



Music City Center in Nashville, Tennessee, March 9-11, 2026

Exhibit space selection for the 2026 Expo at PowerXchange & TechAdvantage

Advance Exhibit Space Selection for the 2026 expo will take place in early February of 2025.

In mid-January, all 2025 expo exhibitors will be sent their priority points and date/time to reserve an exhibit space for the *2026 Expo at PowerXchange & TechAdvantage*.

Please review the following pages to see how exhibitor Priority Points are calculated.



Exhibitor Priority Points for the 2026 Expo at PowerXchange & TechAdvantage

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:

1. Exhibit at the TechAdvantage Expo (points are based on booth size)
2. NRECA Membership (points are based on the type, and level, of membership)
3. PowerXchange and TechAdvantage Conference & Expo Sponsor (points are based on sponsorship level)
4. 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 2025 expo. In addition, exhibitors will be credited one point for each 100 square feet of exhibit space at the current year TechAdvantage Expo

Exhibit at TechAdvantage	10 Priority Points
Earn Added points (<i>example</i>)	10 Priority Points over 100 Sq. Ft.
200 NSF	20 points
400 NSF	40 points
900 NSF	90 points
1600 NSF	160 points

NRECA Membership earns Priority Points

NRECA Voting Members (Cooperatives and Service Members) will be credited one hundred (100) Priority Points.

NRECA Affiliate Members will be credited eighty (80) Priority Points.

NRECA Associate Members will receive priority points based on level of associate membership.

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

Membership Chart:

Membership Level	Priority Points
Associate Member – Silver	20 point
Associate Member – Gold	40 points
Associate Member – Platinum	60 points
Affiliate Member	80 points
Voting Member <i>(cooperative or service company)</i>	100 points

My company is represented in several member categories, how are the Priority Points calculated?

Priority Points will be awarded to the company's highest membership level. *(company X is a Voting Member and Gold Associate, company X is will be award 100 points)*

How are Priority Points accumulated for Sponsorship Packages?

Priority Points will be awarded to current exhibitors for sponsorship dollars for the current year's Expo at PowerXchange & TechAdvantage 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

How can I earn Priority Points by advertising at TechAdvantage?

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)

Ads Space Purchased	Priority Points
TechAdvantage On-site Guide	20 point
RE Magazine (February Issue Only)	20 points

Will the Priority Points be accumulated beyond the exhibiting year?

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.

What if I believe my company's Priority Point total is incorrect?

TechAdvantage Expo Priority Points are calculated with great care and they accurately reflect the status of each TechAdvantage Expo exhibitor. However, if you believe your company's Priority Point total is incorrect, contact [Mary Novack](#) via email prior to space selection for the next year. Challenges to your Priority Point total must be addressed prior to the time of your company's space selection.

Priority Points are neither property nor a license and are non-transferrable. 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.

How the Space Selection for the 2026 Expo at PowerXchange & TechAdvantage will work.

To ensure that all current exhibitors have first opportunity to reserve exhibit space for the 2026 Expo at PowerXchange and TechAdvantage, to be held at the Music City Center in Nashville, Tennessee, March 9-11, 2026, space selection will be held online in February of 2025. Exhibitors will receive an email with their space selection date/time and their priority points in mid-January of 2025.

2026 exhibit space will be assigned according to NRECA Priority Point status and 2025 booth size.

At the end of the space selection process all points will be reset for the next years' calculations.

Examples for 2026 space selection:

An NRECA voting member with a 20x20 exhibit in 2025 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

An NRECA Platinum Associate member with a 30x30 exhibit in 2025 and a \$42,000 sponsorship in 2025 = 260 points:

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