

DISASTER RELIEF EXPO

IN CONJUNCTION WITH

INTERNATIONAL LINEMAN'S

RODEO & EXPO

World Championship

DON'T MISS YOUR CHANCE TO PUT YOUR COMPANY IN FRONT OF THOUSANDS OF ELECTRIC UTILITY PROFESSIONALS!

Over 3000 electric utility attendees and participants from across the United States and around the world will gather to compete for the honor of being called World Champion at the upcoming International Lineman's Rodeo and Expo scheduled for October 14-17, 2009.

Staged along with the Rodeo, the new outdoor Disaster Relief Exposition, held in conjunction with the indoor Lineman's Rodeo Exposition, will offer emergency service staging and logistics vendors the opportunity to exchange ideas and demonstrate their companies products and services. The indoor exhibits will be in the exhibition hall at the convention center and the outdoor exhibits will be in the center parking lot. The show is set to begin on Thursday, October 15th from noon to 5:00 p.m. and continue on Friday, October 16th from 9:00 a.m. to 3:00 p.m.

As an exhibitor, your company and the products and services it produces can be a part of a truly unique event. No other event in the world offers exhibitors a unique arena in which to interact with the world's top electric utility linemen, foremen, superintendents, training, safety, logistics and management personnel.

Overland Park Convention Center

6000 College Boulevard • Overland Park, KS 66211

Rental Rates

The Exhibits will be open at the Overland Park Convention Center on Thursday and Friday, October 15-16. (See the schedule of events for specific exhibit times.)

Raw outdoor space rental is:

\$5.00/sq. ft. for 5,000 sq. ft or less of outdoor space

\$4.00/sq. ft. for 5,001 sq. ft or more of outdoor space

**Minimum space is 500 sq. ft or more. This area is reserved for emergency response services and equipment only.

Booth Assignments

To request a raw outdoor space for set-up, please complete the application attached. Please direct any questions you may have concerning this space to Joyce Nolan at 610-701-9993, joyce.nolan@penton.com (A-K), or Susan Schaefer at 484-478-0154, susan.schaefer@penton.com (L-Z).

Assignments will be made on a first-come, first-served basis.

Exhibitor Booth Package

- Includes raw booth space in a designated area in parking lot. (No tent stakes can be driven on asphalt.)
- 2 tickets to Friday night's BBQ
- Company name and brief product description listed in the Show Program
- Company listing and link on the *T&D World* Web site

To reserve your exhibit space, or for additional information contact Joyce Nolan at 610-701-9993 (Exhibitors A-K), or Susan Schaefer at 484-478-0154 (Exhibitors L-Z).

2008 LINEMAN'S RODEO PARTICIPATING UTILITIES

American Electric Power	Georgia Power	National Grid
Allteck Line Contractors, Inc.	Grant County PUD	Northwestern Energy
Ameren	Guernsey-Muskingum Electric	NSTAR Electric Co.
Arizona Public Service	Henkels & McCoy	Oklahoma Gas & Electric
Avista Utilities	IBEW 11th District	Omaha Public Power District
BC Hydro	IBEW Local 104	Osage Valley Electric Coop
Black Hills Energy	IBEW Local 126	Pacificorp
Black Hills Power	IBEW Local 1547	Par Electric
Bluebonnet Electric Coop	IBEW Local 17	Portland General Electric
Burbank Water & Power	IBEW Local 304	Prairie Power, Inc.
Carroll EMC	IBEW Local 387	Progress Energy
Central Virginia Electric Coop	IBEW Local 47	San Diego Gas & Electric
Chelan County PUD	IBEW Local 66	SaskPower
City of Anaheim	IBEW Local 702	Seattle City Lights
City of Columbia	IBEW Local 769	Snapping Shoals EMC
City of Danville	Indiana-Michigan Power	Southern California Edison
Clark Energy Coop	Inter-County Energy Coop	Southside Electric Coop
Cobb EMC	Jackson EMC	SWLCAT
Connecticut Power & Light	Jackson Energy Authority	Tacoma Power
Cotton Electric	Kansas City Power & Light	Tillamook PUD
CPS Energy	Lansing Board of Water & Light	Tucson Electric Power Co.
Dominion	Licking Valley RECC	UniSource Energy Services
DTE Energy	Los Angeles Dept. Water & Power	United Illuminating
Duke Energy	Marshall Municipal Utilities	United States Air Force
Duquense Light & Power	McCone Electric Coop	US Army
EDF Energy	Mecklenberg Electric Coop	Walton EMC
Egyptian Electric	Midwest Energy	We Energies
Empire District Electric	Mississippi Power	Westar Energy
Farmers Electric Coop	Missoula Electric Coop	Xcel Energy
Flint Energies	Morgan County REA	

APPLICATION FOR DISASTER RELIEF EXPO EXHIBIT SPACE AT THE 2009 INTERNATIONAL LINEMAN'S RODEO & EXPO OCTOBER 15-16, 2009 ♦ OVERLAND PARK, KANSAS ♦ OVERLAND PARK CONVENTION CENTER

To reserve your exhibit space, complete the application form below and send it with payment to:
International Lineman's Rodeo and Expo; Attn: Kim Good; 9800 Metcalf Avenue; Overland Park, KS 66212-2216.
Or Fax to 913-514-6865 attn: Kim Good.

PLEASE PRINT

Company Name: _____

Contact Name: _____

Address: _____ Co. Phone: _____ Fax: _____

City: _____ State: _____ Zip: _____

Email: _____ Website: _____

Product(s) Exhibiting: _____

Applicant's Authorized Signature: _____ Title: _____ Date: _____

Total square footage requested: _____ @ \$5.00/sq. ft. **TOTAL BOOTH FEE:** _____

* if booth space is greater than 5,000 total square foot cost per sq. ft. is \$4.00.

SPONSORSHIP OPPORTUNITIES

- | | |
|---|--|
| <input type="checkbox"/> Breakfast — \$1,500 | <input type="checkbox"/> Safety Conference — \$2,000,
\$5,000, \$10,000 |
| <input type="checkbox"/> BBQ Dinner — \$2,000 | <input type="checkbox"/> Rodeo Events — \$1,500 |
| <input type="checkbox"/> Beer — \$1,300 | <input type="checkbox"/> Transportation — \$1,000 |
| <input type="checkbox"/> Banquet — \$3,000 | <input type="checkbox"/> Aisle Signs — \$500 ea. or 2 for
\$800 |

NOTE: All sponsorships are available on a first come, first served basis. Contact your sales rep for availability of sponsorship opportunities.

TOTAL SPONSORSHIP FEE: _____

PAYMENT (Penton Media Tax I.D. 48-107-1277)

A deposit of 50% of balance must accompany application. The full balance will be due on or before October 14, 2009. Exhibitors will not be allowed to setup their booth without full payment being received.

TOTAL: _____

DEPOSIT: _____

BALANCE: _____

- Visa MasterCard American Express Discover

**Charges appear from Penton Media*

Account Number: _____ Exp. Date: _____

Signature _____

- Check Enclosed — Make checks payable to:** International Lineman's Rodeo and Expo/*TandD World* magazine

Cancellation Policy: In the event an exhibitor must cancel their contractual request for exhibit space, the rental fee paid will be refunded less a \$200.00 administrative fee, if the notice of cancellation is received by Show Management in writing prior to September 15, 2009. No refunds will be made after September 15, 2009, and the full rental cost of the original space will be due and payable immediately. Exhibitor agrees that fees retained by Show Management represent their actual losses and is not a penalty. **Exception: In the event that a natural disaster should occur, emergency response companies will receive a full refund or credit towards the following year.

Please direct all questions regarding outdoor space rental, sponsorships, payment and application procedures to: Joyce Nolan (Companies A-K) at 610-701-9993, or Susan Schaefer (Companies L-Z) at 484-478-0154.