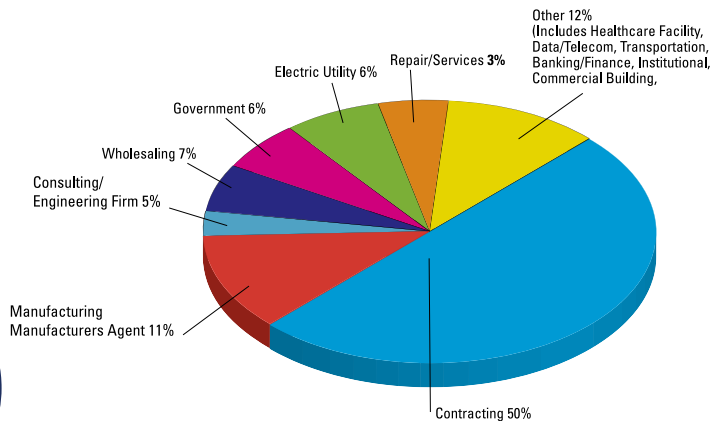


www.electricshow.com

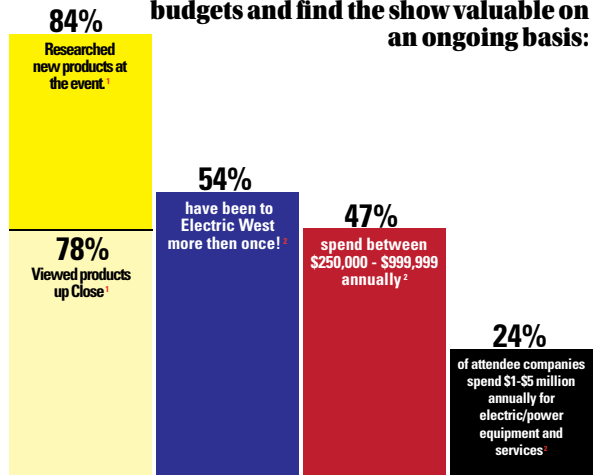
The one event that services the entire electrical market!

Over **3,200** qualified decision makers attended Electric West 2009.
(Over **3,400** participants in total including exhibitor personnel, speakers, press, etc.)

Attendee Demographics



Electric West Attendees have substantial budgets and find the show valuable on an ongoing basis:



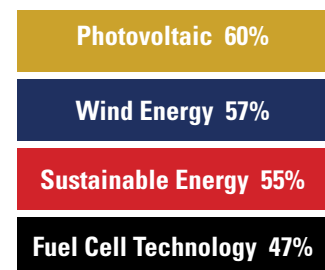
¹ Electric West 2009 Attendee Survey
² Electric West 2009 Demographic Reports & Surveys

Electric West Quick Facts

Electric West Attendees are Actively Involved in Their Companies' Product Purchase Decisions:

- 68%** of first-time attendees plan to purchase a product and/or service as a result of attending Electric West¹
- 59%** of repeat attendees plan to purchase a product and/or service as a result of attending Electric West¹
- 54%** specify or recommend the purchase decision²
- 46%** have final purchase authority²

Electric West Attendees are Interested in Seeing Environmentally Friendly Technologies:



63% are either currently involved with or are considering Solar/Wind applications in their business¹

¹ Electric West 2009 Attendee Survey
² Electric West 2009 Demographic Reports & Surveys

- AAA Electrical & Communication, **CEO**
 AC Electric Company, **Estimator**
 Academy Electrical Ctrs, **President**
 Advance Solar Tech, **Owner**
 Aerospace Research Corp, **President**
 Alcon Wholesale Electric, **CEO**
 All Wire Systems, **CEO**
 Allstate Utility Supply, **Gen Mgr**
 Amgen Inc., **Maintenance Manager**
 Applegate Johnston, **President/owner**
 Armstrong World Industries, **Maintenance Planner**
 AT&T Alascom, **Lead Electrician**
 Atlantic West Entertainment, **CEO**
 Automation Solutions, Inc., **CFO**
 Autoridad Del Canal DE Panama, **Supervisor, Electrical Eng.**
 Bally Total Fitness, **Electrician**
 Bally's Casino, **Assistant Chief Engineer**
 Barnum & Celillo Electric Inc., **President**
 Basic Water & Power Companies, **Vice President**
 Battery Research & Testing Inc., **President**
 Bombard Renewable Energy, **Solar General Foreman**
 Boswell Engineering, **Project Manager**
 Braun Electric Co. Inc., **SR. Project Manager**
 Builders Supply, **Owner**
 Burnett Engineering, **President**
 California Solar Energy Co., **President**
 Carter & Burgess, **Senior Designer**
 CBRE, **Chief Bldg. Engineer**
 Chevron, **Head I/e**
 Cirque Du Soleil, **Electrician / Technician**
 Cisco Solar Inc., **President**
 City & County of Honolulu, **Chief Electrical Inspector**
 Cogent Communications, **CEO**
 Comision Federal Electricidad, **BS Electrical**
 Commonwealth Electric Company, **Vice President**
 Conagra Food Ingredients, **Sr. Project Manager**
 Conergy Inc., **Business Development Mgr**
 Consolidated Electrical Distributors, **Manager**
 Department of Energy, **Electrical Engineer**
 Department of National Defense, **Project Manager**
 Dept of Homeland Security, **Building Maintenance**
 Dept. of Water & Power, **Senior Electrical Mechanic**
 Disneyland, **Lead Electrician**
 EAS Electric, **Owner/partner**
 EDG International, **Senior Electrical Engineer**
 Edison Electric Services, **Owner**
 Electric Cables Association, **General Secretary**
 Electric Power Research Inst., **Sr Power Quality Engineer**
 Emergent Biodefense Operations, **Electrical Eng./Tech**
- EMF Electric, **President**
 Emmett- Scharf Elec. Co., **President**
 Energy Wise America, **Vice President**
 EPRI, **Project Manager**
 Federal Aviation Admin., **Electrician**
 Fender Musical Instruments Co., **Maintenance Supervisor**
 First Energy, **Process Supervisor**
 Fisk Electric Company, **Purchasing Agent**
 Ford Motor Co., **Plant Engineer**
 FSI, **Level 3 Manager**
 Fuller Electric Inc., **Project Manger**
 Future Micro Controls, **General Manager**
 Gaming Support USA, **Engineering Services Mgr**
 GE Enterprise Solutions Power, **Technology Leader**
 GE Healthcare, **Field Service Engineer**
 German University In Cairo, **Student**
 Grupo Erpesa, C. X A., **President & CEO**
 GSSS, Global Supply, **Sales Director**
 Hai Minh Co, **Buyer**
 Hamilton Electric, **Owner**
 Heideman Associates, Inc., **Electrical Designer**
 Hitek Integrated Systems Inc., **Elec. Engineer**
 Honey Enterprises Inc., **President**
 HT Italia, **Eng.**
 Husky Electric Supply Inc., **President**
 Hydro Quebec, **Research Engineer**
 IBEW Electricians
 IBM Corporation, **Green Architect**
 IBM Global Technology Services **VP Site Facilities Svcs**
 Intel, **Operations Systems Coord.**
 Jitney Company, Inc., **President**
 Johnson Controls, Inc., **Manager, Ops Business Stds**
 Lehr Consultant International, **Electrical Engineer**
 Lockheed Martin, **Electrical Engineer**
 Long Technologies, **Foreman**
 Marriott International, **Director of Engineering**
 McMaster-Carr Supply Company, **Merchandise Manager**
 Mekong Technologies, **Technical Svcs. Mgr.**
 Morikawa & Associates, LLC, **Manager**
 Nabco, **M & E, Superintendent**
 National Builders Supply, **Vice President**
 National Code Seminars, **President**
 National Electric Inc., **President**
 National Fire System & Service, **Electrical Eng.**
 National Institute of Technology, **Instructor**
 National Park Service, **Project Mgr**
 National Security Technologies, **Senior Estimator**
 Nestle USA Inc., **Manager**
 Northrop Grumman Corporation, **Sr Facilities Design Eng**
- Oregon Institute of Technology, **Professor Engineering**
 Ortech Distributors Inc., **President**
 Osteen Electric, **Vice-president**
 Pacific Lighting & Electrical, **President**
 Paramount Pictures, **Exec Director P & D Dept**
 Power Quality Services Limited, **President**
 Power Standards Lab, **President**
 Power Surge Electric, **President**
 Powerco Canada Inc.
 Preon Power, **President**
 Procter & Gamble, **C&IS Engineer**
 QED Information Systems, **GM**
 Rawlings Electric, Inc., **President**
 Raymond Co., **Superintendent**
 Raytheon, **Sr Manager**
 Ready Wholesale Electric, **President/owner**
 Renewable Energy & Solution, **Owner**
 Rutgers University, **Electrical Designer**
 Samson Electric, **President**
 San Diego Zoological Society, **Lead, Construction & Main.**
 Snowden Electric Company, Inc., **Estimator**
 Snyder Electric, **Owner**
 So California Edison, **Engineer**
 Southwest Electric Supply Inc., **Owner**
 Standard Electric Supply, **General Manager**
 Sun Chemical Logistics, **Coordinator**
 Sun Valley Electric Supply, **President**
 Sunbelt Building Supply, Inc., **Director of Purchasing**
 Tanner, Inc. Wire and Cable, **President/CEO**
 The Loeb Electric Company, **Director of Sales**
 U. S Army Corps of Engineers, **Electrical Engineer**
 U.S. Air Force, **Supervisor**
 U.S. National Park Service, **Telecom Specialist**
 Underwriters Laboratories Inc., **Senior Account Executive**
 Union Pacific Railroad, **Facility Maintenance Mgr**
 United Space Alliance, **Manager**
 US Bureau of Reclamation, **Electrician**
 US Dept of State, **Electrical Engineer**
 US Strategic Command, **Electrical Engineer**
 USBR Hoover Dam, **Planner**
 Vans Plumbing & Electric, **Electrician**
 Vasko Electric, Inc., **Foreman**
 Walt Disney Imagineering, **Principal Electrical Engineer**
 West Coast Thermal Imaging, **CEO**
 Wildtronics, **Installer Apprentice**
 Xerox, **Manager**
 Yankee Electric, **President**
 Zeller Electric Corp., **Foreman**
 Zephyr Electric, **President**

³ Sample companies and titles from past Electric West Attendees

Electrical Construction & Maintenance (EC&M) is Electric West's magazine partner and the technical authority for 140,000+ electric professionals. EC&M is your connection to a highly qualified, high-powered audience of decision makers.



92% of EC&M readers are involved in selecting or purchasing electric equipment.

On average, EC&M readers buy, specify, or recommend more than \$864,190 each on electrical products and services.

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