



**Conference: February 22 -25, 2011**

**Exhibits: February 23 - 25, 2011**

**Long Beach Convention Center**

**Long Beach, CA**

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

# Premier Partner Program

## In-Print, On-Line, At-Show Full Exposure

Want to achieve maximum exposure at Electric West 2011 by saturating the market with your company name, logo and Website address? We have developed a program that will allow you to get your message out to the entire industry.

### As a Premier Partner you will receive:

#### Pre-Show Promotion:

- Enhanced online listing to include logo, additional product information and up to four press releases, flyers or other word document files (must be text only, no graphics) - \$500 value
- Logo and web link prominently placed on [www.electricshow.com](http://www.electricshow.com) - \$420
- Enhanced Exposure in the Attendee Brochure, including 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 - \$600 value
- Customized Guest Pass pdf with your company logo – offering your customers and prospects free exhibit hall admission - \$400 value
- New Product Showcase listing, including picture/description on website, email sent to all pre-registered attendees, and in Show Directory - \$800 value

#### Show Site Promotion:

- Enhanced Show Directory Listing that includes a logo and a highlighted company description - \$500 value
- Your company logo, booth number and web address prominently placed in a full-page advertisement with other Premier Partners in the Electric West 2011 Show Directory - \$500 value
- Your company logo and booth number highlighted on the floorplan in the Show Directory - \$200 value
- A Premier Partner banner displaying your company logo in a prominent location for the duration of the show - \$1000 value

#### Post-Show Promotion:

- Thank you email to all Electric West 2011 attendees (who have provided email addresses) with your company logo and website address inviting them to the 2012 show - \$995 value
- Your exhibitor listing to remain on [www.electricshow.com](http://www.electricshow.com) for one month after the show - \$250 value
- Post-Show 2010 Total Buyers List (all verified and non-verified EW 2010 attendees, mailing addresses only, for one time use) - \$595 value

**Cost: \$2995 (\$6,760 value)**

**Contact Jerry Busker at 203-358-4135 or [jerry.busker@penton.com](mailto:jerry.busker@penton.com) to sign up today!**