



2027
PARTNERSHIP
& SPONSORSHIP

A blue-tinted background image showing a group of people at a conference or networking event. In the foreground, a man with grey hair is smiling and looking towards the left. He is wearing a white shirt and a lanyard with "SGA" logos. To his right, another man is partially visible, looking towards the center. In the background, other people are blurred, suggesting a busy event space.

BECOME KNOWN BY THE PEOPLE WHO MATTER.

The natural gas industry does not run on transactions. It runs on trust — earned in rooms where operators, engineers, and executives solve hard problems together. SGA builds those rooms. Our partners help build them with us.

ADVANCE PARTNERSHIP / CONFERENCE SPONSORSHIP / SEVEN EVENTS

YOUR CUSTOMERS ARE ALREADY IN THE ROOM.

The question is whether they know you when you arrive.

Reaching natural gas decision makers is rarely the hard part. Lists can be bought. Impressions can be purchased by the thousand.

What cannot be purchased is the moment a Vice President of Operations turns to a colleague and says, *“Talk to them — we’ve worked with them for years.”* That sentence is the shortest sales cycle in this industry, and it is almost never produced by advertising.

It is produced by presence. By showing up in the same committee meeting for three consecutive years. By instructing a course that closes a real capability gap for a member company. By being the person a compliance leader calls before they call procurement.

SGA exists to create those conditions at scale. 385 member organizations across the United States and Canada — 121 gas operating companies and 264 associate members — engage with SGA year-round through conferences, 60 committees, councils, training, and communities of practice.

Our members do not simply attend events. They build working relationships that outlast job changes, reorganizations, and market cycles. A partnership places your company inside that system. Not adjacent to it. Inside it.

TWO WAYS IN

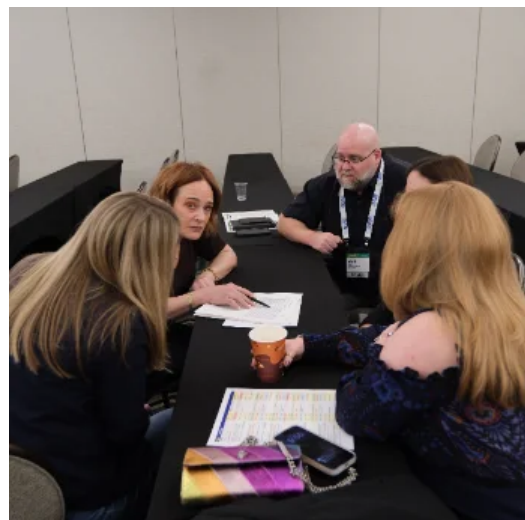
Advance Partner is the year-round position — exclusive, limited to ten companies, and the only level that carries promotion across all twelve months. **Conference sponsorships** are event- and aspect-specific: a reception, a keynote, a technical track, a break. Most partners hold both.

THREE THINGS A LOGO CANNOT DO

Advertising can put your name in front of a buyer. It cannot:

- 01 Answer a technical question in real time.
- 02 Be recommended by a peer who has no financial interest in your success.
- 03 Be remembered eleven months later, when the budget actually opens.

PARTNERSHIP DOES ALL THREE.



VISIBILITY CREATES AWARENESS. PARTICIPATION BUILDS TRUST. RELATIONSHIPS CREATE BUSINESS.

THE ENTIRE VALUE CHAIN. ONE ASSOCIATION.

From wellhead to burner tip, from field technician to chief executive. A partner who engages with SGA does not reach a single slice of the market. They reach the operators who set specifications, the engineers who evaluate them, the executives who fund them, and the service providers who execute alongside them — frequently in the same week.

385 MEMBER ORGANIZATIONS Across the U.S. and Canada	121 GAS OPERATING MEMBERS E&P · Marketing · LNG · Municipal · Distribution · Transmission · Midstream	264 ASSOCIATE MEMBERS Manufacturers · Contractors · Consultants
100% OF OPERATORS TRAIN WITH SGA Every operating member is covered by the SGA Training Subscription	10,000+ TRAINING COMPLETIONS / YR Virtual instructor-led, Campus on-demand, public workshops, onsite training	60 COMMITTEES Where industry direction is set
2,000 CONFERENCE ATTENDEES / YR Across seven 2027 events	50,000 DIGITAL SUBSCRIBERS 24% open rate · 9.3% click-through rate, six points above association benchmark	70% DIRECTOR-LEVEL OR ABOVE At leadership events

WHY COMPOSITION BEATS REACH

A general-interest energy publication may claim a larger audience. It cannot tell you that the reader signs the purchase order, that they will see you again in ninety days, or that they trust the environment in which they encountered you. SGA can.

Participation covers the entire tenure of a professional's career — from the apprentice in a hands-on class to the chief executive at the Executive Conference. Few audiences in this industry are that complete.



THE ONLY YEAR-ROUND POSITION AT SGA.



Every other sponsorship at SGA is event-specific - a reception, a keynote, a technical track. The Advance Partnership is different in kind, not degree. It is the single tier that carries exclusive promotion across all twelve months, and it puts your expertise inside the learning systems the entire industry depends on.

ANNUAL INVESTMENT

\$35,000

Ten positions for the 2027 program year. Advance Partners hold first right of renewal. Multi-year commitments are welcomed and reviewed annually.

EXCLUSIVE PRESENCE

YEAR-ROUND PROMOTION, EXCLUSIVELY

Continuous recognition across SGA channels for twelve months - not the run of a single event. Held by ten companies only.

PARTNER PAGE ON SGANATURALGAS.ORG

A dedicated, indexed page on the association's own domain - your capability described in SGA's voice, in SGA's context.

NAMED AT EVERY BOARD MEETING

Advance Partners are recognized by name at all SGA Board meetings - in front of the operating executives who govern the association.

EXECUTIVE ACCESS

INVITATION TO THE EXECUTIVE CONFERENCE

A C-suite, operating-member executive conference with associate-company participation reserved exclusively for Advance Partners.

November 13–16, 2027 · Naples Beach Club, Florida.

A senior leader who receives a sponsored introduction remembers the sponsorship. A senior leader who spends three days with you remembers you.



CAPABILITY, RETURNED

TRAINING SUBSCRIPTION FOR EVERY EMPLOYEE

Not a seat count - your whole company. Virtual instructor-led training plus the SGA Campus for on-demand learning.

600+ 14

CLASSES

CERTIFICATE PROGRAMS

COMPLIMENTARY BOOTH

At OpsCon or Spring Gas - your choice of the two most interactive exhibit floors on the 2027 calendar.

\$4,500 CONFERENCE CREDIT

Applied against registrations at any SGA conference, so your team is in the room, not just on the signage.

EIGHT COMMITMENTS. ONE AGREEMENT.

01	EXCLUSIVE YEAR-ROUND PROMOTION	Continuous recognition across SGA communications, digital channels, and event environments for the full program year. Exclusive to the ten Advance Partners.
02	EXECUTIVE CONFERENCE INVITATION	Admission to SGA's C-suite, operator-only conference - the one environment where partner companies are otherwise not present.
03	VIRTUAL INSTRUCTOR-LED TRAINING, ALL EMPLOYEES	Live, scheduled, instructor-taught courses across SGA's technical and operational curriculum — no per-seat limit.
04	SGA CAMPUS ON-DEMAND, ALL EMPLOYEES	600+ classes and 14 certificate programs, available on demand to every person in your company - the same learning system 100% of SGA's operating members use.
05	COMPLIMENTARY EXHIBIT BOOTH	At the Operations Conference (OpsCon) or Spring Gas - your selection, reserved before general exhibit sales open.
06	\$4,500 CONFERENCE ATTENDANCE CREDIT	Applied to registrations at any SGA conference on the 2027 calendar, allocated however your team's objectives require.
07	PARTNER PAGE ON SGANATURALGAS.ORG	A dedicated page describing your capability, hyperlinked from SGA's partner directory and maintained for the program year.
08	RECOGNITION AT ALL BOARD MEETINGS	Named as an Advance Partner at every meeting of the SGA Board — the operating executives who set the association's direction.

THE INSTRUCTOR ADVANTAGE

A member sees your booth. They have met a vendor. A member spends six hours in a course your engineer teaches. They have met an expert, and they have a phone number.

Advance Partners are invited to contribute curriculum and subject-matter experts to SGA's learning systems. It is one of the most valuable, and most consistently underused, ways to build technical credibility through an association partnership.

Advance Partners may propose subject-matter experts and curriculum contributions for consideration. All content is selected under SGA's educational standards and must provide clear industry value.

WHO THIS IS FOR

Companies whose growth depends materially on the North American natural gas market.

Companies with technical expertise the industry needs and a willingness to teach it.

Companies that need to be known at the executive level, not only the operating level.

Companies with a workforce that would itself benefit from SGA training at scale.

If three of those four are true, the Advance Partnership is the right conversation. If one is, start with conference sponsorship.

SEVEN ROOMS. ONE YEAR.

Every sponsorship other than the Advance Partnership is tied to one of these events — and to a specific aspect of it. Note that Women's Leadership and the Management Conference run back-to-back in Chicago, and OpsCon and the Safety Conference overlap in Kansas City: two windows where a single trip reaches two distinct audiences.

FEB 17–19	TCEPC Technical Conference on Environmental Permitting and Construction · technical and construction leadership	NASHVILLE, TN
MAR 22–24	SPRING GAS · EXHIBIT FLOOR Field-level interactive, distribution, transmission, measurement, and supply · one of two Advance Partner booth options	COLUMBIA, SC
MAY 11–12	WOMEN'S LEADERSHIP Empowering Success Symposium · rising leaders and workforce development	CHICAGO, IL
MAY 12–14	MANAGEMENT CONFERENCE Senior operating leadership · back-to-back with Women's Leadership, substantial attendee overlap	CHICAGO, IL
JUL 21–22	OPSCON · EXHIBIT AREA Operations Conference · SGA's largest technical gathering and exhibit area, Annual Awards Ceremony	KANSAS CITY, MO
JUL 22–23	SAFETY CONFERENCE Safety and compliance, workforce development, overlaps OpsCon in the same city	KANSAS CITY, MO
NOV 13–16	EXECUTIVE CONFERENCE · C-suite conference for operating-member executives; associate-company participation is limited to Advance Partners.	NAPLES BEACH CLUB, FL

ALSO SPONSORABLE

Public workshops and onsite training sessions run throughout the year outside the conference calendar. Ask about underwriting one in your discipline.

THE COMPOUNDING EFFECT

One event: your company is seen. Three events: your company is recognized. A full year: your company is considered by default. The third outcome cannot be purchased in a single transaction.



SPONSOR A MOMENT, NOT A PAGE.

Every SGA sponsorship below is attached to a specific aspect of a specific event — the reception where the room mixes, the session where the hard question gets asked, the break where the conversation actually happens. You are not buying a listing. You are hosting something attendees remember being hosted.

HOST

\$17,000

One per conference. Top-tier signage recognition, podium mentions at the opening and closing, advance access to the opt-in attendee list, and two registrations.

SIGNATURE

\$12,000

The events inside the event. Exclusive to one company each, with hosting rights and podium recognition. One registration included.

FEATURE

\$7,500

High-traffic aspects with sustained visibility across the full run of the conference. Example: Floor graphics, event-photography, Wi-Fi.

SESSION

\$3,500

A single session, track, or attendee touchpoint. The most efficient way to attach your name to a technical subject.

SUPPORTING

\$1,500

Entry point. Signage, guidebook, and app recognition on a defined conference element. Frequently selected by first-year sponsors.

INCLUDED AT EVERY LEVEL

Logo on specific session, event or conference signage

Hyperlinked logo on the event page

Logo on the post-conference wrap-up

Guidebook and mobile app listing

Recognition in conference emails

Social recognition with SGA amplification

Exhibit booths are priced separately by conference and are not required to sponsor. Advance Partners receive one booth at OpsCon or Spring Gas at no charge.

HOW TO SPEND \$12,000 WELL

One Signature sponsorship at the conference where your buyers concentrate will outperform three Supporting sponsorships spread across three events. Depth in one room beats a thin presence in several. We will tell you honestly when a budget is spread too thin to work.



WHAT IS AVAILABLE, EVENT BY EVENT.

The following opportunities may be available across the 2027 conference calendar. Specific inventory varies by event, and some opportunities are exclusive to one company. Prior year sponsors have first access.

HOST \$17,000 · one per conference

Conference Host Sponsor - name and mark carried across the full event environment, opening and closing podium recognition, and a hosted moment of your choosing. Includes 2 registrations.

SIGNATURE \$12,000 each

- **Welcome Reception** · the night the room mixes
- **Keynote** · stage introduction and platform recognition
- **Awards Luncheon** · honor the industry's best
- **Special Event - Off-Site Outing** · where offered
- **Exhibit Hall Reception** · Spring Gas and OpsCon

FEATURE \$7,500 each

- **General Session**
- **Conference Mobile App** · every attendee, every day
- **Networking Breakfast**
- **Attendee Gift** · co-branded, leaves with them (sponsor provides gift)
- **Conference Wi-Fi** · custom network name
- **Headshot Studio** · Women's Leadership and Management

SESSION \$3,500 each

- **Technical Track** · your name on a subject, all day
- **Breakout Session**
- **Refreshment Break** · the conversation venue
- **Lanyards & Badges** · worn on every attendee
- **Hotel Key Cards**
- **Charging Lounge**
- **Roundtable or Birds-of-a-Feather Table**

SUPPORTING \$1,500 each

- **Registration Desk**
- **Hydration Stations**
- **Wayfinding Signage**
- **Coffee Break**
- **First-Time Attendee Welcome**

A RECOMMENDATION

If you sell to engineers, buy the Technical Track before you buy the reception. If you sell to executives, buy the reception. If you are new to SGA, buy one Session item at the conference nearest your customers and let the results argue for next year.

NOT THE MENU. THE OUTCOME.

Most sponsorship conversations begin in the wrong place - a catalog arrives, a budget is compared against a list, and a decision gets made about signage. We begin somewhere else: what does your company need to be true twelve months from now? Find your objective below, and we will build the plan around it.

01 BUILD BRAND AWARENESS Recognition across the value chain. Multi-event presence, digital recognition, guidebook inclusion, high-traffic signage. <i>Start: Feature at two events</i>	02 LAUNCH NEW SOLUTIONS Informed evaluation beyond initial awareness. Technical sessions, demonstration formats, roundtables with the operators it was built for. <i>Start: Technical Track at OpsCon</i>	03 DEVELOP EXECUTIVE RELATIONSHIPS Access where budgets are set. Management Conference, council engagement, and the Executive Conference room itself. <i>Start: Advance Partnership</i>
04 RECRUIT TALENT Visibility as an employer of choice. Workforce programming, leadership pipelines, and training environments where early-career professionals already are. <i>Start: Women's Leadership</i>	05 ESTABLISH THOUGHT LEADERSHIP Credibility earned by contributing informed perspectives on the questions that matter, in front of people qualified to evaluate them. <i>Start: Session sponsorship + expert content proposal</i>	06 DEMONSTRATE TECHNICAL LEADERSHIP Credibility with the people who write specifications. OpsCon, the Safety Conference, TCEPC, and hands-on training. <i>Start: Technical Track at TCEPC</i>
07 APPRECIATE CUSTOMERS Retention and expansion — the most overlooked objective and the most financially efficient. Your customers are already in the room. <i>Start: Welcome Reception</i>	08 ADVANCE WORKFORCE DEVELOPMENT Contribution the industry remembers. Curriculum, instructors, and program underwriting inside SGA's learning systems. <i>Start: Advance Partnership</i>	09 SHOWCASE INNOVATION Position at the front of the conversation. Convene the emerging-topic discussion rather than merely joining it. <i>Start: Keynote or General Session</i>

THE QUESTION WE ASK EVERY PARTNER

“If we do this well, what will be different about your business in a year?”

The answer determines the plan and how we measure it. Partners receive a review against the objective they named - not a summary of impressions delivered. Partners who pursue one clear objective consistently outperform partners who pursue all nine at low intensity.

MEASURE THESE FOUR

- 01** Qualified conversations
- 02** Opportunities influenced
- 03** Referrals received
- 04** Accounts retained

Partners who measure impressions will always undercount their own results.

RESULTS, AND HOW WE GET THERE.

01 · BRAND AWARENESS

ENTERING A NEW REGION

Build recognition and trusted relationships before the first sales conversation.

02 · LAUNCHING

A NEW TECHNOLOGY

Put the solution in front of practitioners qualified to evaluate it.

03 · WORKFORCE

SOLVING A HIRING PROBLEM

Increase visibility with the professionals and emerging leaders you want to attract.

WE DO NOT SELL SPONSORSHIPS AND DISAPPEAR

On-boarding within 30 days. A working session that converts the agreement into a calendar. Where your team should engage, which committees align with your expertise, and where your subject-matter experts may contribute meaningful industry content. Every commitment gets an owner and a date.

Activation support - ongoing. Speaking submissions, committee introductions, instructor on-boarding, hospitality logistics, communications coordination. Our job is to ensure everything you bought actually gets used.

Introduction facilitation. Not a list of names, a warm connection to a specific person, with context on both sides. The most valuable and least visible thing we do.

Mid-year review. A structured check against the objective you defined. We would rather have a difficult conversation in month six than lose a partner in month twelve.

Year-end assessment and first right of renewal. A written summary against agreed metrics, plus a recommendation for the following year and your positions held before they are offered elsewhere.

A REFRAME FOR YOUR BUDGET CONVERSATION

Paid media creates immediate reach. Association partnership builds recognition, trust, and relationships over time. Both can play an important role, but they produce different outcomes and should be measured differently.



LET'S BUILD SOMETHING THE INDUSTRY REMEMBERS.

The work ahead is substantial. Aging infrastructure to modernize. A workforce to rebuild. Safety performance to advance. Technology to adopt and prove. None of it gets solved by any single company. It gets solved the way this industry has always solved things — by operators, engineers, executives, and partners in the same room, working through hard problems with people they trust.

SGA exists to build those rooms. If you want to be known by the people who matter in this industry, the path is not complicated. Show up. Contribute something real. Do it consistently. We will help turn that commitment into relationships and results.



START THE CONVERSATION

Tell us what you need to accomplish in 2027. In a 30-minute conversation, we will help identify the audience, environment, and level of engagement most likely to produce the result—and tell you honestly if sponsorship is not the right investment.

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[SGANATURALGAS.ORG/CONFERENCE-SPONSORSHIPS](https://sganaturalgas.org/conference-sponsorships)

