



ELECTRIC OPERATIONS TECHNICAL & LEADERSHIP SUMMIT

June 5-7, 2024 | Iowa City, IA

EXHIBITOR PROSPECTUS

POWER UP

POWER UP

MEA ENERGY ASSOCIATION: ELECTRIC EDUCATION

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.

The Electric Operations Technical & Leadership Summit features over 40 technical and leadership sessions focused on codes and standards, metering, overhead, reliability, safety and training, substation, system operator/dispatch, and underground topics. This expert-led education attracts hundreds of attendees from Midwest utilities. Exhibitors have dedicated time for making connections, building relationships, and showcasing products. **And in 2024, you can expect even more. The summit is powered up.**

Whether your company is considering exhibiting for the first time or the 15th time, you will feel the power within this event.

- Eight committees of 89 volunteers from utilities across the country, a steering committee made up of 14 tenured electric professionals, and an associate advisory team are the power behind the event.
- The attendees, exhibitors, and sponsors are the power of the event.
- And as your energy association, MEA is living this year's conference theme: POWER UP.



RESTART

WE ASKED: YOU ANSWERED

MEA SURVEYED AND INTERVIEWED 2023 EXHIBITORS TO PREPARE AND POWER UP FOR 2024 AND BEYOND.



Overwhelmingly, vendors reported they planned to exhibit at MEA summits again, even if overall attendance is modest due to utility budgets, economic pressures, and competing priorities. This means **quantity is important**, and **quality is more important**. Even with fewer people, they are still the right people.

53%

OF ATTENDEES ARE
DECISION MAKERS OR
INFLUENCERS

Past exhibitors said:

"I was able to interact with key individuals of utility companies to highlight new products."

"We were able to meet with several customers and discuss at length our new offerings."

90%

OF ATTENDEES WORK
DIRECTLY IN ELECTRIC
OPERATIONS AND
OPERATIONS SUPPORT

To **continue ensuring the right people are present**, MEA offered a **special invitation to utilities this year**. The offer resulted in a minimum of 15 attendees from several companies*, along with utility attendees from across the country.

- AES Indiana
- Alliant Energy*
- Black Hills Energy
- CenterPoint Energy*
- Evergy, Inc.*
- Madison Gas and Electric Company*
- MidAmerican Energy Company
- Upper Peninsula Power Company
- WEC Energy Group
- Xcel Energy*
- And others

RESTART



Exhibitors ranked their **goals for exhibiting at the summit** as:

#1 NETWORKING and access to attendees

#2 SHOWCASING products and services
BUILDING brand awareness

Exhibitors also shared:

95% of exhibitors believe the show organizers are responsible for getting attendees to the event

67% also say show organizers are responsible for getting attendees into the exhibit hall

86% of exhibitors prefer a more targeted tactic to drive booth traffic compared to encouraging every attendee to stop by every booth

Exhibitors report the best support from show organizers includes:

- Hosting in a central city and venue that are easy to navigate
- A conference pattern and schedule that maximizes your time
- Providing a draw to the exhibit hall
- Purposeful time in front of attendees
- Allowing attendees to find or sort by products and offerings
- Providing the attendee list

SO WE POWERED UP

- 💰 **Consistent, central, and economical host location** from 2023 to 2025 so you can establish your budget and logistical plans year over year.
- 💰 **Dedicated and condensed exhibit hours** to maximize your time and effort during the first half of the summit.
- 💰 **Drive attendees to exhibit space** with prize drawings every 30 minutes (must be present to win).
- 💰 **Drive attendees to the exhibit hall** with engaging entertainment elements.
- 💰 Buffets, beverages, and seating strategically placed throughout the exhibit hall to **encourage traffic flow and likelihood of booth visitors.**
- 💰 **Opportunity to display solution-based categories and brief product description** so attendees can easily identify solutions to their challenges.
- 💰 Pre-planned release of **attendee list** at peak registration points (three weeks and one week before the event) **so you can prioritize outreach, schedule appointments, and arrange group dinners.**

IOWA CITY | Right near the home of the University of Iowa Hawkeyes is Coralville, a beautiful city that is host to the MEA Electric Operations Technical & Leadership Summit. The Hyatt Regency Coralville Hotel & Conference Center is located within the Iowa River Landing, which is also home to the Literary Sculpture Walk, Xtream Arena & GreenState Family Fieldhouse, shopping, and restaurants.

BONUS POINTS

SCHEDULE AT-A-GLANCE: EARN BONUS POINTS

You said it best in your own words. The booth is where you find and earn new customers and networking is where you strengthen existing relationships. Here are some of your opportunities to make your power move and earn bonus point outside of standard exhibit hall hours.

THE BOOTH IS TO
GAIN CUSTOMERS.
NETWORKING IS TO
STRENGTHEN
EXISTING
RELATIONSHIPS

WEDNESDAY, JUNE 5, 2024

9:00 AM - 3:30 PM	Exhibitor Move-In
9:00 AM - 5:30 PM	Registration Check-In
1:00 PM - 3:00 PM	OPEN WORLD Welcome & VP Panel
3:10 PM - 4:00 PM	SIDE QUESTS Breakout Sessions
4:00 PM - 6:00 PM	BOOST Networking Reception & Exhibits
After 6:00 PM	CUTSCENE Evening at your leisure

THURSDAY, JUNE 6, 2024

8:00 AM - 9:00 AM	Keynote Presentation
9:00 AM - 11:25 AM	SIDE QUESTS Breakout Sessions
11:50 AM - 1:00 PM	BOOST Lunch and Exhibits
1:00 PM - 5:00 PM	Exhibitor Move-Out
1:00 PM - 4:50 PM	SIDE QUESTS Breakout Sessions
After 5:00 PM	END-GAME Evening at your leisure

OPEN WORLD | Attend the general sessions to put faces with committee member names. Listen for talking points to have topical discussions with attendees later.

SIDE QUESTS | Attend sessions related to your business to intentionally connect with interested and knowledgeable prospects.

BOOST | Take advantage of dedicated time with utility attendees. They are incentivized to visit the exhibit hall for food and beverages, frequent prize drawings, and engaging entertainment. Capture your contacts and conversations by connecting in the MEA Events app.

CUTSCENE | Invite prospects to happy hour, dinner, or dessert.

END-GAME | Deepen your customer relationships over dinner.

FRIDAY, JUNE 7, 2024

8:00 AM - 11:00 AM	Roundtable Discussions
11:00 AM	Adjourn

GAME ZONE

EXHIBIT INFORMATION: ENTER THE GAME ZONE

ITEM

Booth Space | Member \$500 | Non-Member \$500

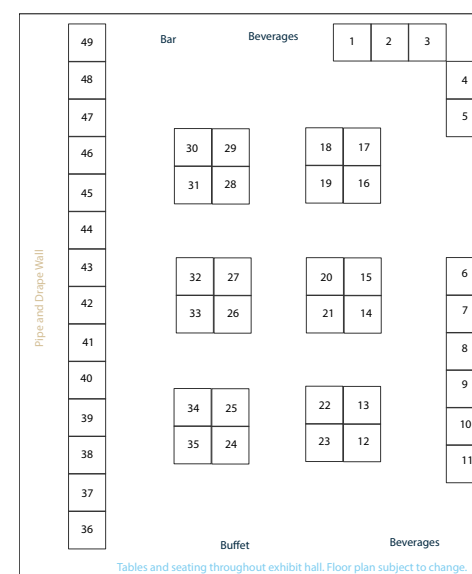
- 10'x10' space
- 8' table with (2) chairs
- Booth ID sign
- Wastebasket
- Basic wi-fi
- Dedicated time with attendees, fostered by food, beverage, entertainment, & prizes
- Option for company short description and/or category feature in the event app
- Opportunity to donate raffle prizes, present door prizes, submit white paper, & more
- Shareable social media assets to promote show attendance
- Attendee list at 3 weeks out and 1 week out
- Series of pre-event emails filled with tips to maximize your presence
- Recognition of show tenure
- Exhibitor feature in attendee pre-event communication

Exhibit Booth Staff | Member \$600 | Non-Member \$750

Includes access for one person to:

- General sessions and keynote presentations
- Choice of breakout sessions
- Exhibit hall
- Social functions associated with the conference
- Full event app and searchable contacts

2024 FLOOR PLAN



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

POWER UP YOUR BUSINESS. PLAY NOW AT MEAENERGY.ORG/ELECTRIC-SUMMIT.

NEXT LEVEL

SPONSOR: ADVANCE TO THE NEXT LEVEL

KEYNOTE SPEAKER | \$ 5,000 (Exclusive)

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

REGISTRATION | \$ 5,000 (Exclusive)

New this year - branded lanyards included!

- Logo or company name on conference lanyard provided to every in-person attendee and exhibitor
- Logo or company name featured on badge printing technology
- Option for company representative at registration desk throughout the event
- Digital recognition in event app

HATS | \$ 3,500 (Exclusive)

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

NOTEBOOKS | \$ 3,000 (Exclusive)

- Company logo featured on every page in notebook and given 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

BREAKS & BEVS | \$ 2,000 (Limit of 5)

New this year

- Logo or company name on coffee cup sleeves
- Onsite signage at all hosted beverage stations

CHARGING STATION | \$ 1,000

New this year

- Onsite signage at charging station
- Digital recognition in event app

EVENT APP | \$ 1,000

- Prominent digital recognition in event app used by all attendees

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

- Full page sponsor recognition in event notebook included with in-person registration and given to every in-person attendee
- *Sponsor must provide color artwork for event notebook in final format. Required format, size and deadline will be specified in sponsor confirmation.*

RECOGNITION IN EVENT NOTEBOOK | HALF-PAGE \$ 500

- Half page sponsor recognition in event notebook included with in-person registration and given to every in-person attendee
- *Sponsor must provide color artwork for event notebook in final format. Required format, size and deadline will be specified in sponsor confirmation.*

GOLF OUTING | \$ 500 (Limit of 9)

New this year

- Onsite signage at charging station
- Digital recognition in event app

GO TO [MEAENERGY.ORG/BECOME-A-SPONSOR](https://meaenergy.org/become-a-sponsor) TO CHECK AVAILABILITY AND RESERVE YOUR ITEMS.