

ELECTRIC OPERATIONS

TECHNICAL & LEADERSHIP SUMMIT

Exhibitor Prospectus

Join us May 12-14, 2026
in Iowa City, Iowa.



THE LEADING NETWORK FOR ENERGY OPERATORS

MEA Energy Association brings the energy workforce together through education, leadership development, and industry connections. For more than 20 years, MEA has supported electric operations professionals by creating spaces where experience is shared and real-world challenges are addressed.

The Electric Operations Technical & Leadership Summit is a peer-driven learning experience focused on safety, reliability, system operations, and workforce development. The event draws electric professionals from across the Midwest who value practical learning and trusted relationships.

Exhibitors play an essential role in this experience. They contribute to meaningful conversations, long-term relationships, and the exchange of ideas that support a strong and resilient electric workforce.



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, Xstream Arena & GreenState Family Fieldhouse, shopping, and restaurants.

ATTENDEE SNAPSHOT

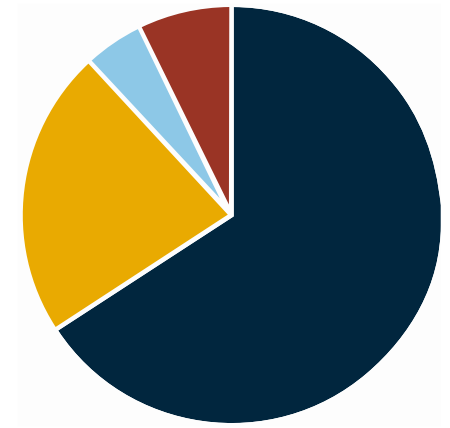
The MEA Electric Operations Technical & Leadership Summit attracts a focused, high-value audience of utility professionals across the Midwest and beyond.

- All attendees represented in these demographics are utility employees, ensuring exhibitors engage exclusively with the professionals who plan, operate, maintain, and modernize energy infrastructure.



AREA OF COMPANY

- Electric Operations
- Electric Engineering
- Operations Support
- Other



- Exhibitors can expect to connect with:

- **Leadership and Decision-Makers:** Directors, managers, supervisors, and team leads responsible for operations, engineering, construction, and reliability programs.
- **Technical Experts:** Engineers and technical specialists who evaluate new technologies, tools, and solutions.
- **Operations Personnel:** Field operations leaders, lineworkers, and substation-focused professionals who know day-to-day workflow and equipment needs.
- **Safety and Training Professionals:** Those charged with ensuring safe, compliant, and effective work practices in the field.

EXPERIENCE & GEOGRAPHIC MIX

- The Summit brings together a seasoned group of professionals, most with 11-30 years of experience in the industry.

This depth of expertise creates meaningful conversations about real operational challenges, technology needs, and reliability strategies.

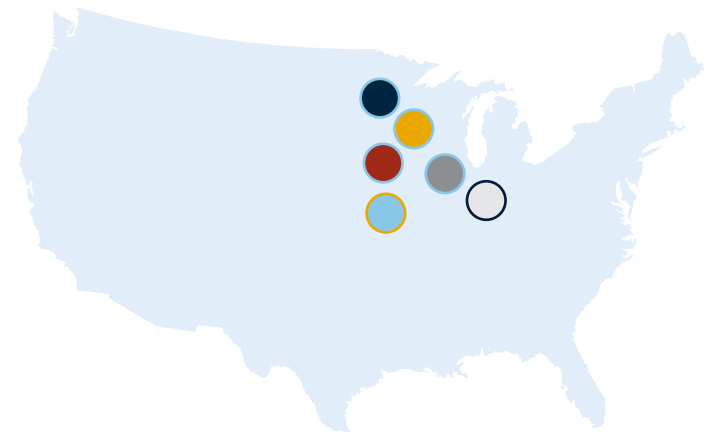
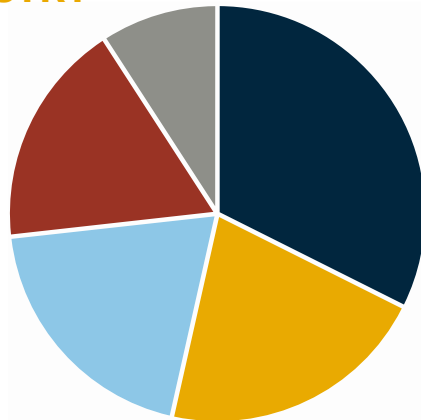
- Attendees travel from across the country, with the greatest representation from:

- Illinois
- Indiana
- Iowa
- Minnesota
- Missouri
- Wisconsin

This geographic diversity provides exhibitors with broad visibility across multiple utility service territories and regulatory landscapes with a focus on regional trends.

YEARS IN THE INDUSTRY

- 11-20 Years
- 21-29 Years
- 30+ Years
- 5-10 Years
- Less than 5 years



VENDORS RANKED THEIR GOALS FOR EXHIBITING AT THE SUMMIT

- #1** NETWORKING and access to attendees
- #2** SHOWCASING products and services
BUILDING brand awareness

MEA HELPS YOU MEET THOSE GOALS

- **Consistent, central, and economical host location** now through 2030, 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.
- **Premium prize drawings to drive and retain attendees in exhibit hall.**
- **Buffets, beverages, and seating strategically placed throughout the exhibit hall to encourage booth traffic.**
- **Pre-planned release of attendee list at peak registration points so you can prioritize outreach, schedule appointments, and arrange group dinners.**

EXHIBITOR ENGAGEMENT

To support meaningful interaction with attendees, we invite each exhibitor to offer a live demonstration or an interactive booth activity.

If a live demo isn't the right fit, a simple interactive element—such as a game with small prizes—can be an effective way to spark conversation and connect with attendees.

- Exhibitors offering a demo or activity will be highlighted in the event app, making it easier for attendees to find interactive booths.
- MEA staff will contact exhibitors closer to the event to gather details about planned booth activities.
- Interested in a larger-scale demonstration? We're happy to explore options and coordinate space and logistics. Please contact [Leslie](#) in advance to plan together.

● 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 additional utility attendees from across the Midwest region.

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|----------------------|------------------------------------|---------------------|
| • AES Indiana* | • Consumers Energy | • WEC Energy Group* |
| • Alliant Energy* | • Evergy, Inc.* | • Xcel Energy* |
| • Ameren Services | • Madison Gas and Electric Company | • And others |
| • CenterPoint Energy | • MidAmerican Energy Company* | |
| • ComEd | • Upper Peninsula Power Company | |

SCHEDULE AT-A-GLANCE



Exhibitors know best and they say: *The booth is where you find and earn new customers and networking is where you strengthen relationships.* As such, exhibitor attendees are invited to all conference functions, including meals and sessions. Use these tips to make the most of your time outside the **four hours exclusively dedicated** to the show floor.

TUESDAY, MAY 12, 2026

9:00 AM – 5:30 PM Registration Check-In
10:00 AM – 3:30 PM Exhibitor Move-In
1:00 PM – 2:30 PM **MAIN STAGE** | Opening Session
2:45 PM – 4:00 PM **EDUCATION** | Leadership Sessions
4:00 PM – 6:30 PM **EXHIBIT TIME** | Reception & Exhibits
After 6:30 PM **AFTER HOURS** | Evening at your leisure

WEDNESDAY, MAY 13, 2026

8:00 AM – 9:00 AM **MAIN STAGE** | General Session
9:15 AM – 11:10 AM **EDUCATION** | Breakout Sessions
11:10 AM – 12:30 PM **EXHIBIT TIME** | Lunch and Exhibits
12:30 PM – 5:00 PM Exhibitor Move-Out
12:30 PM – 4:35 PM **EDUCATION** | Breakout Sessions
After 5:00 PM **AFTER HOURS** | Evening at your leisure

THURSDAY, MAY 14, 2026

8:00 AM – 9:15 AM **EDUCATION** | Roundtable Discussions
9:30 AM Adjourn

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

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

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

AFTER HOURS | On Tuesday, invite prospects to happy hour, dinner, or dessert. On Wednesday, deepen your customer relationships over dinner.



REASONS TO EXHIBIT

The Electric Operations Technical & Leadership Summit provides a unique and efficient opportunity to connect with the exact professionals who use, specify, purchase, and maintain the equipment and technology that keep the grid operating safely and reliably.

Direct Access to Utility Professionals

The attendee base is utility employees—no mixed audience, no irrelevant booth traffic. Exhibitors consistently report high-quality conversations with individuals who understand their operational needs and are actively searching for solutions.

Meet Decision-Makers and Influencers

With a strong concentration of directors, managers, supervisors, and experienced engineers, exhibitors gain access to the professionals who guide strategic decisions and equipment evaluations.

Engaged, Experienced Attendees

Most attendees have more than a decade of industry experience, bringing rich operational knowledge and practical perspectives.

Visibility Across a Wide Utility Network

The summit draws participants from diverse utilities—investor-owned, municipal, and regional—giving exhibitors exposure to varied operational settings, infrastructure types, and organizational needs.

EXHIBIT INFORMATION

BOOTH SPACE

Member \$1,200 | Non-Member \$1,700

- 10'x10' space with basic WiFi
- One booth staff person with access to all sessions, summit functions, and the event app
- 8' table with (2) chairs, wastebasket, and booth ID sign
- Dedicated time with attendees, fostered by food, beverage, entertainment, and prizes
- Opportunity to donate raffle prizes and present door prizes
- Attendee list at 3 weeks out and 1 week out
- Recognition of show tenure
- Exhibitor feature in attendee pre-event communication

ADDITIONAL EXHIBIT BOOTH STAFF

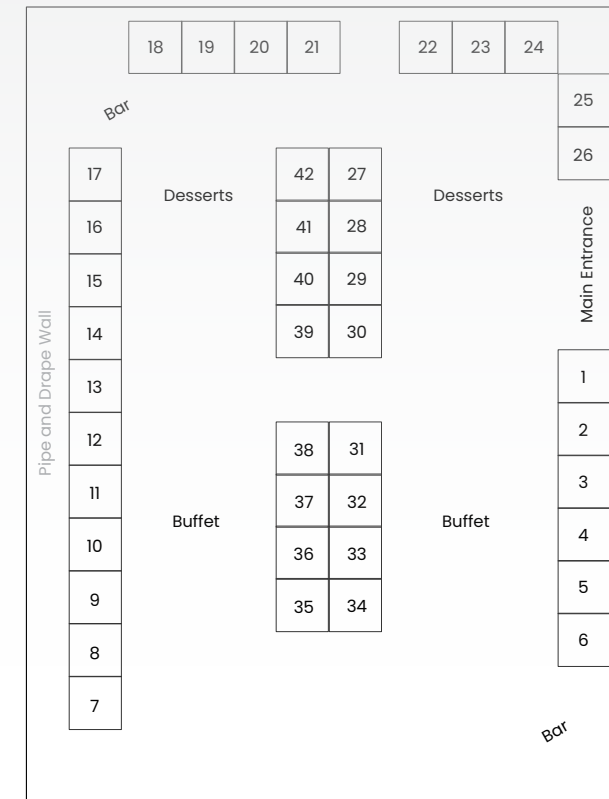
Member \$600 | Non-Member \$850

Includes access for one person to:

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



2026 FLOOR PLAN



EMPOWER YOUR BUSINESS AT [MEAENERGY.ORG/ELECTRIC-SUMMIT](https://meaenergy.org/electric-summit).

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

GET MORE: SPONSOR THE SUMMIT



KEYNOTE OR GENERAL | \$ 5,000 (Limit of 2)

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

REGISTRATION | \$ 5,000 (Exclusive)

- Logo or company name on summit 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

NOTEBOOKS | \$ 3,500 (Exclusive)

- Company logo featured on every page in notebook and given to every in-person attendee and exhibitor

WIFI | \$ 2,500 (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 summit bag provided to all in-person attendees and exhibitors

WELCOME RECEPTION | \$ 1,500

- Onsite signage during reception in the exhibit hall
- Digital recognition in event app

GOLF OUTING | \$ 1,500 (Exclusive)

- Recognition onsite at the golf course
- Brand featured on special giveaway items for golfers (*sponsor to provide*)

LUNCH | \$ 1,500 (Limit of 6)

- Onsite signage throughout the function
- Digital recognition in event app

BREAKS & BEVS | \$ 1,000 (Limit of 5)

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

EVENT APP | \$ 1,000

- Prominent digital recognition in event app used by all attendees

CONTINUING EDUCATION SUPPORTER | \$ 1,000

- Digital recognition in event app
- Logo in post-event attendee email

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