

26th
annual

INTERNATIONAL LINEMAN'S

RODEO & EXPO

World Championship



October 14-17, 2009 • Overland Park Convention Center • Overland Park, KS
National Agriculture Center and Hall of Fame • Bonner Springs, KS

Exhibitor Information

26th ANNUAL INTERNATIONAL LINEMAN'S RODEO AND EXPO CONTINUES TO EXPAND

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Exhibition Schedule

Wednesday, October 14

8:00 am - 5:00 pm

Indoor Exhibit Setup –
OP Convention Center

8:00 am - 4:00 pm

Safety & Training Conference –
OP Convention Center

Thursday, October 15

8:00 am - 11:45 am

Safety & Training Conference –
OP Convention Center

8:00 am - 11:00 am

Indoor Exhibit Setup –
OP Convention Center
(No large equipment will be permitted to move in on this date.)

Noon - 5:00 pm

Indoor Exhibits Open

Friday, October 16

9:00 am - 3:00 pm

Indoor Exhibits Open

3:00 pm - 8:00 pm

Move-out Indoor Exhibits

6:00 pm - 10:00 pm

Barbecue*

Saturday, October 17

7:00 am

Competition Begins (Ag Hall of Fame)

7:00 pm

Awards Banquet Dinner**

*Each 10x10 receives two complimentary passes to the Friday night Barbecue. Additional tickets may be purchased at Merchandise Sales at the Expo.

**Tickets to the Awards Banquet Dinner may be purchased at Merchandise Sales at the Expo.

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

This year's outdoor Rodeo competition site is located in Bonner Springs, Kansas on 172 acres of land at the National Agricultural Center and Hall of Fame.

Staged along with the Rodeo, this year's Exposition will offer vendors and exhibitors the opportunity to exchange ideas and present product information about the latest technological innovations and services related to the worldwide power delivery industry. This year's exhibition will again be at the Overland Park Convention Center. 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.

You can join the growing number of exhibiting companies at this year's event by reserving your exhibit space now. Products and services to be displayed at this year's event include: poles, crossarms, conductors, hardware, tools, anchors, marking devices, tree trimming equipment, aerial lifts, bucket trucks, derricks, safety equipment, protective clothing, grounding equipment, off-highway equipment, trenching equipment, insulators, connectors, reclosers, PCB removal, wire, cable and more.

In addition, the 4th Annual ILR Safety & Training Conference will continue as a day and a half session this year. The conference is scheduled for October 14-15 at the convention center. The ILR Safety & Training Conference has proven to be a successful addition to the Rodeo events. This year event organizers are continuing their commitment to promote work safe practices that help improve the safe performance of line work by offering all attendees the opportunity to come hear from industry experts on hot new topics that are evolving the industry. New conference sponsorship opportunities are available.

As an exhibitor, your company and the products 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 and management personnel.

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).

See you in Kansas City!



Phil Musser

Publisher

Transmission & Distribution World

14th ANNUAL INTERNATIONAL LINEMAN'S EXPO EXHIBITOR INFORMATION

Overland Park Convention Center

6000 College Boulevard • Overland Park, KS 66211
October 14-17, 2009

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.)

Booth space rental is \$19.50 per square foot.

Booth Assignments

To request a booth, please complete the application form on page 6 of this brochure. Please direct any questions you may have concerning this exposition 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, and every effort will be made to keep competing exhibitors separated as much as possible. Multiple booth assignments will be made side by side unless requests are made for different arrangements.

NO ON-SITE APPLICATIONS WILL BE ACCEPTED!

Please return the contract to:
International Lineman's Rodeo and Expo
Attn: Kim Good
9800 Metcalf Ave.
Overland Park, KS 66212

Full payment must accompany your signed contract.

A complete exhibitor package will be sent to you by Geo E. Fern Co. Information for booth furnishings and utilities will be included as well as shipping instructions and setup/breakdown schedules.

Exhibitor Booth Package

All booths are sold in 10' x 10' blocks and include:

- 1— 7" x 44" one-line, black on white identification sign to include booth number
- 1 — 6' or 8' table with white vinyl, skirted on three sides
- 2 chairs
- 1 wastebasket
- 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

Note: If you would like to purchase additional tickets for the BBQ or tickets for the Banquet, you may purchase tickets by calling Kim Good at 913-967-1865.

Payment and Cancellation

Application for space must be accompanied by full payment to T&D World magazine/International Lineman's Rodeo and Expo no later than August 17, 2009. In the event an exhibitor must cancel, the rental fee paid will be refunded less a \$200 administrative fee per each 100 sq. ft., if the notice of cancellation is received by show management in writing prior to August 17, 2009. See contract for full cancellation policy.



Register for your exhibit space today! Complete the application on Page 6.

SPONSORSHIP OPPORTUNITIES

Don't miss out on these great opportunities to gain additional exposure for your company.

Sponsorship Opportunities

BREAKFAST

Rodeo Grounds; Saturday (2 available).....\$1,500 ea

BBQ DINNER

Friday (6 available).....\$2,000 ea

BEER

Banquet/Awards Ceremony; Saturday (8 available)\$1,300 ea

SAFETY CONFERENCE (5 available)..... \$2,000, \$5,000, \$10,000

RECEPTION AND BUFFET DINNER

Banquet/Awards Ceremony; Saturday (6 available)\$3,000 ea

RODEO EVENTS

Rodeo Grounds; Saturday (6 available).....\$1,500 ea

TRANSPORTATION*

All Buses; Thursday/Friday/Saturday (6 available)\$1,000 ea

AISLE SIGNS \$500 for one side, \$800 for both sides

**Transportation sponsor(s) will have signs displayed on all buses and in all hotel lobbies.*

Sponsorship Package

All sponsoring companies will receive the following:

- Your company banner displayed at the event that you are sponsoring. Indoor banners must be no larger than 4'x20' and outdoor banners must be no larger than 4'x10'.
(NOTE: Banners are to be provided by the sponsoring company and must be shipped to the show manager by October 1, 2009. Gobos are used in lieu of banners at the Awards Banquet and must be provided by sponsor.)
- Signage displayed at the Expo.
- Recognition and "Thank You" over the public address system at your sponsored event.
- Recognition and "Thank You" in the Show Program and Banquet Program
- Your company logo and hotlink on the *T&D World* magazine Web site.

Visit www.tdworld.com

For sponsorship availability, contact Joyce Nolan at 610-701-9993 or Susan Schaefer at 484-478-0154

INTERNATIONAL LINEMAN'S RODEO 2008 EXHIBITORS

3DInternet
Aircraft Dynamics
Alexander Publications
Allied Bolt
Ameren
Altec Industries
Altec Supply
American Safety Utility
Bashlin Industries
BC Hydro
BMK Corp
Bonneville Power Administration
Buckingham Mfg.
Bulwark
Cact-Co. Inc
Carhartt
Cembre Inc
Conduit Repair
Coyne First Aid Inc
Dominion
Dri Fire
Duratel
E O Schweitzer Mfg.
Emergency Disaster Services
Estex Mfg.
Farwest Line Specialities
Florida Power & Light
Global Utilities Specialists
Hall's Safety Equipment Corp
Harleman Mfg
Hastings Hot Line Tools

HD Electric
Hi-Line Utility Supply Co LLC
Hilti Inc
Hubbell Power Systems
Huskie Tools
Impact Power
Innovative Textiles Inc
J. Harlen Co.
J. L. Matthews co. Inc.
Jelco
Klein Tools Inc
Kortick Manufacturing
Kunz Glove
Laminated Wood Systems
Laser Technology, Inc.
Lincoln Precision Machining Co
Line Equipment Sales
Line-man.com/UtilityJobsOnline
Live Line Solutions Inc
Lug-All
Magid Glove & Safety
Metrotech Corp.
North American Wood Pole Council
NASCO Industries Inc
National Rural Electric
Cooperative Association
Osmose Utilities Services Inc.
Par Electric
Pelsue
Pencell Plastics
Plastic Techniques

Powerlineman Magazine
Preformed Line Products
Protective Equipment Testing Laboratory
Reliable High Performance
Products Inc.
Ripley
Riverside Mfg Co
SDP
Salisbury Electrical Safety LLC
Shamrock
Sherman & Reilly
Skylift
Solomon Corporation
Speed Systems
Stanfield's Ltd
Stanley Hydraulic
Stout Tool
Sullivan Glove Co.
Tallman
TenCate Protective Fabric
Thomas & Betts
True North Gear
Tyco Electronics
Tyndale
UK International
Utility Products
Von Corp.
Walls Industries, Inc.
Warren Heim Corp
Westex
Workrite

2008 PARTICIPATING UTILITIES

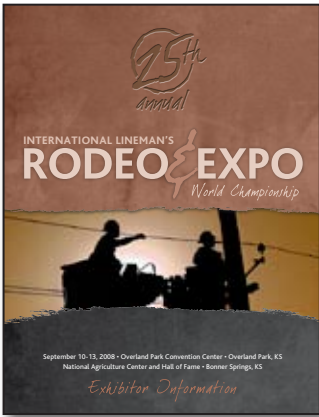
American Electric Power
Allteck Line Contractors, Inc.
Ameren
Arizona Public Service/Local 387
Avista Utilities
BC Hydro
Black Hills Energy
Black Hills Power
Bluebonnet Electric Coop
Burbank Water & Power
Carroll EMC
Central Virginia Electric Coop
Chelan County PUD
City of Anaheim
City of Columbia
City of Danville
Clark Energy Coop
Cobb EMC
Connecticut Power & Light
Cotton Electric
CPS Energy
Dominion
Duke Energy Carolinas
Duke Energy Midwest
Duquense Light & Power
EDF Energy
Egyptian Electric
Empire District Electric
Farmers Electric Coop
Flint Energies

Georgia Power
Grant County PUD
Guernsey-Muskingum Electric
Henkels & McCoy
IBEW 11th District
IBEW Local 104
IBEW Local 126
IBEW Local 1547
IBEW Local 17/DTE Energy
IBEW Local 304
IBEW Local 47
IBEW Local 66
IBEW Local 702
IBEW Local 769
Indiana Michigan Power
Inter-county Energy Coop
Jackson EMC
JEA
Kansas City Power & Light
Lansing Board of Water & Light
Licking Valley RECC
Los Angeles Dept. Water & Power
Marshall Municipal Utilities
McCone Electric Coop
Mecklenberg Electric Coop
Midwest Energy
Mississippi Power
Missoula Electric Coop
Morgan County REA
National Grid

Northwestern Energy
NSTAR Electric Co.
Oklahoma Gas & Electric
Omaha Public Power District
Osage Valley Electric Coop
PacifiCorp
Par Electric
Portland General Electric
Prairie Power, Inc.
Progress Energy
San Diego Gas & Electric
SaskPower
Seattle City Lights
Snapping Shoals EMC
Southern California Edison
Southside Electric Coop
SWLCAT
Tacoma Power
Tillamook PUD
Tucson Electric Power Co.
UniSource Energy Services
United Illuminating
United States Air Force
United States Air Force
US Army
Walton EMC
We Energies
Westar Energy
Xcel Energy



Register for your exhibit space today! Complete the application on Page 6.



2009 SHOW PROGRAMS

Don't miss an excellent opportunity to spread your message to thousands of professional linemen, foremen, safety personnel and managers. Promote your company's products or services in the 2009 International Linemen's Rodeo and Expo Show Program or Banquet Program. This year's show program, available to all attendees, will include the rodeo schedule, booth locations, exhibitor product descriptions, special events and city-wide attractions. The banquet program will have a schedule of the evening's events to include entertainment, special presentations and recognition, as well as the awards ceremony and trophy presentations. The program will recognize Rodeo participants and sponsors. The program will be available to all that attend the banquet and awards ceremony. Reserve your ad space today by calling Joyce Nolan (A-K) at 610-701-9993 / joyce.nolan@penton.com or Susan Schaefer (L-Z) at 484-478-0154 / susan.schaefer@penton.com.

2009 Show Program Rates

	Black and White	4-Color
Full Page	\$500	\$700
1/2 Page*	\$350	\$550
1/4 Page	\$275	\$475
Inside Front Cover	\$700	\$900
Back Cover	\$1175	\$1275

* 1/2 page horizontal or vertical format.

NOTE: All show program ads **must** be black-and-white or 4-color process. No match color ads will be accepted.

Ad Sizes (Page trim size: 8 1/2" x 11")

Keep essential material 1/2" from all edges on bleed ads.

Full Page	7 1/2" x 10"
Full Page Bleed	8 3/4" x 11 1/4"
1/2 Page Horiz.	7 1/2" x 4 7/8"
1/2 Page Vert.	3 5/8" x 10"
1/4 Page	3 5/8" x 4 7/8"

2009 Show Program

Space Closing: August 21, 2009

Materials Due: August 28, 2009

Advertising Materials

Electronically

The Show Program is produced on a PC, in Adobe InDesign CS3. Trim size for the program is 8.5x11, live area is 7.5x10. If the ad bleeds, please include 1/8th of an inch on all sides. You may send your ad, correctly sized, as a press quality PDF, this is the preferred method of submission. We will also accept high-resolution, 300 dpi or greater, TIFF or EPS files, or Adobe Illustrator files with all fonts converted to outlines. Electronic files can be sent on a CD to the address below or e-mailed directly to jason.hale@penton.com. If you send your ad electronically, please fax a copy of the ad to the number below. If you have questions regarding file compatibility, contact Jason Hale at 913-967-1650.

Film

Please provide correctly sized film. There will be a \$100 charge to re-size your ad if needed. Negatives should be right-reading, emulsion-side down, 120-133 line screen. You must include either a laser proof, blueline or a match-print of the ad as it is to appear. *The Lineman's Rodeo is not responsible for mistakes in film provided to us.*

Send all advertising materials to:

International Lineman's Rodeo and Expo

Attn: Jason Hale

9800 Metcalf Avenue

Overland Park, KS 66212-2216

913-967-1650 • Fax: 913-514-9067

jason.hale@penton.com

2009 BANQUET Program

The Banquet Program will have a schedule of the evening's events to include entertainment, special presentations and recognition, as well as the awards ceremony and trophy presentations. The program will recognize Rodeo participants and sponsors. The program will be available to all who attend the banquet and awards ceremony.

Banquet Program Rates

Full Page, 4 color \$500

Space Closing: August 21, 2009

Materials Due: August 28, 2009

APPLICATION FOR EXHIBIT SPACE AND SPONSORSHIPS AT THE 2009 INTERNATIONAL LINEMAN'S RODEO AND EXPO

October 14-17, 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.

PLEASE PRINT

Company Name: _____

Contact Name: _____

Address: _____ Co. Phone: _____ Fax: _____

City: _____ State: _____ Zip: _____

Email: _____ Website: _____

Product(s) Exhibiting: _____

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

Choice of Indoor Booths: 1st Booth(s) # _____ 2nd Booth(s) # _____ 3rd Booth(s) # _____

Total Indoor square footage requested: _____ @ \$19.50 per square foot **TOTAL BOOTH FEE:** _____

Sponsorship Opportunities

- | | |
|---|--|
| <input type="checkbox"/> Breakfast — \$1,500 | <input type="checkbox"/> Safety Conference — \$2,000 |
| <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 one side, \$800 for both sides |

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)

- Visa MasterCard American Express Discover

**Charges appear from Penton Media (formerly PRIMEDIA Business)*

TOTAL : _____

DEPOSIT : _____

BALANCE : _____

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 per each 100 sq. ft. if the notice of cancellation is received by Show Management in writing prior to August 17, 2009. No refunds will be made after August 17, 2009 and the full rental cost of the original space will be due and payable immediately, even if space is resold. Exhibitor agrees that fees retained by Show Management represent their actual losses and is not a penalty.

Please direct all questions regarding booth 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.