

**Big Opportunities  
Are Waiting in the  
Big Country.**

**Become a PowerTest  
Sponsor Today!**



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



**The Premier Electrical Maintenance and Safety Event**

Hosted by **NETA**



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## *Make your mark, rustle up old friends, and lasso a herd of new prospects!*

Join the leaders in the electrical power industry as they gather for this premier event.

- Reach hundreds of leading decision-makers at the conference.
- Receive free advertising and press reaching 24,000+ industry professionals before, during and after the event.
- Build your customized sponsorship package today!

A PowerTest sponsorship offers high visibility opportunities to connect with current clients, and potential new ones. Establish your leadership in the testing industry and stay one step ahead of your competitor.



NETA has received an enthusiastic demand for sponsorships in anticipation of PowerTest 2012. To ensure a sporting distribution of opportunities, duplicate sponsorship requests will be considered and awarded base on a weighted scale which provides consideration to local organizations and past PowerTest sponsorship and event supporters.



### *Sponsorship spaces are going fast!*

\* Sponsorship opportunities will be awarded based upon the PowerTest 2012 weighted scale.

# Big Opportunities and Big Exposure



## How to become a PowerTest sponsor:



### **Choose your Voltage Level -**

- Turbo Voltage - \$15,000
- Premium Voltage - \$10,000
- High Voltage - \$8,000
- Medium Voltage - \$5,000
- Low Voltage - \$3,000



### **Customize your PowerTest 2012 Sponsorship Package.**

Choose your preferred sponsorship items from the sponsorship categories on the Sponsorship Opportunities page. Select from the categories indicated under your Voltage Level.

#### Example – Premium Voltage Sponsor = \$10,000

Category A – Keynote Speaker

Category B – Conference notepad

Category F – Conference bag insert



**Get ready to connect with your customers** again and again, leading up to and throughout the conference. Fill out the Sponsorship Agreement Form attached and fax, mail or e-mail it to NETA today!\*\*

**Fax:** 269.488.6383

**Mail:** 3050 Old Centre Ave, Suite 102, Portage, MI 49024

**For questions or assistance creating your package please contact:**

**Phone:** Missy Richard 888-300-NETA (6382)

**E-mail:** mrichard@netaworld.org

\*\* Cancellations will not be accepted after the signed agreement form is submitted.

# Big Exposure. Build Excitement!

## Build Your Sponsorship Package

All sponsor levels include:

- One free conference registration
- Logo on promotional postcards
- Logo on all ads placed by NETA
- Logo on monthly email blasts
- Logo on sign at conference
- Logo on opening presentation
- Logo on PowerTest website
- Logo on sponsor page, spring 2012, *NETA World Journal*
- Premium selection of booth space



## Let's Get Started:

**1.**

Choose your Voltage Level, then build your custom sponsorship package by selecting items from each of the categories indicated in the chart below.

### SPONSORSHIP LEVELS AND ITEM CATEGORIES

Voltage Levels	Category	A	B	C	D	E	F
Turbo Voltage - \$15,000		X		X	X	X	X
Premium Voltage - \$10,000		X	X				X
High Voltage - \$8,000			X		X	X	X
Medium Voltage - \$5,000				X	X		X
Low Voltage - \$3,000					X	X	X

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**2.**

Choose sponsorship items from the categories below. Once you have created your custom sponsorship package, additional items can be purchased based on availability.

## SPONSORSHIP OPPORTUNITIES

### Category A

- Tote Bags - **SOLD**
- Conference Program
- Conference Padfolios - **SOLD**
- Cyber Café
- Pocket Programs - **SOLD**
- USB Sticks
- Breakfast - Monday
- Breakfast - Tuesday

### Category B

- Keynote
- In-Room Deliveries - **SOLD**
- Hotel Key Cards - **SOLD**
- Lanyards - **SOLD**
- Guest Room TV Clings - **SOLD**
- Foot Prints
- Survey Kiosks
- Water Bottles - **SOLD**

### Category C

- Exhibit Guide - **SOLD**
- Exhibit Hall Entrance Sign - **SOLD**
- Exhibit Bags - **SOLD**
- Pre-Conference Tour - **SOLD**
- Conference Notepad

### Category D

- Exhibitor Luncheon - **ONE SOLD**  
(co-sponsor, three available)
- Schedule Sign - **SOLD**
- Exhibit Bar/Koozies - **TWO SOLD**  
(co-sponsor, two available)
- Speaker Gifts
- Registration Desk - **SOLD**

### Category E

- Monthly E-mail Blast -  
Banner Ad - **TWO SOLD**  
(four issues)
- Registration Packet - **THREE SOLD**  
(co-sponsor, three available)
- Exhibit Hall Floor Plan Sign  
(three available) - **ONE SOLD**
- Welcome Reception Band - **SOLD**
- Refreshment Sponsors -  
Monday
- Refreshment Sponsors - **SOLD**  
Tuesday
- Technical Paper Track  
(five available)

### Category F

- Highlighters - **SOLD**
- Pens - **SOLD**
- Napkins - **SOLD**
- Spouse/  
Guest Lounge
- Table Tents - **SOLD**
- Conference Bag  
Insert - **THREE SOLD**  
(co-sponsor, three available)
- Door Prizes
- Table Sponsor - **SOLD**  
Member/Affiliate Lunch

\* Sponsorship opportunities will be awarded based upon the PowerTest 2012 weighted scale.

# Big Excitement and Big Selection!

## Category A

Item	Reserved	Sponsorship Item Description
Tote Bags	<b>SOLD</b>	High-quality tote bags distributed to every attendee provide exposure throughout the conference and beyond. Your company name and logo are prominently displayed for all to see.
Conference Program	Available	The Conference Program distributed to every attendee serves as a reference throughout the conference and the year to come. Your company name and logo are prominently displayed on the covers.
Conference Padfolios	<b>SOLD</b>	Elegant faux-leather padfolios distributed to all attendees will be carried to meetings and presentations throughout the conference and beyond. Your company name and logo are embossed on the cover.
Cyber Café	Available	A dedicated online station that attendees will use throughout the conference provides high-impact exposure. Your company name and logo are displayed on banner signage and set as the screen saver for each computer.
Pocket Programs	<b>SOLD</b>	Handy, just-the-right size, conference schedules insert into name badges. Your company logo is prominently displayed above every attendee's name.
USB Sticks	Available	Universal USB sticks containing the PowerTest 2012 conference papers are distributed to all attendees. Your logo is displayed on the USB stick and on the login webpage where papers are downloaded, post conference.
Breakfast - Monday	Available	Where's the coffee! We'll start the attendees' day off right by providing a breakfast buffet. Your company name and logo are prominently displayed on signage near the breakfast station along with a centerpiece on each table.
Breakfast - Tuesday	Available	Early eye-opener! It's the second day of conference and we'll kick it off with a delicious buffet. Your company name and logo are prominently displayed on signage near the breakfast station along with a centerpiece on each table.
New Product Forum	Available	The New Product Forum is a must for all attendees. Your company name and logo are featured in signage and on the introductory presentation screen as well as associated with all that is new and innovative in our industry.

Ala Cart Item Pricing = \$6,000

\* Sponsorship opportunities will be awarded based upon the PowerTest 2012 weighted scale.

## Category B

Item	Reserved	Sponsorship Item Description
Keynote	Available	The Keynote Speaker kicks off the conference with the number one most attended presentation. Your company name and logo are featured in signage and on stage as well as in the conference brochure, conference program, and other promotional materials.
In-Room Deliveries	<b>SOLD</b>	Your company brochure or advertisements are delivered to each attendee's room. What a better way to deliver your message? Company trinkets can be added for an extra cost.
Hotel Room Key Cards	<b>SOLD</b>	Hotel room keys for every attendee feature your company logo. *Price may vary depending on logo colors, size, and placement.
Pocket Style Lanyards	<b>SOLD</b>	The PowerTest 2012 lanyard is worn every day, all day, by all attendees. Your name and logo are featured prominently throughout the event.
Guest Room TV Clings	<b>SOLD</b>	Greet every attendee with your brand as they enter their room, catch the news or relax at night. Your company name and logo are displayed alongside the guestroom televisions.
Foot Prints	Available	Watch your step! Large foot prints at the conference feature your company name and logo, leading the way.
Survey Kiosks	Available	Survey kiosks will be set up and used by all attendees to submit presentation feedback. Your company name and logo are displayed on screen savers for each computer and area signage.
Water Bottles	<b>SOLD</b>	Thousands of water bottles are consumed at PowerTest. We create a custom label and prominently feature your company name and logo on each and every one.

Ala Cart Item Pricing = \$5,000



*"Even when opportunity knocks,  
a man still has to get up off his seat  
and open the door."*

\* Sponsorship opportunities will be awarded based upon the PowerTest 2012 weighted scale.



## Category C

Item	Reserved	Sponsorship Item Description
Exhibit Guide	<b>SOLD</b>	The Exhibit Guide lists exhibiting companies with a description, contact information, and booth number. The guide is included in all attendee bags and exhibitor packets. Your company name and logo are featured prominently on the front cover.
Exhibit Hall Entrance Sign	<b>SOLD</b>	The Exhibit Hall signage greets every attendee as they enter the event. Your company name and logo are prominently displayed for all to see.
Exhibit Bags	<b>SOLD</b>	Exhibit Bags are distributed to all attendees. Your company name and logo make a big impact displayed on the bag-front of this reusable-recyclable handy bag.
Pre-Conference Tour	<b>SOLD</b>	The Pre-Conference Tour is a most popular pre-conference social event. We'll tour the sights and scene in Dallas/Fort Worth on Sunday, before the big event. Your company name and logo are displayed as the sponsor on group T-shirts and all promotional materials.
Conference Notepad	Available	Conference Notepads are distributed to all attendees and set out throughout the conference area. Your company name and logo are featured on each and every one.

Ala Cart Item Pricing = \$4,000

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## Category D

Item	Reserved	Sponsorship Item Description
Exhibitor Luncheon (co-sponsor, three available)	<b>ONE SOLD</b>	The "most popular", Exhibitor Luncheon brings attendees into the Exhibitor Hall. Your company name and logo will be prominently displayed at two food stations.
Conference Schedule Sign	<b>SOLD</b>	The master conference schedule is posted in the main hall—the one place attendees will continue to look each day. Your company name and logo are prominently displayed for all to see.
Exhibit Bar/Koozies (co-sponsor, two available)	<b>TWO SOLD</b>	The Exhibitor Luncheon bar is where every attendee is guaranteed to be! Your company name and logo are prominently displayed on signage and fun koozies.
Speaker gifts	Available	PowerTest speakers are leaders in the industry, volunteering their expertise. Each receives a gift of recognition. Your company name and logo are prominently presented on these acknowledgements.
Registration Desk	<b>SOLD</b>	Highly visible signage will designate the registration desk. Your company name and logo are displayed prominently on the 18-foot registration counter!

Ala Cart Item Pricing = \$3,000

## Category E

Item	Reserved	Sponsorship Item Description
Monthly E-mail Blast - Banner Ad (four issues)	<b>TWO SOLD</b>	PowerTest promotional announcements are sent out to over 24,000 individuals. E-mails run September, October, November, December, January, and February. Your company logo or banner ad is featured in every blast.
Registration packet (three available)	<b>THREE SOLD</b>	Registration packets are mailed to all attendees prior to conference. Your company brochure is included in the packets and connects with prospects even before they reach the event.
Exhibit Hall Floor Plan Sign (three available)	<b>ONE SOLD</b>	The Exhibit Hall Floor Plan signage is a stop for all attendees. Three large signs are strategically located in the Exhibit Hall. Your logo is prominently displayed on one or all three billboards.
Welcome Reception Band	<b>SOLD</b>	The Welcome Reception Band draws attention throughout this "most attended" event. Your company name and logo are prominently displayed in signage setting the stage for fun.
Refreshment Sponsors - Monday	Available	Refreshment breaks are where attendees meet and discuss ideas between presentations. Your company name and logo are displayed on the tables set with coffee, tea, and other beverages.
Refreshment Sponsors - Tuesday	<b>SOLD</b>	Refreshment breaks are where relationships start or strengthened between presentations. Your company name and logo are displayed on the tables set with coffee, tea, and other beverages.
Technical Paper Track (five available)	Available	The Paper Track presentations are Monday's main attraction. All attendees will join multiple sessions. Your company name and logo are displayed as a sponsor at the door and podium for selected tracks. Also receive recognition in the conference brochure, program, and other promotional materials.

Ala Cart Item Pricing = \$2,000

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## Category F

Item	Reserved	Sponsorship Item Description
Highlighters	<b>SOLD</b>	Highlighters are included in attendee bags and available throughout the conference area. Your company name and logo are displayed on each highlighter.
Pens	<b>SOLD</b>	Pens are included in attendee bags and available throughout the conference area. Your company name and logo are displayed on each pen.
Napkins	<b>SOLD</b>	PowerTest 2012 napkins are placed throughout the conference area. Your company name and logo are prominently featured everywhere you look.
Spouse/Guest Lounge	Available	PowerTest attendees often bring their spouses and gather in the Guest Lounge. Your company name and logo are displayed as the sponsor of this relaxing, relationship-building respite.
Table Sponsor Member /Affiliate Lunch (ten available tables)	<b>SOLD</b>	A highlight of the conference is the opportunity for Members and Affiliates to network and share ideas. Your company name and logo are displayed as sponsors on your table center.
Table Tents	<b>SOLD</b>	Table Tents remind attendees of the day's activities and are located throughout the conference area. Your company name and logo are prominently displayed on each and seen everywhere.
Conference Bag Insert (three available)	<b>THREE SOLD</b>	Conference bags are presented to each attendee. Your company brochure is placed in every bag. It sends a message or maybe an invite to visit your booth at the tradeshow.
Door Prizes	Available	The Exhibition Contest and door prizes make the tradeshow fun and ensures attendees make the rounds to all exhibit booths. Your company sponsored door prize is promoted

Ala Cart Item Pricing = \$1,000

### Items sold separately:

Ad Space in Exhibit Guide:  
 Full page four color ad - \$1,750  
 Half page four color ad - \$1,050



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# Big Sponsorship Opportunities Await!

# 3.

Fill out the Sponsorship Agreement Form and fax, mail, or E-mail it to NETA today!

**Fax:** 269.488.6383

**Mail:** 3050 Old Centre Ave, Suite 102, Portage, MI 49024

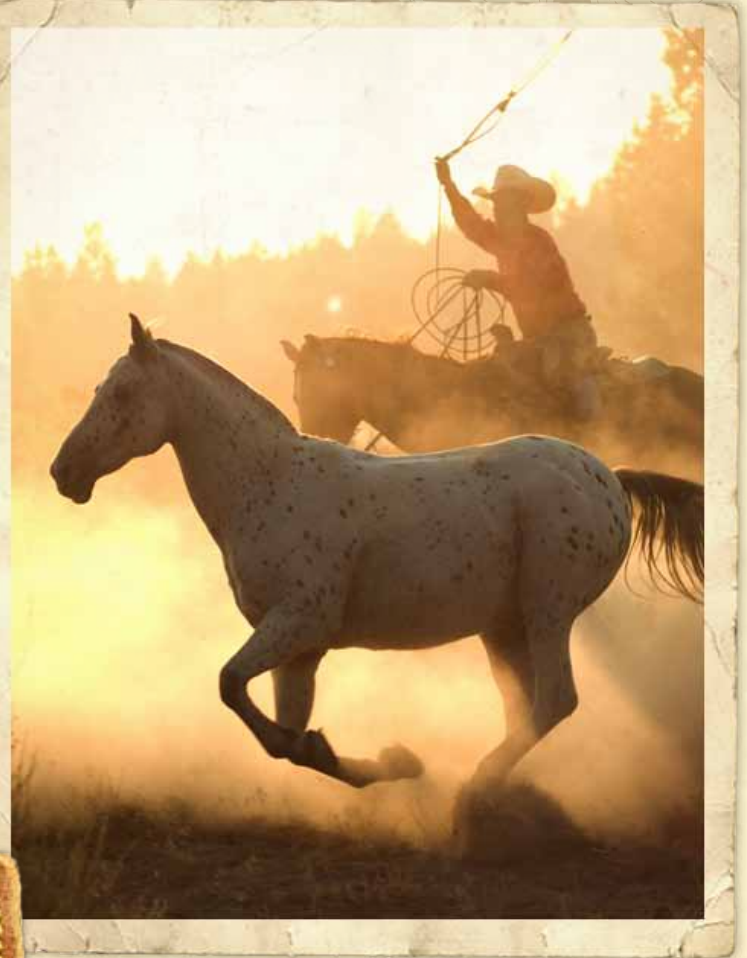
For questions or assistance creating your package please contact:

**Phone:** Missy Richard - 888-300-NETA (6382)

**E-mail:** [mrichard@netaworld.org](mailto:mrichard@netaworld.org)

## Sponsor Checklist:

- Determine your sponsorship Voltage Level
- List the category items you wish to include in your Sponsorship package
- Fill out the Sponsorship Reservation Form
- Include payment information
- Submit Reservation Form by  
**E-mail:** [mrichard@netaword.org](mailto:mrichard@netaword.org)  
**Fax:** 269.488.6383
- E-mail your logo in eps and jpeg formats, (minimum 300 dpi), in both black and white and color to Missy Richard



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**Fax or Email Complete Form to : Missy Richard, Fax: 269-488-6383,  
 E-mail: mrichard@netaworld.org**

Company Name \_\_\_\_\_

Contact Name & Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

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

E-mail \_\_\_\_\_

Company name as it should appear on signage \_\_\_\_\_

**Payment Information** Due within 30 days

\_\_\_\_\_ Check Enclosed (in US dollars, drawn on a US bank made payable to NETA)

\_\_\_\_\_ Mastercard \_\_\_\_\_ VISA \_\_\_\_\_ American Express \_\_\_\_\_ Discover

Credit Card Number \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

Check One Voltage Levels Category

		A	B	C	D	E	F
<input type="checkbox"/>	Turbo Voltage - \$15,000	X		X	X	X	X
<input type="checkbox"/>	Premium Voltage - \$10,000	X	X				X
<input type="checkbox"/>	High Voltage - \$8,000		X		X	X	X
<input type="checkbox"/>	Medium Voltage - \$5,000			X	X		X
<input type="checkbox"/>	Low Voltage - \$3,000				X	X	X

**List Items You Wish to Sponsor\***

Select your top two items in each category. We will work to accommodate your 1st or 2nd request.

Category A. \_\_\_\_\_ Category D. \_\_\_\_\_

Category B. \_\_\_\_\_ Category E. \_\_\_\_\_

Category C. \_\_\_\_\_ Category F. \_\_\_\_\_

**Fill out the Sponsorship Agreement Form and fax, mail, or E-mail it to NETA today!\***

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