

# PowerQuality & Reliability

POWERSYSTEMS WORLD

**EXHIBITION & CONFERENCE**  
October 24-26, 2006 • Long Beach Convention Center • Long Beach, CA

## Marketing Programs & Sponsorships

### **IMPROVE Your Show Visibility** **INCREASE Your Recognition Throughout the Industry**

The **PowerSystems World Exhibition & Conference** features a broad spectrum of high-profile promotional opportunities for exhibitors...and we've added even more ways to capture the attention of buyers and build booth traffic. Your sponsorship package will include promotion of your company in our Show Directory, on the Official Show Sponsor acknowledgement page, as well as on our highly-visited website.

#### **FREE Show Promotion**

- Be sure to use **Complimentary VIP Passes** to provide free show admission to your customers and prospects **NEW for 2006**- Order 500 or more and have your company name imprinted on your passes: ask about our Marketing Partner Program where we mail to the prospects you most want to see!
- Get your product information to the attendee months before the Show by editing your Online Listing. **NEW for 2006- New Product Showcase** -give us your new product and we'll publicize it on the show website, in the Show Directory and with onsite signage!

#### **Show Sponsorships**

Heighten your exposure above and beyond your booth presence with our high profile opportunities.

#### **Corporate Sponsorship** **Limited to four companies!**

Seize this opportunity to have your company gain absolute maximum exposure in the marketplace! We will integrate your company name/logo into our highest visibility promotion and on-site vehicles. This premium package includes:

- \* Your logo on the welcome banner prominently displayed at the Long Beach Convention Center.
- \* Meter Sign in Registration
- \* Enhanced Online listing
- \* Listed as sponsor in all direct mail promotion\*
- \* Plus, the added benefits of an Exhibit Sponsorship (outlined below)

#### **Exhibit Sponsorship**

Included in this package:

- \* One admittance to PSW 2005 technical sessions (Does not include Professional Advancement Courses)
- \* 20% OFF all other technical session registrations from same division
- \* One proceeding of your choice
- \* Special publicity in directory
- \* Exhibitor Sponsor sign in registration and booth
- \* Highlighted directory listing
- \* Opportunity for a one time mailing through a 3rd Party Bonded Mail House to all registrants

\*limited to promotions that mail after agreement is signed.

## **Electronic Marketing/Pre-Show Opportunities**

### **Enhanced Online Listing**

All exhibitors get a free website listing including basic company information on [www.powersystems.com](http://www.powersystems.com). The Enhanced Online Listing expands on this to include these additional special features:

- \* Company logo above company name/description (static or animated)
- \* email link to your company's salesperson
- \* Up to 4 press releases or your company brochure (pdf format)

### **Website Hyperlink**

Hyperlink to your site from your company listing.

### **Website Banner Ad**

Gain exposure to thousands of visitors of [www.powersystems.com](http://www.powersystems.com) with a well-positioned, highly visible banner ad that links to your exhibitor listing.

### **Badge Mailing Inserts** **Limited to 3 companies!**

This sponsorship puts your company's promotional piece directly into the hands of potential buyers at the optimal moment. All attendees who register within two weeks before the show dates receive their badges in the mail. As a sponsor, your company can place ONE promotional piece in the badge mailers. (Requirements: Tri-folded, 8 1/2" x 11" piece on standard weight paper stock to fit into a #10 envelope).

## **Onsite Opportunities**

### **Internet Café Sponsorship** **NEW!**

Gain top-of-mind awareness among attendees—and added leads—by providing Internet access in this high-profile new area in the exhibit hall! You'll have the opportunity to place literature in the Internet Café as well as prominent signage onsite and in the program guide. All those who use the free internet service will be required to sign in, giving you the names and contact information as another source for leads.

### **Exhibit Hall Lunches** **NEW! Limited to 3 companies!**

Conference attendees—among the most influential buyers—will be provided complimentary lunches. Get their attention and gain their respect by having your company name/logo on lunch vouchers, signage.

### **Food & Beverage Sponsorships** **NEW!**

More food functions in the exhibit hall provide added opportunities for visibility. Options include: **Coffee Breaks, Beer & Wine stations, Appetizer stations** and **Carving stations**. Your name and logo on napkins, cups and signage at the station selected (Sponsor provides cups/napkins with logo).

### **Room Drops** **NEW!**

Reach buyers before they come to the exhibit hall. We'll arrange delivery of a gift, promotional literature, or newspaper at our headquarter hotels to the rooms of attendees on specified mornings before the show.

### **Educational Presentations in the Product Solutions Theater** **NEW!**

Beyond the traditional Poster sessions, we're raising our educational profile by constructing a full-scale theater/seating area on the floor to host technical and vendor-sponsored sessions during exhibit hours. The new **Product Solutions Theater** enables your company to make informative presentations in a dynamic environment right on the Show Floor. Your session will be listed in signage on the floor, highlighted in the Show Directory and promoted in pre-show e-mails. Act now while spots last!

## **Floor Plan Sponsorship** **NEW!**

Spotlight your booth to prospective clients. A shaded area will help you stand out in the Program Guide. Also, your company will be featured on the “*You Are Here*” booth locator board positioned in the registration area. Your booth will also be shaded on the floor plan on the website and in the directory.

## **Passport Program Sponsorship** **NEW!**

The Passport Program is a proven booth traffic builder. Attendees can win valuable prizes by entering the Passport Raffle, but to be eligible, they must visit the booths of participating sponsors and have their “passport” stamped, ensuring that you get to talk to them.

## **Banner Sponsorships**

Banner sponsorships give your company the advantage of being seen by all potential buyers throughout the show. By choosing one of the three available options, you ensure that your company is in the line-of-sight of virtually every attendee. You can place your company name/logo on display both inside and outside of the exhibition hall, as well as on our website, the main source for pre-show information.

### **Grand Entrance Banner**

Be the first image buyers see as they prepare to enter the Long Beach Convention Center by having your company logo prominently featured on the PowerSystems World Banner in front of the Center.

### **Exhibit Hall Entrance Banner**

The perfect opportunity to grab the attention of every exhibitor and attendee right when they enter the Exhibit Hall. Your company name/logo will be the first message they see at the entrance to the exhibits.

### **Exhibit Hall Banners**

Capture the attention of attendees during the exhibition with this "high level" banner that will be hung from the ceiling of the Exhibit Hall, giving your company name/logo maximum visibility from all areas of the floor! (*call for banner sizes and locations*)

### **Logo in the Show Directory**

With over 200 exhibiting companies placing their descriptions in our show directory, your listing will stand out among the rest with your 4-color Company logo printed next to it.

### **Promotional Sponsorships (Exclusive)**

Stand out and make a statement - away from all the clutter and competition. When you choose a Promotional Sponsorship, your name, product and/or message is the only one that will appear in that location - giving your company more impact, visibility and value for every marketing dollar!

### **Registration Sponsor**

Every attendee must stop at Registration prior to entering the show, making it the ideal location to get a head start on reaching customers. Your company's name/logo, printed on all registration counter kick panels and a sign in registration. Each kick panel is 7 3/16" x 33 3/8".

### **Badge Inserts**

Make every attendee a walking billboard for your company! Your four-color insert— placed in every attendee badge holder— is designed so your company name/ logo and booth number stands above the attendee's name and company. You can use the remainder of the front surface - as well as the back - to promote your show specials, new products, etc.

### **Badge Lanyards**

Imagine your company name and booth number around the neck of every attendee! Badge lanyards printed with your company name will be given to all attendees at registration.

## Show Tote Bags

Your company name, printed on show tote bags that will be distributed to all conference and exhibit hall attendees upon registering. It's an opportunity to achieve maximum—and ongoing—exposure since many attendees often keep and reuse these bags after their show visit, creating long-term recognition for your company.

## Hotel Room Key Cards

Your company logo and booth number, printed on hotel key cards for all attendees staying at the show hotel. A high-visibility sponsorship that's sure to help you get noticed.

## Promotional Sponsorships (Non-Exclusive)

Highly visible, highly effective and affordably priced, these allow you to place your name, product name and/or message where they're sure to be seen by people you most want to reach. Reach show attendees again and again with a message to drive people - and business - directly to your company.

## Gift or Literature in Attendee Tote Bags **Limited to four companies!**

Your company's name/logo will be placed on a small promotional item, which will be inserted into each tote bag. Tote bags will be handed out to all attendees upon registration. Suggested items: Tool Key Chains, Stress Balls, Notepads & Pens, and Mouse Pads. Item may also be a printed promotional piece: no larger than 8 1/2" x 11. Printed piece may not exceed 12 pages in length. Show management must approve all items.

## Exhibit Hall Aisle Markers

Your name/logo prominently displayed on hanging Aisle Markers which will be visible to all attendees from almost anywhere in the exhibit hall.

## Meeting Rooms

On-site meeting space to augment your exhibit space and give you a private space to talk one-on-one with customers, hold sales meetings and conduct demonstrations.

## Post Show

### Post-Show Mailing List

We hope that every attendee stops by your booth, but you can reach all of the people registered for PowerSystems World after the show by obtaining the attendee list for a one-time mailing through a bonded mail house.

**For details and pricing, contact**

**Marc Ross**

**203-358-3711**

**[mross@prismb2b.com](mailto:mross@prismb2b.com)**