

POWERTESTTM

C O N F E R E N C E

February 27-March 1, 2012

Exhibitor Promotion & Marketing Opportunities

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February 27-March 1, 2012
Omni Fort Worth
Fort Worth, Texas

Opportunities you have come to expect . . .

As an exhibitor, the following additional benefits are available to you. Please refer to the contents of this guide for additional information about how to make the most of these opportunities.

- **New Product Forum**
- **Free Press with “Promote Your Show”**
- **Website and Exhibit Guide Listing**
- **Exhibit Guide Advertising**
- **Door Prize Signature Cards**
- **Complimentary Exhibit Passes**
- **Attendance List**
- **Welcome Reception Complimentary Registration**
- **Complimentary Lunches**
- **Conference Attendance Discount**
- **Sponsorship Opportunities** *(Sponsorship Guide available at www.powertest.org)*

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Mark these dates on your calendar. For assistance, contact Geri Root at groot@netaworld.org or 269.488.6382.

Exhibit Guide & Website Advertising

Refer to page 6 for more information and submission instructions.

- Send any time** Website Listing (100-word company description) - *complimentary*
January 9, 2012 Exhibit Guide Listing (100-word company description) - *complimentary*
January 9, 2012 Exhibit Guide Advertisement – *additional fee*

New Product Forum

Refer to page 4 for more information and submission instructions.

- November 28, 2011** New Product Forum Application - *complimentary and limited to first 30 submissions*
November 28, 2011 100-Word Description of New Product for inclusion in *NETA World* and conference materials
January 9, 2012 100-Word Description of New Product for inclusion in conference materials only
January 30, 2012 Submit PowerPoint Presentation
February 27, 2012 New Product Forum Presentations (Located in Texas Ballroom E)

Promote Your Show

Refer to page 5 for more information and submission instructions.

- December 2, 2011** Submit your client email list and request to participate - *complimentary*

Door Prize Signature Card

Refer to page 7 for more information and submission instructions.

- January 9, 2012** Door Prize Registration - *complimentary*
February 28, 2012 Door Prize Available in Your Booth (Please do not send to NETA)
February 28, 2012 Winning Name Submitted to NETA Booth by 3:45 p.m.

Registration

Refer to pages 8-9 for more information and submission instructions.

- January 23, 2012** Final Lunch Count Due - *2 complimentary (4 for end caps and double booths), fee for additional lunches ordered*
January 23, 2012 Welcome Reception Registration - *complimentary for up to 4 representatives, fee for additional reception registrations*
January 23, 2012 Registration for Trade Show Personnel Name Tags
January 23, 2012 Exhibitor Conference Registration and Hotel Reservations - *discounted rates available*

Space is limited! Email your submission as soon as possible.

What:

- The New Product Forum is a complimentary opportunity to showcase your new product or service. Presentations are two minutes per exhibitor, and will be given during the general session of 400 participants on Monday, February 27, 2012. There are 30 spots available, so email your submission as soon as possible.
- Your description will be published in the Spring 2012 *NETA World* technical journal and the conference program – at **no charge!** All submissions will be published.

How:

- Email a 100-word description of your new product or service to Missy Richard at mrichard@netaworld.org. The first 30 submissions will receive presentation spots on Monday, February 27, at the New Product Forum. All submissions will be published in **NETA World** and the conference program.

When:

- **November 28, 2011** – Deadline for submission to be included in the Monday New Product Forum. Space is limited to the first 30 submissions.
- **November 28, 2011** – Deadline for 100-Word Description of New Product for inclusion in *NETA World* and conference materials
- **January 9, 2012** – 100-Word Description of New Product for inclusion in conference materials only
- **January 30, 2012** – Deadline to submit PowerPoint presentation to Missy Richard at mrichard@netaworld.org. If we do not receive your PowerPoint presentation by January 31, 2012, you will lose your spot at the New Product Forum on Monday.
- **February 27, 2012** – New Product Forum presentations at 5:15 p.m. in Texas Ballroom E. (*Presentation is limited to two minutes.*)

Details:

- Exhibitors may apply for admission to the New Product Forum to briefly introduce a new product or service, a major expansion, or significant improvement of existing products or services. For your submission to be considered, it must have been released in 2011-12 as a new product or service or a new product or service with a significant change.
- Any company participating in the New Product Forum must be an exhibitor at NETA's Annual PowerTest Conference.
- Your PowerPoint slide presentation **MUST** be sent in advance – **by January 30, 2012** – or **you will lose your spot**. Slides will be organized and ready at the lectern computer. No overhead transparencies or videos allowed.

NETA will help promote the show to your clients!

Send your email list to NETA and we'll do the rest!

(Your list will be used on a strict, one-time basis only.)

Why promote your booth to current clients?

- It indicates your active participation in the industry.
- Announce new products or services.
- Broadcast the opportunity to meet you face-to-face for personalized assistance.
- Tout your company's association with NETA – leading organization recognized for its technical authority in the electrical testing industry.

Promotional email to include:

- Personalized email written by NETA to your client, inviting them to visit your booth
- Free exhibit hall pass
- Details on your NETA trade show special
- PDF of Conference Brochure

How:

Simply email your trade show special and your client list in an Excel or comma delimited file format to Geri Root at groot@netaworld.org. A draft email will be sent for your approval. The final invitation email will be personalized and sent along with a free exhibit pass and the Conference Brochure.

Due Date: Friday, December 2, 2011

Emails will be sent the week of January 9, 2012.

NOTE: We respect the privacy of you and your customers, and therefore, your mail list would be used for this single

Website Listing

Company Promotion and Web Link on NETA's PowerTest Website www.powertest.org

Promote your company on NETA's PowerTest website. This allows for more exposure for you and one-stop shopping for anyone interested in the conference.

One more avenue to promote your products and services!

Submit your 100-word company promotional description with complete contact information and website link.

There is no set deadline. Your listing will be added to the website when received. To maximize your exposure, send your information as soon as possible!

The form to submit your description is located at : www.surveymonkey.com/s/2012PowerTestBenefits.

Exhibit Guide Listing

The Exhibit Guide will highlight each exhibiting company by including a 100-word description of the company, contact information, website address, and booth number. The Exhibit Guide will be included in every attendee registration bag, as well as each exhibitor packet. This is a great reference tool that attendees and exhibitors will be able to use at the conference and back at the office.

Submit your description by using the form located at: www.surveymonkey.com/s/2012PowerTestBenefits. **The deadline is Friday, January 9, 2012.**

Additional Advertising Opportunity:

Sponsor an advertisement in the Exhibitor Guide. Place an advertisement with your 100-word description.

- Full page, color \$1,750
- Half Page, color \$1,050

Please complete the form located at www.surveymonkey.com/s/2012PowerTestBenefits to reserve space for your advertisement. Ad copy and commitment must be received by January 9, 2012. Contact Geri Root at groot@netaworld.org or 269.488.6382 for assistance.

Door Prize Signature Cards

PowerTest will again incorporate a “passport” where attendees must obtain a sticker from each booth visited to be included in the end-of-day drawing for a cash prize of \$500. (Stickers will be provided in your on-site exhibitor kit.)

Exhibitors donating a prize should draw a winning name and turn it into the NETA booth, at the front entrance by **3:45 p.m. on Tuesday, February 28**. All winning names will be posted and announced between 4:00 p.m. and 4:30 p.m. For all prizes, the recipient must be present to win.

Winners will be directed to your booth to claim their prize – creating one more opportunity to prospect.

A listing of your company name and the door prize item(s) will be promoted in the conference materials provided to each attendee.

NETA will supply all exhibitors with forms for those attendees who do not bring business cards with them.

The deadline to be included in conference materials is January 9, 2012. Please complete the form at www.surveymonkey.com/s/2012PowerTestBenefits to participate.

Plan your door prize to be fun and memorable!

The prize(s) do not necessarily need to be an item specifically related to the industry. Participants tend to enjoy creative gift certificates, baskets of “goodies,” Leathermans are popular, and technology items, such as iPods, are great prizes. Door prizes go a long way in making an impression! Please, no service/product discount certificates.

Complimentary Exhibit Passes

Each exhibitor will receive complimentary exhibit passes to distribute to clients, customers, vendors, etc. Passes will be emailed in a PDF format to the primary contact for each company.

Attendance List

As an exhibitor, you will receive a complete list of pre-registered attendees in hard-copy to work with at the show. You will also receive a final electronic registration list following the show.

Welcome Reception

Complimentary Registration

Up to four booth personnel may attend the Welcoming Reception on Monday evening, February 27, 2012, at no additional charge. You may register additional representatives at \$25 per person. Name badges and reservation ARE REQUIRED for this event. Name badges may be picked up at the registration desk any time on Sunday, Monday, or outside of the reception room during the event.

To attend the welcoming reception, **all representatives must be registered for the reception no later than January 23, 2012.** Please complete the form at www.surveymonkey.com/s/2012PowerTestBenefits.

Complimentary Lunch

In Exhibit Booth

We are pleased to offer an early lunch to exhibitors. Each exhibit booth is eligible to receive two complimentary lunches. End caps and double booths receive four lunches. Additional lunches are available at \$35 each. Lunch will be delivered to your exhibit booth at 11:00 a.m. on Tuesday, February 28.

Your lunches must be pre-ordered no later than January 23, 2012. Please complete the form at www.surveymonkey.com/s/2012PowerTestBenefits to order your lunches.

Tradeshow Personnel Name Tags

PowerTest has no set limit on the number of personnel working your booth at the trade show. Name tags will be available at the registration desk.

Please register your booth personnel by January 23, 2012. Please complete the form at www.surveymonkey.com/s/2012PowerTestBenefits lunches.

Conference Location:

Omni Fort Worth Hotel
1300 Houston Street
Fort Worth, TX 76102
817.535.6664
www.omnihotels.com

Conference Registration

As an exhibitor you may register two individuals for conference attendance at the low price \$450 each! Additional attendees may register at the published rates.

Registration fee includes all conference benefits and activities on Monday and Tuesday: attendance at presentations, USB of all conference presentations, breakfast daily, and attendance at the Welcome Reception Monday evening.

To register at the special rate of \$450, please complete the registration form at : www.surveymonkey.com/s/2012PowerTestExhibitorRegistration. The deadline to register is January 23, 2012.

Hotel Reservations

The Omni Fort Worth Hotel is offering a special rate of \$185 until January 23, 2012. To make reservations, call 817.535.6664. Be sure to mention that you are with "NETA/PowerTest" to receive this discounted rate.

