

ELECTRIC **POWER™**

TO: ELECTRIC POWER 2010 EXHIBITORS

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FROM: Hunter Jones, Show Director

Carrie Shapiro, Conference Manager
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Thank you for your support and participation in the 12th Anniversary of ELECTRIC POWER at the Baltimore Convention Center in Baltimore, Maryland from May 18-20, 2010. We appreciate your involvement and are committed to making your investment pay off with increased business through contacts you make here!

And we welcome you to **ELECTRIC POWER 2010**, the conference and exhibition where the operating companies meet. Once again, a very aggressive attendance program has been implemented to promote participation. The primary conference and the additional co-located meetings are attracting clients and generating companies that you want to see from all of the related industry segments.

Please visit www.electricpowerexpo.com and click on EXHIBITORS and then EXHIBITOR SERVICE KIT to access the forms and information you will need for your exhibiting experience at ELECTRIC POWER.

Here is an overview of the materials listed on the index in this kit:

[Front Pages:](#)

Along with this letter, the Front Pages includes the Exhibitor Action **HOT LIST** – Countdown to Action Alarms - to remind you of important deadlines, the Sponsorship logo page links and the Exhibitor List link.

[1. General Information – SECTION 1:](#)

This section includes the Schedule of Events and a list of the official Contractors for this year's event. You will also find the Floor Plans: exhibition hall and meeting room layouts of the Baltimore Convention Center where functions will be held. Additionally, a sample of the Insurance Certificate is included. Finally, in this section you will find a copy of the Rules and Regulations for all exhibitors. **Please be sure to read and understand all of these since they are strictly enforced during the exhibition.**

2. ONLINE Registration Options – and Registration Link – See SECTION 2 for Early Bird Deadlines:

Go to Secure ONLINE Registration: Click on Exhibitor Booth Staff Only - NO CHARGE & NO LIMIT:

EXHIBITOR - BOOTH STAFF - MULTIPLE - IF you are the CONTACT for your booth:
Enter **Booth Number AND e-mail** to manage **ALL OF YOUR STAFF**.

Exhibitor - Booth Staff - INDIVIDUAL – Enter Booth Number ONLY

EXHIBITOR DELEGATE: personnel from your company may attend the conference sessions and exhibition at special exhibitor rates – a discount of **25 % off** the regular conference registration fee.

*****An Exhibitor Delegate is also allowed on the exhibit floor when it is closed to non-exhibitors*****

GROUP PLANS – Send more – Save more!

Corporate Exhibitor Delegate: **Corporate Registration Group Plan**, which allows you to send up to 10 people to the conference for considerable savings.

Unlimited Corporate Exhibitor Delegate: **Unlimited Corporate Group Plan**, which allows you to send an unlimited number of personnel to the conference for unlimited savings.

Someone from your staff should be designated as a CONTACT for the corporate plans.
Information on these plans should be distributed throughout your company to utilize the discounts fully!

3. Vendor Services – SECTION 3

Freeman Decorating (FDC) is the appointed general service contractor and provides you with the following information:

Shipping & Material Handling - **Shipping Instructions sheet** has the dates for shipping to the **Warehouse and to Show Site**. Also, included is information and forms for all your shipping, drayage, materials handling, air freight and customs clearance requirements. If you have any questions about shipping and/or drayage, **call the company indicated for clarification**. This will prevent any misunderstanding onsite. Also at the end, Trade Tips for Exhibitors in Section 4 has some helpful information on **material handling**.

Booth Installation & Furnishings - This provides forms to order rental booths, furniture, carpeting, labor and rigging services in your booth.

Booth Utilities – See FDC forms to order your Catering, Utilities, Telecommunications, Computer Equipment Rental and Audio-Visual.

Special Services - Section 3 includes information and contractors for many optional services you may need during ELECTRIC POWER, including:

- √ Lead Capture System
- √ Non-Staff Booth Attendants
- √ Floral Services
- √ Business Center

[4. Marketing Opportunities – SECTION 4](#)

Each exhibitor is entitled to a **Complimentary 30-word Show Guide Listing** in the official ELECTRIC POWER Show Guide. **Remember** that your company's **contact** information is **NOT** counted as part of your 30 word description. And the name of your contact **person** is NOT included in your listing.

The deadline for your complimentary 30-word listing is **Friday, April 16**. **See Section 4 for the link and step by step instructions or click here POWERConnect to submit your listing online.**

Tickets and e-Tickets for the exhibition will be sent to you to distribute to your customers and vendors. Your sales staff can take them with them on calls to make sure all their contacts know about your company's participation in ELECTRIC POWER. **Go to the tickets page in the Marketing Section** for other suggestions to get the word out.

SPONSORSHIPS - A variety are available to promote your company at ELECTRIC POWER. Once again this year, there is the **Harley-Davidson Giveaway** that your company will NOT want to miss. This Sponsorship opportunity is **available to only 35 exhibitors**. **Call Hunter to reserve your sponsorship.**

Trade Tips for Exhibitors - This suggests some questions to help interact with your potential customers at ELECTRIC POWER. **This information is as valuable to the novice exhibitor as it is to the seasoned veteran.**

POWER MAGAZINE – Advertising in the ELECTRIC POWER Show issue will enhance your involvement as an exhibitor by reaching your intended clients before, during and after the show. Please contact a POWER Magazine representative at 832-242-1969. **SHOW ISSUE DEADLINE: April 16.**

[5. Travel, Lodging, Miscellaneous – SECTION 5](#)

ONPEAK (Ambassadors) Hotel Reservation Forms are included to make your hotel arrangements.

Area transportation information is included in the Baltimore link.

The Power Plant Awards Banquet is on May 17 – a fee of \$125 applies. See your Exhibitor Delegate form to register or go online.

Welcome Reception – On **Tuesday, May 18 from 4:00 pm – 6:00 pm**, the Opening Reception will be held on the ELECTRIC POWER Exhibit Floor. This complimentary cocktail reception will be located on the exhibit floor for all delegates, exhibitors and visitors. Open bars will be located throughout the hall. **Exhibitors are encouraged to serve hors d'oeuvres to attract attendees to their booths during the reception.** See Centerplate Catering Form in Sections 3 or 4.

Harley Reception – On **Wednesday, May 19 from 3:00 pm – 6:00 pm**, the Harley Reception will be held on the ELECTRIC POWER Exhibit Floor. This complimentary theme reception is on the exhibit floor for all delegates, exhibitors and visitors to network. Open bars will be located throughout the hall. **Exhibitors are encouraged to serve hors d'oeuvres to attract attendees to their booths during the reception.** See Centerplate Catering Form in Sections 3 or 4.

[FINAL NOTE:](#)

If you have any questions about this Exhibitor Service Kit or any concerns during your preparation for ELECTRIC POWER, please contact:

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