



ELECTRIC OPERATIONS

Technical & Leadership Summit

May 3-5, 2023 | Iowa City, IA
Hyatt Regency Coralville Hotel & Conference Center

EXHIBITOR PROSPECTUS

Join us for a 100% in-person event!

The mission of MEA is to empower the energy industry through education, leadership development, and industry connections. Energy delivery companies, contractors, and suppliers from around the country benefit from our summits, roundtables, and webinars, including content focused on electric operations since 1999.

We are excited to present the summit in a 100% in-person format. This premier event offers technical content and quality connections. You can expect:

SUMMIT HIGHLIGHTS

- Over 45 classes led by industry experts with content selected by MEA electric committee members
- Technical and leadership sessions
- Thought leaders and industry innovators
- 50 innovative exhibits
- Dedicated time for building connections and relationships

EDUCATIONAL THEMES

- Safety & Training
- Leadership
- Materials, Shortages & Supply Chain
- Reliability
- Storms
- Benefits of AMI Outside of Metering
- Technology
- Renewables

300+ ATTENDEES

- Front-line Operations Personnel
- Supervisors
- Crew Leads
- Managers
- Directors
- Engineers
- Technicians

CENTRAL LOCATION

Iowa City, a UNESCO City of Literature

Right near the home of the University of Iowa Hawkeyes is Coralville, a beautiful city celebrating its 150th anniversary. Our host venue for the summit is located within the Iowa River Landing, which is also home to the Literary Sculpture Walk, Xstream Arena & GreenState Family Fieldhouse, shopping, and restaurants. Summit attendees will also experience:

- 50,000 sq. ft. exhibit hall with 30' ceilings
- Convenient lodging at the conference venue, the Hyatt Regency Coralville
- New and varied utility representation
- Fresh perspectives from different industry experts and vendors



SCHEDULE AT-A-GLANCE

5+ Hours of **Transformative** Exhibit Hall Time

WEDNESDAY, MAY 3, 2023

8:00 AM - 4:30 PM	Exhibitor Move-In
8:00 AM - 6:30 PM	Registration Check-In
1:00 PM - 2:30 PM	Welcome & Opening Keynote
3:00 PM - 3:55 PM	Breakout Sessions

DEDICATED EXHIBIT HALL TIME

4:30 PM - 6:30 PM	Networking Reception & Exhibits
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THURSDAY, MAY 4, 2023

7:00 AM - 8:00 AM	Breakfast & Exhibits
8:00 AM - 11:25 AM	Breakout Sessions
9:00 AM - 9:15 AM 10:10 AM - 10:30 AM	Energy Breaks
11:25 AM - 1:00 PM	Lunch and Exhibits
1:00 PM - 4:25 PM	Breakout Sessions
1:55 PM - 2:15 PM 3:10 PM - 3:30 PM	Energy Breaks
3:30 PM - 6:30 PM	Exhibitor Move-Out

FRIDAY, MAY 5, 2023

7:00 AM - 8:00 AM	Breakfast
8:00 AM - 11:25 AM	Breakout Sessions
11:25 AM	Adjourn

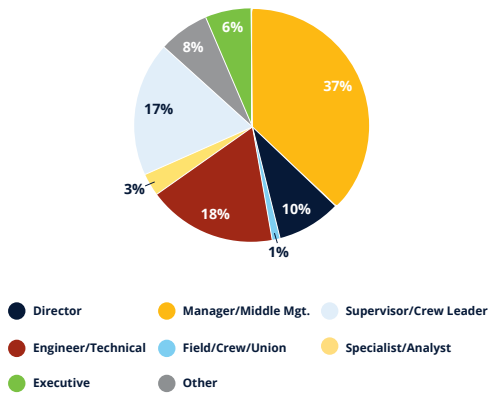


EXHIBITOR BENEFITS

Spend Time with the People **Who Buy** and **Use Your Products**

SUMMIT ATTENDEE DEMOGRAPHICS*

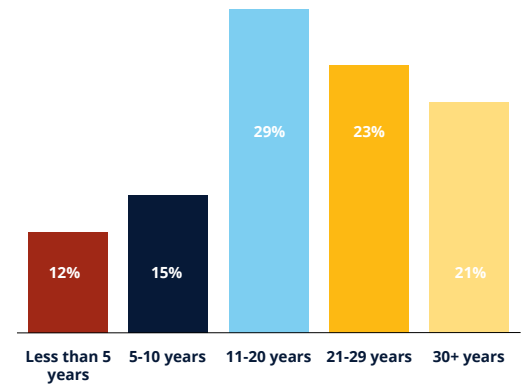
JOB ROLE



AREA OF COMPANY



YEARS OF INDUSTRY EXPERIENCE



CONNECT WITH ATTENDEES FROM 15-20* UTILITIES FROM ACROSS THE MIDWEST

- AES Indiana
- Alliant Energy
- Ameren
- CenterPoint Energy
- City Utilities of Springfield
- ComEd
- Consumers Energy
- Eversource Energy
- Madison Gas and Electric Company
- MidAmerican Energy Company
- Upper Peninsula Power Company
- WEC Energy Group
- Xcel Energy
- And many others

This annual in-person summit earns high marks.

ATTENDEE RATINGS

91% of survey respondents are likely or very likely to recommend this event to a colleague

86% of survey respondents were satisfied or highly satisfied with exhibit hall hours

85% of survey respondents found exhibitor/vendor offerings applicable and helpful

EXHIBITOR RATINGS

94% of exhibitors report they are likely or highly likely to exhibit again

90% exhibitors reported satisfaction or high satisfaction with exhibit hours and networking opportunities during the evening reception and meals.



PREVIOUS ATTENDEES SAID

“ All of the sessions I attended were very beneficial for my department. Also some of the exhibitors will be a huge impact to our department

Vendors offered a broad range of utility related material.

Good opportunity to network with industry counterparts and vendors.

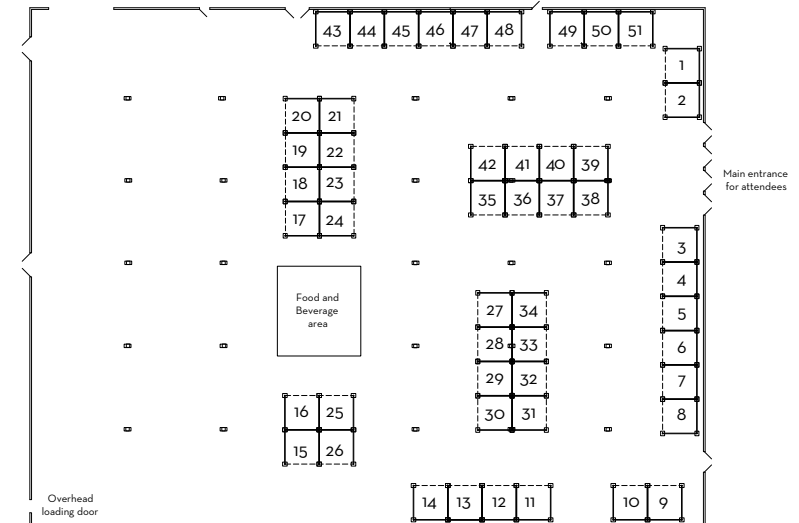
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EXHIBITOR INFORMATION

Rental Fees and Exhibit Layout*

51 SPOTS AVAILABLE IN 2023

ITEM	MEMBER	NON-MEMBER
Exhibitor Registration – Booth and 1 Staff <ul style="list-style-type: none"> Includes 10' x 10' booth space. 8 ft. table and 2 chairs. Booth signage, wastebasket, and basic wi-fi. Also includes registration for 1 company representative – inclusive of all sessions, exhibit hall, and social functions associated with the conference. 	\$ 850	\$ 1,250
Exhibitor Registration – Additional Staff <ul style="list-style-type: none"> For those with an exhibit booth desiring additional booth staff representation. Includes registration for all sessions, exhibit hall, and social functions associated with the conference. 	\$ 550	\$ 700



*Exhibit layout is subject to change.

For more information and exhibitor policies, visit [MEAenergy.org/exhibitor-policies](https://meaenergy.org/exhibitor-policies).
 Contact Leslie Thomas at (651) 289-9600 x129 or lesliet@MEAenergy.org with questions.

RESERVE YOUR BOOTH NOW AT [MEAENERGY.ORG/ELECTRIC-SUMMIT](https://meaenergy.org/electric-summit)

ADD SPONSORSHIP

To **Maximize Recognition** for Your Brand

KEYNOTE SPEAKER | \$ 5,000 (Exclusive)

New this year

- Company name or logo prominently displayed onsite
- Five minutes of podium time during opening keynote session to include company intro and/or company video, and introduction of keynote speaker

WELCOME RECEPTION BEVERAGES | \$ 5,000 (Exclusive)

New this year

- Company logo on drink tickets provided to attendees for use during Welcome Reception
- Custom beverage (non-alcoholic and alcoholic available) named after company

HATS | \$ 3,000 (Exclusive)

New this year

- Logo featured on hat given to all in-person attendees

NOTEBOOKS | \$ 3,000 (Exclusive)

New this year

- Company logo featured on every page in notebook that is included with in-person registration and given to every in-person attendee

HYDRATION STATION | \$ 2,500 (Limit of 2)

New this year

- Onsite signage and verbal recognition at hosted beverage station during registration check in (coffee and water) and for the duration of the event, to include coffee, tea, water, soda
- Logo or company name on napkins at beverage station

LANYARDS | \$ 2,000 (Exclusive)

- Logo on conference lanyard provided to every in-person attendee and exhibitor

WIFI | \$ 2,000 (Exclusive)

- Company name or logo associated with onsite WiFi
- Digital recognition in event app

CONFERENCE BAGS | \$ 2,000 (Limit of 6)

- Logo featured on reusable conference bag provided to all in-person attendees and exhibitors

ENERGY BREAK | \$ 2,000 (Limit of 3)

New this year

- Full-color logo on tabletop signs throughout all event refreshment breaks
- Three minutes of podium time in exhibit hall during one of the three scheduled breaks
- Digital recognition in event app

WELCOME RECEPTION | \$ 1,500

- Onsite signage throughout the function

EVENT APP | \$1,000 (Limit of 5)

New this year

- Prominent digital recognition in event app used by all attendees

RECOGNITION IN EVENT NOTEBOOK | FULL-PAGE \$1,000

New this year

- Full-page sponsor recognition in event notebook included with in-person registration and given to every in-person attendee

RECOGNITION IN EVENT NOTEBOOK | HALF-PAGE \$500

New this year

- Half-page sponsor recognition in event notebook included with in-person registration and given to every in-person attendee

**GO TO [MEAENERGY.ORG/SPONSOR](https://meaenergy.org/sponsor)
TO CHECK AVAILABILITY AND RESERVE
YOUR ITEMS.**

