

electric west 

# Marketing Handbook

***The tools you need to optimize your exposure and maximize your ROI 365 days a year with Electric West.***

*Connecting Electric Professionals with Powerful Ideas*  
[www.electricshow.com](http://www.electricshow.com)

Produced By:



[www.penton.com](http://www.penton.com)

## Electric West = 365 days of industry exposure!

*Reach more than just attendees at the show...Think year-round exposure for your company!*

Electric West is at the center of the electrical design, construction & maintenance industry and this prominence enables you to connect with thousands of key buyers! Tapping into Electric West's marketing resources, provides you with the opportunity to reach these qualified buyers 365 days a year. We've created new offerings that allow you to heighten your brand awareness throughout the entire year!

*Just a few of the new offerings:*

**Digital marketing is here.** Use Electric West's online resources to maintain constant communication with key industry professionals.

**Interactive Videos are great exposure!** Capture your company on the show floor at Electric West with a professional digital video or provide us with one that you already have. The video will be hosted on the Electric West website for viewing before, during and after the show.

**Everything these days has a Mobile Application, why not your company?** Let Electric West and the expertise of its parent company, Penton Media, create the application for your company that will become the latest industry craze!

**Sponsor an e-Book and tell your story all year long!** The e-Book provides readers with branded content that is informational and educational. An e-Book option can be published one chapter per month for the course of 3 to 12 months at your discretion.

**Have a new product announcement? Company news? Special Promotion?** Whatever your message is, thousands of industry professionals are waiting to hear what you have to say. The Electric West "Your Message" Email Sponsorship is your way of reaching qualified industry buyers all year long.

Of course we still offer the traditional "**staples**" that you're interested in. Take a look inside to view all the options we have for you.

Electric West is your source to enhance your brand awareness, generate more leads and maximize your ROI during the entire year! When you need to reach the electrical design, construction and maintenance industry, turn to Electric West. Our experienced sales and marketing staff are here to help you reach thousands of qualified buyers!

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## Marketing Services

*Take the guess work out of your next marketing initiative*

Are you having trouble getting direct mail and emails out to your prospects? Perhaps you've thought of redesigning your website, but quite frankly don't have the time to dedicate to such a project right now. Let us help you with a variety of marketing services that provide proven ROI. It is difficult to get it all done and then maintain your company Facebook and LinkedIn postings too. Some marketing efforts are listed here, but we'd be happy to discuss others you may require assistance with.

- **Search Engine Optimization**
- **E-Mail Marketing**
- **Website design and development**
- **Content Marketing**
- **Metrics/Analytics**
- **Social Media Marketing**
- **Online TV**
- **Mobile Messaging & SMS/  
Vanity Codes**
- **2D/QR Barcodes**

# Innovation for Your Company and Brand

## Interactive Video

*Create excitement in your booth with a video!*  
 Capture new video with the excitement and information generated at Electric West. We'll set up a mini-studio at the show that serves as the hub for all production. Your company executives will be interviewed and prompted to share information on new products, industry alliances, industry programs or other pertinent information. Each interview lasts 3-5 minutes.

Upon completion of all interviews, we edit each interview and organize them for viewing on the Electric West website. You can enhance your video experience to also include video coverage of your booth consisting of a new product demonstration or complete tour highlighting the displayed product line. And, then the video is yours to keep and use at your discretion.



**Cost: \$4000 and up**  
**Call for more information.**

## Micro Sites

*Increase brand awareness.*  
 Create a "mini-website" dedicated to promoting a specific aspect, product or brand you carry that offers value to your client base. The Micro Site serves to 'cluster' content that is informational and educational for visitors. We assure you that the site will be targeted and easily searchable (Search Engine Optimization - SEO). A Micro Site provides an excellent opportunity to increase brand awareness and position your company as a thought leader. Through the use of an optional gated registration page, it can also increase and track lead generation driven by the Micro Site. Your Micro Site will be hosted off a Penton website that will provide third party credibility to the site while also positioning it as an educational vehicle versus a promotional vehicle. Highly visible promotions of your Micro Site on the Penton websites home page will drive attendance and increase engagement to your target audience.



**Cost: \$4000-\$12000 per month**  
**Call for more information.**

## Online Training & Education

*Offer online training year round.*  
 Plans are underway to offer online training for our audience so they will have access to needed content throughout the year, not only at the event/conference.

**See page 7 for more details.**



Need help deciding which program is right for you?  
 Contact Jerry Busker at 203-358-4135 or [jerry.busker@penton.com](mailto:jerry.busker@penton.com)

# Innovation for Your Company and Brand

## Mobile Application Marketing

*It's here. It's now. Jump on this bandwagon or be left behind!*

Say you're at Electric West and you want to know what time the Keynote session is. Simply push a few buttons on your smartphone and voila! Time of Session, Location, Speaker, Duration, etc. are all at your fingertips immediately. Attendees are looking for your company booth...again, they push a few buttons and they'll have you pegged in Aisle 500, Booth 525.

The Mobile App allows you to get into the attendees' hand with prominent Mobile App sponsor branding. This App makes all the information normally in a printed show directory easily accessible. It also includes a session evaluation feature that can be activated. The Mobile App provides you with guaranteed brand delivery, a lasting presence, interactivity with attendees and measurable results.



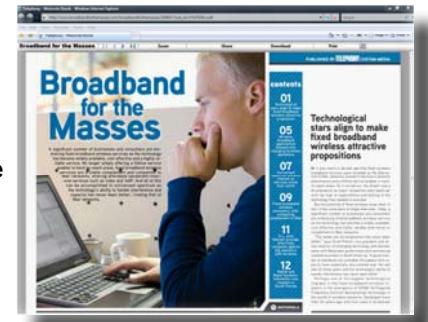
**Cost: \$3000-\$15000**  
**Call for more information.**

## e-Book

*Tell your story.*

e-Books provide the reader with branded content that is both very informational and educational. The e-Book will be published one chapter per month over the course of 3 to 12 months at your discretion. The content can cover one topic very extensively or several smaller topics that are related. The e-Book will be promoted as a whole from initial publication – it will describe how many chapters/installments will be included.

The e-Book requires registration, but is free for viewing and download. This allows for lead generation immediately. The e-Book option provides a turnkey solution that positions you as a thought leader while providing premium educational content.



This turnkey solution includes the following:

- project management
- partial editorial creation
- design/layout of e-Book, banner ads and registration page
- editing (including submitted material)
- promotion/marketing
- format to digital version
- web hosting
- lead tracking

**Cost: \$8000-\$15000 per chapter**  
**Call for more information.**

# Informational Products

## Research

*Who wouldn't benefit from knowing more?*

Are you looking to enter a new market, assess current market position, launch a product, create an ad campaign, measure ROI, or simply gauge perception of your company? A targeted and customized research effort could provide you with the answers you need before you make strategic marketing or business decisions. You'll be armed with the critical market intelligence you need to maintain and grow your business. Research services include the following components: Project Design; Survey Construction; List Selection; Survey Deployment and Hosting; Data Collection; Data Processing; Tabulation (Basic and Advanced )

Sample Research Client and Projects Include:

- TD Ameritrade- Consisted of a research study to the *Registered Rep* audience to discover why financial planners switch brokerage companies.
- Utilizing its vast agricultural audience, Penton conducted a proprietary National Stocker Cattle study for Elanco Inc.
- *National Real Estate Investor* and Marcus & Millichap partnered for the past six years to present an investor outlook to the commercial real estate industry through research derived from readers.

**Cost: \$7000 - \$100000**

**Call for more information.**



## LITERATURE DISTRIBUTION

### Tote Bag Inserts

Gain more exposure for your company! Have your promotional insert handed out to every attendee by including it in the official show bags.

\*Subject to show management approval

**Cost: \$995**

### Information Kiosks / Literature Pockets

Located in the Electric West Registration area, these Kiosks will allow you to conveniently display your product information for all attendees to browse through.

**Cost: \$395**

Need help deciding which program is right for you?  
 Contact Jerry Busker at 203-358-4135 or [jerry.busker@penton.com](mailto:jerry.busker@penton.com)

# Thought Leadership - Content Association

## Online Training and Education

*Provide the education the audience needs to stay current – all-year long.*

Plans are underway to offer online training for our audience so they'll have access to needed content throughout the year, not only at the event/conference. Align yourself with information they need. Content plans include education that is repurposed from the event (audio recordings and slide synchronization) and unique content to be created. This opportunity will include lead generation and eventually also include customized questions that the sponsor can ask of each registrant. Be part of the education provided on-demand to the industry.

**Cost: Call for more information**

## White Papers

*Provide valuable content all year long.*

A white paper is your opportunity to highlight your company's success while educating the audience. Generate trackable leads with a download and registration page. We'll email out your white paper to our database on your behalf, and you'll capture the leads.

**Cost: \$8000-\$25000**

**Call for more information.**

## Webinars

*Create a strong online presence.*

Webinars enable your company to truly stand out as the thought leader on a topic of particular interest to the industry audience. Webinars provide very strong sponsor presence for your company, highly focused editorial content, and the ability to directly interact with registrants (potential clients) both during and after the event through the archival functionality. Benefit from being an expert in the industry and generate tangible leads at the same time.



The format for the webcast is a 60 minute time-frame which is broken down as follows:

- 5 minute introduction
- 30 - 40 minute presentation by a representative/executive from your organization who will work with Penton to develop a presentation that is consistent with the discussion topics
- 15 minute question and answer with the audience

**Cost: \$8000 and up**

**Call for more information.**

Want to know more?

Contact Jerry Busker at 203-358-4135 or [jerry.busker@penton.com](mailto:jerry.busker@penton.com)

## At the Event - Onsite Opportunities

### MASS DISTRIBUTION

#### Registration & Conference Pens

Your company's message on pens distributed at registration and in the conference sessions

**Cost: \$2500 (pens provided by sponsor)**  
**Exclusive Opportunity**

#### Self Registration Screen Savers

Your customized screen saver will be on every computer screen in the self registration area for attendees to see when they go to register!

**Cost: \$200 a screen (up to 8 screens)**

#### Attendee Tote Bags

Company name and logo on attendee tote bags given out to attendees at registration. Electric West logo on one side and sponsor logo on the other side.

**Cost: 3495 (bags provided by sponsor)**

#### Attendee Registration Panels

Company logo screened on the bottom panels for the registration counters.



**Cost: \$995 1 panel**  
**\$5000 for 6 panels**

#### Notepads

Your notepads will be located in each conference session for attendees to take notes and take along with them.

**Cost: \$3000**  
**Exclusive Opportunity**

#### Badge Lanyards

Imagine your company name around the neck of every attendee! Badge lanyards printed with your company name and booth number will be given to all attendees at registration.



**Cost: \$3500 (lanyards supplied by sponsor)**  
**Exclusive Opportunity**

#### Attendee Badge Inserts

Provide us with your insert to be placed in every attendee badge holder.

**Cost: \$2500 (inserts supplied by sponsor)**  
**Exclusive Opportunity**

#### Attendee Badge Holder

Drive traffic to your booth! Here's an incredible tool for achieving maximum visibility to attendees. The attendee badge holders will be designed with your company logo in the "color bar" section.

**Cost: \$3000**  
**Exclusive Opportunity**

## At the Event - Onsite Opportunities

### SIGNAGE

#### Banners/Signage

Your company banner or sign will be placed in high-traffic areas for all attendees to see!



#### Available Banner Locations:

Exhibit Hall Entranceway Banner	\$3500
Exhibit Hall Aisle Signs	\$495 per sign \$795 for 2 signs
Meter Boards in Registration Area	\$1000
Registration Area/Above Escalator	\$3500

#### Schedule-of-Events Board

Your logo will be placed strategically on this highly visible resource that is placed in a high traffic location.

**Cost: \$1995 Exclusive Opportunity**

#### Carpet Logos

Capture the attention of attendees as they are walking into the exhibit hall. Have your company logo displayed on a 4' X 4' carpet.

**Cost: \$495**

#### Escalator Panels

Your company logo and booth number will be prominently displayed on the escalator entering the exhibit hall, and your company logo will be the first thing people see as they step into the exhibit hall.



**Cost: \$795 per panel/double sided**

### HOSPITALITY

Attract attendees to your booth by hosting one of the following hospitality sponsorships. We will promote it for you in the Show Directory, online at [www.electricshow.com](http://www.electricshow.com) and on signage at the event.

#### Networking Welcome Reception

#### Show Floor Cocktail Reception

#### Ice Cream Breaks

#### Coffee Break

**Call for more information**

## Lead Generation, Website & Booth Traffic Drivers

### Email Sponsorship

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.

**Cost: \$995**

### Attendee List Rental

You can increase the number of visitors to your booth by as much as 50% through a well-executed promotion before the event. How? With an Electric West Attendee List rental. Or hit them after the show. Pre-Show attendee mailing addresses, and Post-Show attendee mailing addresses are both available for rental. Purchase the pre- and post-show combo - Best Value! (See page 14 for List Agreement Form)

Pre-Show List	\$495
Post-Show List	\$595
Both Lists	\$995

### Website Advertising

Don't miss the opportunity to reach buyers before Electric West. Gain exposure to thousands of visitors by placing your banner ad on www.electricwest.com. Choose from the following formats:

468 x 60 Banner Ad	\$720
120 x 600 Tower Ad	\$720
120 x 240 Half Tower Ad	\$540
125 x 125 Square Ad	\$480
120 x 60 Button Ad	\$420
Targeted Response Banner Ad*	\$1995
Your ad and booth number will display for registrants to see, based on their targeted responses during the registration process for Electric West 2011.	

### Show Directory Advertising

The Electric West Show Directory is the information source for more than 2500 industry professionals. With detailed exhibitor listings, conference schedules, general information and an exhibit hall floor plan, the Show Directory is referred to constantly throughout the event and is taken back to the office as a reference guide throughout the year. Full, half and quarter page sizes are available.

#### Available Sizes:

Full page: (7.25" x 10.25")	\$1295
(Trim size: 7.75" x 10.75" Bleed size: 8" x 11"	
Live area: 7.25" x 10.25")	
1/2 page vertical (3.5" x 10.25")	\$895
1/2 page horizontal (7.25" x 5")	\$895
1/4 page (3.5" x 5")	\$495
Company Logo Next to Listing	\$295
Bold Company Listing	\$195

#### Premium Positions:

Outside Back Cover	\$1995
Inside Front Cover	\$1495
Inside Back Cover	\$1495

### Material Requirements:

- Files must be High-Resolution PDF
- All images must be scanned at 300 dpi minimum
- All images must be in 4-color CMYK color format (not RGB)
- For full page bleed ads, keep live info at least .25" inside trim edge. Pull bleeds .125" beyond trim edge.

### Customer Registration Discounts

Provide your customers and prospects with discounted admission to Electric West's renown conference program. Your customers and prospects will be able to register for the conference with big savings: 50% off the Full Education Pass, or FREE Exhibit Hall Admission.

**See page 15 for Registration Form.**

## The Staples Everyone Needs

### Platinum Partner Program

*In-Print, On-Line, At-Show Full Experience*

Achieve maximum exposure 365 days a year. The Platinum Partner Program will saturate the entire industry with your company name, logo and website address. This all-inclusive marketing package includes:

#### Pre-Show Promotion:

- Enhanced online listing
- Logo and weblink placed on Electric West website
- Attendee Brochure\* extra features:
  - Company name bolded on exhibitor list, company logo, URL and booth number displayed
- Customized Guest pass PDF

#### Show Site Promotion:

- Show Directory extra features:
  - Enhanced listing with logo and highlighted description, company logo, booth number and web address on a full-page ad with other Platinum partners, company logo and booth number highlighted on floorplan
- A Platinum Partner banner displaying your company logo for the duration of the show

#### Post-Show Promotion:

- Thank you email to all Electric West attendees with company logo inviting them to next year's show
- Exhibitor listing remains on [www.electricshow.com](http://www.electricshow.com) for one month after show
- 1X Post-Show Attendee List

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

**Cost: \$1150**

### Exhibits Plus Program

*An all-inclusive marketing package*

On a budget? Here's another option:

- Enhanced online listing
- Attendee Brochure extra features:
  - Company name bolded on exhibitor list, company logo, URL and booth number displayed
- Show Directory extra features:
  - Enhanced listing with logo and highlighted description
- One pass to the Electric West conference program
- 1X use of Electric West pre-show attendee list

**Cost: \$750**

### Maximum Visibility Corporate Sponsorship

*Limited to four companies*

Heighten your exposure above and beyond your booth presence with the exclusive Electric West Corporate Sponsorship. Included in this package:

- All features of Platinum Partner Program
- Premium position full page 4-color ad in Show Directory
- Logo on the Welcome Banner displayed outside convention center
- Logo on home page of Electric West website, designating your company as the corporate sponsor
- Meter sign in Registration
- Sponsored email deployed to pre-registered attendees

**Cost: \$6000**

To reserve your sponsorships, please use the sponsorship form on page 13.

## Penton Publication Advertising

### EC&M

EC&M is the industry's how-to connection for electrical professionals in electrical contracting companies, industrial plants and commercial/institutional facilities, and engineering firms. No other magazine covers the electrical market with the same expertise and analysis as EC&M.

For advertisers, EC&M is the premier vehicle for industry product introductions. EC&M provides a spotlight for industry developments, recognizing the EC&M Product of the Month, and the EC&M Product of the Year Award. These honor innovation and excellence in new electrical product development. EC&M is your connection to a highly qualified, high-powered audience of decision-makers.

**View the EC&M media kit online:**  
[www.ecmweb.com/advertising/home](http://www.ecmweb.com/advertising/home)

### Electrical Wholesaling

The Independent Voice of Electrical Distribution

Electrical Wholesaling reaches 21,000+ distribution professionals with features that are in-step with the concerns of today's wholesalers: including the latest trends, new market opportunities, sales techniques and operational analyses. Partnering with Electrical Wholesaling provides the perfect opportunity to reach the people who supply and sell your products.

Of our 21,000+ subscribers, 18,000+ are executives and managers. 86% of Electrical Wholesaling readers are involved with deciding which product lines to take on. Which means that Electrical Wholesaling puts you in touch with the top brass who make key decisions — about your products.

**View the Electrical Wholesaling media kit online:**  
[www.ewweb.com/advertising](http://www.ewweb.com/advertising)

### INTELLIGENT ENERGY PORTAL

The Intelligent Energy Portal and biweekly newsletter provides current news as well as indexed access to Energy articles. The nucleus that forms the key focus is centered on the professional communities of:

- Electrical Construction, MRO, Engineering and Wholesaling
- Electric Power Transmission & Distribution
- Power Quality
- Schools & Universities
- City and County Government
- Waste Management
- Contracting Businesses
- HVAC
- Restaurant & Lodging
- Food Management
- Telecommunications

#### Website sponsorships

The Intelligent Energy Portal enables advertisers to effectively reach readers who make energy related decisions and purchases, spanning customer solutions, smart grid delivery and green generation.

#### Newsletter Sponsorships

The Intelligent Energy Portal newsletter is delivered weekly to the inboxes of 156,000+ energy decision makers. This newsletter covers hot energy topics across all industries to update our readers with the latest news and information.

**View the Intelligent Energy media kit online:**  
[www.intelligentenergyportal.com/advertise](http://www.intelligentenergyportal.com/advertise)

For further information on advertising in any of these Penton Publications, please contact:

David Miller  
312-804-8487  
[david.miller@penton.com](mailto:david.miller@penton.com)

To reserve your sponsorships, please use the sponsorship form on page 13.



# Sponsorship Request & Agreement

## INNOVATION FOR YOUR COMPANY AND BRAND

- Interactive Video Call
- Micro Sites Call
- Online Training & Education Call
- Mobile Application Marketing Call
- e-Book Call

## INFORMATIONAL PRODUCTS

- Research Call
- Literature Distribution**
- Tote Bag Inserts \$995
- Information Kiosks/Literature Pockets \$395

## THOUGHT LEADERSHIP - CONTENT ASSOCIATION

- Online Training & Education Call
- White Papers Call
- Webinars Call

## AT THE EVENT - ONSITE OPPORTUNITIES

- Mass Distribution**
- Registration & Conference Pens \$2500
- Self Registration Screen Savers \$200
- Attendee Tote Bags \$3495
- Attendee Registration Panels
- 1 panel \$995
- 6 panels \$5000

- Notepads \$3000
- Badge Lanyards \$3500
- Attendee Badge Inserts \$2500
- Attendee Badge Holder \$3000

## Signage

- Exhibit Hall Entranceway Banner \$3500
- Exhibit Hall Aisle Signs
- 1 sign \$495
- 2 signs \$795
- Meter Boards in Registration \$1000
- Reg. Area Above Escalator \$3500
- Schedule-of-Events Board \$1995
- Carpet Logos \$495
- Escalator Panels \$795

## Hospitality

- Networking Welcome Reception Call
- Show Floor Cocktail Reception Call
- Ice Cream Break Call
- Coffee Break Call

## LEAD GENERATION, WEBSITE & BOOTH

### TRAFFIC DRIVERS

- Email Sponsorship \$995

### Attendee List Rental

- Pre-Show List \$495
- Post-Show List \$595
- Both Lists \$995

### Website Advertising

- 468 X 60 Banner Ad \$720

- 120 X 600 Tower Ad \$720
- 120 X 240 Half Tower Ad \$540
- 125 X 125 Square Ad \$480
- 120 X 60 Button Ad \$420
- Targeted Response Banner Ad \$1995

## Show Directory Advertising

- Full Page (7.25" x 10.25") \$1295
- 1/2 Page Vertical (3.5" x 10.25") \$895
- 1/2 Page Horizontal (7.25" x 5") \$895
- 1/2 Page Horizontal (7.25" x 5") \$895
- 1/4 Page (3.5 x 5") \$495
- Company Logo Next to Listing \$295
- Bold Company Listing \$195

## Premium Positions

- Outside Back Cover \$1995
- Inside Front Cover \$1495
- Inside Back Cover \$295

## THE STAPLES EVERYONE NEEDS

- Platinum Partner Program \$1150
- Exhibits Plus Program \$750
- Maximum Visibility Corporate Sponsorship \$6000

**IMPORTANT: A FULL PAYMENT MUST ACCOMPANY THIS SPONSORSHIP CONTRACT - REFUNDS WILL NOT BE APPLIED.**

- Credit Card

**For your security, credit card payments must be made online at [www.electricshow.com/payments](http://www.electricshow.com/payments)**

You will receive detailed instructions and a password along with your invoice via email. Your deposit is due immediately upon receipt of your invoice.

- Enclosed is my check made payable to: Electric West 2011 • 11 River Bend Dr. South, PO Box 4949 Stamford, CT 06907

Attn: Jerry Busker Check #: \_\_\_\_\_

Total Cost of Sponsorship \$ \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth # \_\_\_\_\_

Company Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State(Country): \_\_\_\_\_ Zip(Postal Code): \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

### Terms and Conditions

Exhibitor agrees to pay amount indicated for sponsorship as published or determined by Show Management. In the event that the exhibitor must cancel their contract for sponsorship, no refunds will be offered. Acceptance of this application by Penton Media constitutes a contract. By signing at right, exhibitor agrees to abide by contract terms and conditions as outlined below. Sponsorships for this event are assigned on a first-come, first-served basis. Prior sponsors receive first right of refusal. It is understood that exhibitors are responsible for providing Electric West with all company logos and advertising material for use with any sponsorship and are subject to approval by Show Management. We agree to abide by the above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Terms and Conditions of List Rental

These lists are in Excel format and contain the names, company names, titles, and addresses of Electric West attendees.

**Note: The lists are available for one-time use and are seeded and monitored. Sample mailing piece must be supplied upon request. List will be sent once payment is received.**

This will confirm our agreement, with respect to the rental of the List. In consideration of Electric West agreeing to rent the List to the Company listed on the sponsorship request and agreement form (referred to as "List Renter"), and to allow said company to use the List to perform a mailing or compile a List, they hereby agree that the following terms and conditions shall be applicable to this particular list rental.

1. Electric West does not rent its attendee and/or exhibitor lists to any exhibitor or company which in Electric West's sole discretion considers the exhibitor/company to be competitive with any Penton Media magazine, tradeshow or newsletter. Separate list rental agreements, including the requirements to use a third party bonded mail house apply to any list rental that is approved by Electric West.
2. List Renter promises and unconditionally agrees that as to any mailing list (a "List") of Electric West, List Renter will not resell, disclose, transfer, duplicate, reproduce or retain in any form or manner whatsoever, all or any part of such List, or permit any third party, agent, employee or contractor or their respective agents and employees to do so.
3. Each List supplied to the List Renter shall be limited to one-time usage solely and exclusively to promote or market the above-named Exhibitor's own specific product(s) or service(s). Additional Lists will be provided for additional mailings.
4. List Renter is permitted to use the List in merge/purge only for the purpose of eliminating duplicate names. List Renter will not process the List against other lists to enhance, tag, verify or add to those other Lists unless List Renter has received prior authorization through express written consent from an authorized Electric West representative.
5. In the event the List Renter uses the List contrary to the provisions of this agreement, the List Renter shall be held unconditionally responsible. Therefore, any and all costs/expenses incurred by Electric West in enforcing this agreement, including attorney's fees, will be the List Renter's responsibility. List Renter acknowledges that, at all times, the List remains the sole property of Electric West.
6. List Renter acknowledges and agrees that the List contains names and addresses to monitor improper and unauthorized usage. List Renter may not employ any method to detect, alter or eliminate those names and addresses
7. The List Renter or the List Renter's mail house, lettershop or merge/purge facility is responsible for checking each list order carefully, and the List Renter fully understands that the List Renter is ultimately responsible for the mailing. List Renter agrees to indemnify and hold harmless Electric West from any and all claims, damages, losses or expenses, however incurred, occasioned by the use of the List(s).
8. This agreement covers a 12-month period from the date signed.

**Electric West 2011 Registration Form • Register by 1/21/2011 and SAVE!**  
**Conference: February 22-24, 2011 • Long Beach Convention Center • Long Beach, CA**  
**Professional Advancement Courses: February 22, 2011 • Exhibit Hall: February 23-24, 2011**

**Four Ways to Register:**

1. Online: [www.electricshow.com](http://www.electricshow.com)
2. Fax: 708-344-4444
3. Phone: 800-927-5007  
Int.: 708-486-0727

4. Mail:  
Electric West – c/o CSI  
P.O. Box #624  
Brookfield, IL 60513-0624

Please don't register via more than one method and risk duplicate billing. Please complete all questions; incomplete forms cannot be processed. Photography and filming is prohibited in the exhibit hall. Must be 18 to attend.

**1. General Information. Please complete the below information.**

FIRST NAME \_\_\_\_\_  
 LAST NAME \_\_\_\_\_  
 TITLE \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 STREET ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_  
 COUNTRY (OUTSIDE THE U.S.) \_\_\_\_\_ PHONE \_\_\_\_\_  
 FAX \_\_\_\_\_  
 CELL PHONE\* \_\_\_\_\_

EMAIL\*\* \_\_\_\_\_

\* By providing my cell number, I am giving the Electric West Show and its exhibitors/sponsors permission to contact me via cell or text regarding registration, emergency situations, updates and promotional materials.

\*\* By providing my email address, I grant Penton Media permission to contact me via email regarding my Electric West registration, event updates, and promotions from Electric West Exhibitors and associated Penton Media publications.



Please contact me about special needs.

**Customer Code H12**

**2. Your Profile**

**1. Your Title or Job Function (Check ONE only)**

- |   |  |
|---|--|
| <input type="checkbox"/> Electrical Engineer                  | <input type="checkbox"/> Design Engineer       |
| <input type="checkbox"/> Chief Electrician                    | <input type="checkbox"/> Sales Engineer        |
| <input type="checkbox"/> Electrician                          | <input type="checkbox"/> Electrical Supervisor |
| <input type="checkbox"/> Electrical Contractor                | <input type="checkbox"/> Maintenance Engineer  |
| <input type="checkbox"/> Estimator                            | <input type="checkbox"/> Cable Installer       |
| <input type="checkbox"/> Project Director                     | <input type="checkbox"/> Network Installer     |
| <input type="checkbox"/> Facilities Manager                   | <input type="checkbox"/> Sales/Marketing       |
| <input type="checkbox"/> Electrical Inspector                 | <input type="checkbox"/> Manufacturer's Rep.   |
| <input type="checkbox"/> Plant Engineer/Other Plant Personnel | <input type="checkbox"/> Purchasing            |
| <input type="checkbox"/> President, Owner, Partner, Officer   | <input type="checkbox"/> Other _____           |

**2. Your Industry Group (Check ONE only)**

- |  |  |
|--|--|
| <input type="checkbox"/> Electrical Contracting                    | <input type="checkbox"/> Government                    |
| <input type="checkbox"/> Electric Utility                          | <input type="checkbox"/> Data/Telecom                  |
| <input type="checkbox"/> Consulting/Architectural Engineering Firm | <input type="checkbox"/> Repair & Service              |
| <input type="checkbox"/> Healthcare Facility                       | <input type="checkbox"/> Manufacturer's Agent          |
| <input type="checkbox"/> Commercial Building                       | <input type="checkbox"/> Wholesaling                   |
| <input type="checkbox"/> Transportation                            | <input type="checkbox"/> Banking/Finance               |
| <input type="checkbox"/> Manufacturing                             | <input type="checkbox"/> ESCO (Energy Service Company) |
| <input type="checkbox"/> Institutional                             | <input type="checkbox"/> Oil & Gas; Mining             |
|  | <input type="checkbox"/> Other _____                   |

**3. Purchasing Influence (Check ONE only)**

- Final Say    Recommend    Specify    Other \_\_\_\_\_

**4. Company's Estimated Annual Electrical Equipment/Services Expenditures – That You Influence (Check ONE only)**

- |  |  |
|--|--|
| <input type="checkbox"/> Less than \$249,999   | <input type="checkbox"/> \$1,000,000 - \$1,999,999 |
| <input type="checkbox"/> \$250,000 - \$499,999 | <input type="checkbox"/> \$2,000,000 - \$4,999,999 |
| <input type="checkbox"/> \$500,000 - \$999,999 | <input type="checkbox"/> \$5,000,000 or more       |

**5. How many people are in your entire company or organization (in all locations)?**

- |                                  |                                |
|----------------------------------|--------------------------------|
| <input type="checkbox"/> 500+    | <input type="checkbox"/> 20-49 |
| <input type="checkbox"/> 250-499 | <input type="checkbox"/> 10-19 |
| <input type="checkbox"/> 100-249 | <input type="checkbox"/> 5-9   |
| <input type="checkbox"/> 50-99   | <input type="checkbox"/> 1-4   |

**6. Do you wish to Receive/Continue to Receive EC&M FREE?**

- Yes    No

(Signature required) \_\_\_\_\_

Date \_\_\_\_\_

**7. How would you like to receive your copy of EC&M?**

- Digital    Print



[www.electricshow.com](http://www.electricshow.com)

**3. Registration Options**

All conference options include access to the Exhibit Hall. Keynote and Ask the Experts are FREE to all attendees.

1.  **NEC Workshops** Early By Jan. 21   Late After Jan. 21

(NECs run 8:30-5:00 each day; includes lunch coupon.)

- |  |       |       |
|--|-------|-------|
| <input type="checkbox"/> NEC1 (Tuesday, February 22)   | \$435 | \$480 |
| <input type="checkbox"/> NEC2 (Wednesday, February 23) | \$435 | \$480 |
| <input type="checkbox"/> NEC1 & NEC2 Combo             | \$825 | \$960 |

2.  **PAC Workshops** \$435   \$480

(Tuesday, February 22 - includes lunch coupon)

Select 1 full-day or 2 half-day options from the listing below:

**Full Day Workshops:**

- |   |  |
|---|--|
| <input type="checkbox"/> 8:30-5:30 PAC1 – | Surge Protective Devices – Facility Coverage |
| <input type="checkbox"/> 8:30-5:30 PAC2 – | IAEI Analysis of 2011 Code Changes           |
| <input type="checkbox"/> 8:30-5:30 PAC3 – | IAEI Photovoltaic Systems                    |

**Half Day Workshops:**

- |  |  |
|--|--|
| <input type="checkbox"/> 8:30-12:30 PAC4 – | Smart Grid; If You Don't Know Where You are Going, ANY Road Will Get You There!                      |
| <input type="checkbox"/> 8:30-12:30 PAC5 – | NFPA 70E – 2012 Electrical Safety Requirements   |
| <input type="checkbox"/> 8:30-12:30 PAC8 – | Retrofitting Lighting and Controls – Best Strategies, Rebates and Tax Breaks                         |
| <input type="checkbox"/> 1:30-5:30 PAC6 –  | Essential Elements of Electrical Estimating  |
| <input type="checkbox"/> 1:30-5:30 PAC7 –  | Training Electricians for the Energy Future  |
| <input type="checkbox"/> 1:30-5:30 PAC9 –  | Latest Lighting Energy Code Updates: California Title 24 2008 – ASHRAE-IES 2010 – IECC 2009 Lighting |

Group rates are available – Visit website [www.electricshow.com](http://www.electricshow.com) for details.

3.  **Full Education Pass** ~~\$650~~ \$325   ~~\$750~~ \$375

(Includes Wed-Thu conference sessions only; does NOT include NEC, PAC workshops, or lunch. You must sign up for Roundtables onsite at the event.)

4.  **Student Education Pass** \$400   \$500

(To qualify for the student rate, please include a copy of a valid college student ID from a recognized educational institution or you will be charged the regular Full Conference Rate.)

Student ID Number: \_\_\_\_\_ Institution: \_\_\_\_\_

5.  **Education Day Pass** \$420   \$490

(Includes Wed OR Thu conference sessions only; does NOT include NEC, PAC workshops, or lunch)

- Wednesday    Thursday

6.  **Lunch n' Learn 12:00 - 1:30 (lunch from 12:00-12:25)** \$50   \$55

**Plug-In Electric Vehicles: Getting PEV-Ready**

(Includes Exhibit Hall)

7.  **Exhibit Hall Only** FREE with this form   \$55 Onsite

**Total Registration Fees**

\$ \_\_\_\_\_ \$ \_\_\_\_\_

**4. Method of Payment**

Registrations will not be processed without payment or if made with declined or invalid credit cards.

- Check# \_\_\_\_\_ enclosed (Make payable to Electric West)

Credit Card (check one):  American Express    MasterCard    VISA

CARD NO. \_\_\_\_\_ EXP. DATE \_\_\_\_\_

CARDHOLDER NAME (PRINT) \_\_\_\_\_

SIGNATURE (REQUIRED) \_\_\_\_\_

**Cancellation Policy:**

Electric West recognizes that both professional and personal situations can result in needing to make a change to business travel. Therefore, if your plans change, substitutions are always welcome in lieu of cancellations. Requests for refunds must be made before 1/21/2011 by Email: [electricwest@compustystems.com](mailto:electricwest@compustystems.com) or Fax: 708-344-4444. Approved refunds will be processed within 2-weeks less a \$75 cancellation fee. Refunds will not be issued for no-show registrants. Please note the program is subject to change including cancellations and scheduling. Please refer to [www.electricshow.com](http://www.electricshow.com) for the most up-to-date information about Electric West.