

POWER SYSTEMS WORLD

October 24-26, 2006

Long Beach Convention Center • Long Beach, CA

It's A Whole New Ballgame



*We're changing the rules to
create a win-win proposition
for suppliers in both of the
fields served by this joint event!*

*See our new
game plan inside*

**POWER
ELECTRONICS**
TECHNOLOGY
EXHIBITION & CONFERENCE

PowerQuality
& Reliability
EXHIBITION & CONFERENCE

Visit our website at
www.powersystems.com

Sponsored by

**POWER
ELECTRONICS**
TECHNOLOGY
EXHIBITION & CONFERENCE

EC&M PQNewsBeat



Covering All the Bases: Why Your Company

Priority One is Your Successful Participation

PowerSystems World is the leading educational event for professionals in both the power electronics technology and power reliability fields. But while it is acknowledged as a premier information forum, immediate adjustments are under way to ensure that suppliers experience the strong and steady activity levels in the exhibit hall that translate into productive leads.

Here are just few strategic modifications being undertaken to improve the drawing power and efficacy of the event.

- **Revamping and expanding our attendee marketing plan** to attract more of the most active buyers.
- **Targeting specific high-level players from Top 20 OEM firms**, offering special incentive programs to ensure attendance.
- **Raising the international profile with outreach to buyers** in China, Japan, Korea and Latin America.
- **Restructuring the conference schedule** to provide more uninterrupted exhibit hall hours
- **Implementing new cocktail receptions and food functions on the show floor** to increase traffic
- **Installing a new Theatre on the Show Floor** to enable exhibitors to better educate potential customers.
- **Spotlighting new products** with listings on the website, the show directory and with signage on the show floor.

Our impetus is threefold: *increase overall attendance, establish greater interest in the exhibits and maintain ongoing traffic.*

Leveraging the Information Program to Bring You High-Level Buyers

As noted, the information programs are the most significant drawing feature of both **Power Electronic Technology** and **Power Quality & Reliability**. Both conferences provide practical knowledge that attendees can put right to work—the emphasis is on recruiting a greater number of presenters with hands-on industry experience than academics.

Both programs are crafted and reviewed by a committee of experts in conjunction with the editors of *Power Electronics Magazine*, *EC&M* and the *PQ Newsbeat* Newsletter.

High-profile topics for 2006 include:

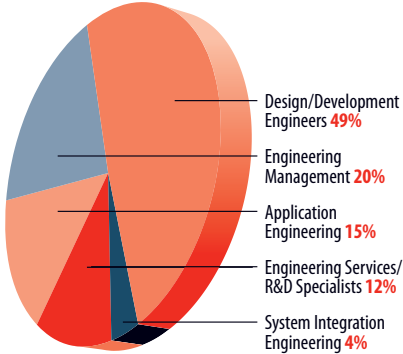
Military/Aerospace Power Supplies • Automotive Applications • Portable Power Management • High-Voltage Power Supplies • Circuit Protection Technologies • Digital Power Conversion • Energy Storage • Power Relaying • Power Quality Analysis Software • Emergency & Disaster Preparedness • Impedance – A New Approach

(see page 6 for a partial listing of the companies)

Should Be Exhibiting at PowerSystems World

Meet the Decision Makers for Your Products, Services & Technologies

**POWER
ELECTRONICS**
TECHNOLOGY
EXHIBITION & CONFERENCE



What They Purchase

Analog, Mixed-Signal, & Digital ICs • Batteries & Battery Products • Design Software (CAD/CAE) • Hardware/Interconnects • High Voltage Products • Magnetic Products • Passive Components • Power Component & Power Supply Manufacturing Equipment • Power Design Services • Power Management ICs • Power Protection Products • Power Semiconductors Discrete and Power Modules • Power Systems for RF/ Microwave Equipment • Sensors & Transducers • Test Instruments & Measurement • Thermal Management Products

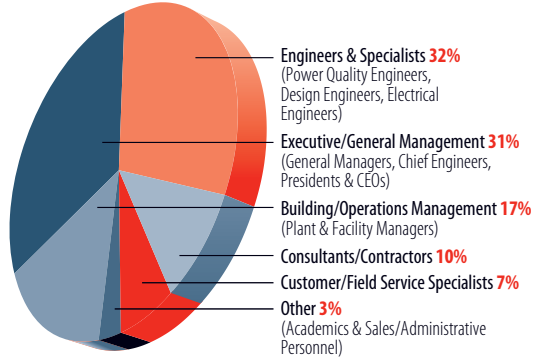
Actions they took as a result of attending:

- 74%** researched new products
- 65%** viewed products up close
- 58%** researched new suppliers/

Call: Jacqueline Gospodinoff at **203-358-3715**
or email jgospodinoff@prismb2b.com

Shelley Kelly at **310-547-1777**
or email shkelly@prismb2b.com

PowerQuality
& Reliability
EXHIBITION & CONFERENCE



What They Purchase

Adjustable Speed Drives • Batteries & Accessories • Capacitors • Circuit Breakers • Consulting Services • Data Loggers • Distributed Automation Equip. • Distributed Generation • Energy Management Systems & Storage Devices • Fault Locators • Flywheel Energy Storage Fuel Cell Systems • Fuses • Generators • Ground Fault Monitoring • Grounding Devices & Equip. • Harmonic Filters • Instrumentation & Test Equip. • Lightning Protection Equip. • Load Banks • Meters, Motors & Drives • Outage Management • Photovoltaic Systems • Power Conditioners • Power Line Filters • Power Quality Monitoring Equip. • Power Sources • SCADA Equip. • Software • Solar Powered Systems • Standby Generators • Submeters • Surge Protection Devices (SPD & TVSS) • Switch Gear • Transfer Switches • Transformers • Uninterruptible Power Supplies (UPS) • Voltage Regulators • Wind Powered Energy Systems • Wire & Cable

Actions they took as a result of attending:

- 78%** researched new products
- 69%** viewed products up close
- 57%** researched new suppliers/

Call Marc Ross at **203-358-3711**
or email mross@prismb2b.com

Source: Demographics & attendee surveys, PowerSystems World 2005

It's A Whole New Ball Game



Floor Plan



ENTRANCE →

→

↑
ENTRANCE

October 24-26, 2006

Long Beach Convention Center • Long Beach, CA

FOOD COURT

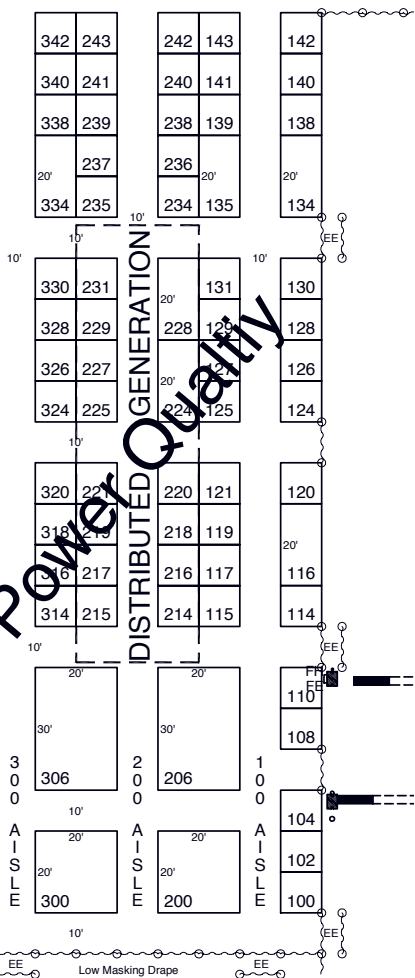


Exhibit Space

\$28 per square foot
(Add \$125 more for corner space)

Your Exhibit Space Includes:
 (per 10' x 10' booth):

- 8' high background draped in BLUE / WHITE / BLUE
- 3' high side dividers draped in BLUE
- Aisles will be carpeted in BLUE
- The floor surface of the exhibit hall is concrete and the exhibitor must carpet the booth space.
- One 7" x 44" Booth Identification Sign imprinted with your Company Name and Booth Number
- Complimentary VIP Passes for your customers and prospects
- Complimentary Show Directory and online booth listings

Exhibit Sponsorship Package (additional \$950)

- One admittance to PowerSystems World Technical Sessions
- 20% OFF all other technical session registrations from same division
- One "Proceedings" of your choice
- Special publicity in Exhibit Directory
- Exhibit Sponsor sign in Registration
- Exhibit Sponsor sign at your booth
- Half-price on ads in Show Directory
- Highlighted Directory listing
- Complete List of PowerSystems Conference and Exhibit Attendees

It's A Whole New Ball Game



Industry-Leading Organizations and Academia Are An Integral Part of the Information Program

The education program at **PowerSystems World** is second to none in its depth and breadth. The most prestigious companies, universities deeply involved in power electronics technology and power quality/reliability and leading research groups are all represented. These leaders know the value of reaching the most important professional audience in these key fields.

While not every company can join the list of participants in the conference, the introduction of a new Theater on the exhibit floor will enable your company to further educate attendees while letting them specifically know how your services and technologies can benefit them.

Here is the list of companies providing speakers for



ABS, Inc.
AEI Systems
The Aerospace Corporation
Allegro MicroSystems, Inc.
Amulair Thermal Technology
Astrodyne
Autosplice, Inc.
C&D Technologies, Inc.
Curtis Industries
Dearborn Electronics, Inc.
Drivotech, Inc.
EPRI PEAC
Fairchild Semiconductor
Filtronica, Inc.
Flextek Electronics
GE Silicones
IBM Corporation
Infineon Technologies
International Rectifier
ITW Paktron
IXYS Corporation
Kg Magnetics, Inc.
Maxwell Technologies
Microchip Technology
Micro Power Electronics
Mikros Technologies
Murata Manufacturing
Company, Ltd
National Semiconductor
Corporation
NEC Electronics America, Inc.
One-Cycle Control, Inc.
ON Semiconductor
Osram Sylvania
Plitron Manufacturing, Inc.
PowereX, Inc.
Power Integrations
Power-One, Inc.
Primarion, Inc.
Siemens Information Systems Ltd

STMicroelectronics
Silicon Laboratories
Synopsys India
Stysel Development and
Industries
Tabtronics, Inc.
Tektronix, Inc.
Teledyne Reynolds
Texas Instruments
Velox Semiconductor
Corporation
Vicor Corporation
Würth Elektronik eiSos

Universities & Research Institutions

Ben-Gurion University
Electric Energy Saving Research
Center
Illinois Institute of Technology
Indian Institute of Technology
Mississippi State University
North Dakota State University
Sophia University
UCI
University of Mosul
Vellore Institute of Technology
Yamanashi University

Here is the list of companies providing speakers for



ABS, Inc.
AEDC - Alexandria Electricity
Distribution Co.
Allied Industrial Marketing
American Power Conversion
Beckwith Electric
BG&E
CenterPoint Energy
Cobasys
Colorado Springs Utilities
Cooper Power Systems
DEHN, Inc.
DIRAM, S.A.
DOE
EDSAMicro
EPRI PEAC
EYP Mission Critical Facilities
Eaton Power Quality Solutions
Electrotek Concepts, Inc.
EnerNOC, Inc.
Exponent
GE Healthcare
Hammond Power Solutions, Inc.
Hampton Tedder Technical
Services
IDEAL Industries
Inelap - A Beckwith Electric
Solutions Partner
Maxwell Technologies
Mission Critical West, Inc
Northrop Grumman Corporation
Pentadyne
Power Control Company
Power Measurement/Schneider
Electric
PowerLines
Power Monitors, Inc.
Power Standards Labs
Progress Energy
Public Service New Hampshire

Qualitrol
RX Measurement
Samsung Electro-Mechanics Co.
S&C Electric Company
SLH Design, Inc
SRP
Schneider Electric
Siemens PTI
Summit Technologies
The Weaver Group
Z Meters Inc.
Zhenqi Electrical Power
Technologies

Universities & Research Institutions

Center for Development of
Advanced Computing
Federal Urdu University of Arts,
Niroo Research Institute
School of Naval Architects &
Marine Eng.
Science & Technology University,
Politechnia Bucharest
Sohar University
The University of Waikato

Exhibitor Booth Request Form

POWER SYSTEMS WORLD
October 24-26, 2006
Long Beach Convention Center • Long Beach, CA

Company _____

Exhibiting as (if different) _____

Contact _____

Title _____

Address (No PO Box) _____

Telephone _____ Fax _____

Email _____

Website _____

Booth Cost \$28.00 per square foot X _____ square feet = \$ _____

Booth Selection (Minimum booth space is 10' by 10')

1st choice # _____ 2nd choice # _____ 3rd choice # _____

Preferred dimensions: _____ ft. X _____ ft.

Total Square Footage: _____ sq. ft.

I wish to take an Exhibit Sponsorship Package (**additional \$950 – see floor plan for details**)

If none of the above choices is available, you will be assigned the best available booth, based on your desired square footage

Event Choice Power Electronics Technology Power Quality & Reliability

- 50% of total cost is due upon selecting space. This deposit is non-refundable.
- 100% is due within 30 days after contract.
- Failure to adhere to this payment schedule will place your booth (size, location, status) in jeopardy.

Check # _____ (enclosed) Make payable to PowerSystemsWorld

I authorize PowerSystems World to charge my credit card number. I have provided the amount indicated above. I also agree to pay the above total amount, according to my card issuer agreement.

Check one: VISA MasterCard American Express

Card # _____

Expiration Date: _____ / _____ / _____

Cardholder Name (Print) _____

Authorized Signature: _____



Att'n: Jacqueline Gospodinoff
(Call **203-358-3715** or fax application to **914-514-6680**)

Mail to
PRISM Business Media
11 River Bend Dr. So.
Box 4315
Stamford, CT 06907-0232



Att'n Marc Ross
(Call **203-358-3711** or fax application to **913-514-6312**)

Mail to
PRISM Business Media
11 River Bend Dr. So.
Box 4315
Stamford, CT 06907-0232

To receive the complete prospectus for either Power Electronics Technology or Power Quality & Reliability, contact Brooks Truesdell (Call **203-358-3775** or email btruesdell@prismb2b.com)

Power Systems World
11 River Bend Dr. South
Box 4232
Stamford, CT 06907

**Before Your Company Decides,
Whether to Step Up to the Plate
and Exhibit at an Industry Event,
You Need More Than
Just a Sales Pitch...**

**Read on to Find Out Who the Players Are,
How We're Going to Draw a Crowd and
Help You Score the Quality Leads You Expect!**

POWERSYSTEMS WORLD
October 24-26 2006
Long Beach Convention Center • Long Beach, CA