

TECH DVANTAGE[®] 2017

CONFERENCE & EXPO

February 27 – March 1, 2017
San Diego Convention Center
San Diego, CA

EXHIBITOR PROSPECTUS

NRECA invites you to participate as an exhibitor at TechAdvantage[®] 2017 in San Diego, California. TechAdvantage[®] is the ONLY electric utility trade show dedicated to America's electric cooperatives!



For more TechAdvantage[®] Products and Services information, visit techadvantage.org.

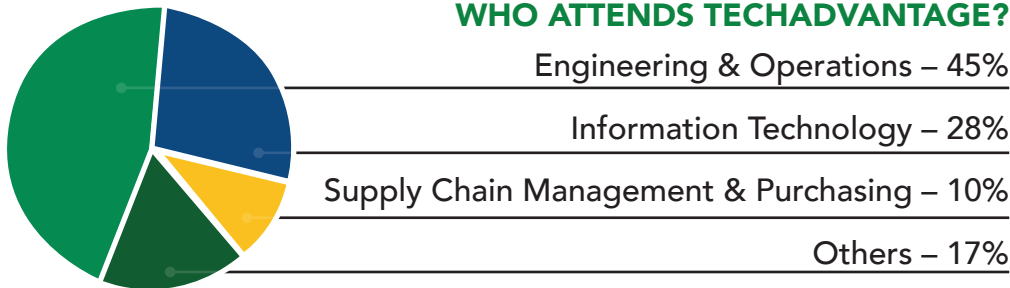


TECHADVANTAGE ATTENDEES WANT TO SEE THE NEWEST, SMARTEST PRODUCTS

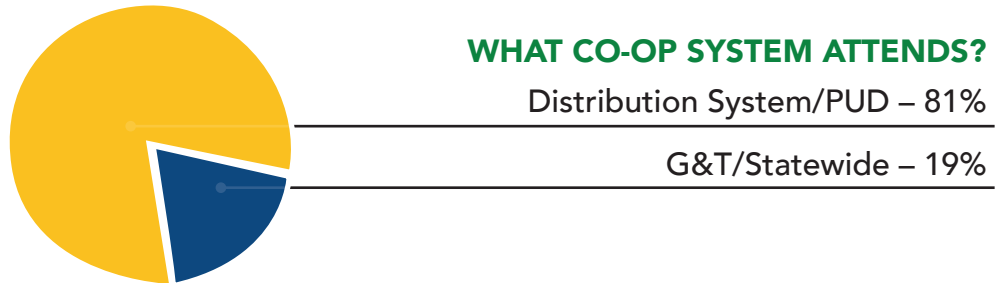
TechAdvantage is the only event of its kind bringing together more than 900 electric cooperative engineering, operations, energy services and IT professionals looking for the hottest innovations. Plus more than 5,000 co-op leaders attending NRECA's Annual Meeting converge on the expo hall for the latest 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

QUICK REFERENCE

EXHIBIT COST

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

Cost per square foot: \$29.00

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

The TechAdvantage® 2017 Expo will be held in the San Diego Convention Center, (Halls E, 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 www.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® 2017 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

EXPO SCHEDULE*

SUNDAY, FEBRUARY 26

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

MONDAY, FEBRUARY 27

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

TUESDAY, FEBRUARY 28

11:30 a.m. – 4:30 p.m. Expo Open

WEDNESDAY, MARCH 1

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. The Exhibitor Services Manual will contain the final schedule.*

FUTURE EXPO LOCATIONS

2018 | Nashville, Tennessee
2019 | Orlando, Florida
2020 | New Orleans, LA



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 2016. Visit 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 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 www.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 2017 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 2017 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?

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

For more details, visit www.remagazine.coop and www.ECT.coop