members



Access to all ESA webinars.



MEMBERSHIP LEVEL	ALL ENERGY-RELATED REVENUE CRITERIA	ANNUAL DUES
<b>Leadership Circle</b>	N/A	\$40,000
<b>Corporate 4</b>	Over 100 million USD	\$15,000
<b>Corporate 3</b>	10 - 99.99 million USD	\$10,000
<b>Corporate 2</b>	1 - 9.99 million USD	\$7,500
<b>Corporate 1</b>	0-999k USD	\$3,500
<b>Nonprofit   Gov't   Education</b>	Any 501(c) organization, except (c)6	\$2,500
<b>Startup</b>	Incorporated within last 5 years	\$1,500
<b>Policy Partner</b> (Included in LC Membership)	N/A	Dues +\$10,000
<b>Sponsorship Partner</b> (Included in LC Membership)	N/A	Dues +\$10,000

Tell us more about your energy storage goals and how we can help.

Contact us at [join@energystorage.org](mailto:join@energystorage.org)



Energy Storage Association

**BECOME A MEMBER**  
[www.energystorage.org/join-esa](http://www.energystorage.org/join-esa)