



Exhibitor Information

29th ANNUAL INTERNATIONAL LINEMAN'S

RODDEO & EXPO

WORLD CHAMPIONSHIP

October 10-13, 2012
Overland Park Convention Center
Overland Park, KS

National Agriculture Center
and Hall of Fame
Bonner Springs, KS

29th ANNUAL INTERNATIONAL LINEMAN'S RODEO AND EXPO CONTINUES TO BE PREMIER EVENT

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Exhibition Schedule

Wednesday, October 10

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 11

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 12

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 13

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 10-13, 2012.

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 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 11th from noon to 5:00 p.m. and continue on Friday, October 12th 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 7th Annual ILR Safety & Training Conference will continue as a day and a half session this year. The conference is scheduled for October 10-11 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.

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

17th ANNUAL INTERNATIONAL LINEMAN'S EXPO EXHIBITOR INFORMATION

Overland Park Convention Center

6000 College Boulevard • Overland Park, KS 66211
October 10-13, 2012

Rental Rates

The Exhibits will be open at the Overland Park Convention Center on Thursday and Friday, October 11-12. (See the schedule of events for specific exhibit times.)

Booth space rental is \$19.95 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
Fax: 913-514-6865 or email: kim.good@penton.com

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 24, 2012. 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 24, 2012. See contract for full cancellation policy.



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

REGISTRATION \$5,000

SCORING SHED \$2,000 OR \$3,000

DIGITAL SINAGE \$1,000

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

Sponsorship Package

All sponsoring companies will receive the following:

- 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.
- For outdoor rodeo events at the grounds your company banner will be displayed at the event that you are sponsoring. 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, 2012. Gobos are used in lieu of banners at the Awards Banquet and will be provided by show management.)

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 2011 EXHIBITORS

249th En Bn PP U.S. Army
3D Internet
3M
Aircraft Dynamics
Alexander Publications
Altec Supply
Bashlin Industries
BMK Corp
Brief Relief
Buckingham Mfg. Co
Bulwark Protection Apparel
Capital Safety
Carhartt
Chance (Hubbell Power Systems)
Estex Mfg.
EZ-Spot -UR
Farwest Line Specialties
Hall's Safety Equipment Corp
Harleman Mfg. LLC
Harris Institute of Technical Training
Hastings Hot Line Tools
Haverfield Aviation Inc
HD Electric Co
Hi-Line Utility Supply
Huskie Tools
IEEE Power & Energy Society

International Lineman's Rodeo
Association
JE Lortie
JL Matthews
Lowell Corporation
Lug-All Corp
MacLean Power Systems
MADI LLC
Magid Glove & Safety
Miller Fall Protection/Sperian
Milwaukee Electric Tool Co.
MobileDUZ
NASCO Industries Inc
National Association of Journeymen
Linemen
National Rural Electric Coop Assn
National Utility Industry Training
Fund
Neilsen Clothing LLC
North American Wood Pole Council
Osmose Utilities Services, Inc.
Pacific Gas & Electric
Par Electrical Contractors
Perry Products Inc
Plastic Techniques, Inc.
Polartec, LLC
Pole Inspection. US

Powerlineman Magazine
Preformed Line Products Co
Priority 1 Air Rescue Operations
Princeton Tec
Protective Equipment Testing
Laboratory
Protective Industrial Products
Reliable High Performance Product
Ripley
Riverside Manufacturing Company
S.D.P. Manufacturing Inc.
Salisbury Electrical Safety LLC
Sherman & Reilly
Southeast Lineman Training Center
Speed Systems Inc
T&D World Magazine
Tallman Equipment
Tencate
True North (Dragon Fur)
TE Connectivity
Tyndale Co
Utility Products Magazine
Warren Heim Corporation
Westex
Workizer Work Products
Workrite Uniform Company
Youngstown Glove Co

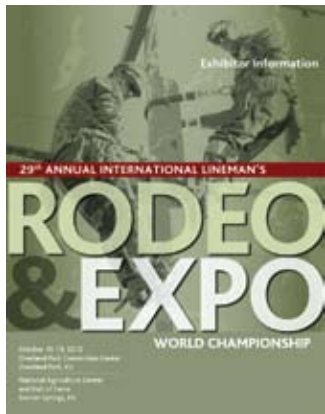
2011 PARTICIPATING UTILITIES

Ameren Missouri
APS/IBEW Local 387
Bandera Electric Coop
Berkeley Electric Coop
Blue Grass Energy
Bluebonnet Electric Cooperative
Burbank Water & Power
C Co 249th Eng Bn
Carroll EMC
Centerpoint Energy
City Utilities
Consumers Power
Cotton Electric
Craig Botetourt Electric Coop
Dominion
DTE Energy
Duke Energy
Duquense Light Company
Enmax Power Corp.
Farmers Electric Coop
Flint EMC
Grant County PUD
Grayson Rural Electric Coop
Greenville Light & Power System
Greystone Power
Guadalupe Valley Electric
Hawaiian Electric & Light Company
Hawaiian Electric Co.

Holston Electric Coop
IBEW
IBEW Local 17
IBEW Local 1245
IBEW Local 2150
IBEW Local 304
IBEW Local 47
IBEW Local 702
IBEW Local 769
Imperial Irrigation District
Inter-County Energy Cooperative
Jackson Energy Coop
Jacksonville Energy Authority
Jamaica Public Service Company
Kansas City Power & Light
Lansing Board Water & Light
Licking Valley RECC
Los Angeles Dept. Water & Power
Manitoba Hydro
Midwest Energy Inc.
Mishawaka Utilities
Missouri Valley Apprenticeship
Morgan County REA
New Braunfels Utilities
New Brunswick Power
Northwestern Energy
NSTAR Electric
Oklahoma Gas & Electric

Omaha Public Power District
Par Electric
Pedernales Electric Coop
Portland General Electric
Potelco
Progress Energy
Rappahannock Electric coop
Rocky Mountain Power
Sacramento Municipal Utility District
Salt River Project
San Diego Gas & Electric Co.
Snapping Shoals EMC
Southern California Edison
Southside Electric
Southwestern Line Constructors
Sulphur Springs Valley Electric Coop
The United Illuminating Co.
Tillamook People's Utility District
Titan Electric
Tucson Electric Power Company
Turlock Irrigation District
UniSource Energy Services
United States Air Force
Walton EMC
Warren Rural Electric Coop
Westar Energy
Xcel Energy





2012 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 2012 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.

2012 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"

2012 Show Program

Space Closing: August 15, 2012

Materials Due: August 22, 2012

2012 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 15, 2012

Materials Due: August 22, 2012

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 kim.good@penton.com.

If you have questions regarding file compatibility, contact Kim Good at 913-967-1781.

Send all advertising materials to:

International Lineman's Rodeo and Expo

Attn: Kim Good

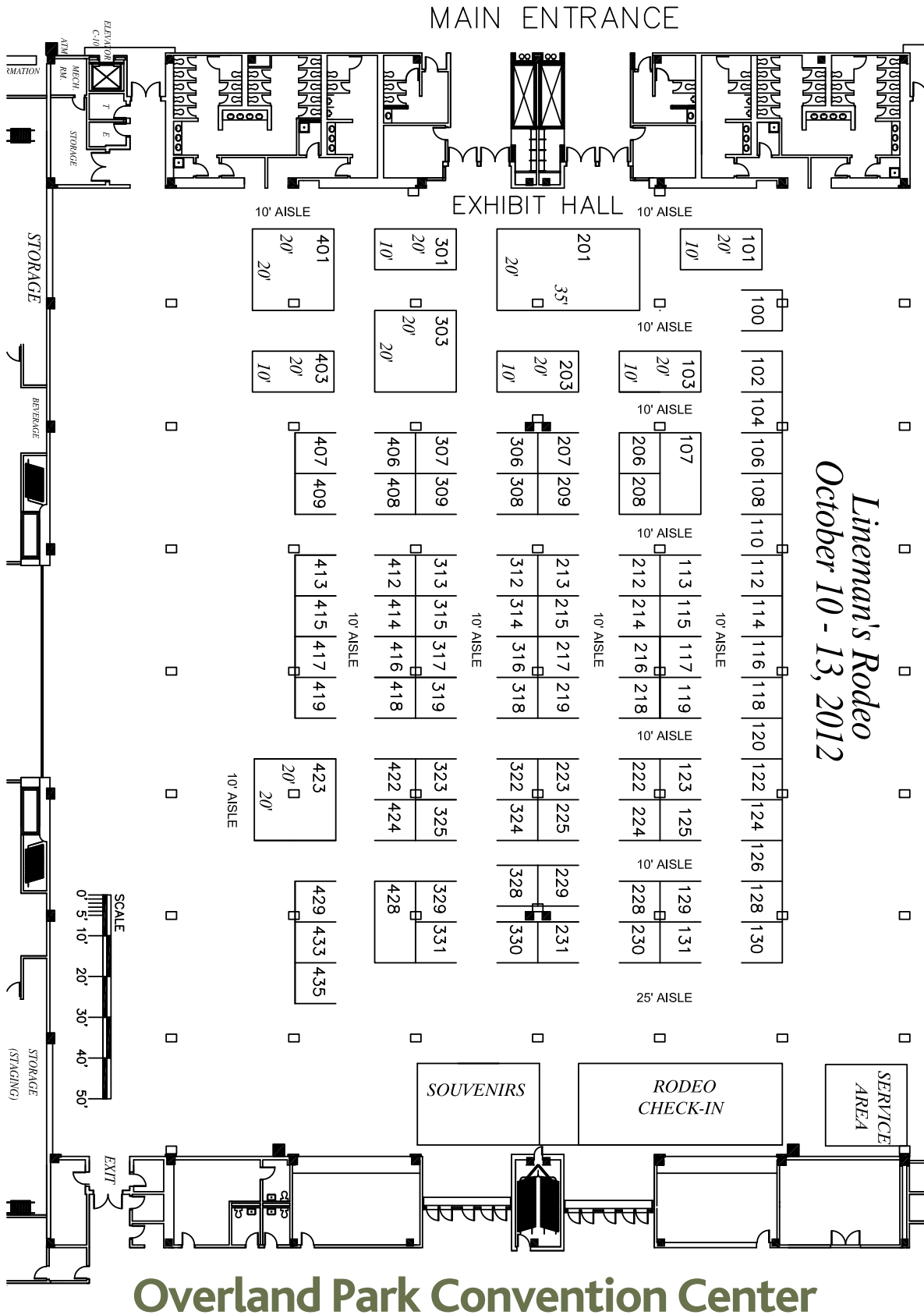
9800 Metcalf Avenue

Overland Park, KS 66212-2216

913-967-1865 • Fax: 913-514-6865

kim.good@penton.com

2012 INTERNATIONAL LINEMAN'S RODEO AND EXPO EXHIBIT HALL BOOTH LAYOUT



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

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: _____

Product(s) Exhibiting: _____

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

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"/> Rodeo Events — \$1,500 |
| <input type="checkbox"/> BBQ Dinner — \$2,000 | <input type="checkbox"/> Scoring Shed —
\$2,000 or 3,000 | <input type="checkbox"/> Transportation — \$1,000 |
| <input type="checkbox"/> Beer — \$1,300 | <input type="checkbox"/> Digital Sinage — \$1,000 | <input type="checkbox"/> Aisle Signs —
\$500 one side, \$800
for both sides |
| <input type="checkbox"/> Banquet — \$3,000 | <input type="checkbox"/> Safety Conference —
\$2,000, \$5,000, \$10,000 | |

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.**