

MARKETING OPPORTUNITIES & SPONSORSHIPS

IMPROVE Your Show Visibility... INCREASE Your Recognition Throughout the Industry!

The **Electric West Conference & Exhibition** and the **Power Quality & Reliability Exhibition & Conference** feature a broad spectrum of high-profile promotional opportunities for exhibitors... and we've added even more ways to capture the attention of buyers and build booth traffic. Your sponsorship package will include promotion of your company in our Show Directory on the Official Show Sponsor acknowledgement page, as well as on our highly-visited website.

FREE Show Promotion

- Be sure to use Complimentary VIP Passes to provide free show admission to your customers and prospects.
- Get your product information to the attendee months before the show by editing your Online Listing at www.electricshow.com.
- Utilize FREE Online Marketing Tools for Your Company to Invite Customers and Increase and Track ROI.

INTEGRATED MARKETING PACKAGES - (Show Directory Advertising Deadline January 11, 2010)

Platinum Package.....\$1150

Includes all **Exhibits Plus** features as well as:

- Enhanced Online Listing (see page 2 of this document for description)
- Listing as Platinum Exhibitor in both the Attendee Brochure* & Show Directory
- Two passes to The Electric West Conference Program
- Company name highlighted, pointing out your booth location on onsite show map signs
- Product Showcase listing, including picture/description on website and in Show Directory
- 1X use of Electric West 2010 post-show attendee list (either postal list through bonded mail house or access to email list through Electric West)

**(provided you sign up by the necessary print deadlines)*

Bronze Package (Exhibits Plus Package) \$750

Included in this package:

- Company name bolded on the exhibitor list in Attendee Brochure* mailed to all industry prospects
- Company logo, URL and booth number displayed in the Attendee Brochure*
- One pass to The Electric West Conference Program
- Enhanced Show Directory Listing that includes a logo and a highlighted company description
- 1X use of Electric West 2010 pre-show attendee list (either postal list through bonded mail house or access to email list through Electric West)

MAXIMUM VISIBILITY CORPORATE SPONSORSHIP LIMITED TO FOUR COMPANIES

Heighten your exposure above and beyond your booth presence with the exclusive Electric West Corporate Sponsorship.

- All features of Platinum Package (listed above)
- Premium position full-page 4-color ad in Show Directory
- Logo on the Welcome Banner displayed outside the Las Vegas Convention Center
- Logo on home page of www.electricshow.com website, designating your company as the corporate sponsor
- Meter sign in Registration
- Sponsored email deployed to pre-registered attendees

.....\$7,000

This sponsorship must be reserved by January 10, 2010

ELECTRONIC MARKETING/PRE-SHOW OPPORTUNITIES

Pre-Show Mailing List \$495

Reach all of the people registered for Electric West before the show by obtaining the attendee list (approximately 4 weeks before the show) for a one-time mailing through a bonded mail house.

Product Showcase \$350

Send us details and a picture of your hottest product and we'll publicize it on the show website and in the Show Directory!

(Deadline January 10, 2010)

Enhanced Online Listing \$500

All exhibitors get a free website listing including basic company information on www.electricshow.com.

The Enhanced Online Listing expands on this to include these additional special features:

- Company logo (JPEG format)
- Up to 4 press releases or other company literature (Format: Word document)

Website Advertising

Gain exposure to thousands of visitors to www.electricshow.com with a well-positioned, highly visible web ad that links to your exhibitor listing.

Choose from the following formats: *(To be provided in a JPEG or Gif format)*

Banner Ad: 468x60 pixels..... \$720

Tower Ad: 120x600 pixels..... \$720

Half Tower Ad: 120x240 pixels..... \$540

Square Ad: 125x125 pixels..... \$480

Button Ad: 120x60 pixels..... \$420

Targeted Response Banner Ad (Exclusive) - New! \$1995

Reach attendees who have indicated interest in your product categories. Your ad and booth number will display for registrants to see, based on their targeted responses during the registration process for Electric West 2010. Registration statistics indicate that 75% of Electric West conference attendees and 69% of Electric West Exhibit Hall attendees register online.

SHOW DIRECTORY ADVERTISING - *(Deadline January 11, 2010)*

2-page spread 4 color \$2500

Full page back cover 4 color only \$1750

Full page inside front \$1500
or back cover 4 color only

Full page color interior pages 4 Color \$1250

1/2 Page \$ 900

Company logo next to listing \$ 250

Bold Company Listing \$ 200

ONSITE OPPORTUNITIES

Registration Sponsorship (Exclusive) - New! **\$7500**

Exposure pre-show and onsite!

- Online banner on the Electric West Registration Landing Page
- Company logo on kick panels in Electric West Registration Area onsite
- Company logo/message on Electric West Badge Insert

Professional Advancement Courses Lunch Sponsor (Exclusive) **\$4500**

Conference attendees – among the most influential buyers – will be provided complimentary lunch on Tuesday. Get their attention by having your company name/logo on lunch vouchers, signage.

Food & Beverage Sponsorships **\$5500**

More food functions in the exhibit hall provide added opportunities for visibility. Options include: Coffee Breaks, Beer & Wine stations, Appetizer stations and Carving stations. Your name and logo on cups, napkins and signage at the station selected (Sponsor provides cups/napkins with logo).

Carpet Logos **\$895**

Your company logo will be digitally printed onto a 4 X 4 square foot piece carpet enhancing your presence at Electric West.

BANNER/SIGN SPONSORSHIPS (NON-EXCLUSIVE)

These sponsorships give your company the advantage of being seen by all potential buyers throughout the show. By choosing any of the three available options, you ensure that your company is in the line-of-sight of virtually every attendee. You can place your company name/logo on display both inside and outside of the exhibition hall, as well as on our website, the main source for pre-show information.

Exhibit Hall Entranceway Banner **\$3500**

As they enter the exhibit hall, buyers will see your company logo in two strategic places on the exhibit hall entryway signage.

Exhibit Hall Aisle Markers **\$3000**

Your name/logo prominently displayed on hanging Aisle Markers which will be visible to all attendees from almost anywhere in the exhibit hall.

Sign in Registration Area **\$1000**

Display your company's name on a 3.4'x8' sign that all attendees will see before they reach the show floor.

PROMOTIONAL SPONSORSHIPS (EXCLUSIVE)

Stand out and make a statement - away from all the clutter and competition. When you choose a Promotional Sponsorship, your name, product and/or message is the only one that will appear in that location - giving your company more impact, visibility and value for every marketing dollar!

Co-Branded Show Tote Bags (Supplied by your company) **\$3500**

Your company name, printed on show tote bags that will be distributed to all conference and exhibit hall attendees upon registering. It's an opportunity to achieve maximum – and ongoing – exposure since many attendees often keep and reuse these bags after their show visit, creating long-term recognition. PLEASE NOTE: Show Management reserves the right to decline bag design if deemed inappropriate.

PROMOTIONAL SPONSORSHIPS (NON-EXCLUSIVE)

Highly visible, highly effective, affordably priced - allowing you to place your name, product name and/or message where they're sure to be seen by people you most want to reach. Reach show attendees again and again with a message to drive people - and business - directly to your company.

Gift or Literature in Show Tote Bags **\$1000**

(Supplied by your company)

Limited to 10 Companies!

Your company's name/logo, placed on a small promotional item, which will be inserted into each tote bag. Tote bags will be handed out to all attendees upon registration. Suggested items: Tool Key Chains, Stress Balls, Notepads & Pens, and Mouse Pads. Item may also be a single sheet printed promotional piece: no larger than 8 1/2" x 11. Show management must approve all items.

POST SHOW

Post-Show Mailing List **\$595**

We hope that every attendee stops by your booth, but you can reach all of the people registered for Electric West after the show by obtaining the attendee list for a one-time mailing through a bonded mail house.

Your Message Email **\$995**

Let us get your email message to the Electric West attendees for you! Provide us with your content in HTML and TXT formats and we will send your message to Electric West attendees in a dedicated email blast.

WE'LL EVEN CUSTOMIZE A MARKETING OPPORTUNITY FOR YOU!



Connecting Electric Professionals with Powerful Ideas

**For more information
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