

# TECH ADVANTAGE<sup>®</sup> 2018

## CONFERENCE & EXPO

February 26-28, 2018  
Music City Center  
Nashville, Tennessee

### EXHIBITOR PROSPECTUS

NRECA invites you to participate as an exhibitor at TechAdvantage<sup>®</sup> 2018 in Nashville, TN. TechAdvantage<sup>®</sup> is the ONLY electric utility trade show dedicated to America's electric cooperatives!



For more TechAdvantage<sup>®</sup> Products and Services information,  
visit [techadvantage.org](http://techadvantage.org).

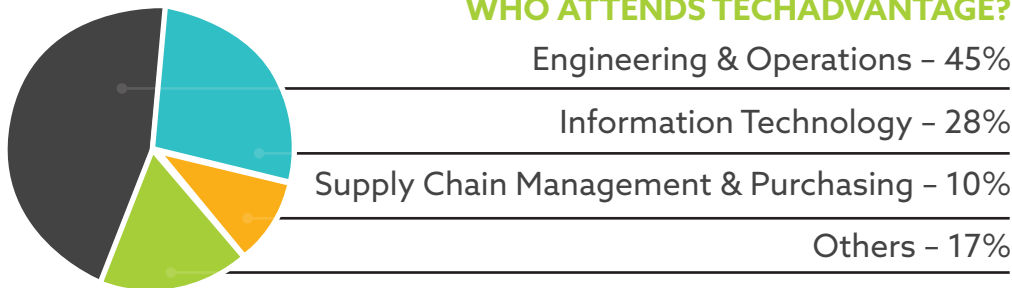


## TECHADVANTAGE ATTENDEES WANT TO SEE THE NEWEST, SMARTEST PRODUCTS

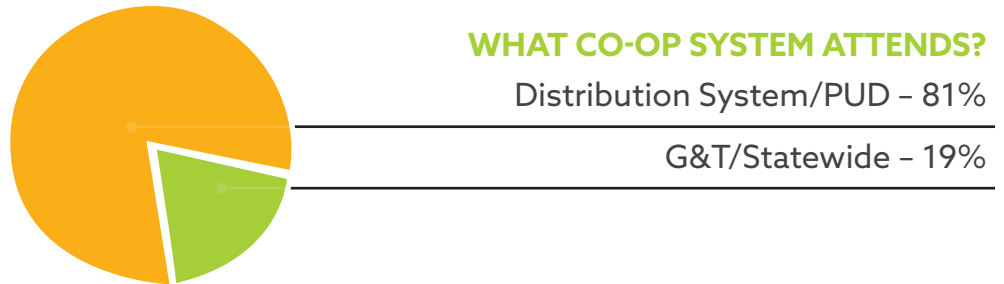
TechAdvantage is the only event of its kind bringing together more than 900 electric cooperative engineering, operations, energy services and IT professionals looking for the hottest innovations. Plus more than 5,000 co-op leaders attending NRECA's Annual Meeting converge on the expo hall for the latest technology solutions. Don't miss this once-a-year opportunity to meet face-to-face with thousands of enthusiastic attendees.

TechAdvantage is attended by co-op decision makers and provides you with networking opportunities and dedicated expo time allowing you to generate qualified leads and sales.

### WHO ATTENDS TECHADVANTAGE?



### WHAT CO-OP SYSTEM ATTENDS?



## PLUG INTO A POWERFUL NETWORK

With assets worth \$112 billion, electric cooperatives add consumers faster than investor-owned utilities.

And across the nation, co-ops are deploying advanced communication and automation technologies to transform the grid. Co-ops are leading the charge to build a smarter, more reliable grid.

### WHAT ARE CO-OPS BUYING?

Owning and maintaining 42% of all distribution lines (2.5 million miles) in the US and serving 42 million consumers in 80% of the nation's counties, electric co-ops will spend more than \$4 billion upgrading and maintaining system assets.

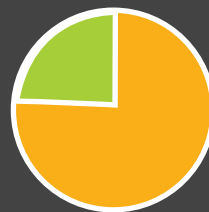
## Leaders in Innovation

### \$600 MILLION

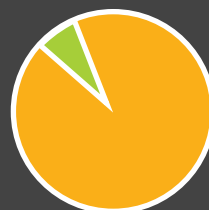
devoted to smart grid technologies and line upgrades

### \$4 BILLION

in infrastructure support



**25%** of co-ops have already installed advanced metering infrastructure compared to only



**8.7%** of other electric utilities

[TECHADVANTAGE.ORG](http://TECHADVANTAGE.ORG)

## QUICK REFERENCE

### EXHIBIT COST

**Minimum Booth Size:** 10' x 10' = 100' square feet.

**Cost per square foot:** \$32.00

The exhibit rental cost includes pipe and drape and a sign containing the name of your company hung on the back wall drape. You will need to ship or rent carpet and any furniture or display materials that you would like in your booth.

### FACILITY LOCATION

TechAdvantage® 2018; Location - Nashville, TN Expo will be held in the Music City Center (Halls D&C)

### BOOTH RESERVATION

Payment must accompany the application. Applications will not be processed or assigned exhibit space without the required payment. Read the Terms and Conditions printed on the back of the Exhibit Space Application for complete details.

#### Online Reservation:

Visit [techadvantage.org](http://techadvantage.org) to submit an online booth reservation.

**Print and mail your application** with credit card information in the payment section, or a check, or a money order to:

**NRECA TechAdvantage® 2018 Expo**

**P.O. Box 758777**

**Baltimore, MD 21275-8777**

*(Make a copy of the application for your records)*

## FOR ADDITIONAL INFORMATION, CONTACT:

Kenworthy Management, Inc.

NRECA Show Management

**Phone:** 718.578.4658

**Fax:** 718.848.5095

**Email:** [mary@kenworthymanagement.com](mailto:mary@kenworthymanagement.com)

## EXPO SCHEDULE\*

### SUNDAY, FEBRUARY 25

8:00 a.m. – 7:00 p.m. Exhibitor Move In

### MONDAY, FEBRUARY 26

8:00 a.m. – 12:00 p.m. Exhibitor Move In

4:30 p.m. – 7:00 p.m. Expo Open

### TUESDAY, FEBRUARY 27

11:30 a.m. – 4:30 p.m. Expo Open

### WEDNESDAY, FEBRUARY 28

11:00 a.m. – 2:00 p.m. Expo Open

2:01 p.m. – 7:00 p.m. Exhibitor Move-Out

*\*Schedule may change. Updated schedule will be posted at [techadvantage.org](http://techadvantage.org). The Exhibitor Services Manual will contain the final schedule.*

## FUTURE EXPO LOCATIONS

2019 | Orlando Florida  
2020 | New Orleans, LA  
2021 | San Diego, CA



# NETWORKING & SPEAKING

## Unparalleled Opportunities

### EXHIBITOR SPEAKING OPPORTUNITIES

Are you looking to showcase your industry expertise while enhancing your leadership profile in the electric co-op community? Speaking at TechAdvantage is a great way for exhibitors to help decision-makers keep pace with the latest technologies and best practices. TechAdvantage's Call for Presentations opens May/June 2017. Visit [Techadvantage.org](http://Techadvantage.org) for details.

### NETWORK WITH A CAPTIVE & MOTIVATED AUDIENCE

By exhibiting at TechAdvantage you can attend the conference and have access to multiple networking programs. Make new contacts, gain valuable, real-world intelligence, and competitive positioning.

## SPONSORSHIP & ADVERTISING

Create Business Opportunities. Make Key Contacts. Grow Your Opportunities.

It's your best opportunity of the year to promote your products and services to a dedicated and focused audience. Through an incredible array of sponsorship packages and advertising programs you will gain the exposure you need and get in front of the decision makers that attend TechAdvantage.

### SPONSOR

Our sponsorship packages put the power of opportunity directly into your hands - You can choose from one of our many sponsorship packages or work with us to create a customized sponsor sure to make an impact.

- Sole sponsorship of entire events
- Branding opportunities that increase your share of voice on-site
- Interactive distribution to extend your company's presence
- Customized programs for attendees to interact with your brand and products

For more details, visit [techadvantage.org](http://techadvantage.org)



### ADVERTISE

Keep your company in front of hot prospects before and during the conference with these premium print and digital advertising options:

**RE Magazine's February 2018 TechAdvantage "Sneak Peek" Issue** — More than 6,000+ event attendees use this must-read issue to plan their itinerary in advance. Make sure your booth is on their list, and put your brand in front of 22,000 co-op employees and leaders at the same time. Plus, advertise here and you'll receive a 50% discount on all ads in the On-site Program Guide described below!

**The TechAdvantage 2018 On-site Program Guide** — Every attendee refers to this guide several times daily—meaning your products and booth will remain front-and-center. The four-color, full-size guide is packed with all the information they need about sessions and speakers. Shouldn't you be there, too?

**Cooperative.com Digital Advertising** — For all the latest news on Annual Meeting and TechAdvantage, the co-op community turns to Cooperative.com. Reporters on the scene will file updates as the action unfolds with stories, photos and videos.

For more details, visit [techadvantage.org](http://techadvantage.org)

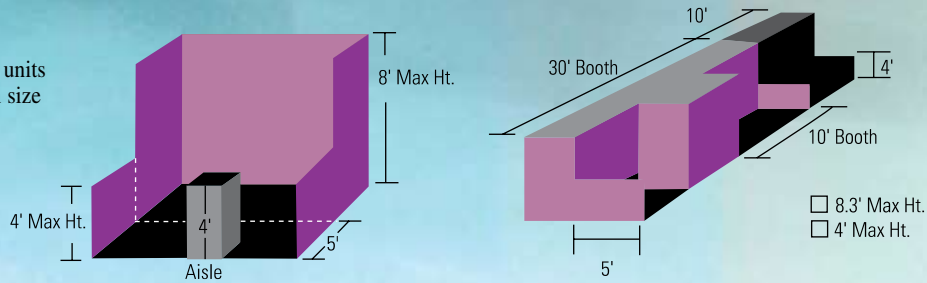


# EXHIBIT CONSTRUCTION GUIDELINES

If you have questions or need clarification regarding exhibit construction guidelines, please contact our show management at 718.578.4658.

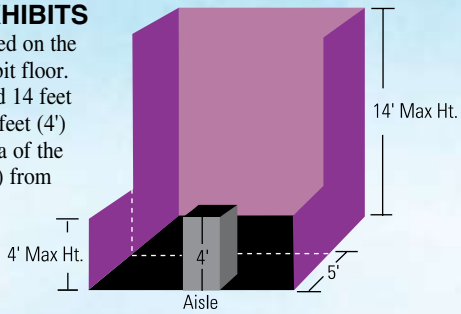
## STANDARD EXHIBITS

Definition: One or more standard units in a straight line (minimum booth size is 10'x10' = 100 square feet.)



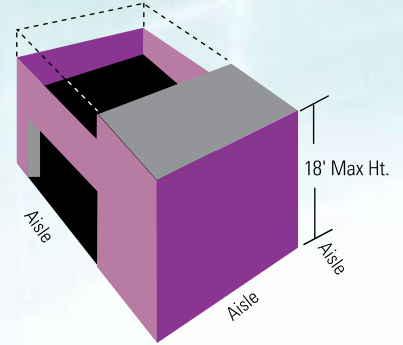
## PERIMETER-WALL EXHIBITS

Definition: Standard booth located on the outer-perimeter wall of the exhibit floor. Back wall height may not exceed 14 feet (14'). Display fixtures over four feet (4') high must be confined to the area of the booth that is at least five feet (5') from the aisle line.



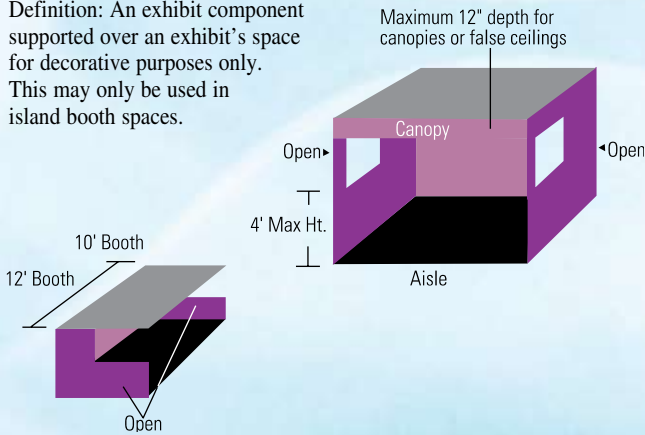
## ISLAND EXHIBITS

Definition: Exhibit with one or more display levels 400 square feet or greater with aisles on all four sides. Height of display material may not exceed 18 feet (18').



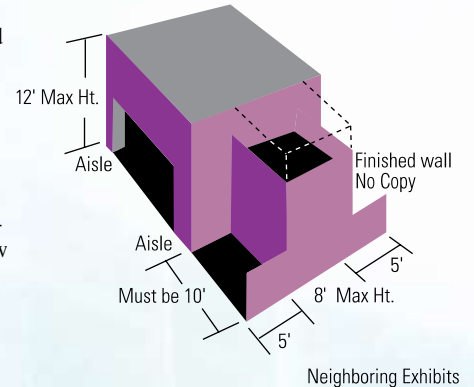
## CANOPIES AND CEILINGS

Definition: An exhibit component supported over an exhibit's space for decorative purposes only. This may only be used in island booth spaces.



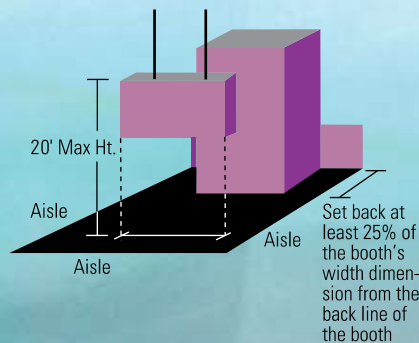
## PENINSULA EXHIBITS

Definition: These booths are surrounded by three aisles. For booths 400 square feet or greater that back up to another booth of equal or greater size, the dividing back wall may reach a maximum height of 12 feet (12'). The back of the dividing back wall must be clean and clear of any logos, names, or graphics. For any booth that backs up to a row of inline booths, the back wall may not exceed eight feet (8') in height for half of the distance ten feet (10') centered. The remaining five feet (5') on either side may not exceed four feet (4') in height, to avoid blocking the visual sightline to the connected inline booths.



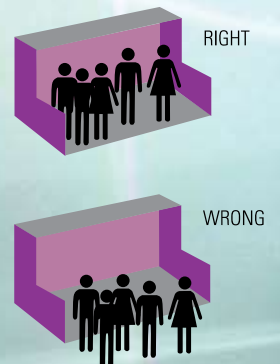
## HANGING SIGNS

Definition: An exhibit component may be suspended above an island or split island of 400 square feet or more for purpose of displaying graphics or identification. The component must be hung at least five feet (5') from the adjoining booth and from the aisle lines and the top of the sign may not exceed twenty feet (20') in height.



## DEMONSTRATIONS

Definition: Interaction of exhibit personnel and their audience through corporate presentations, product demonstrations, or sampling. All presenters and observers must be inside the booth where the presentation is being done. No one should stand in the aisle.



## TO ALL EXHIBITORS DISPLAYING MACHINERY, EQUIPMENT OR VEHICLES:

All machinery, equipment and vehicles must be placed at least one foot (1') in from the edge of your booth. No exhibited

product may extend out over the aisle in the air or at floor level. Additional requirements may be found in the Terms and Conditions on the back of the Exhibit Space Application contained within this brochure.