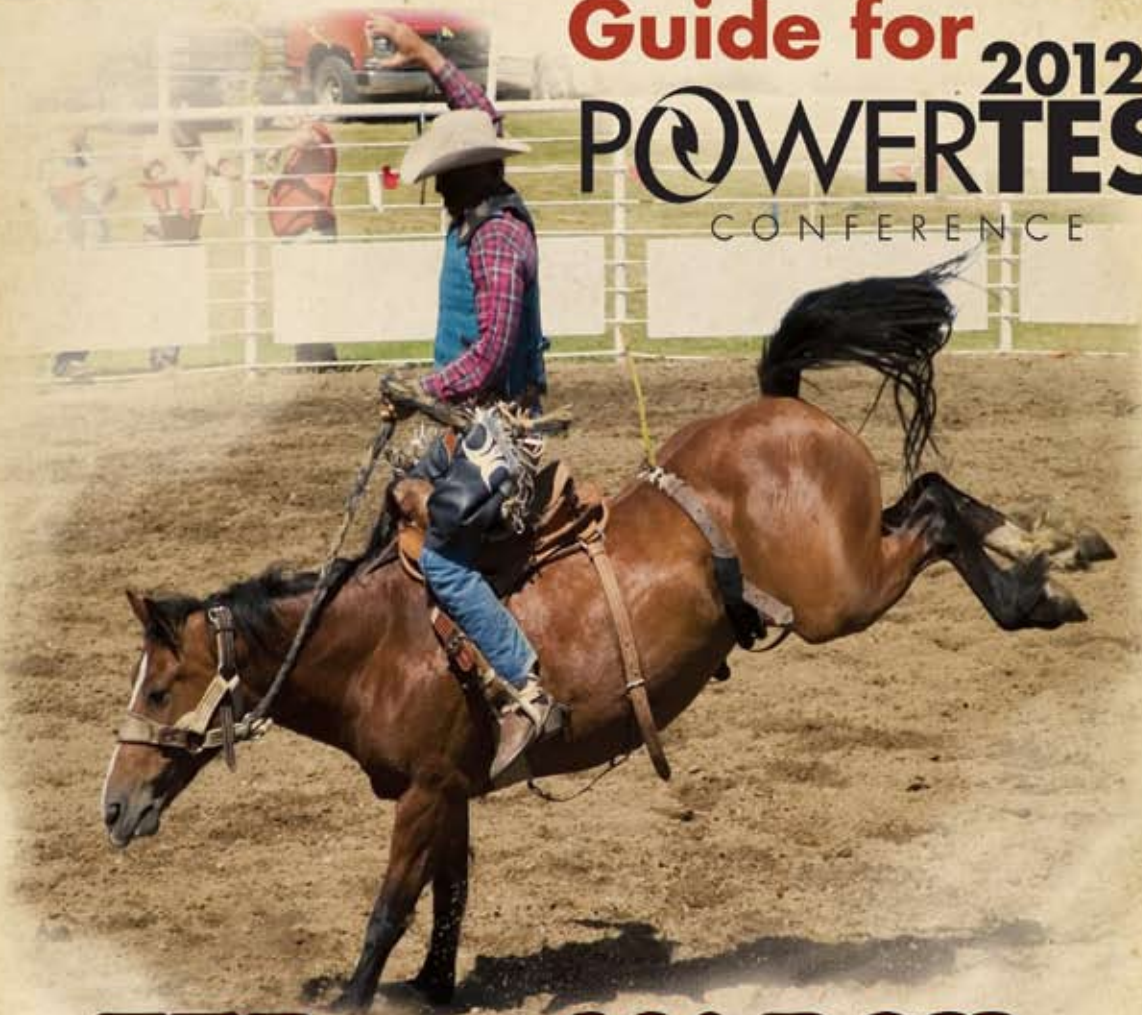


EXHIBITORS

Guide for ²⁰¹²
POWERTEST
CONFERENCE



FEB 27 - MARCH 1
FORT WORTH, TEXAS
OMNI FORT WORTH

WWW.POWERTEST.ORG

888-300-6382

Big Opportunities and Big Exposure

Join us at the Fort Worth Convention Center

Russell up old friends and lasso a herd of new prospects! You're invited to join the largest group of electrical testing professionals in the industry at the PowerTest 2012 Tradeshow.

Over 100 exhibitors will gather at the Fort Worth Convention Center, directly across from the Omni Fort Worth Hotel. The Convention Center provides a unique open and engaging atmosphere in which to promote your company, present your products and services, and meet with customers.

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 exhibitors and an attendance goldmine of business development prospects.
 - Improve awareness of your organization.
 - Create new leads.
 - Establish or strengthen brands.
 - Launch new products.
 - Attract potential clients.
 - Strengthen and renew relationships with existing contacts/customers.
 - Meet with existing and potential suppliers.
 - Launch new concepts, products, and services through the New Product Forum.
 - Provide opportunities for feedback and test public opinion.



2012 Attendee Profile

This year we expect over 400 elite decision makers representing:

- Contractors
- Engineers
- Testing Companies
- Consulting Engineers
- Industrial Plants
- Petrochemical Plants
- Utilities
- Governmental Agencies
- Manufacturing Plants
- Field Service Technicians
- Electrical Inspectors
- Wind Energy Industry

2012
POWERTEST.
CONFERENCE

Location:

Fort Worth Convention Center
Fort Worth, Texas
(Across from the Omni Fort Worth Hotel)

Exhibit Details

Tuesday, February 28, 2012
Show Hours: Noon – 4:30pm
Booth Set-up: 8:00 – 11:45am
Booth Tear Down: 4:30 – 8:00pm

Booth Prices

10'x10': \$1,499
10'x20': \$3,100
20'x20': \$6,200
Custom booth sizes available.
Call for details.

Booth Information

Standard booths are 10'x10'.
Each booth includes standard background drape, side rails, and company sign.

Contact Information

Missy Richard
888-300-NETA (6382)
mrichard@netaworld.org

Or visit the website:
www.powertest.org



PowerTest 2012

Big Exposure. Big Benefits.

★ New Product Forum

- Complimentary opportunity to promote your new product or service at the conference.
- Complimentary paragraph featuring your product or service in both the print and online spring issues of *NETA World 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 tradeshow.
- Company name and door prize listed on the PowerTest website and in conference materials provided to each attendee.

★ Invite Your Customers

- 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 Welcome Reception on Monday evening. Start your networking early!

★ Conference Registration Discount

- Exhibitors can register up to two people for the full conference at the discounted rate of \$450. A savings of \$469!

★ Exhibit Guide

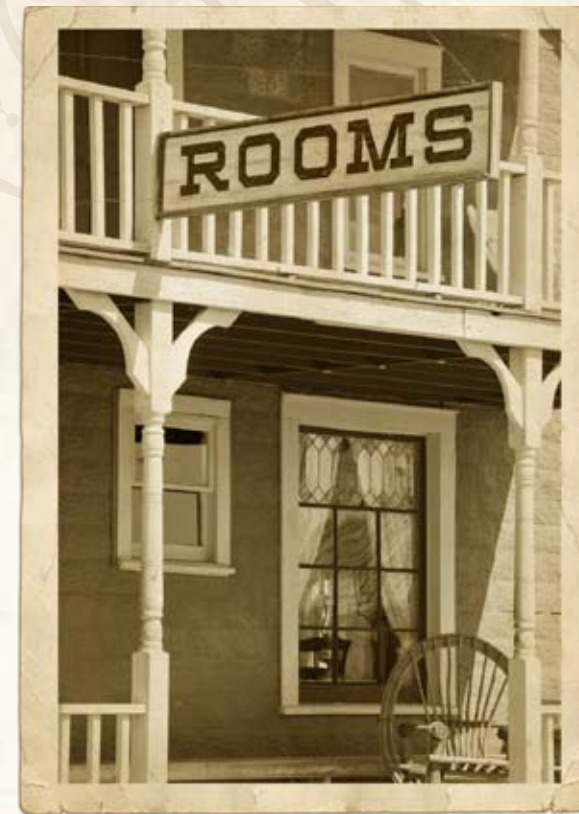
- A bound book with your company name, contact information, and 100 word description, presented to all conference attendees and exhibitors with their registration packet. Ad space is available. Call Missy Richard for details 269-488-6382.

★ Sponsorship Opportunities

- Expand your visibility before, during, and after the show.
- Have first choice of booth selection.

★ Two Complimentary Lunches per Exhibit Booth

- Double booths receive four lunches.
- Lunch will be delivered to your booth at 11:00am.



2012
POWERTEST.
CONFERENCE

Hotel Information

The 2012 PowerTest Conference will be held at the Omni Fort Worth, Fort Worth, Texas.

The Omni Fort Worth is located just minutes from the Dallas/Fort Worth International Airport and directly across from the Fort Worth Convention Center.

For reservations call 1-817-535-6664 and reference NETA/PowerTest. The group rate is \$185/per room per night.

Reservations must be made by Monday, January 23, 2012, to guarantee 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 Tradeshow 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 shall 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 dollar amount of the space rental is due upon the submittal of the application.
- ★ **Cancellation Policy:** All booth space must be paid in full and in advance of the show. Any cancellations must be submitted to the NETA office in writing. Exhibiting company remains liable for payment if cancellation is received after December 31, 2011.

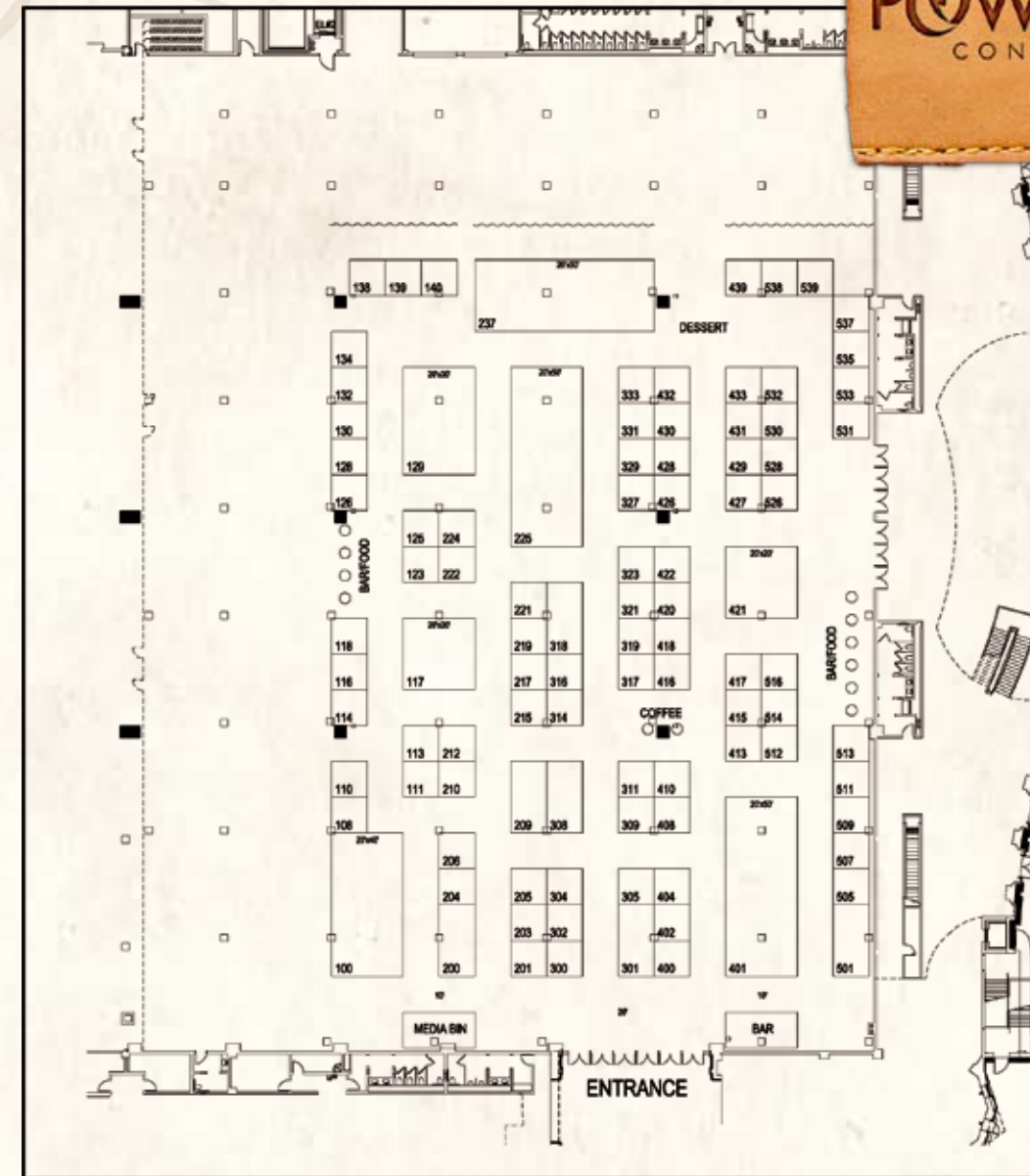
Drayage/Shipping Information

NETA will provide booth space only. All other items such as tables, chairs, electricity, etc., will be ordered through Alliance Exposition. A packet will be supplied to you in early December. Exhibitors are also responsible for purchasing booth carpet.

Shipping: All items shipped to the show must be sent through Alliance Exposition or another freight company of your choice. If another freight company is used you are responsible for securing time at the loading dock of the Fort Worth Convention Center and for any costs associated with doing so. Items are not allowed to be shipped directly to the hotel or the convention center. 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 will be received on move-in.

2012
POWERTEST.
CONFERENCE



Location:

Fort Worth Convention Center
Fort Worth, Texas
(Across from the Omni Fort Worth Hotel)

Exhibit Details

Tuesday, February 28, 2012
Show Hours: Noon-4:30pm
Booth Set-up: 8:00-11:45am
Booth Tear Down: 4:30-8:00pm

Booth Prices

10'x10': \$1,499
10'x20': \$3,100
20'x20': \$6,200
Custom booth sizes available.
Call for details.

Booth Information

Standard booths are 10'x10'.
Each booth includes standard background drape, side rails, and company sign.

Contact Information

Missy Richard
888-300-NETA (6382)
mrichard@netaworld.org

Or visit the website:

www.powertest.org



Location:

Fort Worth Convention Center
Fort Worth, Texas
(Across from the Omni Fort Worth Hotel)

Exhibit Details

Tuesday, February 28, 2012
Show Hours: Noon-4:30pm
Booth Set-up: 8:00-11:45am
Booth Tear-down: 4:30-8:00pm

Space Assignment

All applications will be processed in the order which they are received. The full dollar amount for the space rental is due upon submittal of the application.

Cancellation Policy

All booth space must be paid for in full, in advance of the show. Any cancellations must be submitted to the NETA office in writing. Exhibiting company remains liable for payment if cancellation is received after December 31, 2011.

Exhibit Policy

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 booth.

CALL TODAY TO RESERVE YOUR SPACE!

Missy Richard
888-300-NETA (6382)
mrichard@netaworld.org

Or visit the website for more details:
www.powertest.org

Exhibitor Registration

PowerTest 2012 Conference Dates:
February 27 - March 1, 2012
Exhibit Date: February 28, 2012

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 the Fort Worth Convention Center 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 the Fort Worth Convention Center 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.

NETA
Missy Richard
3050 Old Centre Ave., Suite 102 • Portage, MI 49024
Voice: 888-300-NETA (6382) • Fax: 269-488-6383
E-mail: mrichard@netaworld.org • Web: www.powertest.org