



# 2025 NRECA PowerXchange & TechAdvantage

March 10-12, 2025 | Georgia World Congress Center | Atlanta, GA



## EXHIBITOR PROSPECTUS

NRECA invites you to participate as an exhibitor at the 2025 Expo at PowerXchange and TechAdvantage in Atlanta, Georgia. The Expo offers electric cooperative technology leaders an unparalleled view of the technologies, solutions and strategies that promise to drive co-op efficiency and enhance strategic planning dedicated to America's electric cooperatives!

For more information, [visit cooperative.com/theexpo](https://www.cooperative.com/theexpo).



# EXPO ATTENDEES WANT TO SEE THE NEWEST, SMARTEST PRODUCTS

The Expo at PowerXchange and TechAdvantage is the only event of its kind bringing together thousands of cooperative CEOs as well as engineering, operations, energy services and IT professionals looking for the hottest innovations. Don't miss this once-a-year opportunity to meet face-to-face with thousands of enthusiastic attendees.

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



**Over 7000**  
Registrants



**50**  
States + International



**600+**  
CEOs



**978**  
Co-ops represented  
(Affiliate, Associate, Distribution, G&T,  
International, Other, Service, Statewide)

## PLUG INTO A POWERFUL NETWORK

With assets worth \$182 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 (2.6 million miles) in the US and serving 42 million consumers in 88% of the nation's counties, distribution co-ops will spend \$6.5 billion upgrading and maintaining system assets.

[COOPERATIVE.COM/THEEXPO](http://COOPERATIVE.COM/THEEXPO)

## 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



# QUICK REFERENCE

## EXHIBIT COST

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

**Cost per square foot:** \$38.00

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

2025 PowerXchange and TechAdvantage;  
Georgia World Congress Center

## 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 [cooperative.com/theexpo](https://cooperative.com/theexpo) 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 PowerXchange and TechAdvantage  
2025 Expo**

**P.O. Box 718777**

**Philadelphia, PA 19171-8777**

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

## EXPO SCHEDULE\*

### SUNDAY, MARCH 9

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

### MONDAY, MARCH 10

8:00 a.m. – 12:00 p.m.      Exhibitor Move In  
4:30 p.m. – 7:00 p.m.      Expo Open

### TUESDAY, MARCH 11

11:00 a.m. – 5:00 p.m.      Expo Open

### WEDNESDAY, MARCH 12

10:30 a.m. – 1:00 p.m.      Expo Open  
1:01 p.m. – 7:00 p.m.      Exhibitor Move-Out

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

## FOR ADDITIONAL INFORMATION, CONTACT:

Novack Management, Inc.  
NRECA Show Management

**Phone:** 917-373-9928

**Fax:** 718-848-5095

**Email:** [mary\\_n@novackmanagement.com](mailto:mary_n@novackmanagement.com)



## FUTURE EXPO LOCATION

2026 | NASHVILLE, TENN.



# 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 will open in the spring of 2024.

## NETWORK WITH A CAPTIVE & MOTIVATED AUDIENCE

By exhibiting at the Expo, for every 100 square feet of exhibit booth you qualify for 2 conference registrations and have access to multiple networking programs, make new contacts, gain valuable, real-world intelligence, and competitive positioning. Additional booth staff can participate at a discounted rate.

# SPONSORSHIP & ADVERTISING

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

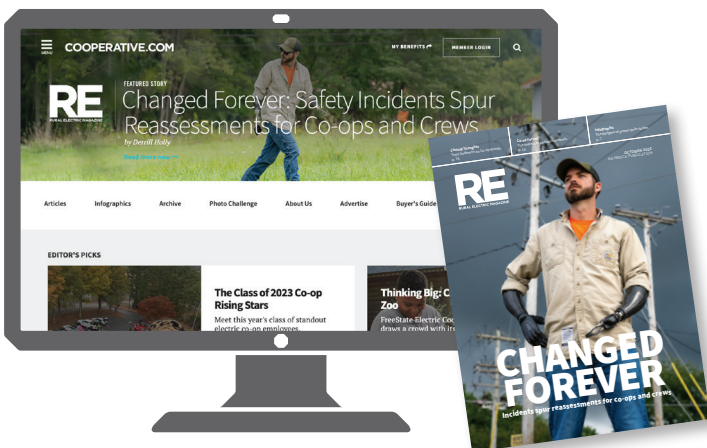
The Expo is your best opportunity of the year to promote your products and services to a highly focused audience of cooperative utility decision-makers. Our sponsorship and advertising programs are designed to offer a variety of opportunities and levels of exposure to help you gain the attention of this important audience.

## 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 sponsorship 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 [cooperative.com](https://cooperative.com)



## ADVERTISE

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

**RE Magazine's February 2025 PowerXchange and TechAdvantage "Sneak Peek" Issue** — More than 6,000+ event attendees use this must-read issue to plan their participation in advance. Make sure your booth is on their list, and put your brand in front of 20,000 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 PowerXchange and TechAdvantage 2025 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 PowerXchange 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 [cooperative.com/remagazine/advertise](https://cooperative.com/remagazine/advertise).