INTEGRATE, INNOVATE, & INSPIRE
ABOUT THE EVENT

The Alaska Electric Utility Conference is the premier conference for public power utilities throughout Alaska, with a focus on engineering and operations. It is a great opportunity to showcase your utility industry products, services, and technologies. Developed by a dedicated planning committee of Alaska utility employees, along with Northwest Public Power Association and Alaska Power Association staff, the conference introduces solutions and opportunities to help Alaska utilities get on top of their challenges. The 2024 AEUC at the Dena’ina Center in downtown Anchorage will feature around 90 trade show booths for attendees to peruse in between educational sessions and networking opportunities. On top of being in the trade show, exhibitors are welcome to attend sessions and networking events to advance their own professional development. More details about the conference are available at www.nwppa.org/aeuc.

Don’t miss your opportunity to cultivate connections with this specialized audience! This biennial conference will not be held again until 2026.

WHO ATTENDS

Electric utility engineering and operations personnel, as well as those in information technology, safety, purchasing, environmental, accounting, communications, or any area where a more in-depth knowledge of engineering and operations would be beneficial.

EXHIBIT SPACE AND PRICING

Booth sales are ongoing until all spaces are sold. The following exhibit spaces will be available at the Dena’ina Civic and Convention Center in Anchorage.

1) STANDARD BOOTHS

A standard booth (10’ × 10’) includes:

- Fabric-draped booth with an 8-foot-high back drape and 3-foot-high side drape
- One identification sign
- One draped table
- One 500-watt outlet
- Registration for two booth personnel

Prices:

- Member – $1,100
- Non-member – $2,000
- Additional personnel (over two) – $300 each

2) TRUCK/TRAILER SPACES

Medium truck/trailer (20’ × 20’) display area prices:

- Member – $2,500
- Non-member – $3,400
- Additional personnel (over two) – $300 each

Large truck/trailer oversize (20’ × 30’) display area prices:

- Member – $3,800
- Non-member – $4,600
- Additional personnel (over two) – $300 each

Truck/trailer display areas are restricted to the display of trucks, trailers, and moving equipment that are normally offered for sale by the exhibitor and are too large to display in a standard booth. Truck/trailer display areas may not be subdivided.

PRICES FOR TRUCK/TRAILER SPACES

Due to limited availability, truck/trailer display areas are limited to one per exhibiting company during the initial booth assignment process. Parking and exhibiting of trucks, trailers with equipment, or any items intended for display to attendees outside of or near the conference and convention venues is prohibited. Any exhibitor doing so will face any penalties imposed by the hotel, convention center, or NWPPA, which may include the cancellation of current or future exhibit space, committee membership, associate membership, and/or event attendance.

Companies who purchase a truck/trailer display area are entitled to two complimentary exhibitor registrations per area.

EXHIBITOR BADGE INFORMATION

All booth personnel (anyone who will occupy the exhibit space), including the two complimentary registrations, must register as an exhibitor and receive an exhibitor badge before being allowed into the exhibit hall. To register your exhibitors, visit www.nwppa.org/aeuc. If you have any questions, please contact Annie at annie@nwppa.org. Please remember that pre-registering your personnel makes check-in at the trade show much faster and less hectic.

Exhibitor badges allow access to all conference sessions and events, for one day or the entire conference, so you may spend time with your customers or work on your professional development. Exhibitors will receive two complimentary registrations for each booth purchased. The first two registrations submitted will be complimentary for the exhibiting company. Additional registrations after the complimentary registrations will be charged the standard exhibitor registration fee (for those who have a booth) of $300 per person. This amount will be due at the time of sign up.
HOW TO PURCHASE YOUR BOOTH(S)

PHASE 1: GROUP AND PRIORITY BOOTH SALES

Group and priority booth sales are open to:

- Manufacturers’ representatives
- AEUC sponsors

Phase 1 is June 17-21, by appointment only. Please schedule your appointment [here](#). Prior to your appointment, please:

- Make a list of your first, second, and third choice booth/group of booths (see page 5 for the floor plan). There is a limit of two booths per company.
- Complete [this form](#) (manufacturers’ representatives only).

For group sales, we will invoice each company directly, rather than invoicing the manufacturers’ representative for all companies.* Please keep in mind that NWPPA associate members (listed [here](#)) will receive the member rate, and non-members will receive the non-member rate regardless of the membership status of the manufacturers’ representative. For information about how to become an NWPPA member, contact Tracy at tracy@nwppa.org.

PHASE 2: OPEN ONLINE BOOTH SALES

Booth sales open to everyone at 8 a.m. PT on June 24 at [www.nwppa.org/aeuc](http://www.nwppa.org/aeuc). You will be able to select up to two booths for your company as well as assign/substitute booth personnel.* If you are unfamiliar with the booth purchasing process, [this video](#) will walk you through it.

Questions? Please contact Annie at annie@nwppa.org.

*Trade show invoices must be paid within 30 days of receipt or by Oct. 25, 2024, whichever comes first. Failure to do so may result in cancellation of the booth sale; if a booth sale is canceled, the booth space will then be offered to the first company on the wait list.

PICK YOUR BOOTH EARLY BY SPONSORING THE AEUC

NWPPA members who sponsor the 2024 AEUC will be able to make an appointment to choose their booth(s) ahead of the crowd. It’s a win-win— you’ll have a better chance to get a prime booth location and receive all the other perks that go along with sponsoring an NWPPA event! See page 8 for more information.

Appointments are available on a first-come, first-served basis, so act fast to take advantage of this opportunity!
DEN'A'INA CIVIC AND CONVENTION CENTER BOOTH FLOOR PLAN

Standard size (10' × 10')  Medium truck/trailer (20' × 20')  Large truck/trailer (20' × 30')

EXHIBIT SCHEDULE

TUESDAY, NOV. 19
1–5 p.m.  Exhibitor setup and registration

WEDNESDAY, NOV. 20
7:30–8:45 a.m.  New Technology Showcase
8–10 a.m.  Exhibitor setup and registration
Noon–1:50 p.m.  Trade show open and lunch in exhibit area
4–6 p.m.  Trade show open and reception in exhibit area

THURSDAY, NOV. 21
10:50 a.m.–1 p.m.  Trade show open and lunch in exhibit area
1–4:30 p.m.  Trade show tear down and move out

HOTEL INFORMATION

MARRIOTT ANCHORAGE DOWNTOWN

820 W. 7th Ave.
Anchorage, AK
(907) 279-8000

Room Rates: $165 for a single/double.

Please book your room as soon as possible, but no later than Oct. 19, 2024, to secure this rate. Mention that you are with Northwest Public Power Association when booking your reservation.
**Official Decorator**: Alaska Event Services (AES)  
(907) 345-8789

**Exhibit Services**: The AES Exhibitors Service Kit will be sent via email to all confirmed exhibitors approximately six to eight weeks prior to the first day of show move in. This kit includes order forms for furniture rental, cartage, uncrating, storage, erecting, and dismantling of exhibits. Exhibitors will be billed directly by AES for their services at reasonable and uniform rates. A schedule of rates will accompany the exhibitor service kit. Exhibitors may request that a service kit be mailed by contacting AES at the number above.

**Shipping and Storage**: AES has been contracted to handle all freight for the Alaska Electric Utility Conference. Please send all advance freight to the AES warehouse address that will be published in the exhibitor service kit. Exhibitor freight will be received up to 30 days prior to the first day of exhibitor move in. Exhibitors may also send their exhibit directly to the Dena’ina Civic and Convention Center. Shipments sent directly to the convention center should not arrive before the first day of exhibitor move in, Nov. 19, 2024. Any shipment sent to the convention center before the first day of exhibitor move in will be redirected to the AES warehouse and additional service charges will apply. Complete shipping addresses and information will be in the exhibitor service kit.

**Space Allocation**: In the interest of facilitating a well-balanced trade show, NWPPA reserves the right to move booth assignments, decline booth requests, or grant less space than requested.

**Reassignment of Exhibit Space**: Exhibit space is sold for the exclusive use of the organization purchasing the space. The purchasing company may not allow its subsidiaries or affiliated companies (i.e., manufacturer represented by a local firm) to occupy the exhibit space. Under no circumstances may exhibit space be resold, given, provided, or transferred by an exhibitor to a non-subsidiary or affiliate without specific written permission from NWPPA. Exhibitors not receiving such written permission from NWPPA will be charged a fee of 100% of the rental booth space for the booth, in addition to the original cost of the booth.

**Installation of Exhibits**: All exhibits must be completed per the final exhibit schedule. Any booth that is not ready for display by 10 a.m. Wednesday, Nov. 20, 2024, will be completed by the official decorator, and installation fees will be charged to the exhibitor. NWPPA will not permit any moving of exhibits after 10 a.m. Nov. 20, 2024. AES will be available in the exhibit hall to coordinate booth installation and handle special requests.

**Payments and Cancellation Policy**: Any exhibitor not paid in full within 30 days of receiving their invoice, or by Oct. 25, 2024, whichever comes first, can be reassigned or canceled. Exhibitors shall have the right to cancel their exhibitor space in writing to NWPPA. If the canceled exhibit space is resold, NWPPA may grant refunds until Oct. 25, 2024. No refund will be made on or after Oct. 26, 2024, even if the space is resold. Under all circumstances, NWPPA retains the right to resell booth space canceled by exhibitor.

**Show Hours**: The show hours published in the exhibit schedule on page 5 of this packet is a guide. NWPPA may alter the times as needed. For security purposes, the exhibit hall will be locked at the close of each exhibit session. Exhibitor personnel may access the show floor 30 minutes prior to each exhibit session opening to prepare their booth(s).

**Removal of Exhibits**: No exhibits are to be dismantled or packed prior to 1 p.m. on Thursday, Nov. 21, 2024. Unless prior authorization to pack up early has been given by the event manager, the penalty for doing so includes the cancellation of current or future exhibit space, committee membership, associate membership, and/or event attendance. All exhibits are to be deconstructed and removed between 1–4:30 p.m. Nov. 21, 2024. Any exhibits not completely dismantled and removed by 4:30 p.m. will be removed by AES at the prevailing rates and charged to the exhibitor.

**Exhibit Limitations**: Exhibitors must provide a diagram and request NWPPA approval for any booth displays that will exceed 8 feet in height or protrude more than 4 feet from the back wall. Tall products such as utility poles and equipment may exceed the height limit to an overall height of 12 feet with written permission from NWPPA. Display fixtures over 4 feet high need to be placed in the back half of the booth (away from the aisle). Obstruction of neighboring exhibitors will not be permitted.

**Sound Control**: NWPPA does not permit flat panels, television sets, monitors, sound systems, or equipment demonstrations which are of sufficient volume as to be disturbing to neighboring exhibitors. NWPPA encourages and enforces a Good Neighbor policy.

**Signs**: Exhibitors must provide a diagram and request NWPPA approval for any special signs, apparatus, etc. that will extend more than 8 feet above the floor. No interference with light or space of other exhibits will be allowed without permission from NWPPA. Illuminated signs must be placed against the back of the booth.

**Care of Exhibit Space and Facility**: No material of any kind is to be fastened, adhered, or attached to any surface in the exhibit hall. Any charges for damage caused by an exhibitor, partic-
ularly during move in or move out or as a result of improper installation, will be billed to the exhibitor. NWPPA will arrange to have the main aisles of the exhibit hall vacuumed after the close of each day. However, in order to allow your equipment to be permanently displayed, custodians are instructed not to enter your exhibit area. All exhibitors should arrange for daily housekeeping within their booth(s). Cleaning and vacuuming services are available at the AES service center.

Security: The exhibit area will be locked during closed hours. However, neither the management of the convention center, NWPPA, the conference decorator, nor their agents will be responsible for any personal injury to the exhibitor or his/her agent; or the safety of exhibitors; or theft or damage by fire, accidents, or other causes. All property of the exhibitor shall be deemed to remain under the exhibitor’s custody and control in storage, in transit to or from, and within the confines of the exhibit hall even though it may, at any time, be under the temporary control or direction of NWPPA or its service contractors.

Insurance: Exhibitors who desire to carry insurance on their exhibits must place it at their own expense.

Chemical Displays and Usage: Any chemical brought onto the convention center property must be accompanied by a Material Safety Data Sheet as required by Federal and State Occupations Hazard Administration regulations and EPA guidelines. No hazardous chemical may be brought onto the convention center property for usage/display purposes or demonstrations without prior written approval from the convention center. Special permits may be required by the fire marshal or other agencies.

Amendments: NWPPA may at any time amend these terms, conditions, and documents, included herein by references, and each exhibitor shall be bound thereby. NWPPA, through its representatives, shall have full power in the interpretation and enforcement of all rules contained herein, and the power to make such amendments thereto and such further Rules and Regulations as they shall consider necessary for the proper conduct of this conference.

STATEMENT OF LIABILITY

If you are assigned a booth, it is agreed that neither the Northwest Public Power Association, nor its officers or trustees, shall be liable for any loss or damage from any cause whatsoever to your exhibit materials while in transit to or from your premises/the exhibit area or while on display in said exhibit area.

It is also agreed that Northwest Public Power Association, or its officers or trustees, shall not be liable for any personal injury that may be sustained by an exhibitor, employee, or visitor while in the exhibit area. You and your organization also agree to fully indemnify and save harmless Northwest Public Power Association, its officers, and its trustees, against any and all claims, damages, liability, and suits at law, by reason of any personal injury sustained by any person whatsoever within the exhibit space allotted to the applicant, or by reason of the acts of the applicant or any of their agents, servants, or employees.

NWPPA EVENT GUIDELINES


Guidelines for Other Events or Activities at NWPPA Events

NWPPA strongly encourages vendors, sponsors, and associate members to network with attendees, but group activities cannot occur during NWPPA event hours, including trade show hours. Failure to work with the NWPPA event manager and abide by NWPPA’s decisions may result in the cancellation of current or future exhibit space, committee membership, associate membership, and/or event attendance.

• NWPPA-reviewed and -approved events will be allowed at NWPPA’s discretion.

• NWPPA will work with you to determine if there is space and a time for your event to be held. Meals with attendees of NWPPA events are encouraged, but are to be held outside of NWPPA event hours, including trade show hours.

• If your event is approved by NWPPA, you are responsible for the costs, promotions, and arrangements of the event.

For more information, contact Annie at annie@nwppa.org.
## 2024 AEUC Sponsorship Opportunities

<table>
<thead>
<tr>
<th>CHOOSE YOUR PLAN</th>
<th>PRICE</th>
<th>REGISTRATIONS INCLUDED</th>
<th>BOOTH SPACES INCLUDED</th>
<th>APP PUSH NOTIFICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM</td>
<td>$15,000</td>
<td>4</td>
<td>One 10’ × 10’</td>
<td>1</td>
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<tr>
<td>(1 available)</td>
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<tr>
<td>Keynote speaker</td>
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<tr>
<td>DIAMOND</td>
<td>$10,000</td>
<td>2</td>
<td>One 10’ × 10’</td>
<td>1</td>
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<tr>
<td>(2 available)</td>
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<tr>
<td>Committee apparel, giveaway item</td>
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<tr>
<td>GOLD</td>
<td>$6,000</td>
<td>2</td>
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<td>(3 available)</td>
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<tr>
<td>Trade show reception, trade show lunch (2)</td>
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<tr>
<td>SILVER</td>
<td>$4,500</td>
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<td>(2 available)</td>
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<tr>
<td>NWPPA Events mobile app, New Technology Showcase breakfast</td>
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<tr>
<td>BRONZE</td>
<td>$2,500</td>
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<td>(4 available)</td>
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<tr>
<td>Morning coffee break (2), afternoon snack break (2)</td>
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Each sponsorship comes with a set of standard benefits, which includes:

- Early access to booth sales (see page 4).
- A list of pre-registered participants.
- Acknowledgment on printed materials.
- Recognition on the official conference website.
- Promotion on signage and verbal mentions during the conference.
- Highlighted recognition across various social media platforms.
- Access to discounted rates for advertising opportunities.

CONTACT TRACY AT TRACY@NWPPA.ORG TO SPONSOR THE 2024 AEUC
PLATINUM

**Keynote Speaker (exclusive): $15,000**

This exclusive sponsorship will kick off with a thank you given in the welcome address introducing the keynote speaker and will finish with meet-and-greet time at your booth during the trade show grand opening lunch immediately following the keynote address. This opportunity also includes one 10’ x 10’ exhibit booth space, four registrations, and all of the standard benefits listed on page 8.

**DIAMOND**

**Committee Apparel (exclusive): $10,000**

Each year, the AEUC Planning Committee and NWPPA/APA staff wear a piece of apparel to be recognizable to attendees—and attendees want one, too! Show off your brand by sponsoring the apparel item and we will recognize you from the stage during the chair’s welcome address and model your item each day. Plus, for the first time at the AEUC, these items may be sold to conference attendees. This exclusive sponsorship will drive traffic to your booth and generate sales when we announce the item is available for purchase at your booth. This opportunity also includes one 10’ x 10’ booth space, two registrations, and all of the standard benefits listed on page 8.

**Giveaway Item (exclusive): $10,000**

Have your branded product handed to every attendee at registration by sponsoring this year’s giveaway item. Each attendee will receive the item at registration. The item will be co-branded with NWPPA’s conference logo and your logo. This opportunity also includes one 10’ x 10’ booth space, two registrations, and all of the standard benefits listed on page 8.

GOLD

**Trade Show Reception (exclusive): $6,000**

Kick off the afternoon session of the trade show by hosting the Wednesday reception on the trade show floor. Your logo will be on napkins at each food and beverage station, and you will be given the microphone to welcome everyone to the show and reception. This opportunity also includes two registrations and all of the standard sponsor benefits listed on page 8.

**Trade Show Lunch (2 available): $6,000**

Sponsor lunch on the trade show floor. Your logo will be on the napkins and you will be given the microphone to welcome attendees to the trade show session and lunch. This opportunity also includes two registrations and all of the standard benefits listed on page 8.

**SILVER**

**NWPPA Events Mobile App (exclusive): $4,500**

In 2023, over 75% of attendees used NWPPA’s new mobile app when it first launched! This sponsorship provides your company with an exclusive ad in the 2024 AEUC event on the NWPPA Events app and recognition when attendees are reminded to download the app. This opportunity also includes one registration and all of the standard benefits listed on page 8.

**New Technology Showcase Breakfast (exclusive): $4,500**

Take the microphone and welcome attendees to the New Technology Showcase participants and breakfast! Your logo will also be on the napkins. This opportunity also includes one registration and all of the standard benefits listed on page 8.

**BRONZE**

**Morning Coffee and Afternoon Snack Breaks (4 available): $2,500**

Attendees stay alert and content thanks to morning coffee breaks and afternoon snack breaks. As a sponsor for one of these breaks, you will receive signage recognition near the break tables and your logo on the napkins. This sponsorship also includes all of the standard sponsor benefits listed on page 8.
INVITATION TO DISPLAY AT THE NEW TECHNOLOGY SHOWCASE

NWPPA is seeking up to eight exhibitors to display one of their latest products, technologies, or services during our New Technology Showcase on Wednesday, Nov. 20, from 7:30-8:45 a.m. Space is limited and our judges are selective, so complete your application now! Applications are due by Sept. 20, 2024.

The New Technology Showcase includes breakfast for conference attendees in the Dena’ina Civic and Convention Center. The showcase will give attendees the opportunity to browse some of the trade show’s most innovative products and services. This is a special, no-charge opportunity for selected exhibitors to display and talk one on one with attendees in a more intimate setting.

Using the form below, describe the one innovative product or service that your organization has to offer—one that attendees must see. (The display of product lines will not be accepted.)

Selected exhibitors will be contacted in October 2024. All presentation materials and products must fit onto a 3’ × 6’ table. No equipment, product, or promotional material is allowed on the floor around the display table for safety reasons. Large projection screens and audio systems may not be used.

If you have questions, please contact Annie at annie@nwppa.org.

Name: ______________________________________________________________________________________________ Title: ______________________________________________

Utility/Company: ____________________________________________________________________________________________

Street Address: ______________________________________________________________________________________________

City: __________________________________________________________________ State/Province: ___________________________ ZIP/Postal Code: __________________

Phone: __________________________________________________________________ Email: ___________________________________________________________________________

Description of new product or service that would be displayed (please be specific):

_________________________________________________________________________________________________________________________________________________________

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Please include any supporting documentation or materials with this application and submit it to Annie at annie@nwppa.org by Sept. 20, 2024.
ENHANCE YOUR LEAD RETRIEVAL WITH THE NWPPA EVENTS APP

The new NWPPA Events app, launched last year, elevates the conference and trade show experience for attendees and exhibitors alike. This user-friendly app prioritizes seamless lead retrieval and networking opportunities, and it is a powerful tool for connecting with your potential customers. Here are a few key ways the app helps you and your company connect with attendees:

Digital business cards
This lead retrieval tool enables you to exchange digital business cards with registrants. Within the app, simply scan someone else’s QR code or have yours scanned to share contact info. At minimum, each business card includes a name, job title, company, and email. The cards can also be customized to include a profile photo, bio, phone number, and website.

Attendee directory
The directory lists everyone at the event, including each person’s name, job title, and company. Some may also opt to share contact information in the directory.

Social timeline
The in-app social timeline enables you to connect with attendees by sharing experiences from the event. We encourage registrants and exhibitors alike to engage by taking photos of the trade show and sessions, sharing what you’ve learned, and posting positive experiences.

Exhibitor list and trade show map
The exhibitor list and trade show map help attendees plan out which booths they want to visit and keep track of who they have already seen. This tool helps attendees find your booth more easily, and it also facilitates networking with other vendors.

High usage
Participation is a key part of the app’s success as a networking and lead retrieval tool. For the 2023 E&O, more than 75% of all attendees downloaded the app; a total of over 500 digital business cards were exchanged; and registrants visited the app more than 12,000 times.

Ahead of the 2024 Alaska Electric Utility Conference, you will receive an email with more information about the app and how to download it. If you have any other questions about the app or the trade show, please contact Annie at annie@nwppa.org.