

19<sup>th</sup> Annual

# ELECTRIC POWER

CONFERENCE + EXHIBITION

**EXHIBITION:** April 10–12, 2017 ⚡ **CONFERENCE:** April 10–13, 2017

McCormick Center West ⚡ Chicago, IL

## SECURE A SPONSORSHIP

Sponsoring the 19th Annual ELECTRIC POWER provides the opportunity to make a sustainable and positive impression on thousands of high-caliber power generation stakeholders. These sponsorships equip you with additional exposure that will separate your company; **Exhibitors who have sponsored gained 403% more leads than those who didn't.** Build new partnerships and enhance existing business relationships...commit to an ELECTRIC POWER sponsorship today!

Sponsorships include...

- » Grand Sponsorship
- » Premier Sponsorship
- » Gold Sponsorship
- » Silver Sponsorship
- » POWER Club Sponsorships
- » Mobile App Sponsorship
- » Badge Lanyard
- » Bag Sponsorship
- » Aisle Banner Sponsorship
- » Track Sponsorship (Track, Conference Notes & Prize Giveaway)
- » Harley-Davidson Giveaway
- » Reception Beverage Station

**And many more, we can even customize to fit your company's needs!**

**CONTACT JASON SMITH**

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# ELECTRIC POWER

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**SOLD**

**GRAND SPONSORSHIP**  
**\$45,000—Exclusive**

## RECOGNITION

- 20 x 30 exhibit space, or equivalent, exhibition space at the event
- Your company will be identified as a Grand Sponsor on the prominent signage in the registration area, by the entryway to the exhibition and in the exhibition hall and conference areas
- Your company can choose from any of the Conference Tracks Sponsorships available to be that sponsor, as well as overall Grand Sponsor and will receive all of the benefits of Conference Track Sponsor
- Each day, an announcement will be made over the exhibition public address system recognizing your company as a Grand Sponsor
- Your staff attending the Conference & Exhibition will be provided with ribbons identifying them as members of a Grand Sponsor team
- An exclusive sign at the Host Hotel greeting delegates on your behalf and identifying you as a Grand Sponsor
- One-time use of the pre-registered attendee list prior to the event, and unlimited usage of the post-event final registration list
- Literature Distribution in the Press Room
- A plaque will be presented to your company, during the opening Keynote Session (Executive Roundtable), recognizing your contribution as Grand Sponsor.
- Opportunity for a pre and post show email blast to registered ELECTRIC POWER attendees

**ZACHRY**

## PRINT & ELECTRONIC PROMOTION

- Your company will be recognized as a sponsor of the Delegate Lunch held on the exhibition floor on the first day of the conference
- Your company will be recognized as a sponsor of the Opening Keynote Session (Executive Roundtable) and your literature can be displayed outside the meeting room prior to, during and following the Opening Keynote Session
- Your company will be identified as a Grand Sponsor, with company logo in the Pre-Conference Program both in the print and online version
- Your company will receive recognition in the Official Show Guide
- Your company literature, an invitation, a special notice, or a “give-away item”, will be placed in the bag each delegate receives when registering
- Your company logo on the event home page with a link to your company’s web site
- Opportunity to showcase your company on the event home page slider feature
- Your company logo will be featured on print and electronic media used to promote the event, including but not limited to—exhibitor prospectus, conference program, and official event guide.

## CONFERENCE RECOGNITION

- Conference Advisory Board Position for the event (designee must be approved by Conference Management)
- Time for five (5) PowerPoint presentation frames will be provided to your company during a continuously-played PowerPoint loop shown prior to and during breaks in the keynote and conference sessions
- Your company logo identifying you as a Grand Sponsor will be displayed in all meeting rooms throughout the conference
- Your company will be recognized as a Grand Sponsor and thanked during the opening day Keynote sessions
- Your company will receive ten (10) complimentary Grand Sponsor passes to the core Conference
- Your company will receive one hundred (100) Exhibition passes
- Full-page ad in on-site show guide
- Beverage Station Sponsorship
- Harley Prize Giveaway Sponsorship

## MOBILE APP ENHANCEMENTS

- Rotating banner ad and landing page showcasing your products or services for when your banner ad is tapped
- Logo on exhibitor listing page
- Unlimited downloadable PDF products and company brochures
- Push alerts to all attendees who have downloaded the app (available during show days only)



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## POWER CLUB SPONSORSHIP

**SOLD**

POWER CLUB LOUNGE  
**\$20,000—Exclusive**

**SIEMENS**

### VIP LOUNGE BENEFITS

- 10x10 hard walled meeting room near the lounge (Booth 839)
- Literature and giveaway (optional) in the lounge
- 4 passes to the lounge (these are invitation only, so they will be closed to other manufacturers)
- Recognition on all signs onsite promoting the POWER Club Lounge
- Pre-show POWER Club registration list that can be used to set appointments onsite
- Lounge includes snacks and refreshments at all times, during evening receptions full service bar will be placed by POWER Club Lounge along with hot hors d'oeuvres.

### ADDITIONAL BENEFITS

- Full page ad in show guide
- Banner ad on event website
- Recognition in collateral and emails promoting the lounge leading up to the show
- Full contact information for leads received at the lounge
- Logo recognition as a sponsor of the POWER Club online and in the show guide

## POWER CLUB BREAKFAST

**\$20,000—Exclusive or \$12,000—Tuesday or Wednesday**

- Sponsor and education provider of the POWER Club Breakfast that is open to an expected attendance of 100-200 Generating Company attendees.
- Your company name and logo will appear on the ELECTRIC POWER website and direct marketing leading up to the conference, and in the on-site show guide.
- Sponsor will need to provide the program title, description, and speaker to ELECTRIC POWER for inclusion in the full program listing. All content will be approved by ELECTRIC POWER.
- Sponsor will have the opportunity to have a promotional item distributed at every seat in your sponsored breakfast.
- Sponsor will have a reserved table to invite your top clients/prospects to sit at a distinguished table at the front of the room.
- Company logo will appear on all directionals and signage for your sponsored breakfast.
- Company logo with link will be on the Sponsors Page and will rotate through the homepage of the event website. Company logo will be featured wherever your sponsored breakfast is mentioned online.
- Company logo will be included in at least one edition of ELECTRIC POWER Wire that will be sent to all pre-registered and past attendees, and opt-in subscribers. Also, ELECTRIC POWER will mention in all POWER Club descriptions that the breakfast is included in their attendee registration.
- Sponsor will receive full contact information for attendees scanned at the breakfast.



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## ELECTRIC POWER HOST UTILITY SPONSORSHIP

**\$15,000**

### RECOGNITION

- Your company will be identified as the ELECTRIC POWER 2017 Host Utility Sponsor on prominent banners in the Registration area, at the entrance to the Exhibition and in the Conference areas
- Each day, an announcement will be made over the exhibition public address system recognizing your company as a Host Utility Sponsor
- Your staff attending the ELECTRIC POWER 2017 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company
- Literature Distribution in the Press Room

### SPONSORSHIP OF FUNCTIONS

- Your company will be recognized as a sponsor of the Delegate Lunch held on the exhibition floor on the first day of the ELECTRIC POWER 2017 Conference
- Your company will be recognized as a sponsor of the Opening Keynote Session (Executive Roundtable) and your literature can be displayed outside the meeting room prior to, during and following the Opening Keynote Session

### PRINT & ELECTRONIC PROMOTION

- Your company will be identified as the Host Utility Sponsor of ELECTRIC POWER 2017 in the conference brochure, the official Show Guide
- Your company literature (a brochure, invitation, etc) will be placed in the bag each delegate receives when registering. (One item per sponsor—maximum of eight pages)
- Your company will be entitled to a 20% discount on the one-time four-color rate for advertising reserved in the 2017 Official Show Guide which will be distributed at the event to all delegates and visitors
- Corporate logo on the EP website with reciprocal hyperlink to your website
- Recognition in POWER magazine in regards to your company being the Host Utility Sponsor at ELECTRIC POWER

### CONFERENCE RECOGNITION

- Your company will be recognized as a Host Utility Sponsor and thanked during the Opening Day Keynote Sessions
- Your company will be identified as a Host Utility Sponsor on all podium signs throughout the ELECTRIC POWER 2017 Conference
- Your company logo, identifying you as a Host Utility Sponsor, will be displayed
- As the Host Utility Sponsor your company will receive unlimited registrations to the ELECTRIC POWER 2017 Conference & Exhibition (this does not include Co-Located Event Upgrades).



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## PREMIER SPONSORSHIP

**\$12,000 each**

### RECOGNITION

- Your company will be identified as an ELECTRIC POWER 2017 Premier Sponsor on prominent banners in the Registration area, at the entrance to the Exhibition and in the Conference areas
- Each day, an announcement will be made over the exhibition public address system recognizing your company as a Premier Sponsor
- Your staff attending the ELECTRIC POWER 2017 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company
- Literature Distribution in the Press Room

### PRINT & ELECTRONIC PROMOTION

- Your company will be identified as a Premier Sponsor of ELECTRIC POWER 2017 in the conference brochure and the Official Show Guide
- Your company literature (a brochure, invitation, etc) will be placed in the bag each delegate receives when registering. (One item per sponsor—maximum of eight pages)
- Your company will be entitled to a 20% discount on the one-time four-color rate for advertising reserved in the 2017 Official Show Guide which will be distributed at the event to all delegates and visitors
- Corporate logo on the EP website with reciprocal hyperlink to your website
- Your company will be recognized as a sponsor of the Delegate Lunch held on the exhibition floor on the first day of the ELECTRIC POWER 2017 Conference
- Your company will be recognized as a sponsor of the Opening Keynote Session (Executive Roundtable) and your literature can be displayed outside the meeting room prior to, during and following the Opening Keynote Session

### CONFERENCE RECOGNITION

- Your company will be recognized as a Premier Sponsor and thanked during the Opening Day Keynote Sessions
- Your company will be identified as a Premier Sponsor on all podium signs throughout the ELECTRIC POWER 2017 Conference
- Your company will receive five (5) complimentary VIP invitations to the ELECTRIC POWER 2017 Conference to issue to customers or other business relations

### MOBILE APP ENHANCEMENTS

- Rotating banner ad and landing page showcasing your products or services for when your banner ad is tapped
- Logo on exhibitor listing page
- Unlimited downloadable PDF products and company brochures



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## GOLD SPONSORSHIP

**\$8,500 each**

### RECOGNITION

- Your company will be identified as a Gold Sponsor on the signage in the registration area, by the entry-way to the exhibition and in the exhibition hall and conference areas
- Each day, an announcement will be made over the exhibition public address system recognizing your company as a Gold Sponsor
- Your staff attending the Conference & Exhibition will be provided with ribbons identifying them as members of a Sponsor team
- Literature Distribution in the Press Room

### PRINT & ELECTRONIC PROMOTION

- Your company will be identified as a Gold Sponsor in the Conference Program both in the print and online version
- Your company will be entitled to a 10% discount on the one-time four color rate for advertising reserved in the 2017 Official Show Guide which will be distributed during the event
- Your company will be thanked and recognized as a Gold Sponsor in confirmation packages sent to all Conference delegates
- Your company logo will be featured in the conference program and the show guide
- Corporate logo on the ELECTRIC POWER web site with reciprocal hyperlink to your website identifying you as a Gold Sponsor

### CONFERENCE RECOGNITION

- Your company logo identifying you as a Gold Sponsor will be displayed in all meeting rooms throughout the conference
- Your company will be recognized as a Gold Sponsor and thanked during the second day Keynote Sessions
- Your company will receive three (3) complimentary Gold Sponsor passes to the core Conference
- Your company will receive one hundred (100) Exhibition passes

### MOBILE APP ENHANCEMENTS

- Logo on exhibitor listing page
- Unlimited downloadable PDF products and company brochures



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## **SILVER SPONSORSHIP** **\$6,000 each**

### **RECOGNITION**

- Your company will be identified as a Silver Sponsor on the signage in the registration area, by the entryway to the exhibition and in the exhibition hall and conference areas.
- Your staff attending the Conference & Exhibition will be provided with ribbons identifying them as members of a Sponsor team
- Literature Distribution in the Press Room

### **PRINT & ELECTRONIC PROMOTION**

- Your company will be identified as a Silver Sponsor, with a logo in the Conference Program both in the print and online version
- Your company will be thanked and recognized as a Silver Sponsor in confirmation packages sent to all Conference delegates
- Corporate logo on the event web site with reciprocal hyperlink to your web site

### **CONFERENCE RECOGNITION**

- Your company logo identifying you as a Silver Sponsor will be displayed in all meeting rooms throughout the conference
- Your company will receive two (2) complimentary Silver Sponsor passes to the core Conference
- Your company will receive one hundred (100) Exhibition passes
- Your company logo will be included in the electronic Conference Proceedings

### **MOBILE APP ENHANCEMENTS**

- Logo on exhibitor listing page
- Unlimited downloadable PDF products and company brochures





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## BADGE LANYARD SPONSORSHIP

**\$10,000 + Cost of Lanyards—  
Exclusive Sponsor**

### RECOGNITION

- Your Company name will be printed on each Badge Lanyard given to each ELECTRIC POWER 2017 attendee at registration (no other lanyard will be offered at registration)
- Your company will be recognized as the ELECTRIC POWER 2017 Badge Lanyard Sponsor on banners in the Registration area, by the exhibition entry way and in the conference areas
- Your staff attending the ELECTRIC POWER 2017 Conference and Exhibition will be provided with ribbons identifying them as Sponsors

### PRINT & ELECTRONIC PROMOTION

- Your company will be recognized as the Badge Lanyard Sponsor of ELECTRIC POWER 2017 in the promotional materials, and in the Official Show Guide
- Your company will be entitled to a 10% discount on the one-time four color rate for advertising reserved in the 2017 Official Show Guide which will be distributed during the event
- Corporate logo on the ELECTRIC POWER web site with reciprocal hyperlink to your web site

### CONFERENCE RECOGNITION

- Your company logo identifying you as the Badge Lanyard Sponsor will be displayed in all meeting rooms throughout the conference
- Your company will be recognized as the Badge Lanyard Sponsor and thanked during the second day Keynote Sessions
- Your company will receive three (3) complimentary VIP invitations to the ELECTRIC POWER 2017 Conference to issue to customers or other business relations





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## INDIVIDUAL SPONSORSHIPS

### REGISTRATION PACKAGE

#### **\$10,000—Exclusive**

- Registration landing page sponsor on the ELECTRIC POWER event website
- Sponsor logo (full color) on kick panels of main registration structures
- Sponsor logo (full color) on registration page of website
- Sponsor logo (full color) on PDF registration form (used online and onsite)
- Opportunity to provide literature for distribution in the registration area
- Your company will be identified (with full color logo) as a Sponsor in the Official Show Guide
- You will receive a full color logo on the sponsor index of the event website with a reciprocal hyperlink to your website

### ATTENDEE BAG SPONSORS

#### **\$10,000 + Cost of Bags—Exclusive Bag Sponsorship**

- Your company logo will be printed on the bag containing the literature for each ELECTRIC POWER 2017 Conference Attendee. This bag will be given to each attendee as they register.
- Your company literature (a brochure, invitation, etc) will be placed in each bag given to the ELECTRIC POWER 2017 Delegates. (Two items only—Maximum of eight pages each)
- Your company will be recognized as a sponsor in the ELECTRIC POWER 2017 promotional material

### WINDOW CLINGS SPONSORSHIP

#### **\$10,000—Multiple Available**

- Sponsor logo (full color) on ten (10) double-sided window clings at main entrance/exit doors of the convention center
  - » Maximum size TBD
  - » Artwork to be provided by client
- Your company will be identified (with full color logo) as a Sponsor in the Official Show Guide
- You will receive a full color logo on the sponsor index of the event website with a reciprocal hyperlink to your website



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## INDIVIDUAL SPONSORSHIPS

### YOUNG PROFESSIONALS IN POWER (YPP) EXCLUSIVE SPONSOR

**\$8,000—Exclusive**

- Premier sponsorship of Young Professionals in Power
- YPP Lounge on Show floor branded with your company
- Three speaking slots (1 hour each) to discuss content and topics of your company's choice
- Branding to be included in all YPP promotions, including mobile app and conference brochure
- Logo placement on website with reciprocal URL

### YOUNG PROFESSIONALS IN POWER CONTENT SPONSOR

**\$3,000**

- One speaking slot (one hour) to discuss content & topics of sponsor's choice in the EP Theater
- Your company logo will appear on the ELECTRIC POWER website, in direct marketing materials relating to YPP leading up to the conference, and in the onsite show guide.
- EP Theater signage to be branded with your logo during YPP sessions
- Sponsor company's branding to be included in all pre-show YPP promotions & conference brochure

### BANNER SPONSORSHIP—MAIN LOBBY

**\$10,000—Multiple Available**

- Sponsor to receive one (1) single-sided, full color banner in the main lobby, exact size and location TBD
- Your staff attending the Conference & Exhibition will be provided with ribbons identifying them as a Sponsor
- Your company will be identified (with full color logo) as a Sponsor in the Official Show Guide
- You will receive a full color logo on the event website with a reciprocal hyperlink to your website
- Your company will receive (3) complimentary passes to the Conference
- Your company will receive (100) exhibit passes to share with your clients and prospects

### ROTATING KIOSK SPONSORSHIP

**\$7,500—Multiple Available**

- Sponsor to receive custom printed, full color graphics on a rotating kiosk in the main lobby
- Kiosk (lit from within and rotating) includes 3 panels with custom graphics provided by sponsor
- Your company will be identified (with full color logo) as a Sponsor in the Official Show Guide
- You will receive a full color logo on the sponsor index of the event website with a reciprocal hyperlink to your website



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## AISLE BANNER SPONSORSHIP

**\$10,000—Exclusive**

### RECOGNITION

- Your company will be identified on alternating Aisle Banners on the ELECTRIC POWER exhibit floor.
- Each day, an announcement will be made over the exhibition public address system recognizing your company as an Aisle Sponsor.
- Your staff attending the Conference & Exhibition will be provided with ribbons identifying them as a Sponsor
- One-time use of the pre-registered attendee list prior to the event, and unlimited usage of the post-event final registration list
- Literature Distribution in the Press Room

### PRINT & ELECTRONIC PROMOTION

- Your company will be identified as an Aisle Banner Sponsor with your logo in the show guide and a 50-word description
- Your company will be identified as an Aisle Banner Sponsor with your logo and reciprocal hyperlink on the ELECTRIC POWER website
- Your company literature, an invitation, a special notice, or a “give-away” item, will be placed in the bag that each delegate receives when registering.
- Your company logo will be featured on print and electronic media used to promote the event, including but not limited to—pre-conference program and Official Show Guide.
- Your company will be entitled to a 20% discount on the one-time four-color rate for the advertising reserved in the 2017 Show Guide which will be distributed at the event to all delegates and visitors

### CONFERENCE RECOGNITION

- Your company will receive three (3) complimentary Aisle Sponsor passes to the core Conference
- Your company will receive one hundred (100) Exhibition passes



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## MOBILE APP SPONSORSHIP \$10,000—Exclusive

### MOBILE APP BENEFITS

- Your company name appears every time the app is opened or refreshed (secondary launch page)
- Banner ad at the top of the dashboard (weighted banner ad). As the mobile app sponsor, your ad will rotate more often than any other ads.
- Full screen landing page users are taken to after they click on your banner ad
- Watermark on the schedule of events page (company logo appears in background)
- Highlighted company name in the exhibitor directory
- Company booth highlighted on the exhibit floor map
- Video clipped placed in exhibitor listing
- User metrics post-show will be provided post-show
- Text message alerts (1 push notification per day during the event)

### PRE-SHOW

- Company logo in printed conference program
- Company logo in the sponsor index on the ELECTRIC POWER website with reciprocal hyperlink to your company website
- Multiple email blasts promoting the mobile app
- Promotion of the mobile app on the ELECTRIC POWER website

### ONSITE RECOGNITION

- Signage promoting the mobile app
- Logo in the show guide
- Logo on the entrance unit
- Ad in show guide promoting the mobile app with your company recognized as the Mobile App Sponsor
- Interactive monitors placed throughout exhibit and conference area onsite with the mobile app streaming through.

### FOR THE TEAM

- Your staff will be provided with ribbons identifying them as part of a sponsoring company



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## ADDITIONAL SPONSORSHIPS

**NEW!**

### 3D CHALK ART SPONSORSHIP

**\$10,000—Exclusive**

- 100 sq feet of chalk design for attendees to take pictures with
- Brand recognition on the floor as a photo opportunity
- Company logo on website and print materials stating 3D Chalk Art Sponsor
- Signage at your booth dictating sponsorship

### CHARGE STATION

**\$8,000—4 Available**

- Allows attendees ability to charge phones, PDA's, iPods, etc... at one (1) kiosk located at your booth
- Sponsor video played at re-charge station
- Sponsor logo (full color) displayed on station kiosk
- You company will be identified (with full color logo) as a Sponsor in the Official Show Guide
- You will receive a full color logo on the sponsor index of the event website with a reciprocal hyperlink to your website

### FLOOR PLAN SPONSORSHIP

**\$8,000—Exclusive**

- Sponsor logo (full color) included in the header on the live a2z floor plan website
- Sponsor logo (full color) on the printed floor plan in the Official ELECTRIC POWER 2017 Show Guide
- You company will be identified (with full color logo) as a Sponsor in the Official Show Guide
- You will receive a full color logo on the sponsor index of the event website with a reciprocal hyperlink to your website

### CYBER CAFE SPONSOR

**\$5,000—4 Available**

- Signage/Banners at Cyber Café stations on exhibit floor
- Screen Saver with link to Corporate home page will be on all cyber café computer screens
- Your company will be identified as the cyber café sponsor in print in the Official Show Guide
- Corporate logo on the event web site with reciprocal hyperlink to your web site
- Your company will receive one complimentary pass to the core Conference



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## ADDITIONAL SPONSORSHIPS

### PADFOLIO SPONSORSHIP

**\$5,000 + Cost of Padfolios—Exclusive**

#### RECOGNITION

- Your Company name will be printed on each padfolio given to each ELECTRIC POWER 2017 Conference Delegate at registration.
- Your company will be recognized as the ELECTRIC POWER 2017 Padfolio Sponsor on banners in the Registration area, by the exhibition entry way and in the conference areas
- Your staff attending the ELECTRIC POWER 2017 Conference and Exhibition will be provided with ribbons identifying them as Sponsors

#### PRINT & ELECTRONIC PROMOTION

- Your company will be recognized as the Padfolio Sponsor of ELECTRIC POWER 2017 in the promotional materials, the Official Show Guide
- Your company will be entitled to a 10% discount on the one-time four color rate for advertising reserved in the 2017 Official Show Guide which will be distributed during the event
- Corporate logo on the ELECTRIC POWER web site with reciprocal hyperlink to your web site

#### CONFERENCE RECOGNITION

- Your company logo identifying you as the Padfolio Sponsor will be displayed in the meeting room prior to the second day Keynote Sessions
- Your company will be recognized as the Padfolio Sponsor and thanked during the second day Keynote Sessions
- Your company will receive three (3) complimentary VIP invitations to the ELECTRIC POWER 2017 Conference to issue to customers or other business relations

### HOTEL CARD KEY SPONSORSHIP

**\$5,000 + Cost of Card Keys—Exclusive**

#### RECOGNITION

- Your company can design the hotel card key for the hotels in the hotel room block
- Your company will be recognized as the ELECTRIC POWER 2017 Hotel Card Key Sponsor on signage in the Registration area, by the exhibition entry way and in the conference areas
- Your staff attending the ELECTRIC POWER 2017 Conference and Exhibition will be provided with ribbons identifying them as Sponsors

#### PRINT & ELECTRONIC PROMOTION

- Your company will be recognized as the Hotel Card Key Sponsor of ELECTRIC POWER 2017 in the promotional materials, and in the Official Show Guide
- Corporate logo on the ELECTRIC POWER web site with reciprocal hyperlink to your web site identifying your company as the Hotel Card Key Sponsor

#### CONFERENCE RECOGNITION

- Your company will receive two (2) complimentary VIP invitations to the ELECTRIC POWER 2017 Conference to issue to customers or other business relations



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## ADDITIONAL SPONSORSHIPS

### DELEGATE LUNCH SPONSORSHIP

#### WEDNESDAY LUNCH

#### **\$5,000—4 available, 2 per Restaurant**

- Table & signage in restaurant area for company literature and up to 4 staff members to interact with delegates as they pick up their lunch
- A dessert station will be located adjacent to your exhibit space for the Wednesday lunch
- Signage promoting your lunch sponsorship in conference areas and at the front of exhibit hall on Wednesday
- Your company will be identified as a Delegate Lunch Sponsor in print in the Official Show Guide
- Signage on tables in restaurant area with your company logo
- Corporate logo on the event web site with reciprocal hyperlink to your web site
- Your company will receive two (2) complimentary passes to the core Conference

### ROOM DROP SPONSORSHIP

#### **\$4,000 + Hotel Drop Fee**

- Your company will have an item or brochure of your choice placed inside each delegates room at the headquarter hotel.
- Your company will be identified as a Room Drop Sponsor on the event website and in the Official Show Guide
- Your company may place literature on the conference area literature table.

### HTML BANNER SPONSORSHIP

#### **\$2,000**

- Your company will have one 4-color banner advertisement in our monthly newsletter, the ELECTRIC POWER Wire. The Wire is distributed to over 100,000 ELECTRIC POWER Wire subscribers.
- Your company will receive a “hot-link” from the banner ad to a landing page of your choice.

#### BANNER SPECIFICATIONS:

- Size—160 x 600
- Animation—Max of 3 frames
- File Size—Max file size = 50k
- File type—GIF or JPG

### DELEGATE BAG INSERT SPONSORSHIP

#### **\$1,500 + Cost of Inserts**

- Your company will have a giveaway item inserted into each delegate bag given to all attendees
- Your company will be identified as a Delegate Bag Insert Sponsor on the event website and in the Official Show guide





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## TRACK SPONSORSHIP

### TRACK SPONSOR

**\$5,000—Exclusive per track**

The Track Sponsorship offers your company the opportunity to position itself in the heart of the activity at ELECTRIC POWER 2017. This sponsorship will enhance your company's visibility dramatically at ELECTRIC POWER 2017 and position you in front of true decision makers.

#### **TRACK SPONSORSHIP INCLUDES: PER TRACK SELECTED**

- Literature in rooms for all three days of the conference
- Power Point presentations in-between sessions
- Signage in your Track conference area for all three days
- Logo on the ELECTRIC POWER web site
- Promotion in the Official Show Guide—In selected Track area
- Two Complimentary Registrations to the ELECTRIC POWER 2017 Conference

This very targeted sponsorship is limited to one Sponsor per track; so don't hesitate to reserve your day in the spotlight at ELECTRIC POWER 2017.

**Track 1: Power Plant Performance & Profitability**

**Track 2: Environmental Compliance**

**Track 3: Technology Advancements & Improvements**

**Track 4: Power Plant Resiliency**

**Track 5: Combined Heat & Power/Cogeneration**

**Track 6: Generating Power from Coal-Gas-Renewables**

Please contact us to reserve your Track Sponsorship @ 713-343-1889



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CONFERENCE NOTES SPONSORSHIP  
**\$4,000—Exclusive per track**

## THE CONFERENCE TRACKS ARE:

**Track 1: Power Plant Performance & Profitability**

**Track 2: Environmental Compliance**

**Track 3: Technology Advancements & Improvements**

**Track 4: Power Plant Resiliency**

**Track 5: Combined Heat & Power/Cogeneration**

**Track 6: Generating Power from Coal-Gas-Renewables**

### **CONFERENCE NOTES SPONSORSHIP INCLUDES:**

- Pens and notepads with your company logo will be placed on meeting room tables in the track of your choice for use by delegates each day.
- Logo placement during Power Point presentations in-between conference sessions
- Logo on ELECTRIC POWER website
- Logo in the Official Show Guide in the Track Specific section

This very targeted sponsorship is limited to one vendor;  
so don't hesitate to reserve your day in the spotlight at ELECTRIC POWER 2017.



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## TRACK PRIZE GIVEAWAYS

**\$2,000—One Giveaway Sponsor  
Per Track, Single Track**

The six Strategic Tracks of the ELECTRIC POWER 2017 Conference address business and technical issues of concern to operating management from the generating companies and project developers. The conference delegates at these sessions are the reason why so many exhibitors enjoy success at ELECTRIC POWER; they represent the purchasing and specifying decision makers from both the power plant and corporate headquarters. The ELECTRIC POWER 2017 Conference Prize Track Sponsorship offers your company the opportunity to drive these conference delegates to your booth, making your company the center of activity. The conference tracks are:

**Track 1: Power Plant Performance & Profitability**

**Track 2: Environmental Compliance**

**Track 3: Technology Advancements & Improvements**

**Track 4: Power Plant Resiliency**

**Track 5: Combined Heat & Power/Cogeneration**

**Track 6: Generating Power from Coal-Gas-Renewables**

Exhibitors may also sponsor daily prizes for the co-located tactical meetings.

### **How it works:**

Your company will choose a prize of \$250.00 value or greater. ELECTRIC POWER will promote the giveaway on show site, in delegate reminders, and at the ELECTRIC POWER conference area. Delegates will visit your booth to enter and the winner will be announced in the designated Track Session or at your company's booth.

### **ELECTRIC POWER CONFERENCE GIVEAWAY SPONSORSHIP INCLUDES:**

- Promotion in the Official Show Guide
- Promotion in the delegate reminders
- Custom signage at the conference and at your booth
- Promoted in daily reminder



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## HARLEY-DAVIDSON PRIZE GIVEAWAY

**\$2,000 each—30 Available**

In order to encourage ELECTRIC POWER 2017 & co-located tactical meeting conference delegates to visit the exhibition, a Harley-Davidson motorcycle will be given to a lucky delegate who does not have to be present to win.

Your company can join 30 other companies who will sponsor the Harley-Davidson Giveaway the last afternoon of the event. Conference Delegates must visit each sponsor's booth and get their Harley card stamped. In the past, several hundred delegates have visited sponsors booths, ensuring the participants time and exposure with the industry.

- Your company will be one of the pick-up points for the Conference Delegates to get their Harley card stamped
- Your company will be recognized as a Harley-Davidson Sponsor at ELECTRIC POWER 2017 in the promotional material, in the Official Show Guide, and on the web site
- Your company will be listed by each display motorcycle as a Harley-Davidson Giveaway Sponsor
- Custom signage in each sponsor's booth identifying the company as a Harley-Davidson Giveaway Sponsor

*All names and trademarks in this letter are the property of their respective owners.*



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## RECEPTION BEVERAGE SPONSORS

**\$2,500 each—Maximum of 10 Available**

### APRIL 10<sup>TH</sup> & APRIL 11<sup>TH</sup>

- Signage at your beverage station—close to your booth space on the exhibit floor
- Your company will be listed as a Beverage Station Sponsor of the evening receptions
- Your company has the option to bring napkins, coasters, beverage holders, etc. to be used at your designated beverage station (items must be approved by ELECTRIC POWER staff)
- Your company will be identified as one of the Beverage Station Sponsors in the Official Show Guide
- Corporate logo on the ELECTRIC POWER web site with reciprocal hyperlink to your website



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## RECEPTIONS & SPONSOR OPPORTUNITIES

### MONDAY OPENING RECEPTION—“TASTE OF CHICAGO”

Opening Reception sponsored by **ZACHRY**

#### WHISKEY TASTING SPONSORSHIP

**\$8,500 (2 available) or \$12,000—Exclusive**

- Whiskey Tasting Station set up in your booth/or in the vicinity during Monday night's Opening Reception on the show floor
- Invite sent to current registrants inviting them to stop by your booth and advertising the Whiskey Tasting Station
- Mobile text alerts notifying attendees of the Whiskey Tasting Station
- Opportunity to hand out a giveaway item for both Monday and Tuesday night receptions (ie: a shot glass, koozies, cups, etc.)
- Company logo on website and print materials stating Whiskey Tasting Station Sponsor
- Signage at your booth dictating sponsorship of the Whiskey Tasting Station
- Beverage Station during Tuesday evening reception that serves beer and wine

#### WINE TASTING SPONSORSHIP

**\$8,500 (2 available) or \$12,000—Exclusive**

- Wine Tasting Station set up in your booth/or in the vicinity during Monday night's Opening Reception on the show floor
- Invite sent to current registrants inviting them to stop by your booth and advertising the Wine Tasting Station
- Mobile text alerts notifying attendees of the Wine Tasting Station
- Opportunity to hand out a giveaway item for both Monday and Tuesday night receptions (ie: a shot glass, koozies, cups, etc.)
- Company logo on website and print materials stating WineTasting Station Sponsor
- Signage at your booth dictating sponsorship of the Wine Tasting Station
- Beverage Station during Tuesday evening reception that serves beer and wine



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## RECEPTIONS & SPONSOR OPPORTUNITIES

### TUESDAY RECEPTION— “BLUES BROTHERS JAZZ RECEPTION”

#### SUNGLASSES SPONSORSHIP

##### \$4000—Exclusive

- Branded sunglasses with company logo and ELECTRIC POWER logo to be handed out at door during Tuesday Night Jazz Reception
- Company logo on website and print materials stating Sunglasses Sponsor
- Signage at your booth dictating sponsorship of Sunglasses

#### SPIKED ICE SPONSORSHIP

##### \$8,500 (2 available) or \$12,000—Exclusive

- Interactive, liquid nitrogen Cocktail Bar set up in your booth/or in the vicinity of your booth during Wednesday Night's Closing Reception
- Frozen cocktails create a mesmerizing cloud of mist
- Choose of 2 flavors at the station
- 1 trained & licensed attendant to create and serve guests the frozen treats
- LED Bar & Podium to match company colors
- Invite sent to current registrants inviting them to stop by your booth and advertising the Spiked Ice Station
- Mobile text alerts notifying attendees of the Spike Ice Station
- Opportunity to hand out a giveaway item for both Tuesday and Wednesday night receptions (ie: a shot glass, koozies, cups, etc.)
- Company logo on website and print materials stating Spiked Ice Station Sponsorship
- Signage at your booth dictating sponsorship of the Spiked Ice Station Sponsorship
- Beverage Station during Monday evening reception that serves beer and wine





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## RECEPTIONS & SPONSOR OPPORTUNITIES

### WEDNESDAY CLOSING RECEPTION— “AROUND THE WORLD IN 90 MINUTES”

#### WORLD FAIR CLOSING RECEPTION SPONSORSHIP

**\$6,000 (4 available or \$20,000—Exclusive)**

- Logo representation for the World Fair Reception that all ELECTRIC POWER attendees are invited too—Includes your choice of the Food Station that is available
- Beer Tasting, beer will be from the region of your food station
- Located throughout the show floor where you and attendees are allowed to network and engage with each other; the food station and beer station will be placed as close to your booth as space allows
- Invite sent to current registrants inviting them to the World Fair Closing Reception
- Logo on website and print materials stating World Fair Closing Reception Sponsor
- Signage at your booth dictating your sponsorship of the World Fair Closing Reception