

SPONSORSHIP OPPORTUNITIES

PowerTest Electrical Maintenance and Safety Conference

An InterNational Electrical Testing Association Event



Create Value
with Your
Marketing Dollar

February 15-18
Hyatt Regency
Long Beach, California

Why become a PowerTest sponsor? Market Power!

MAXIMUM EXPOSURE — TARGET AUDIENCE — NAME RECOGNITION

The PowerTest sponsorship program offers high visibility opportunities that increase your exposure to new and potential vendors. The program establishes your leadership in the testing industry and puts you one step ahead of your competitor. Attendees will leave the conference remembering your name!

How to become a PowerTest sponsor

Step One: Choose your voltage level —

Determine at which dollar amount you would like to sponsor — \$6000, \$4000, \$3000, \$1500, or \$500.

Step Two: Choose the items you would like to sponsor from the Sponsor Selection page that add up to the voltage level dollar amount you choose

Example — Premium Voltage Sponsor

Tote Bag Sponsor —	\$3,000
Technical Track Sponsor —	\$1,500
Welcoming Reception Display Table —	<u>\$1,500</u>
	\$6,000

Step Three: Reap the benefits! Not only will you receive the benefits listed under your voltage level but all of the benefits listed with the specific items you sponsor as well!

Fax: 269.488.6383 • Mail: 3050 Old Centre Ave, Suite 102, Portage, MI 49024
For questions or assistance creating your package please contact:
Andrea Allen — Phone: 269.488.6382 • Email: aallen@netaworld.org

Step One:

Choose your voltage level —

	General \$500	Low Voltage \$1500	Medium Voltage \$3000	High Voltage \$4000	Premium Voltage \$6000
Free Conference registration – up to \$869 value					P
50% off conference registration – up to \$434 value				H	
Full page custom advertisement insert in the PowerTest brochure*					P
Custom advertisement in two issues of <i>NETA World</i> **					P
Display table at Welcoming Reception – \$1500 value				H	P
Logo on PowerTest promotional postcard				H	P
Logo on all ads placed by NETA***			M	H	P
Logo on monthly email promotional blasts – September 09 thru February 2010		L†	M	H	P
Name mentioned at opening event		L	M	H	P
Preferred location of exhibit booth (if exhibiting)		L	M	H	P
Logo on PowerTest registration form published in <i>NETA World</i> as part of brochure – Fall & Winter issues		L	M	H	P
Logo on sign at the conference		L	M	H	P
Logo on screen at opening event	G	L	M	H	P
Logo on PowerTest website	G	L	M	H	P
Logo on sponsor page of <i>NETA World</i> spring issue – 24,000 readership	G	L	M	H	P
All additional benefits included in items selected from sponsorship menu on page 3	G	L	M	H	P

* Brochure included in two editions of *NETA World* with 16,000 additional brochures distributed

** Design a black/white business card advertisement to be published in the winter 2009 and spring 2010 editions

*** current ads in *Electricity Today*, *Electrical Advertiser*, *Uptime Magazine*, *Utility Products Showcase*

† Two months only September–February

Step Two:

Select the items you would like to sponsor —

Sponsorship Selections

\$3000 – \$4000

Keynote Sponsor

\$4000

Sign with logo on stage. Name and logo in conference brochure, conference program, and all other promotional material.

In Room Deliveries

\$4000

Each morning the daily conference schedule will be delivered to each attendee's room. We will include your company logo and booth number on the top of the schedule.

Tour Sponsor

\$3500

You will have the opportunity to customize and handout "goodie bags" to each attendee that participates in the pre-conference tour and spouse/guest tour.

Tote Bags

\$3500

High-quality tote bags with your company name and logo distributed to each conference participant. A product that will be used again and again.

Cyber Café

\$3000

A kiosk will be set up in the registration area for attendees to use throughout the conference. Sponsor the kiosk and your company logo will be displayed on the kiosk panel and set as the screen saver for each computer.

Conference Program

\$3000

Conference notebooks that will continue to bare your logo as it sits on the conference participant's shelf and serves as a point of reference for the valuable technical information received at this conference.

Conference Papers

\$3000

White papers distributed in hard copy and on CD ROM for all participants. Your name and logo continually in front of prospective clients each and every time they reference a technical paper for the "take-it-home and apply-it-now" knowledge they will gain at the paper sessions.

Pocket Style Lanyards

\$3000

Convenience for attendees. Your name and logo seen constantly over four days by all participants and other trade show vendors. A useful item that will find its way into use in their daily lives following the conference.

Exhibit Guide

\$3000

This new product will highlight each exhibiting company by including a 100 word description of the company, contact information, and booth number. It will be included in every attendee bag as well as each exhibitor packet. This is a great reference tool attendees will be able to take home with them. Your company name and logo will be included on the front cover and all other promotional material.

Water Bottles

\$3000

Sponsor all of the bottled water distributed at the conference during breakfast, breaks, and tradeshow. We will create a custom label with your logo for each bottle.

Sponsorship Selections

\$1500 – \$2500

Breakfast

\$2500

Everyone loves to eat and they all want coffee! Continental breakfast is served Monday – Thursday mornings. A sign with your name and logo will be prominently displayed near the food station each day along with a centerpiece on each table designed to highlight your company.

Exhibitor Luncheon

\$2500

What better way to entice them to visit your booth on Tuesday – sponsor their lunch which is held inside the exhibit hall! A sign with your name and logo will be prominently displayed at two food stations and the entrance to the exhibit hall.

Co-Sponsorships available for food functions at a lower rate.

\$1500

Schedule Sign (3' x 8')

\$2000

The one place they will all continue to look each day... the eight-foot schedule sign. Your logo prominently displayed for all to see.

Hotel Room Key Cards

\$2000 – \$4000*

Have your logo printed on each attendee's room key card. *Price depends on logo colors, size, and placement.

Bar Sponsor

\$1,500 each

Where is the one spot at the Exhibitor Luncheon or Welcoming Reception every attendee is guaranteed to go ... the bar of course! Your company's signage will be prominently displayed around the bar.

Technical Paper Track Sponsor

\$1500

Maximum Exposure! *NETA World* print, conference brochure, and onsite signage – Specifically, your name is associated as the sponsor of a particular paper track and printed in the four-color conference brochure that is published as a center piece, pull-out brochure, in the fall and winter issues of *NETA World*. This brochure is over run and used in our direct mailing campaign as well. Signage at the door and podium of your selected track identifying you as the track sponsor – full integration in the event.

Reception – Set a Six-Foot Display Table

\$1500

Add value to the reception and set the stage for a visit to your booth the next day by setting a display table of products and literature for conference participants to browse at their leisure during this opening event. A great way for attendees to mix and mingle -- while looking over your goods!

Exhibit Hall Entrance Banner

\$2000

Impact! Be the first image buyers see as they enter the exhibit hall.

Registration Counter

\$1500

Company name and logo presence in a big way with your information on the 18 foot registration counter!

Pocket Programs

\$1500

Handy, just-the-right size, conference schedules to be stuffed in attendee name badges. Attractive design on glossy paper to endure use time after time throughout the program. Your logo displays above the name badge when tucked inside!

Welcoming Reception Activities

Red Carpet

\$4000 or \$2000

if Co-Sponsored

Sponsor the red carpet at the PowerTest Welcome Reception. As more than 450 guests enter the Welcome Reception they will walk down the red carpet in true Hollywood style. At the end they will stop to pose for a photo opportunity in front of a drape with your logo on it. Each attendee will receive their photo in a picture frame with your logo on it. A take home souvenir from their big premier!

Sponsorship Selections

\$500 – \$1000

Welcoming Reception

\$1000

Sponsor this festive event and receive recognition in conference materials and on large banner-style signage at the event.

Welcoming Reception Band

\$1000

Give them something to remember – great entertainment! Clients will remember you setting the mood and creating a fun environment.

Registration Packet

\$750

Three available sponsorships!

Place your brochure in the hands of PowerTest delegates BEFORE they attend the conference! Send us your brochure (maximum size 8.5 x 11) to insert into each individual folder packet sent for the attendee registration confirmation. Be sure to include your booth number so attendees can plan ahead of time to visit your booth.

Website Banner Ads

\$500

Your banner ad with company name and logo will be prominently displayed on the NETA PowerTest website starting the day of registration running 60 days past the conference. Gain exposure to thousands of visitors of www.netaworld.org and www.powertest.org.

PowerTest Promotional Email Newsletter – Banner ad

\$500 each or \$3000 for all eight

NETA sends out a monthly email newsletter promoting PowerTest to our entire databank (over 20,000 individuals). Emails run September, October, November (2), December, January (2), and February. We have three open spots for banner ads. Create yours and send it in today. Call for material specifications – 269-488-6394

Ad Space in the Exhibit Guide

Full page black and white

\$1500

½ page black and white

\$ 750

¼ page black and white

\$ 500

**Color add \$250*

***ad material must be submitted December 5, 2008*

Sponsor Checklist:

- List of items/events you wish to sponsor
- Fill out the Sponsorship Reservation Form
- Include payment information
- Submit Reservation Form by fax to 269.488.6383
- Email your logos in .eps and .jpg formats (minimum 300 dpi) in both black and white and color to Andrea Allen at aallen@netaworld.org.
- To assure placement in NETA World, all logos, advertisements, etc. must be submitted by: Fall Issue – July 17, Winter Issue – September 15.

Fax: 269.488.6383 • Phone: 269.488.6382 • Email: aallen@netaworld.org

PowerTest 2010

Sponsorship Reservation Form

**February 15-18
Hyatt Regency
Long Beach, CA**

To assure placement in *NETA World* all logos, ad materials, etc. must be submitted by:

Fall July 17

Winter September 15

Fax Completed Form to: 269.488.6383, attn: Andrea Allen

Company Name _____

Contact Name & Title _____

Address _____

City _____ State/Province _____ Zip/PostalCode _____

Country _____

Phone _____ Fax _____

Email _____

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 _____

List of Items Sponsored

- | | |
|----------|-----------|
| 1. _____ | 7. _____ |
| 2. _____ | 8. _____ |
| 3. _____ | 9. _____ |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |