

1972 **50** 2022
NETA[®]
50 YEARS OF SETTING THE STANDARD

COLORADO CONVENTION CENTER

THE PREMIER ELECTRICAL MAINTENANCE AND SAFETY CONFERENCE

2022
POWERTEST[®]
CONFERENCE

HYATT REGENCY | COLORADO CONVENTION CENTER
DENVER, COLORADO

HOSTED BY
NETA

EXHIBITOR
MARKETING KIT



DEAR POWERTEST EXHIBITOR,

Thank you so much for your support and participation in PowerTest 2022, the premier electrical maintenance and safety conference. We are looking forward to one of our best shows to-date this spring and will be thrilled to reconnect with you in Denver. Until then, we have compiled this kit of marketing opportunities to assist you in making the most of your presence at PowerTest. Please feel free to contact the NETA office at any time with questions or concerns, we are more than happy to help.

Thank you again and see you in Denver!

Michelle D. Richard

Missy Richard, Executive Director of NETA





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PRE-SHOW PROMOTIONS



Complimentary Exhibitor Email

WHAT IS INCLUDED?

NETA will send a personalized email (using your provided customer list) promoting your participation as an exhibitor in the show.

WHY PROMOTE YOUR BOOTH TO CURRENT CLIENTS?

- Indicate your active participation in the industry
- Announce new products or services
- Broadcast the opportunity to meet you face-to-face for personalized assistance
- Tout your company's association with NETA—a leading organization recognized for its technical authority in the electrical testing industry

PROMOTIONAL EMAIL TO INCLUDE:

- Personalized email written by NETA to your client, inviting them to visit your booth
- Free exhibit hall pass
- Details of your company's NETA trade show giveaways or offers
- PDF of Conference Preview Guide

HOW TO PARTICIPATE:

Email your trade show giveaways and/or offers and your client list in an Excel or comma delimited (csv) file format to NETA. A draft email will be sent for your approval. The final invitation email will be personalized and sent along with a free exhibit pass and the Conference Preview Guide.

NOTE: We respect the privacy of you and your customers, and therefore, your mail list would be used for this single purpose.



CONTACT US

Laura McDonald

Event and Editorial Services Manager

Email: lmcdonald@netaworld.org

Phone: 888.300.6382 (ext. 2004)

PRE-SHOW PROMOTIONS



Website Listing

- Promote your company and your website link on NETA's [PowerTest Website](#).
- Increased exposure for your company and one-stop shopping for anyone interested in the conference.
- One more avenue to promote your products and services!
- Submit your 100-word company promotional description with complete contact information and website link.
- There is no set deadline. Your listing will be added to the website when received. To maximize your exposure, send your information as soon as possible!
- To submit your 100-word company description, please send to Laura McDonald at lmcdonald@netaworld.org



Exhibit Guide Advertising

Sponsor an advertisement in the Exhibitor Guide. Place an advertisement with your 100-word description.

- Full page, color \$1,785
- Half page, color \$1,070

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PRE-SHOW PROMOTIONS



PowerTest Logo Use

Our PowerTest Logo, in your hands. Utilize the official conference logo to promote your brand alongside PowerTest to further brand awareness and importance of the electrical maintenance and safety industry.

* Guidelines for logo use may be found [here](#).

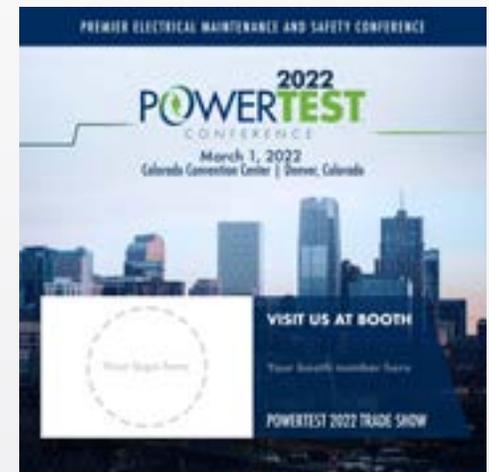
Complimentary Exhibit Passes

Each exhibitor will receive complimentary exhibit passes to distribute to clients, customers, vendors, etc. Passes will be emailed in a PDF format to the primary contact for each company. Passes will need to be presented by guests to staff upon entering the trade show floor.

Social Media and Digital Promotions

The world has gone digital, and so has PowerTest. Take advantage of ready-made social media graphics to promote your involvement in the show. Simply add your logo and an accompanying message before sharing and be sure to tag the PowerTest page and use the #PowerTest2022 hashtag whenever possible. Exhibitor posts made on Facebook and or LinkedIn tagging the PowerTest page will be shared on association social media channels.

Ready-made social media graphics are accessible by visiting www.powertest.org



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Exhibit Guide Listing

Highlight your company with a 100-word description, contact information, website address, and booth number. The Exhibit Guide is included in every attendee registration bag and exhibitor packet. It is also used by attendees and exhibitors as a reference tool post conference.

The description that you submit online will be used to create your exhibit guide listing.

New Product Forum

The New Product Form is an opportunity to promote your new product or service at the conference. Exhibitors may apply for admission to the New Product Forum to briefly introduce a new product or service, a major expansion, or significant improvement of existing products or services.

For your submission to be considered, it must have been released in 2021-22 as a new product or service or an existing product or service with a significant change.

WHAT IS INCLUDED?

- Paragraph featuring your product or service in both the print and online spring issues of the *NETA World Journal* – at no charge. All submissions will be published.
- A two-minute presentation (per exhibitor) showcasing your new product or service (note: maximum of 3 PowerPoint slides)

HOW TO APPLY

Simply email your submissions to Laura McDonald. Space is limited to 30 participating companies and submissions are considered on a first come, first serve basis.



CONTACT US

Laura McDonald

Event and Editorial Services Manager

Email: lmcdonald@netaworld.org

Phone: 888.300.6382 (ext. 2004)

Lead Capture

Capturing your leads through business cards is a thing of the past. Being an exhibitor will give you access to Cvent LeadCapture, a digital tool that can help you easily scan, qualify and even rate the leads that you're able to connect with at PowerTest 2021. You'll even be able to include custom questions and information to attach to each lead as you meet them. [Learn more](#)



Door Prize Listing

PowerTest will again incorporate a Conference Passport. Attendees must obtain a sticker from each booth visited to be included in the end-of-day drawing for a cash prize of \$500 given by NETA. (Stickers will be provided in your on-site exhibitor kit.)

Exhibitors also have an opportunity to submit a door prize. Exhibitors donating a prize should draw a winning name and turn it into the NETA booth by **4:30 PM on March 1, 2022**. All winning names will be announced between 5:00 PM and 5:30 PM.

Winners will be directed to your booth to claim their prize—creating one more opportunity to prospect.

A listing of your company name and the door prize item(s) will be promoted in the conference materials provided to each attendee.

NETA will supply all exhibitors with forms for those attendees who do not bring business cards with them.

PLAN YOUR DOOR PRIZE TO BE FUN AND MEMORABLE!

The prize(s) do not necessarily need to be an item specifically related to the industry. Participants tend to enjoy creative gift certificates, baskets of goodies; Leatherman's are popular, and technology items, such as Bose headphones, are great prizes. Door prizes go a long way in making an impression!

Please, no service/product discount certificates.

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ADDITIONAL EXHIBITOR OPPORTUNITIES



Complimentary Conference Registration

As an exhibitor, you are entitled to one complimentary conference registration for Monday/Tuesday sessions. Wednesday & Thursday seminars can be added on for an additional \$200 each. Additional attendees may register at the published rates.

Registration includes all conference benefits and activities on Monday and Tuesday, including participation in scheduled sessions, daily breakfast, and Monday night hospitality suites. Registration does not include attendance of the PowerBash event. PowerBash can be purchased for an additional \$50 per person.

PowerBash Reception

Booth Personnel are invited to join us at the PowerBash Reception to commemorate NETA's golden anniversary! With all new opportunities for professional development and networking, celebrate how far the association and the industry have come and explore the possibilities of the next 50 years.



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IMPORTANT REMINDERS



Hotel Reservations

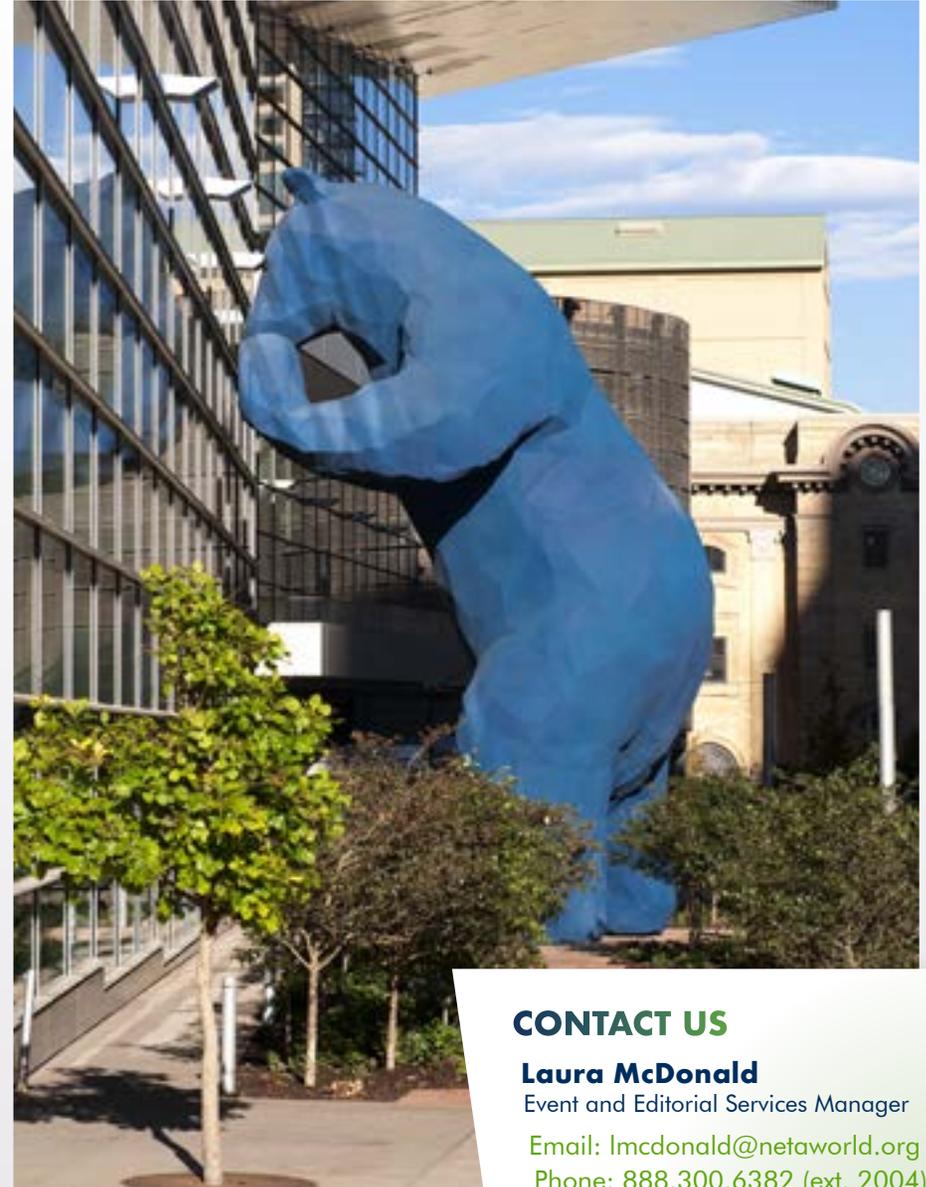
The Hyatt Regency Denver is offering a special rate of \$214 until February 3, 2022. To make reservations, please visit [this link](#).

Should you need to book more than ten rooms, please contact Laura McDonald at lmcdonald@netaworld.org or call 888.300.6382 (ext. 2004).

PowerBash Reception Registration

Booth personnel are invited to attend the NETA 50th Anniversary PowerBash Celebration on Tuesday evening, March 1, 2022, at \$50 per attendee. Name badges and reservations **ARE REQUIRED** for this event. Name badges may be picked up at the registration desk any time on Sunday, Monday, or Tuesday.

To register for PowerBash, please visit the powertest.org website to register for social events.



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IMPORTANT REMINDERS



Staffing Your Booth

The number of personnel included as staff per booth is commensurate with the size of the booth space purchased. 10x10 booths are allowed 4 staff passes, 10x20 and Endcap spaces are entitled to 7, and booth spaces 20x20 and larger are allowed 9.

Additional booth staff passes are available for purchase at a rate of \$50 per pass, with a maximum of 15 people total allowed per booth.

Please register your booth personnel by January 14, 2022. To register your personnel, please send your list to Laura McDonald at lmcdonald@netaworld.org.



Complimentary Lunch

As part of the PowerTest Exhibitor Agreement, all registered booth staff are welcome to join trade show attendees for a complimentary buffet-style luncheon during the exhibition.

Attendance List

Exhibitors can receive a hard-copy list of pre-registered PowerTest attendees at the on-site registration desk prior to the trade show. Following the show, an electronic list of the final registrations for the conference will be sent to the exhibitor primary contact.

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EXHIBITOR DEADLINES



WEBSITE LISTING Refer to page 5 for more information and submission instructions.

Update any time Website Listing (100-word company description) – complimentary

EXHIBIT GUIDE LISTING Refer to page 5 for more information and submission instructions.

December 3, 2021 Exhibit Guide Listing (100-word company description) – complimentary

December 3, 2021 Exhibit Guide Advertisement – additional fee

NEW PRODUCT FORUM Refer to page 7 for more information and submission instructions.

November 26, 2021 New Product Forum Sign-Up Deadline – complimentary and limited to first 30 submissions

December 23, 2021 100-word description of new product for inclusion in *NETA World* and conference materials

January 21, 2022 Submit PowerPoint presentation

February 28, 2022 New Product Forum presentations (Located in 601-607)

COMPLIMENTARY EXHIBITOR EMAIL Refer to page 4 for more information and submission instructions.

December 3, 2021 Submit your client email list and request to participate – complimentary

DOOR PRIZE LISTING Refer to page 8 for more information and submission instructions.

January 7, 2022 Door Prize Registration – complimentary

March 1, 2022 Door Prize available in your booth (Please do not send to NETA)

March 1, 2022 Winning name submitted to NETA booth by 4:30 PM

REGISTRATION Refer to pages 9-10 for more information and submission instructions.

January 14, 2022 Registration for Trade Show Personnel Name Tags

February 3, 2022 Exhibitor Conference Registration and Hotel Reservations – discounted rates available

LOCATION AND CONTACT

3050 Old Centre Road, Suite 101
Portage, MI 49024

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