

POWERING PURPOSE

May 3-5, 2022

Grand Wayne Convention Center
Fort Wayne, IN & Virtual



ELECTRIC OPERATIONS
Technical & Leadership Summit
exhibitor prospectus

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 understand that the pandemic has strained budgets and schedules and left 2022 uncertain, so we are excited to present the summit in a hybrid format. This will be an event unlike any before as we offer technical content and quality connections in the format that works best for attendees, whether that is virtually or in-person. At this annual, highly valued event, you can expect:

SUMMIT HIGHLIGHTS

- Over 50 classes led by industry experts
- Technical and leadership sessions
- Thought leaders and industry innovators
- 45+ innovative exhibits
- Dedicated time for building connections and relationships

EDUCATIONAL FOCUS AREAS

- Codes & Standards
- Metering
- Overhead
- Reliability
- Safety & Training
- Substation
- System Operator/System Dispatch
- Underground

300+ ATTENDEES

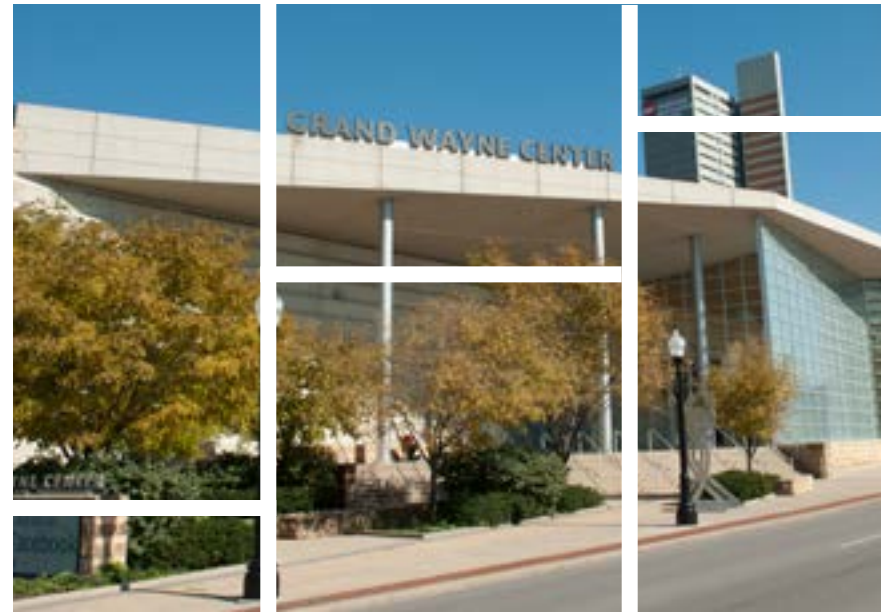
- Supervisors
- Crew Leads
- Managers
- Directors
- Engineers
- Technicians

PURPOSEFUL VENUE IN **NEW LOCATION**

Within One-Day's Drive for Nearly One Third of Half the U.S. Population

After more than a decade in Springfield, Illinois and nearly two years of all virtual meetings, MEA is bringing the summit to a different location in order to offer you:

- 225,000 total sq. ft. of beautifully designed gathering spaces
- 50,000 sq. ft. exhibit hall with 30' ceilings
- 18 flexible and tech-friendly meeting rooms
- Convenient lodging at the Hilton Fort Wayne, connected via skywalk
- New and varied utility representation
- Fresh perspectives from different industry experts and vendors



SCHEDULE AT-A-GLANCE

6+ Hours of **Purposeful** Exhibit Hall Time

TUESDAY, MAY 3, 2022

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

DEDICATED EXHIBIT HALL TIME

4:30 PM - 7:30 PM	Networking Reception and Exhibits
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WEDNESDAY, MAY 4, 2022

DEDICATED EXHIBIT HALL TIME

7:00 AM - 8:00 AM	Breakfast & Exhibits
8:00 AM - 10:00 AM	Breakout Sessions

DEDICATED EXHIBIT HALL TIME

10:00 AM - 11:00 AM	Energy Break
11:00 AM - 12:00 PM	Breakout Sessions

WEDNESDAY, MAY 4, 2022 (continued)

DEDICATED EXHIBIT HALL TIME

12:00 PM - 1:15 PM	Lunch
1:30 PM - 5:00 PM	Exhibitor Move-Out
1:15 PM - 3:15 PM	Breakout Sessions
3:15 PM - 3:30 PM	Energy Break
3:30 PM - 4:30 PM	Breakout Sessions
5:00 PM - 6:00 PM	Committee Planning and Recap Reception

THURSDAY, MAY 5, 2022

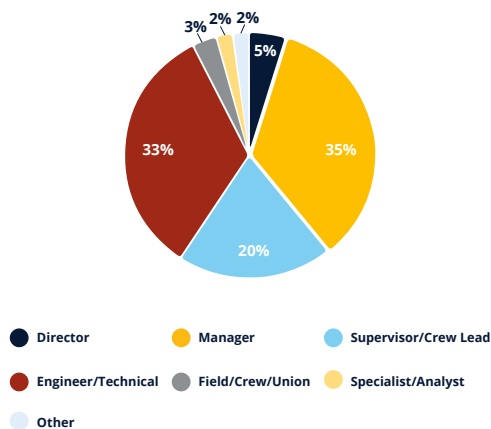
7:30 AM - 8:30 AM	Breakfast
8:30 AM - 10:30 AM	Breakout Sessions
10:30 AM - 10:45 AM	"That's a Wrap"

EXHIBITOR BENEFITS

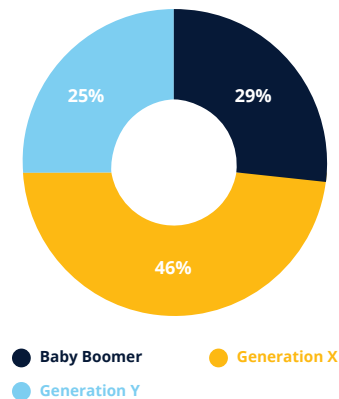
Power **Purposeful Solutions** for the People Who Buy
and Use Your Products

SUMMIT ATTENDEE DEMOGRAPHICS

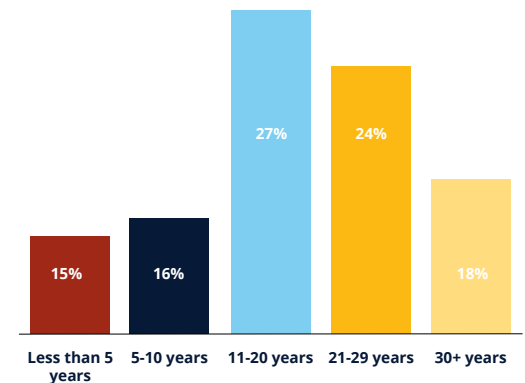
JOB ROLE



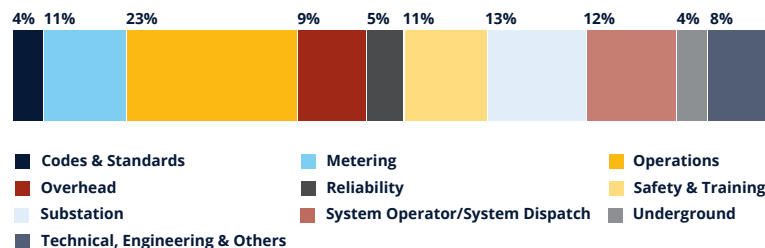
GENERATION | LIFE STAGE



YEARS OF INDUSTRY EXPERIENCE



JOB RESPONSIBILITY





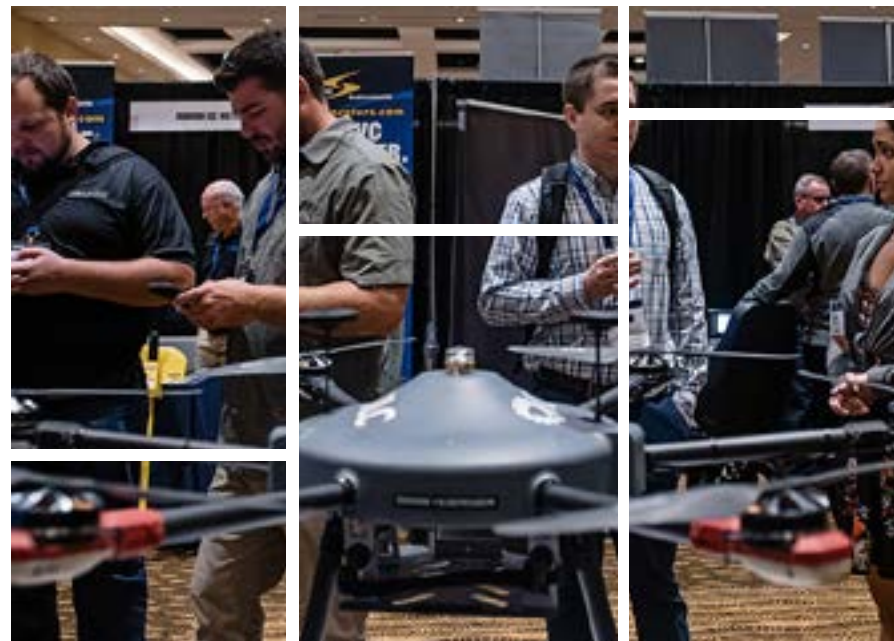
CONNECT WITH PARTICIPATING UTILITIES, SUCH AS:

- AES Indiana
- Alliant Energy
- Ameren
- CenterPoint Energy
- City Utilities of Springfield
- City Water Light & Power
- ComEd
- Consumers Energy
- Evergy, Inc.
- Madison Gas and Electric Company
- MidAmerican Energy Company
- NorthWestern Energy
- Upper Peninsula Power Company
- WEC Energy Group
- Xcel Energy
- And many others

ATTENDEE TO VENDOR RATIO

3:2

2019 in-person event:
attendees were 60% utilities &
contractors and 40% vendors.



This annual 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

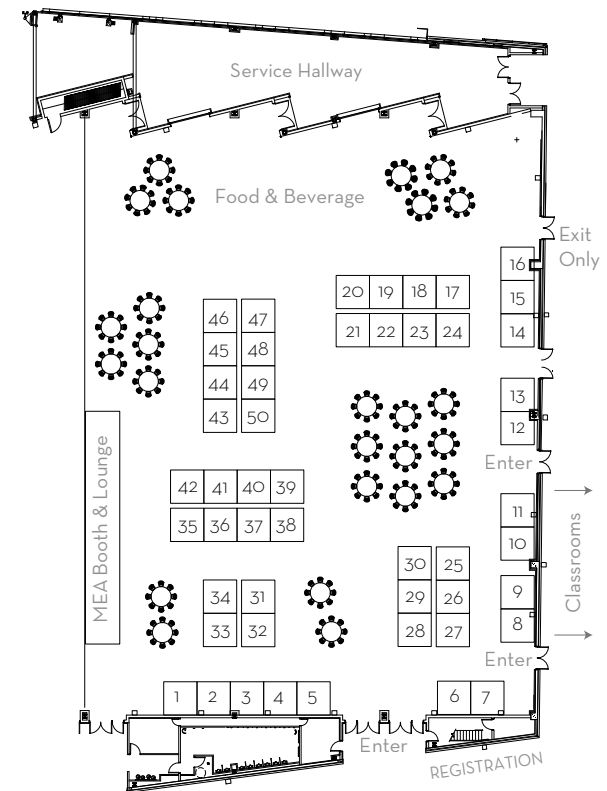
Rental Fees and Exhibit Layout*

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 in-person & virtual registration for 1 company representative – inclusive of all sessions, exhibit hall, and social functions associated with the conference. Additional recognition to the virtual audience. 	\$ 750	\$ 1,050
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. 	\$ 400	\$ 700

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

*Exhibit layout is subject to change.

50 SPOTS AVAILABLE IN 2022



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

BECOME A SPONSOR

Gain **Purposeful Recognition** for Your Brand

HEALTH & SAFETY | \$ 5,000 (Exclusive)

New this year

- Company name or logo associated with onsite health & safety protocols
- Company name or logo featured as primary sponsor for virtual experience offered as a safe alternative to in-person attendance
- Digital recognition in virtual platform/app

LANYARDS | \$ 2,500 (Sold Out)

- Logo on conference lanyard provided to every in-person attendee and exhibitor
- Digital recognition in virtual platform/app

WATER CUPS | \$ 2,500 (Exclusive)

- Logo on disposable cups near water station(s) throughout event
- Digital recognition in virtual platform/app

TECH | \$ 2,500 (Limit of 2)

New this year

- Company name or logo associated with onsite technology, such as WiFi and charging stations
- Digital recognition in virtual platform/app

ALL-DAY BREAK | \$ 2,000 (Limit of 4)

- Full color logo on tabletop signs throughout all event beverage and snack breaks
- Digital recognition in virtual platform/app

NOTEBOOKS | \$ 2,000 (Limit of 4)

- Logo featured on event notebook that is included with in-person registration and given to every in-person attendee (onsite recognition only)
- Notebook will include an MEA-branded pen

CONFERENCE BAGS | \$ 1,500 (Limit of 4)

- Logo featured on reusable conference bag provided to all in-person attendees and exhibitors (onsite recognition only)

WELCOME RECEPTION | \$ 1,000

- Onsite signage throughout the function (onsite recognition only)

NETWORKING RECEPTION | \$ 1,000

- Onsite signage throughout the function (onsite recognition only)

DIRECTIONAL SIGNAGE | \$ 500 (Limit of 6)

- Logo on all wayfinding signs throughout the event (onsite recognition only)

T-SHIRTS | \$ 500 (5 of 8 Remaining)

- Logo printed on the back of annual t-shirt given to all in-person attendees and exhibitors (onsite recognition only)

**Confirm availability online.*

GO TO [MEAENERGY.ORG/SPONSOR](https://meaenergy.org/sponsor)