

# EXHIBITOR GUIDE



**2011**

*Electrical Maintenance and Safety Conference*

**February 21-24, 2011**  
**Hyatt Regency Crystal City**  
**Washington, D.C.**

An InterNational Electrical Testing Association Event

**Y**ou're Invited to join the largest group of electrical testing professionals in the industry. PowerTest conference attendees are decision makers who are looking for new products and services and opportunities to improve their productivity. The PowerTest trade show affords you an opportunity to show them what you've got!

## Why Exhibit with NETA

- ▶ **Target Audience** — NETA hosts the only conference targeted directly to the electrical testing industry.
- ▶ **Premium Time** — No competing events or concurrent sessions. No standing around waiting for your window of opportunity — **four hours of prime time with attendees!**
- ▶ **Leads** — Key industry players on both sides of the floor. The best-of-the-best in the exhibitors and an attendance goldmine of business development prospects
  - to improve awareness of the organization.
  - to establish or strengthen brands.
  - to launch new products.
  - to reach the media.
  - to attract potential clients.
  - to strengthen and renew relationships with existing contacts / customers.
  - to meet with existing and potential suppliers.
  - to create new potential commercial channels.
  - to launch new concepts, products and services through the New Product Forum
  - to establish a market position for the company.
  - to generate new or potential business.
  - to provide opportunities for feedback and test public opinion.
  - to support partners and other members of your supply chain.
  - to establish new leads or renew existing ones.

## Register by December 1 and SAVE!

Contact Andrea Allen to reserve your booth today:

3050 Old Centre Ave, Suite 102

Portage, MI 49024

Ph: 269 488-6394 • Fax: 269 488-6383

Email: [aallen@netaworld.org](mailto:aallen@netaworld.org)

[www.powertest.org](http://www.powertest.org)

## 2011 Attendee Profile

This year we expect over 300 elite decision makers representing:

Contractors

Testing Companies

Industrial Plants

Utilities

Manufacturing Plants

Electrical Inspectors

Engineers

Consulting Engineers

Petrochemical Plants

Governmental Agencies

Field Service Technicians

Wind Energy Industry

## Additional Benefits

- ▶ **New Product Forum**
  - ▶ Complimentary opportunity to promote your new product or service at the conference
  - ▶ along with a description of your product or service in the spring issue of *NETA World*, NETA's quarterly technical journal.
- ▶ **Complimentary Web Listing**
  - ▶ Company description and link to your website on the PowerTest website.
- ▶ **Complimentary Program Listing**
  - ▶ Company name listed in the program guide provided to each attendee
- ▶ **Door Prizes**
  - ▶ Opportunity to provide a door prize during the trade-show.
  - ▶ Company name and door prize listed on the PowerTest website and in conference materials provided to each attendee.
- ▶ **Free Press**
  - ▶ Provide NETA your prospect list on a one-time use basis and we will promote the show for you!
- ▶ **Welcome Reception**
  - ▶ Four complimentary passes to the Welcoming Reception on Monday evening. Start your networking early!
- ▶ **Advertiser Discount**
  - ▶ Exhibitors who are not an advertiser in *NETA World* are eligible for the standard one-time rate for a February ad placement rather than the conference rate. Insertion deadline is January 1, 2011.
- ▶ **Conference Registration Discount**
  - ▶ Exhibitors can register for the full conference at the discounted rate of \$400. A savings of up to \$379!
- ▶ **Exhibit Guide**
  - ▶ A bound book with your company name, contact information, and 100 word description, presented to all conference attendees and exhibitors with their registration packet. Ad space is available. Call Andrea Allen for details 269-488-6394.
- ▶ **Sponsorship Opportunities**
  - ▶ Expand your visibility before, during, and after the show
  - ▶ Have first choice of booth selection
- ▶ **Two Complimentary Lunches per Exhibit Booth**
  - ▶ End caps or double booths receive four lunches
  - ▶ Lunch will be delivered to your booth at 11:00 am

## Show Information

### Hyatt Regency Crystal City

#### Exhibit Hours

Tuesday, February 22                      Noon-4:30pm

#### Booth Set-up and Tear Down

##### Set Up

Tuesday, February 22                      8:00-11:45am

##### Tear Down

Tuesday, February 22                      4:30-8:00pm

#### Booth Prices

##### Before December 1

General Booth                                      \$1299

End Cap    \$2799

##### After December 1

General Booth                                      \$1599

End Cap    \$3299

#### Booth Size

Standard booths are 8x10. Each booth includes standard background drape, side rails, and company sign.

## Hotel Information

The 2011 PowerTest Conference will be held at the Hyatt Regency Crystal City outside Washington, D.C. The Hyatt is located near Reagan National Airport and perfectly positioned to allow you easy access to the entire DC area. For reservations call 1-703-418-1234 and reference the PowerTest Conference. The group rate is \$173.00. Reservations must be made by Wednesday, January 26, 2011 to ensure this rate.



## Exhibit Details

- ▶ Exhibitors are permitted to sell merchandise and services in the exhibit hall. Employment recruiting techniques and discussion of employment opportunities are expressly prohibited. Any violations will subject the exhibitor to immediate removal from the exhibit hall and from future exhibit opportunities.
- ▶ The PowerTest trade show is designed as a showcase of information, ideas, products, and services for members and conference attendees. All companies are invited to exhibit under the following provisions:
  - Vendors may exhibit products, technical information, and services related to the electrical testing industry.
  - Only NETA Accredited Companies may promote electrical testing services in their exhibit booths.
  - Booth personnel conduct their business in a courteous, professional, and ethical manner.
- ▶ **Space Assignment:** Sponsoring companies receive first choice in booth space. All other applications will be processed in the order which they are received. The full amount of the space rental is due with the application.
- ▶ **Cancellation Policy:** All booth space must be paid in advance of the show. All cancellations must be in writing. Company remains liable for payment if cancellation is received after December 31, 2010.

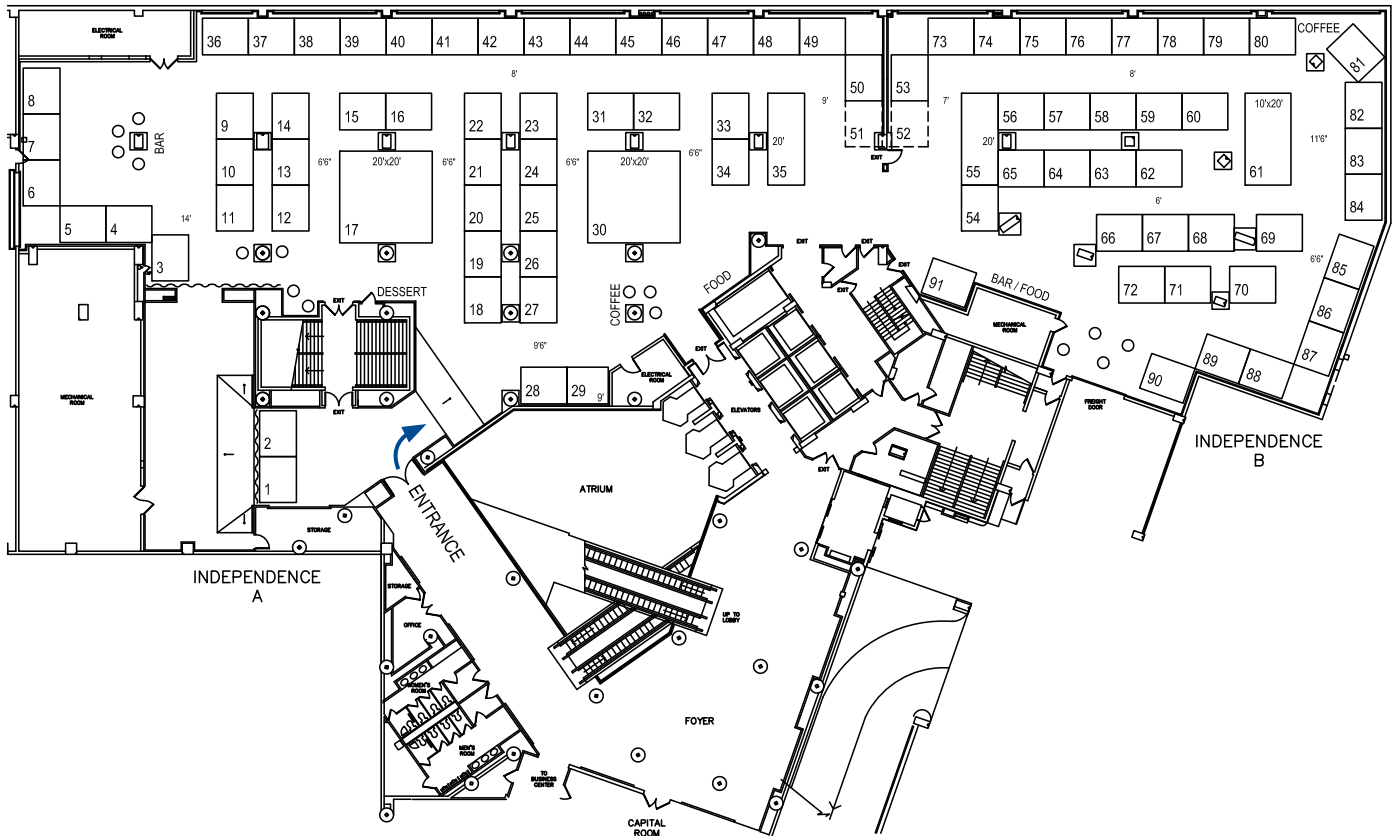
## Drayage/Shipping Information

NETA will provide booth space only. All other items such as tables, chairs, electricity will be ordered through Alliance Exposition. A packet will be supplied to you in early December. The exhibit hall is carpeted.

Shipping: All items shipped to the show must be done through Alliance Exposition or another freight company of your choice. If you use another freight company you will be responsible for securing time at the loading dock of

the Hyatt Regency Crystal City and for any costs associated with doing so. Items are not allowed to be shipped directly to the hotel. If they are they will be forwarded to Alliance and you will be responsible for any expense incurred.

Once again the hotel will reject any large shipment of boxes coming to the loading docks or Package Room prior to exhibitor move in. All shipments received on move in day will be subject to Hyatt Regency Crystal City fees.



## Contact Information

Andrea Allen, Show Manager  
 269.488.NETA (6382)  
 aallen@netaworld.org  
 Or visit the website for more details:  
 www.powertest.org



## Exhibit Details

**Tuesday, February 22, 2011**  
**Hyatt Regency Crystal City**  
 8' x 10' Booth  
 Show hours ..... Noon - 4:30 pm  
 Register by December 1 ..... \$1,299  
 Register after December 1 ..... \$1,599

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End Cap	\$2799
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**February 21 – 24, 2011 • Exhibit Date: February 22, 2011**  
**Exhibit Location: Hyatt Regency Crystal City, Washington, D.C.**

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## CALL TODAY TO RESERVE YOUR SPACE!

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Or visit the website for more details:  
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## Register by December 1 and SAVE!

### Agreement

I, the duly authorized representative of the Lessee Company, have read the information supplied and agree to the terms.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Company Name as it should appear on signage: \_\_\_\_\_

Name of Primary Contact: \_\_\_\_\_

email \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

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

Web: \_\_\_\_\_

Booth Location Preference:

First Choice \_\_\_\_\_ Second Choice \_\_\_\_\_ Third Choice \_\_\_\_\_

Please list any companies you would prefer not to be placed near:

\_\_\_\_\_

Please charge my credit card:

American Express  Visa  Mastercard \$ \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

The exhibitor assumes all responsibility for any and all loss, theft or damage to exhibitor's displays, equipment and other property while on convention premises, and hereby waives any claim or demand it may have against Hyatt Regency Crystal City or its affiliates from such loss, theft or damage. In addition, the exhibitor agrees to defend (if requested), indemnify and hold harmless InterNational Electrical Testing Association and Hyatt Regency Crystal City and their respective parent, subsidiary and other related or affiliated companies from and against any liabilities, obligations, claims, damages, suits, costs and expenses, including without limitation, attorneys' fees and costs, arising from or in connection with the exhibitor's occupancy and use of the exhibition premises, or any part thereof or any negligent act, error or omission of the exhibitor or its employees, subcontractors or agents.

## InterNational Electrical Testing Association (NETA)

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