2027 NRECA PowerXchange &TechAdvantage

February 15 -17, 2027 | San Diego Convention Center | San Diego, Calif.

EXHIBITOR PROSPECTUS

Expand your reach and visibility to the electric cooperative industry by exhibiting at the 2027 NRECA Expo at PowerXchange and TechAdvantage. The Expo is the premier showcase for the technologies and solutions driving the industry forward.

For more information, visit cooperative.com/pxta27exhibitors

NRECA
America's Electric Cooperatives

PARTNERS IN YOUR SUCCESS

The Expo is an exclusive opportunity to meet face-to-face with thousands of CEOs and technology decision-makers seeking the latest innovations and breakthrough industry technologies.

9000+
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 more than $200 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 (2.7 million miles) in the US and serving more than 42 million consumers in 48 states, distribution co-ops spend more than $9 billion upgrading and maintaining system assets annually.

LEADERS IN INNOVATION

1.5 GIGAWATTS ONLINE

by the end of 2028

84% OF CO-OP METERS

include advanced metering infrastructure (AMI) technology, allowing more visibility and enabling new technologies like distributed resource energy management (DERMS) platforms.

CONNECTING 3.6 MILLION HOMES

Electric co-ops are also on pace to connect 3.6 million homes with world-class gigabit fiber optic broadband by 2027.

(source: https://www.electric.coop/issues-and-policy/energy-innovation)

QUICK REFERENCE

EXHIBIT COST

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

Cost per square foot: Member price: **$40**,
Non-Member price: **$42**

FACILITY LOCATION

2027 PowerXchange and TechAdvantage;
San Diego Convention Center

ONLINE RESERVATION

Visit **cooperative.com/theexpo** to submit an online booth reservation.

EXPO SCHEDULE*

SUNDAY, FEBRUARY 14	
8:00 a.m. – 7:00 p.m.	Exhibitor Move In
MONDAY, FEBRUARY 15	
8:00 a.m. – 12:00 p.m.	Exhibitor Move In
4:45 p.m. – 7:00 p.m.	Expo Open
TUESDAY, FEBRUARY 16	
11:00 a.m. – 5:00 p.m.	Expo Open
WEDNESDAY, FEBRUARY 17	
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 cooperative.com/pxta27exhibitors. The Exhibitor Services Manual will contain the final schedule.*

FOR ADDITIONAL INFORMATION, CONTACT:

Novack Management, Inc.
NRECA Show Management
Phone: 917-373-9928
Email: mary_n@novackmanagement.com

FUTURE EXPO LOCATIONS

MARCH 12-15, 2028
NEW ORLEANS, LOUISIANA

NRECA
America's Electric Cooperatives

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 2026.

NETWORK WITH A ENGAGED & MOTIVATED AUDIENCE

When you exhibit at the Expo, you receive two conference registrations for every 100 square foot of your exhibit booth. You will also get access to multiple networking programs, building new contacts, acquire real world intelligence and competitive positioning. Additional booth staff can participate for a discounted rate.

SPONSORSHIP & ADVERTISING

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

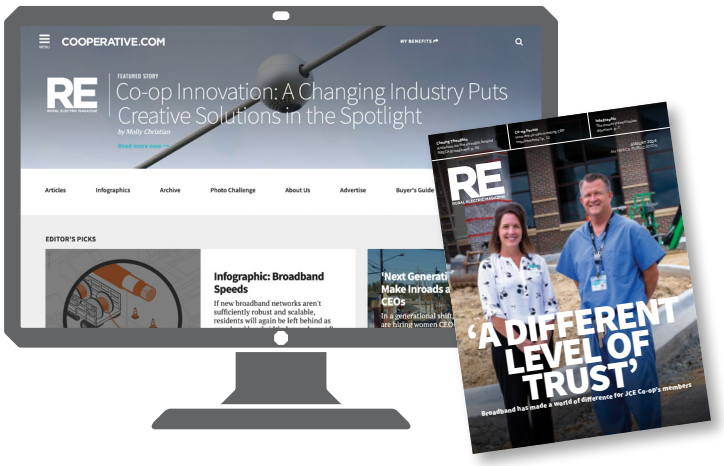
The Expo is your best opportunity of the year to promote your products and services to a highly-focused audience of cooperative utility decision-makers. Our sponsorship and advertising programs are designed to offer a variety of opportunities and levels of exposure to help you gain the attention of this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



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 2027 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 Onsite Program Guide described below!

The PowerXchange and TechAdvantage 2027 OnSite 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.