



February 23-24 and March 2-3, 2021

### NRECA Silver member and Non-member pricing:

#### Standard Virtual Booth Option - \$3,200

- Ability to brand virtual booth
- Company profile/description
- Two (2) product listing categories
- Access to Matchmaking System to see which attendees are interested in your booth
- Access to Lead Retrieval reports
- Ability to upload handouts, brochures, a video and links to your promotional material
- Live chat options with attendees
- Listed on TechAdvantage website w/ hyperlink to company website
- Prize giveaway (optional)
- Two (2) complimentary TechAdvantage Conference registrations (valued at \$495 each)

Matchmaking system will allow attendees to indicate their interests and will recommend vendors and educational sessions that match their needs.

#### Upgrade to Enhanced Virtual Booth – Additional \$1,700

- Two (2) additional product listing categories
- Ability to host presentations for attendees within virtual booth
- Two (2) additional complimentary TechAdvantage Conference registrations (valued at \$495 each)
- Opportunity to purchase a PowerXchange or TechAdvantage sponsorship

### NRECA GOLD and Platinum member pricing:

#### Enhanced Virtual Booth - \$3,200

- Ability to brand virtual booth
- Company profile/description
- **Four (4)** product listing categories
- **Ability to host presentations for attendees within virtual booth**
- Access to Matchmaking System to see which attendees are interested in your booth
- Access to Lead Retrieval reports
- Ability to upload handouts, brochures, a video and links to your promotional material
- Live chat options with attendees
- Listed on TechAdvantage website w/ hyperlink to company website
- Prize giveaway (optional)
- **Opportunity to purchase a PowerXchange or TechAdvantage sponsorship**
- **Four (4)** complimentary TechAdvantage Conference registrations (valued at \$495 each)

Matchmaking system will allow attendees to indicate their interests and will recommend vendors and educational sessions that match their needs.



## 2021 TechAdvantage Virtual Exhibitor Application

NRECA invites you to participate as an exhibitor at the TechAdvantage 2021 Virtual Expo February 22-23 & March 3-4. The TechAdvantage Experience Expo is the *ONLY* electric utility trade show dedicated to the America's electric cooperatives!

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 3,000 co-op leaders attending NRECA's PowerXchange Meeting. This virtual event will have co-op decision makers and it gives you an opportunity to network, set-up personal appointments and display videos of your products and services and much more. Don't miss your opportunity to connect with thousands of enthusiastic attendees.

See enclosed document for virtual booth descriptions.

### Select your virtual booth package:

**NRECA Silver member or non-member:** \_\_\_\_\_ Standard \$3,200.00  
\_\_\_\_\_ Upgrade to Enhanced virtual booth - additional \$1,700.00

**NRECA Gold and Platinum member:** \_\_\_\_\_ Enhanced virtual booth - \$3,200.00

I/We wish to exhibit at the 2021 TechAdvantage Virtual Expo:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Signature: \_\_\_\_\_

**You will receive an invoice from the NRECA. Payment must be received by January 29, 2020**

**Standard Booth: \$3200- add enhancements for an additional \$1700**

*Enhancements will be included for our Gold and Platinum Associate members*

**Return this completed application to Mary Novack at [mary@kenworthymanagement.com](mailto:mary@kenworthymanagement.com)  
or via fax at 718-848-5095.**