

Expo & Conference
October 17-18th, 2007
Sponsorship
Opportunities



Power Up With Knowledge!

What - The Northwest's premier tradeshow and conference for the electrical industry. Comprised of over 200 booths exhibiting commercial, industrial, residential, government, utility products and services. Two seminar rooms will feature education and CEU accreditation in the ever-changing world of energy consumption and conservation. Our target attendee will include developers, contractors, architects, designers, real estate property managers, electricians, panel builders, manufacturers, institutional and plant managers.

Where & When - The Washington State Convention and Trade Center • October 17 & 18, 2007

Sponsorship Opportunities

Sponsorship is proven to boost your visibility and profitability. Research has shown that companies sponsoring events, items and promotional space related to the conference and trade show have exhibit space traffic an average of 104% higher than those that don't sponsor. The Electric League Expos' highly qualified attendees come to the show ready to discover the latest products and services and ready to buy. Make sure your company's name is the name they see first.

Our list of sponsorship options offers you a comprehensive approach to building your brand and increasing your results. The combination of pre-show, online and on-site sponsorship opportunities will position your company for success at 2007 The Electric League Expo.

Presenting Sponsor - \$8,000

Must be a company that does not compete with any other participant. Examples would be financial institutions, insurance companies, real estate companies.

Most prestigious position. Broadest exposure. Value - \$33,450

Seminar Stage Sponsor - \$5,000

Two positions available.

Our two seminar/conference rooms will be attended by hundreds of industry professionals to further their education and expertise. Value - \$20,550

Hospitality – Beverages - \$4,000

One position available

What do attendees want first thing in the morning? Coffee! That's why the Exhibit Hall is the only place to get a cup. Your support will help provide morning coffee, tea and juices to get delegates revved up for a productive day. Value - \$14,120

Keynote Speaker Sponsorship - \$5,000

We are currently researching several dynamic authors who had written books on economic conditions, business marketing and/or world trends. 300 leaders and business owners in the commercial construction industry will be invited to attend.

Please refer to corresponding sponsorship outlines to understand the full value of the above opportunities.

Show Managers: Northwest Shows, Inc. Karen Wakefield & Margo Wakefield 425-485-2980



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Presenting Sponsor 2007 Electric League Expo

On-Site Sponsor Benefits:

Presenting Sponsor Position	\$ 5,000
One Full Page in the Show Program / Resource Guide	\$ 500
Logo exposure in Program	\$ 2,500
PA Announcements	\$ 1,000
2 Banners on Show Floor	\$ 3,000
(Banners to be supplied by Sponsor)	\$ 5,000
4 Parking Passes	\$ 250
Visual Logo Recognition at all Hospitality Functions	\$ 1,200
Sponsorship and support announced at all Seminars	\$ 2,000

Pre-Show Sponsor Benefits (Presenting Sponsor logo recognition):

Presenting Sponsor Status	\$ 8,000
Exhibitor Prospectus	\$ 2,500
Front of Badges	\$ 1,500
Advertising sheet inserted into Exhibitor Kits (Sheet supplied by Sponsor)	\$ 1,000
All Trade Publication Ads	\$ 1,000
25,000 Promotional Pieces	\$ 2,500
Website Exposure & Link	\$ 1,000
20 Complimentary Seminar Tickets	\$ 500

Total Value **\$33,450**

Total Package Price: \$8,000

All values are estimated and all advertising is subject to deadlines.

P.O. Box 50633 • Bellevue, WA 98015
425-646-4727 • FAX 425-646-4729 • www.electricleague.net



of the pacific northwest

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Seminar Stage

Electric League 2007 Expo Seminar Stage Sponsorship

On-Site Sponsor Benefits:

One Full Page in the Show Program	\$ 500
Logo exposure in Show Program	\$ 2,500
PA Announcements	\$ 1,000
Seminar Stage speaking opportunities – one per day	\$ 1,500
Stage Area, sound system, riser, seating, water service	\$ 1,800
Signage in Seminar Room	\$ 1,000
Company name & Seminar area highlighted on floor plan	\$ 1,500
4 Parking Passes	\$ 250
Flyers on seats in seminar Room	\$ 2,000

Pre-Show Sponsor Benefits (Sponsorship recognition):

Exhibitor Prospectus	\$ 2,500
Advertising sheet inserted into Exhibitor Kits (Sheet supplied by Sponsor)	\$ 1,000
All Trade Publication Ads	\$ 1,000
25,000 Promotional Pieces	\$ 2,500
Website Exposure & Link	\$ 1,000
20 Complimentary Seminar Tickets	\$ 500

Total Value **\$ 20,550**

Total Package Price: \$5,000

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Hospitality – Beverages Throughout the Show

2007 Electric League 2007 Expo Hospitality Sponsorship

On-Site Sponsor Benefits:

Logo exposure in Show Program	\$ 2,500
PA Announcements	\$ 1,000
2 Parking Passes	\$ 120
Signage in Hospitality Area	\$ 1,000
Company name & Hospitality area highlighted on floor plan	\$ 1,500

Pre-Show Sponsor Benefits (Sponsorship logo recognition):

Exhibitor Prospectus	\$ 2,500
Advertising sheet inserted into Exhibitor Kits (Sheet supplied by Sponsor)	\$ 1,000
All Trade Publication Ads	\$ 1,000
25,000 Promotional Pieces	\$ 2,500
Website Exposure & Link	\$ 1,000

Total Value **\$14,120**

Total Package Price: \$4,000

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Key Note Speaker

Electric League 2007 Expo Show Sponsorship

On-Site Sponsor Benefits:

Sponsorship of Keynote speaker	\$ 3,000
One Full Page in the Show Program / Resource Guide	\$ 500
Logo exposure in Program	\$ 2,500
PA Announcements	\$ 1,000
2 Banners on Show Floor	\$ 3,000
(Banners to be supplied by Sponsor)	\$ 5,000
4 Parking Passes	\$ 250

Pre-Show Sponsor Benefits (Sponsor logo recognition):

Exhibitor Prospectus	\$ 2,500
Advertising sheet inserted into Exhibitor Kits (Sheet supplied by Sponsor)	\$ 1,000
All Trade Publication Ads	\$ 1,000
25,000 Promotional Pieces	\$ 2,500
Website Exposure & Link	\$ 1,000
Flyers on seats in seminar Room	\$ 2,000

Total Value **\$20,250**

Total Package Price: \$5,000

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