



EXHIBITOR MANUAL

San Diego Convention Center
Exhibit Halls D, E, F & G
February 15–17, 2027

Table of Contents

General Information 2

Exposition and Display Rules.....3

Exhibitor Schedule 8

Key Contacts & Official Service Contractors.....9

Registration Badges, Hotel Rooms & Lead Retrieval 10

Order Deadline Dates 11

Exhibitor Ordering Information 12

2028 Expo Exhibit Space Selection & Priority Points 13

[Advertising](#) and [Sponsorship](#)

General Information

EXPO LOCATION

San Diego Convention Center — Exhibit Halls D, E, F & G

Exhibit hall floorplan:

<https://s23.a2zinc.net/clients/Kenworthy/TA2027/Public/Eventmap.aspx?shmode=E>

Age Restrictions

No one under the age of 18 years will be allowed on the exhibit floor during move-in or move-out.

During expo hours, all children under the age of 16 years must be accompanied by an adult.

Expo Management Office

The Expo Management Office will be in room Show Office D (Mezzanine Level) of the San Diego Convention Center. The NRECA and Exhibition Management would like to make the 2027 TechAdvantage Expo a very rewarding opportunity for your company. However, in the unlikely event you experience any problems, please inform Exhibition Management in the Expo Management Office at the convention center. Most problems that do arise can be rectified quickly. Unfortunately, we are unable to assist in the resolution of problems not reported to us in the Expo Management Office.

Novack Management, Inc., Exhibition Management for the 2027 TechAdvantage Expo, will be available throughout the entire on-site period to answer your questions and assist you in any way possible.

Exhibitor Service Center

The Exhibitor Service Center will be located outside the Expo Hall across from Hall G, and will be in full operation beginning Sunday, February 14, 2027, at 8:00 am. Representatives from Shepard Exposition Services, the Convention Center and other show contractors will be available to assist exhibitors.

Registration Area / Exhibit Hall Badges / Work Passes

Badges registered in advance will be available for pick up starting on Sunday, February 14, 2027, at 7:00 am, in the TechAdvantage Registration Area located at the Main registration desk, Ground Level Hall D of the San Diego Convention Center, or visit our Scan and Go counters to obtain your badge. On-site badge requests or changes may be made at the TechAdvantage Main Registration desk.

During move-in and move-out days, everyone must have a badge or wristband to gain access to the exhibit hall. Beginning Sunday, February 14, 2027, wristbands will be issued in the TechAdvantage Registration Area for Exhibitor-Appointed Contractors (EACs) — a company other than the "general or official" service provider on the show responsible for the installation and dismantling of your display, who require access to your booth during installation and dismantling.

EACs must register in the [Shepard Exhibitor Portal](#) and provide a certificate of insurance.

During show hours, only attendee and exhibitor badges will be permitted on the exhibit floor. All personnel employed by your company may gain access to the exhibit floor with an official TechAdvantage 2027 exhibitor badge.

Meeting with Clients on the Exhibit Floor During Off-Hours

If you wish to meet with clients on the exhibit floor during non-exhibit hours, you must make prior arrangements with expo management. Please notify us in advance by email at mary_n@novackmanagement.com, or stop by the Show Management Office on-site during set-up hours.

Public Address System Announcements

The public address system in the exhibit hall is for medical emergency announcements and to announce winners of prizes sponsored by NRECA. Please do not ask us to make any other announcements.

FedEx Office

Conveniently located in the lobby of Hall D, [FedEx Office](#) is a full-service business center. FedEx Office offers many services to meet your convention and exhibiting needs with ultra-quick turnaround.

Parking at San Diego Convention Center

A 1,950-vehicle underground [parking garage](#) is located below the building. The lot is owned by the Port of San Diego and managed by ACE Parking. They have 31 ADA-compliant parking stalls with elevator access to the Convention Center.

Security

Exhibitors must take steps to secure their own display equipment and products. Never leave personal items (cameras, handbags, briefcases, laptop computers, etc.) unattended. You are urged to secure belongings in lockable containers or use in-booth guard service.

Neither the NRECA, Exhibition Management, its official contractors, nor the Convention Center can assume liability for equipment, materials or personal items. Lost or stolen property must be reported to a uniformed security officer as soon as possible. Security will send an officer to your booth to take a report, which will be required to be submitted with an insurance claim to your insurance provider.

Firearms

Firearms are prohibited in the TechAdvantage exhibit hall or meeting rooms. The only exception are law enforcement officials.

Exposition and Display Rules

Additional exhibitor rules can be found in the Terms and Conditions on page 2 of the [Exhibitor application](#).

Booth Floor Carpet/Covering

The floor of all exhibitor booth spaces must be carpeted/covered. Exhibitor's booths MUST be covered/carpeted by 12:00 pm on Monday, February 15. If the booth is not carpeted by this time, carpet will be installed in the exhibitor's booth at the expense of the exhibitor. **Laying of floor tile and carpets must be installed by union labor.** If union labor is needed, exhibitor personnel may work alongside of the union on a one to one basis. A booth carpet order form can be found in the [Shepard ordering portal](#).

Unfurnished Booths: If the assigned booth is NOT furnished/set-up by 12:00 PM on Monday, February 15, NRECA reserves the right to revert full possession of the booth space.

Exhibitor's Display

Exhibitor's Space must be fully staffed and operational during the entire Expo dates and times. Additionally, Exhibitor is strictly prohibited from dismantling or packing up their display or other materials in their Space, in preparation for removal, prior to the official closing time of the Expo.

Booth Backwall Exterior

The exterior of any backwall, display cabinet or structure facing an adjacent exhibitor's booth must be finished or suitably decorated at the expense of Exhibitor erecting or installing such a display and must not include corporate or product identity which would detract from the adjacent space. NRECA's general contractor, at the expense of Exhibitor, will decorate any unfinished cabinets or structures not in compliance within one (1) hour of the end of move in time.

Exhibit Display Construction Rules

Also see [Booth Construction Guidelines](#) document.

Booth Type	Height & Construction Limits
Standard / Inline	One or more standard units in a straight line (min. 10'x10' = 100 sq ft). Backwall height may not exceed 8'. Side dividing walls may not exceed 4' in height.
Perimeter Wall	Standard booths on the outer-perimeter wall. Back wall height may not exceed 14'. Side dividing walls may not exceed 4' in height.
Island Booths	400 sq ft or greater with aisles on all four sides. Height of display walls and material may not exceed 20'.

Hanging Signs

For island booths 400 square feet and larger only. An exhibit component may be suspended above an island of 400 square feet or more for the purpose of displaying graphics or identification. The component may not exceed twenty feet (20') in height. A Rigging Order Form may be found in the [Shepard Ordering portal](#).

Tents, Awnings, Canopies, Multiple-Story Booths and Enclosed Booths

Special rules and requirements apply. Please refer to the [Multi-Level Booth Requirements](#) document for complete details.

Vehicles on Static Display

All vehicles must meet Fire Marshal approval for display and location. SDCC Security will check to verify all vehicles for display have met all rules below. SDCC vehicle verification is a billable cost. Vehicles on display must adhere to the following rules:

- No more than one-quarter tank of gas or five gallons, whichever is less
- A locking gas cap must be installed or the tank must be adequately sealed by tape
- Gas tanks must contain no more gasoline than is required to bring the vehicle into and out of the expo facility
- All battery cables must be disconnected and taped to avoid potential sparks
- A drip pan under the vehicle's drive train (motor to differential)
- Vehicles shall not be moved during show hours
- Refueling is prohibited in the facility, on the docks and outside premises
- Floor plans must indicate where vehicles are to be located
- Fire watch is required for all covered units over 300 ft
- Electric vehicles must have their battery disconnected once placed in position. If unable to disconnect the battery due to battery location, then the ignition fuse must be removed. Electric vehicles are at no time allowed to be turned on during event hours.

Equipment / Machinery / Trailers

Demonstrations of operating equipment/machinery with moving parts or debris that may cause injury, or trailers, must be set back in the booth one foot (1') from the aisle line.

Floor Load

The main exhibit floor load limit is 350 pounds per square foot.

Booth Construction and Display Materials

All booths shall be of either non-combustible material, fire retardant treated wood or any other materials fire treated in an approved manner.

All decorative materials such as loose fibers, board, curtains, hangings, table covers, etc., must be fire retardant treated in an approved manner. Materials used in display construction or decorating shall be made of fire-retardant materials and be certified as flame retardant. Samples should also be available for inspection. Exhibitors must dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

Union Labor and Other Contractors

Exhibitor shall acknowledge and comply with all contracts in effect between the TechAdvantage show service contractors and the expo facility.

Exhibit Labor Jurisdiction

Painter's decorator union exhibit labor claims jurisdiction for installation and dismantling. However, one (1) full-time exhibiting company employee may work without tools for thirty (30) minutes on the installation (move in) and (30) thirty minutes on the dismantle (move out), without union labor.

Exhibitors are not permitted to use tools of any type (screwdrivers, hammers, electric drills, power saws, etc.) on booths of any size. Exhibitors may handle and set out the products they manufacture; however all background materials—display boards, back drops, stands—anything products are displayed upon, attached to, or made part of and laying of floor tile and carpets must be installed by union labor. If union labor is needed, exhibitor personnel may work alongside of the union on a one to one basis.

Material / Freight Handling Jurisdiction

The Teamsters have jurisdiction over all unloading and reloading of materials. The union also has jurisdiction over the operation of all material handling equipment — this includes all dollies and hand trucks. Exhibitors may carry only what 1 person can manage in one trip, using no equipment. No hand carried items may come through the loading dock. Current union jurisdiction precludes hotel personnel from delivering material to exhibit booths.

Vehicles must not be left unattended at the loading areas. Any unattended vehicles will be towed at the owner's expense.

All Exhibitor-Appointed Contractors (EACs) are required to have an existing contract with the local union, and submit the Exhibitor-Appointed Contractors form along with the required proof of insurance. The EAC form can be found in the [Shepard Ordering](#) portal.

Gratuities

The San Diego Convention Center, Shepard Exposition Services and most reputable contractors specifically prohibit any employee from accepting gratuities. Exhibitors should be aware of this policy and refrain from any such activity.

Freight and Deliveries

The San Diego Convention Center cannot accept freight shipments or packages for exhibitors. Freight must be consigned through Shepard Exposition Services, the designated General Service Contractor. There are no exceptions to this policy.

Exhibitor Materials and Crate Storage

No packing containers, wrapping materials or display materials may be stored under tables or behind booths. Exhibitors must make arrangements with Shepard Exposition Services for storage of crates and other packing materials. For convenience, there will be blank "EMPTY" stickers provided at the Exhibitor Service Center. No equipment, booths, signs, displays, or other items can block or obstruct any emergency fire extinguishers, fire hoses, sprinkler closets, alarms and emergency phones and emergency aisles.

Exhibitor Liability and Insurance

Exhibitors and exhibitors' contractors are required, according to the terms and conditions on page 2 of the [Exhibitor Contract](#), to procure and maintain Commercial General Liability Insurance and Worker's Compensation and Occupational Disease Insurance

Exposition Management: Novack Management, Inc. • mary_n@novackmanagement.com • 917-373-9928

Removal of Display or Items

Exhibitor may not remove any display materials, merchandise, or miscellaneous materials from the Exhibit Floor during Expo hours, without the prior consent of NRECA.

At the close of the Expo, all exhibitor displays or materials left in the booths after the Expo without instructions will be packed and shipped or discarded at the sole discretion of NRECA and all charges will be at the exhibitor's expense.

Exhibit Floor Conduct

No displays shall be permitted which interferes with the use, or impedes access of other exhibitors' space, or free use of the aisle ways. Exhibitor's personnel, including demonstrators, are required to confine their activities within the contracted space.

Giveaways are permitted and shall be the sole responsibility of Exhibitor; however, prizes shall not be announced over the public address system in the expo facility.

Space rented in the expo facility is the only location Exhibitor may use to display their products and/or services. Additionally, Space rented in the expo facility is the only location Exhibitor may distribute their literature and/or other materials. Display or distribution is prohibited in all other venues being used by NRECA, including hotels, where Expo attendees are lodged.

All Exhibitor personnel shall be dressed in business casual attire or Exhibitor work uniform, while on the Exhibit Floor.

Exhibitor Prizes and Giveaways

Exhibitor giveaways are permitted and shall be the sole responsibility of Exhibitor; however, prizes shall not be announced over the public address system in the expo facility.

Selling on the Show Floor

Any and all sales, involving the exchange of currency, credit cards, checks, money orders, or bartering of goods is strictly prohibited on the Exhibit Floor. Expo attendees may only place orders for merchandise for future delivery and invoicing to attendees' place of business or home.

Noise Levels

Audio and video presentations (Exhibitor-produced CDs, slides, video) will be permitted if tuned to conversational levels at 85dB and not objectionable to neighboring exhibitors. Equipment noises, microphone, music, and portable speaker systems at sound levels that diminish other exhibitor's ability to transact business is strictly prohibited. Notwithstanding the foregoing, NRECA at any time throughout the EXPO may suspend Exhibitor's right to use any audio and video presentations, or may ask Exhibitor to adjust the volume level of the same.

Lights

NRECA reserves the right to restrict the use of glaring lights or objectionable light effects.

Alcoholic Beverages

Alcoholic beverages may not be sold or given away within the Exhibitor space unless sponsored through our [Sponsorship Program](#).

In-Booth Food Service / Catering

Food may not be sold or given away within the Exhibitor space unless sponsored through our [Sponsorship Program](#).

Popcorn, Nuts with Shells and Cooking in Booth

Popcorn machines are not permitted in the expo hall. Popcorn may not be distributed from exhibitors' booths. Cooking in booth is not permitted.

Animals

All live animals are prohibited, with the exception of certified guide and service animals.

Helium Balloons

Helium-filled balloons are not permitted in the expo facility and no helium or propane tanks, full or empty, are allowed in the expo facility.

Flammable Liquids and Compressed Gases

The use of liquefied petroleum gas within the building is prohibited. Combustible or flammable liquids may not be used or brought into the building without the prior approval from the Fire Marshal. Compressed gas cylinders are prohibited unless approved by the Fire Marshal. Cylinders must be secured in an upright position.

Lasers

Exhibitors demonstrating or displaying lasers must comply with all provisions of ANSI Z136.1. Any potentially dangerous laser beams must be enclosed or otherwise made inaccessible to spectators. All laser beams must terminate in a beam block sufficient for the wavelength and energy of the beam. Precautions must be taken to eliminate exposure to stray beams or spurious reflections.

Building Damage

Painting of any kind within the convention center is strictly prohibited. Nothing may be glued, taped, tacked, nailed, or in any way affixed to any interior or exterior surface of the convention center. Nothing may be attached to exhibit floor columns, even within booths; drilling into the expo hall concrete floor is prohibited.

Glitter, adhesive-backed (stick-on) decals, and rice are strictly prohibited and may not be distributed or used for any purpose within the convention center.

Exhibitor is strictly liable for any and all damages caused to the expo facility, by Exhibitor, Exhibitor's personnel, or Exhibitor's subcontractors.

Photographs and Electronic Recordings

Exhibitor may photograph and/or create audio and/or video recordings of their own booth(s) only. Exhibitor is prohibited from taking photographs, audio, or video recordings of any other part of the Expo, attendees, or other NRECA events without NRECA's prior written approval.

Drones

Drones, hoverboards, skateboards, remote-controlled blimps, and balloons are not allowed inside San Diego Convention Center.

Hazardous Materials

OSHA requires that all containers of hazardous materials be labeled and display appropriate warnings. Exhibitors displaying or using hazardous materials must submit Material Safety Data Sheets and manifests to the SDCC at least two months prior to move-in. Any container not clearly labeled and identified will be removed from within the SDCC, tested, and disposed of at exhibitor's expense. Fluids, chemicals, petroleum-based products, medical and biological waste, hazardous waste, and contaminated materials must be identified and disposed of in the manner mandated by Federal, State, and local regulations. Arrangements for the disposal of wastes can be made through the SDCC's contracted waste-handling firm. Exhibitor is responsible for all disposal costs.

Explosives

No one is allowed to bring into the San Diego Convention Center any substance of an explosive nature such as fireworks or Class B or Class A explosive.

Fog / Haze Machines / Pyrotechnics

The use of fog/haze machines and pyrotechnics are prohibited.

Pools, Fountains, Ponds, Landscapes, Etc.

Exhibitors will be required to protect the exhibit hall floor underneath any booths containing display pools, ponds or other water features. These must be approved in advance by Exposition Management.

Waste Disposal

No oils, combustibles, or any liquids other than water may be poured in the San Diego Convention Center drainage or sewer systems. No tools, machines, or other items may be emptied, washed, or rinsed in convention center restrooms.

First Aid Location

The first aid office is located across from Hall D.

Copyright Fees

All ASCAP, BMI, SESAC or other copyright fees applicable to music or entertainment used as part of an exhibit are the sole responsibility of the exhibitor. The exhibitor must make required payment directly to the applicable copyright agency.

Event Cancellation Insurance

Should this Expo be cancelled or abandoned for any reason, the limit for claim of damages and/or compensation by the Exhibitor shall be the return of the amount already paid for space in this specific Expo. It is strongly recommended that exhibitors purchase event cancellation insurance from their insurance carrier to cover any other losses that may result from the cancellation of this Expo.

Exhibitor Schedule

Schedule is subject to change.

Sunday, February 14, 2027	
7:00 am – 5:00 pm	Registration Open - at the Convention Center
8:00 am – 7:00 pm	General Exhibitor Move-In
Monday, February 15, 2027	
7:00 am – 6:00 pm	Registration Open - at the Convention Center
8:00 am – 12:00 pm	General Exhibitor Move-In
4:45 pm – 7:00 pm	TechAdvantage Expo Open — Grand Opening Reception (in exhibit hall)
Tuesday, February 16, 2027	
7:00 am – 5:00 pm	Registration Open - at the Convention Center
11:00 am – 5:00 pm	TechAdvantage Expo Open • Lunch in the Expo Hall
Wednesday, February 17, 2027	
7:00 am – 11:00 am	Registration Open - at the Convention Center
10:30 am – 1:00 pm	TechAdvantage Expo Open — Lunch in the Expo Hall
1:01 pm – 7:00 pm	Exhibitor Move-Out
Thursday, February 18, 2027	
8:00 am – 12:00 pm	Exhibitor Move-Out (continued)

[View the Conference website for technical session information.](#)

Key Contacts & Official Service Contractors

Conference and Exposition Sponsor National Rural Electric Cooperative Association (NRECA) 4301 Wilson Boulevard Arlington, VA 22203-1860 Von McMeekin 703-907-5576 von.mcmeekin@nreca.coop	Official Service Contractor Shepard Exposition Services Carpet, Furniture, Labor, Material Handling, Shipping Labels, Electricity and more 866-366-7428 orders@shepardes.com
Exposition Management Novack Management, Inc. 164-24 97th Street Howard Beach, NY 11414 Mary Novack 917-373-9928 mary_n@novackmanagement.com	Florist Teasley's Convention Florist 1813 Golf Club Road Old Hickory, TN 37138 P: 615-876-3695 F: 615-876-9378 leigh@conventionflorist.com
Booth Cleaning San Diego Convention Center Exhibitor Services Department	Business Center FedEx Office San Diego Convention Center (lobby of Hall D) 111 W Harbor Drive, San Diego, CA 92101 619-525-5450 usa1324@fedex.com
Audio Visual & Computer Rentals SEAS Productions eventsupport@seaspro.com	Sponsorship, Advertising & NRECA Membership Danielle Burton - dburton@remagazine.org, 301-829-6333 Julie Cook - jcook@remagazine.org, 410-729-4140 Sam Dodson - sdodson@remagazine.org, 918-770-7897 Andrea Pankoff - apankoff@remagazine.org, 303-919-0727 Sarah Faconti - sfaconti@remagazine.org, 860-459-7210

EXCLUSIVE SERVICES

Exhibitors are not obligated to utilize the services of the official contractors except for the following:

Electrical, compressed air, water & gas, telecommunications, internet, cable/satellite connections, rigging.

Shepard Exposition Services exclusives: Material Handling, Union Labor

San Diego Convention Center exclusives: Booth cleaning

If you plan to utilize the services of a non-official contractor for installation and dismantling, or for other services (other than those designated as exclusive of official service contractors), you must complete and submit the Exhibitor Appointed Contractor Form which may be found in the [Shepard Ordering Portal](#).

Exhibitor Badges, Hotel Rooms & Lead Retrieval

Available in mid-November

BEWARE OF SCAMMERS

Beware of unauthorized Attendee List Email Offers and Hotel Room Offers. The NRECA does not sell the show attendee list and will never call you to sell you hotel rooms. The official TechAdvantage housing and registration company is **Showcare**. Report suspicious emails at: <https://www.cooperative.com/conferences-education/meetings/techadvantage/Pages/emails.aspx>

This year, you can expect to receive housing-related communications from both NRECA and our new housing partner, Showcare. While Showcare will be sending many of the housing-specific emails, NRECA will continue to communicate directly with you throughout the planning process as well. Please keep an eye out for emails from both NRECA and Showcare and consider adding Showcare to your safe sender list to help ensure you receive all housing communications.

This partnership is part of NRECA's transition to a new registration and housing management platform and is intended to streamline these experiences.

Exhibitor Badges

Each exhibiting company receives 2 free Exhibitor Full Conference badges per 100 sq ft of exhibit space. The Exhibitor Full Conference badge will grant admission to the TechAdvantage Expo and Conference. If you require a number of badges over your free allotment, you can purchase additional badges.

Badge Type	Price	Access
Exhibitor Full Conference	\$700.00 each	Expo + Conference
Exhibitor Booth Personnel	\$175.00 each	Expo only

Exhibitor Full Conference badges provide access to the expo hall during setup/dismantle hours and expo hours, AND TechAdvantage conference access. Booth Personnel badges provide access to the expo hall during setup/dismantle hours and expo hours only (no conference access).

Exhibitor Ordering Deadline Dates

Exhibitors ordering services after deadline dates will not be eligible for available discounted rates.

Deadline	Item / Service
1/4/27	Ad Space Reservation — February 2027 RE Magazine Pre-Show Issue & On-site Program Guide
1/7/27	Ad Material Deadline — RE Magazine Pre-Show Issue & On-site Program Guide
1/15/27	First Day of Advance Warehouse Receiving
1/21/27	Custom Shepard Rentals and Flooring
1/21/27	Notification of Intent to Use EAC (with COI
1/21/27	Graphics & Signage
1/21/27	Rigging for Hanging Signs
1/21/27	Standard Shepard Orders
1/21/27	Labor (I&D and Supervised)
1/25/27	Electrical Service
1/25/27	Plumbing
1/26/27	Internet Service
1/31/27	Audio Visual orders
2/5/27	Shipping to Advance Warehouse — last day without fees
2/9/27	Shipping to Advance Warehouse — last day to receive deliveries
Per Target	First Day Freight Can Arrive at the Convention Center

Exhibitor Ordering Information

Shepard Exposition Services

Exhibitors must log in or create an account in the [Shepard Ordering Portal](#) to view information/rates and to order the following:

- Electrical Service • Plumbing • Target Move-In Floorplan
- Carpet • Furniture • Material Handling • Shipping Information/Labels
- Shepard Logistics Services • Labor • Signs • Graphics
- Booth Accessories • Booth Cleaning • Booth Rentals
- International Freight Forwarder • Waste Removal
- Exhibitor Appointed Contractor (EAC) form • Mobile Spotting Fee
- Personally Operated Vehicle (POV) Information • Marshaling Yard Information

Shepard Ordering Portal: <https://exhibitorpro.shepardes.com/login?ec=302>

Contact: 866-366-7428 | orders@shepardes.com

Other Ordering Resources

Lead Retrieval Equipment: Available in mid-November

Audio Visual Equipment: <http://www.seaspro.com/nreca>

Internet, Phone and Cable TV Service: There will be free basic Wi-Fi in the exhibit hall. For more bandwidth, order via Smart City Networks.

https://orders.smartcitynetworks.com/login?ReturnUrl=%2F%3Fmtm_campaign%3Dexhibitor_guide%26mtm_kwd%3D025

Booth Cleaning (SDCC): Order through San Diego Convention Center Exhibitor Services.

http://www.showmanagement.us/TAexhibitors/SDCC_Exhibitor-Services-Ordering-Guide_2026-2027.pdf

Floral: <http://www.showmanagement.us/TAexhibitors/TA2027FloristOrderForm.pdf>



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2028 Exhibit Space Selection & Priority Points System

Advance Exhibit Space Selection for the 2028 Expo will take place in January of 2027. In early January, all 2027 expo exhibitors will be sent their priority points and date/time to reserve an exhibit space online for the 2028 Expo at PowerXchange & TechAdvantage.

What Are Priority Points?

TechAdvantage Priority Points are the participation and loyalty reward system for Exhibitors and Sponsors. Accumulated Points dictate your company's space selection priority for the following year. Points will not be accumulated and/or carried over from year to year. At the end of the space selection process all points will be reset for the next year calculations.

Exhibitors Earn Priority Points in Four Ways

- Exhibit at the TechAdvantage Expo (points based on booth size)
- NRECA Membership (points based on type and level of membership)
- PowerXchange and TechAdvantage Conference & Expo Sponsor (points based on sponsorship level)
- Purchased advertising space in the TechAdvantage Pre-show Issue of *RE Magazine* and/or in the TechAdvantage On-site Program Guide

How Priority Points are credited for the purchase of Exhibit Space

Each Exhibitor is credited with ten (10) TechAdvantage Priority Points if they participated as an exhibitor at the 2027 expo. In addition, exhibitors will be credited one point for each 100 square feet of exhibit space at the current year TechAdvantage Expo.

Booth Size	Points Earned
100 NSF (base)	10 pts
200 NSF	20 pts
400 NSF	40 pts
900 NSF	90 pts
1,600 NSF	160 pts

NRECA Membership earns Priority Points

Priority Points will be awarded to the company's highest membership level.

Membership Level	Priority Points
NRECA Associate Member — Silver	20 points
NRECA Associate Member — Gold	40 points
NRECA Associate Member — Platinum	60 points
NRECA Affiliate Member	80 points
Voting Member (Cooperative or Service Members)	100 points

Exhibitors must be Associate NRECA members prior to the opening of the current year TechAdvantage Expo.

Sponsorship Priority Points

Priority Points will be awarded to current exhibitors for sponsorship dollars for the current year's Expo based on the following scale:

Amount Spent	Priority Points
\$1,000 – \$4,999	20 points
\$5,000 – \$14,999	40 points
\$15,000 – \$39,999	60 points
\$40,000 – \$59,999	100 points
\$60,000 and above	150 points

Advertising Priority Points

Priority Points will be awarded to companies who purchase ad space in the TechAdvantage On-site Guide or the February issues of *RE Magazine*. 20 Priority Points are earned for ad space purchased (a total of 40 points can be earned).

Ad Space Purchased	Priority Points
TechAdvantage On-site Guide	20 points
<i>RE Magazine</i> (February Issue Only)	20 points

Important Notes

- Priority Points will be calculated on the current year's TechAdvantage Expo only. At the end of the space selection process all points will be reset for the next year. Points will not be carried over from year to year.
- Priority Points are neither property nor a license and are non-transferable. Points cannot be sold or reassigned by an Exhibitor.
- The Priority Point system is subject to cancellation, change or modification by TechAdvantage Expo at any time without prior notice.
- If you believe your company's Priority Point total is incorrect, contact Mary Novack (mary_n@novackmanagement.com) via email prior to space selection for the next year.

How Space Selection Works

To ensure that all current exhibitors have first opportunity to reserve exhibit space for the 2028 Expo at PowerXchange and TechAdvantage, space selection will be held online in January of 2027. Exhibitors will receive an email with their space selection date/time and their priority points in early January of 2027.

2028 exhibit space will be assigned according to NRECA Priority Point status.. At the end of the space selection process all points will be reset for the next years' calculations.

Examples for 2028 space selection:

Example 1 — 170 points

An NRECA voting member with a 20×20 exhibit in 2027 and an ad in *RE Magazine* = 170 points:

- 10 for exhibiting
- 40 added NSF points
- 100 for voting membership
- 20 for ad in February issue of *RE Magazine*

Example 2 — 260 points

An NRECA Platinum Associate member with a 30×30 exhibit in 2027 and a \$42,000 sponsorship in 2027 = 260 points

- 10 for exhibiting
- 90 added NSF points
- 60 for Platinum Associate membership
- 100 for sponsorship dollars spent