

27<sup>th</sup> ANNUAL INTERNATIONAL LINEMAN'S

# RODEO & EXPO

WORLD CHAMPIONSHIP

October 13-16, 2010  
Overland Park Convention Center  
Overland Park, KS

National Agriculture Center  
and Hall of Fame  
Bonner Springs, KS

Exhibitor Information

# 27th ANNUAL INTERNATIONAL LINEMAN'S RODEO AND EXPO CONTINUES TO BE PREMIER EVENT

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## Exhibition Schedule

### Wednesday, October 13

8:00 am - 5:00 pm

Exhibit Setup – OP Convention Center

8:00 am - 4:00 pm

Safety & Training Conference –  
OP Convention Center

### Thursday, October 14

8:00 am - 11:45 am

Safety & Training Conference –  
OP Convention Center

8:00 am - 11:00 am

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

Noon - 5:00pm

Exhibits Open

### Friday, October 15

9:00 am - 3:00 pm

Exhibits Open

3:00 pm - 8:00 pm

Move-out Exhibits

6:00 pm - 10:00 pm

Barbecue\*

### Saturday, October 16

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 13-16, 2010.

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 indoor Exposition and newly added outdoor Disaster Relief expo 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 14th from noon to 5:00 p.m. and continue on Friday, October 15th 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 5th Annual ILR Safety & Training Conference will continue as a day and a half session this year. The conference is scheduled for October 13-14 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!



David Miller

Group Publisher

Transmission & Distribution World

# 15th ANNUAL INTERNATIONAL LINEMAN'S EXPO EXHIBITOR INFORMATION

## Overland Park Convention Center

6000 College Boulevard • Overland Park, KS 66211  
October 13-16, 2010

## Rental Rates

The Exhibits will be open at the Overland Park Convention Center on Thursday and Friday, October 14-15. (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 16, 2010. 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 16, 2010. 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, 2010. 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](http://www.tdworld.com)

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

# INTERNATIONAL LINEMAN'S RODEO 2009 EXHIBITORS

Aircraft Dynamics  
Alexander Publications  
Altec Industries Inc  
Altec Supply  
American Innotek Inc  
Bashlin Industries  
Black & Veatch  
BMK Corp  
Buckingham Mfg. Co  
Bulwark Protection Apparel  
Burns & McDonnell  
Cact-Co  
Cardiac Science Corp  
Carhartt  
Catering Cajun  
Chance (Hubbell Power Systems)  
DriFire  
Duratel  
Electrical Industry Training Institute  
Elliott Equipment  
Emergency Disaster Services  
Estex Mfg.  
Farwest Line Specialties  
FWT Inc  
Golight, Inc  
Hall's Safety Equipment Corp  
Harleman Mfg. LLC  
Hanson McClain Retirement Network  
Harris Institue of Technical Training  
Hastings Hot Line Tools  
HD Electric Co  
Heater Meals  
Henkels & McCoy

Hi-Line Utility Supply  
Hoffman Boots  
Huskie Tools  
IEEE Power & Energy Society  
IFD Corp  
InsulBoot  
JE Lortie  
JL Matthews  
K&H Industries  
Kaddas Enterprises Inc  
Kelly & Co 1st Responders  
Laminated Wood Systems, Inc.  
Line Equipment Sales  
Lineman Outfitters  
Lug-All Corp  
MacLean Power Systems  
Macro Oil Co Inc.  
Magid Glove & Safety  
Miller Fall Protection  
Milwaukee Electric Tool Co.  
NASCO Industries Inc  
North American Wood Pole Council  
Osmose Utilities Services, Inc.  
Par Electrical Contractors  
Pelsue Company  
Pencell Plastics  
Plastic Techniques, Inc.  
Porta Kleen  
Powerlineman Magazine  
Preformed Line Products Co  
Princeton Tec  
Protective Industrial Products  
Recovery Logistics

Reliable High Performance Product  
Ripley  
Riverside Manufacturing Company  
Safe T Climb Inc.  
Salisbury Electrical Safety LLC  
E.O Schweitzer Mfg. Div. of SEL  
S.D.P. Manufacturing Inc.  
Service Rentals Inc.  
Sherman & Reilly  
Skylift Inc  
Speed Systems Inc  
Sperian  
Storm Logistics Managed by C. Martin  
Events, Inc.  
Storm Services LLC  
Sun Coast Resources, Inc.  
3D Internet  
Tallman Equipment  
Therm-A-Guard Wildlife Protectors  
TrafFix Devices, Inc  
Transmission & Distribution World  
True North  
Tyco Electronics  
Tyndale Co  
Utility Products Magazine  
Utility Solutions, Inc.  
Utility Structural Systems  
Walls Industries, Inc.  
Warren Heim Corporation  
Westex  
West Coast Shoe Company  
Workrite Uniform Company

# 2009 PARTICIPATING UTILITIES

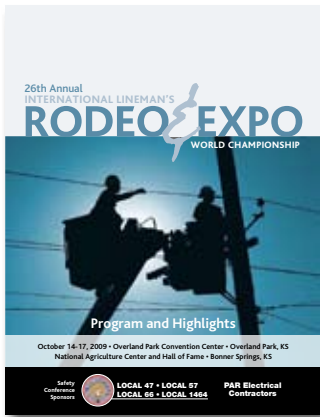
Allteck Line Contractors  
Ameren  
Arizona Public Service/IBEW Local 387  
B Co 249th Engineer Battalion  
BC Hydro  
Berkeley Electric Coop  
Blue Grass Energy  
Bluebonnet Electric Coop  
Carroll EMC  
Cedar Falls Utilities  
Centerpoint Energy  
Central Lincoln PUD  
City of Burbank  
City of Columbia  
City of Wyandotte  
Colorado Springs Utilities  
Connecticut Light & Power  
Cotton Electric Coop  
D Co. 249th Engineer Battalion  
Denton Municipal Electric  
Diversified Utility Services  
Dominion Virginia Power  
Douglas Co. PUD  
DTE Energy/IBEW Local 17  
Duke Energy  
Farmers Electric  
Greystone Power Corp.  
Guadalupe Valley Electric Coop  
Guernsey-Muskingum Electric

Hamilton Co. Electric  
Hawaiian Electric Co.  
Henkels & McCoy  
Homer Electric  
IBEW 11th District  
IBEW Local 126  
IBEW Local 2150  
IBEW Local 266  
IBEW Local 304  
IBEW Local 42  
IBEW Local 47/City of Anaheim  
IBEW Local 51  
IBEW Local 667  
IBEW Local 702  
IBEW Local 769  
Imperial Irrigation District  
Kansas City Power & Light  
Lansing Board of Water & Light  
Los Angeles Dept. of Water & Power  
Manitoba Hydro  
Marshall Municipal Utilities  
McCone Electric Coop  
Midwest Energy  
Mishawaka Utilities  
Missouri Valley Apprenticeship  
Morgan County REA  
National Grid  
New Braunfels Utilities  
Northeast Oklahoma Electric Coop

Northwestern Energy  
NSTAR Electric  
Oklahoma Gas & Electric  
Omaha Public Power District  
Orlando Utilities Commission  
Osage Valley Electric Coop  
Owen Electric  
Par Electrical Contractors  
Portland General Electric  
Prairie Power Inc.  
Progress Energy  
Public Service Co of New Mexico  
Rappahannock Electric Coop  
Rocky Mountain Power  
San Diego Gas & Electric  
SaskPower  
Shelby Electric Coop  
Snapping Shoals EMC  
Southern California Edison  
SSVEC  
Tacoma Power  
The United Illuminating Co  
Tillamook PUD  
Top Notch Utility Solutions  
Tucson Electric Power  
UniSource Energy Services  
UniSource Energy Services  
United States Military  
Walton EMC



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



# 2010 ADVERTISING OPPORTUNITIES

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 2010 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 or Susan Schaefer (L-Z) at 484-478-0154.

## 2010 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"  |

## 2010 Show Program

**Space Closing: August 20, 2010**

**Materials Due: August 27, 2010**

## 2010 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 20, 2010**

**Materials Due: August 27, 2010**

## Digital Signage Opportunities

Get your company's logo or message in front of attendees on the new digital signage display screens. Screens will be placed in prominent areas throughout the convention center for the length of the event.

### Large Glassine Screen – (permanently fixed)

(Located in main lobby area of convention center near exhibit hall entrance)

Rotating advertisements – 30 second rotations

6 available - \$1,000 ea. – SOLD OUT

### Portable 42" Screens

(Will be moved and positioned in most prominent areas throughout the convention center pertaining to what event is taking place. Safety conference, Expo floor, Barbeque, Banquet)

Rotating advertisements – 30 second rotations

6 available - \$1,000.00 ea.

**Contact your sales representative to get signed up for these limited display opportunities.**

## 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 [tony.barmann@penton.com](mailto:tony.barmann@penton.com). If you have questions regarding file compatibility, contact Tony Barmann at 913-967-1781.

Send all advertising materials to:

**International Lineman's Rodeo and Expo**

Attn: Tony Barmann

9800 Metcalf Avenue

Overland Park, KS 66212-2216

913-967-1781 • Fax: 913-514-6719

[tony.barmann@penton.com](mailto:tony.barmann@penton.com)



# APPLICATION FOR EXHIBIT SPACE AND SPONSORSHIPS AT THE 2010 INTERNATIONAL LINEMAN'S RODEO AND EXPO

October 13-16, 2010 • 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, \$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 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/*T&D 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 16, 2010. No refunds will be made after August 16, 2010, 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.