

APPLICATION FOR EXHIBIT SPACE AND SPONSORSHIPS AT THE 2012 INTERNATIONAL LINEMAN'S RODEO AND EXPO

October 10-13, 2012 • 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: _____

We would prefer not to be located near the following companies: _____

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: _____ @ \$19.95 per square foot TOTAL BOOTH FEE: _____

Sponsorship Opportunities

- | | |
|--|--|
| <input type="checkbox"/> Breakfast — \$1,500 | <input type="checkbox"/> Registration — \$5,000 |
| <input type="checkbox"/> BBQ Dinner — \$2,000 | <input type="checkbox"/> Scoring Shed — \$2,000 or \$3,000 |
| <input type="checkbox"/> Beer — \$1,300 | <input type="checkbox"/> Safety Conference —
\$2,000, \$5,000, \$10,000 |
| <input type="checkbox"/> Banquet — \$3,000 | <input type="checkbox"/> Rodeo Events — \$1,500 |
| <input type="checkbox"/> Show Bag Inserts — \$500 | <input type="checkbox"/> Transportation — \$1,000 |
| <input type="checkbox"/> Digital Signage — \$1,000 | <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 24, 2012. No refunds will be made after August 24, 2012, 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.**