

The NWPPA logo is located in the top right corner of the page. It consists of the letters "NWPPA" in a white, bold, sans-serif font, set against a dark blue rectangular background. The background of the entire page is a photograph of a large, rugged mountain range with snow-capped peaks and dense evergreen forests on the slopes, overlaid with a blue-to-purple gradient.

NWPPA

NWPPA/APA
2019 Alaska Electric
Utility Conference

NOVEMBER 19–21, 2019

Egan Civic & Convention Center
Anchorage, Alaska

EXHIBITOR PACKET

MESSAGE FROM THE CONFERENCE CHAIR

It is with great pleasure that I invite you to the 2019 NWPPA/APA Alaska Electric Utility Conference and Trade Show (AEUC). This prestigious conference & exhibition is the premiere event for all the public power utilities throughout Alaska and remains at the forefront of the rapidly changing electric industry.

There are so many new trails for electric utilities to carve their way into the future, but we need to work together and learn from each other. This is why we choose “Carving New Trails for Public Power” for this year’s conference theme. With the many speakers and exhibitors offering state-of-the-art technologies and innovative exhibits, we have the opportunity to achieve this right here. Visitors to the AEUC are provided with an invaluable opportunity to network with professionals from many related fields, view the latest advancements in our industry, learn from 20 different educational sessions, and connect with a wide variety of vendors, exhibitors, and conference participants.

Utilities throughout Alaska are seeing an unprecedented amount of change and growth, which opens up new trails for utilities to take. The resulting opportunities require new ways of thinking, the ability to overcome challenges, and the flexibility to adapt. While this is happening, we are seeing a sharp rise in employee retirements, significant changes to regulatory requirements, and the never-ending task of maintaining an aging infrastructure. For years the AEUC has been here to help carve the turns down these new trails.

As chair of the AEUC, I ask you to join us this year in Anchorage. Wedged between 5,000-foot snowy peaks of the Chugiak, and the serene waters of the Cook Inlet, Anchorage combines the conveniences of the modern world with a rugged, natural environment that has all but vanished from populated regions of the world. The Egan Conference Center is equally beautiful and is the ideal setting for what promises to be an incredible experience for all who attend. I ask that you take a moment and look over this program to be sure to carve your way into some of the great speaker presentations and exhibitor booths over the next two days.

With a specific focus on Alaska and those who work to provide our state with power, the AEUC is a must-see event. Make sure to mark the date on your calendar. You won’t want to miss it!

Josh Davis
Golden Valley Electric Association
2019 Alaska Electric Utility Conference Chair

EXHIBIT INFORMATION

Exhibit Space

83 standard size (10'×10') spaces will be available at the Egan Civic & Convention Center, each of which include:

- Pipe and drape booth
- One 7"×44" identification sign
- One 500-watt electrical outlet
- One 500-watt overhead floodlight

To reserve your space, return the attached registration form to NWPPA to the attention of Taryn Johnson.

The forms will be dated and time stamped as they are received—first come, first served. If you are assigned a booth, full payment must be received within 30 days of the invoice date to reserve your booth.

Exhibit Space Pricing

NWPPA associate members: \$995 per 10'×10' booth

Non-members: \$1,745 per 10'×10' booth

The purchase of a booth entitles the exhibiting company to two complimentary booth assistant registrations per booth. Additional booth assistant registrations are \$175 per person.

Badge Information

All booth personnel, including the person who purchases the booth, must register to attend the conference. Purchase of booth space does not automatically register all personnel associated with a booth. Exhibitor registration information will be sent with booth confirmation packets shortly after booths are assigned.

Exhibit Schedule

TUESDAY, NOVEMBER 19

1–5 p.m. Exhibitor set up and registration

WEDNESDAY, NOVEMBER 20

8–10 a.m. Exhibitor set up and registration

7:30–8:45 a.m. Industry Showcase

Noon–1:45 p.m. Exhibits open and lunch in exhibit area

2:30–4 p.m. Complimentary Exhibit Open House

5:30–7 p.m. Exhibits open and reception in exhibit area

THURSDAY, NOVEMBER 21

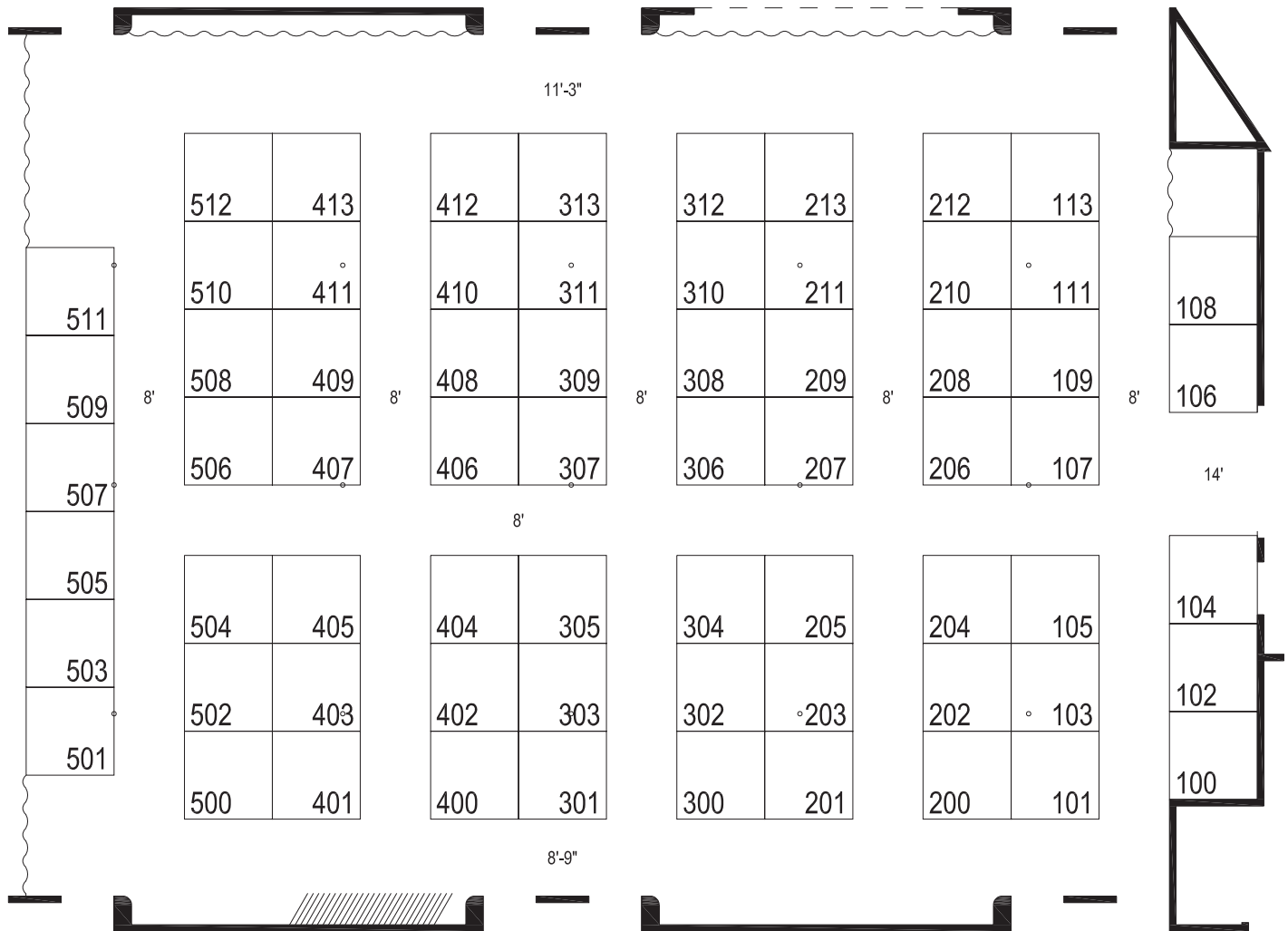
10:50 a.m.–1 p.m. Exhibits open and lunch in exhibit area

1:15–4:30 p.m. Exhibit tear down and move out



EGAN CIVIC & CONVENTION CENTER BOOTH FLOOR PLAN

67 STANDARD SIZE 10' x 10' BOOTHS



HOTEL INFORMATION

Hilton Anchorage Hotel

500 West Third Ave.
Anchorage, AK
(907) 272-7411

Room Rates: \$109 for a single/double.

Please book your room as soon as possible, but **no later than October 13, 2019**, to secure this rate. Mention that you are with the Northwest Public Power Association when booking your reservation.



EXHIBIT SPACE AGREEMENT

2019 Alaska Electric Utility Conference

November 19–21, 2019 | Egan Civic & Convention Center | Anchorage, Alaska

Company name: _____

Main contact name: _____ Title: _____

Address: _____

City: _____ State/Province: _____ ZIP/Postal code: _____

Phone: _____ Email: _____

Booth Information

Number of booths _____ Location/booth numbers: _____

Please note, booth locations are not final until approved by NWPPA.

All booth prices now include the first two representative registrations. Additional registrations are \$175 for each additional person in the booth.

There will be a \$100 transfer fee, per booth, for NWPPA to rebill a third-party exhibitor.

Prices

NWPPA associate members: \$995 per 10'x10' booth

Non-members: \$1,745 per 10'x10' booth

You will be invoiced upon confirmation of your booth assignment. Full payment must be received 30 days after the date on your NWPPA invoice; if payment is not received, you will lose requested booths.

By signing this agreement you agree to follow the attached Exhibitor Rules & Regulations.

Signed _____

Date _____

Exhibitor agrees to purchase all booths listed in this Agreement. **Payments and Cancellation Policy:** NWPPA will invoice for balance due amounts. Any exhibitor not paid for in full by October 1, 2019, can be reassigned or cancelled without refund. Exhibitors shall have the right to cancel their exhibitor space in writing to NWPPA. If the cancelled exhibit space is resold, NWPPA may grant refunds according to the following schedule: Cancellations received in writing by June 30, 2019—100% refund; by August 31, 2019—50% refund; by October 1, 2019—25% refund; on or after October 2, 2019—no refund. No refund will be made after October 1, 2019, even if space is resold. Under all circumstances, NWPPA retains the right to resell booth space cancelled by exhibitor.

Mail or fax to:

Northwest Public Power Association
Attn: Taryn Johnson—Alaska Electric Utility Conference
9817 N.E. 54th Street, Suite 200
Vancouver, WA 98662-6064

Fax: (360) 254-5731 | Email: taryn@nwppa.org

For questions regarding exhibitor space or planning, please contact Taryn Johnson at (360) 816-1446 or taryn@nwppa.org.

PAYMENT OPTIONS

Check enclosed \$ _____
(make checks payable to NWPPA)

Bill my credit card:
 Visa MasterCard
 American Express

Name on card

Card number

Expiration date CVV

\$ _____
Amount

*All others will be invoiced

EXHIBITOR RULES & REGULATIONS

2019 Alaska Electric Utility Conference

Official Decorator: Global Experience Specialists, Inc. (GES).

Exhibit Services: The Exhibitors Service Kit will be sent via email to all confirmed exhibitors. This kit includes order forms for furniture rental, cartage, uncrating, storage, erecting, and dismantling of exhibits. Exhibitors will be billed directly by GES 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 GES at the number above.

Shipping and Storage: GES has been contracted to handle all the shipping and freight handling for the Alaska Electric Utility Conference. Please send all advance freight to the GES 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 Egan Convention Center. Shipments sent directly to the convention center should not arrive before the first day of exhibitor move in, November 19, 2019. Any shipment sent to the convention center before the first day of exhibitor move in will be redirected to the GES warehouse and additional service charges will apply. Complete shipping addresses and information will be in the GES Exhibitor Service Kit that will be sent to you approximately 6–8 weeks prior to the first day of show move-in.

Space Allocation: In the interest of sponsoring a well-balanced show, NWPPA will allocate display space after giving consideration to preferences of all exhibitors. NWPPA reserves the right to decline any application entirely or to grant less space than requested.

Reassignment of Exhibit Space: Exhibit space is sold for the exclusive use of the organization purchasing the space. With NWPPA approval (contact the event manager), the purchasing company may allow its subsidiaries or affiliated companies (i.e.: manufacturer represented by a local firm) to occupy the exhibit space. Under no circumstances, except mentioned above, 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 Exhibit Schedule in this packet. Any booth that is not ready for display by 10 a.m. on Wednesday, November 20, 2019, 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. on Wednesday, November 20, 2019. GES will be available in the exhibit hall to coordinate booth installation and handle special requests.

Show Hours: The show hours published in the Exhibit Schedule in the Exhibitor Packet is a guide. NWPPA may alter the times as needed. Please consult the Alaska Utility Conference brochure, published in August, for actual hours of all conference events. 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: Exhibits may be dismantled beginning at 1:15 p.m. on November 21, 2019. No exhibits are to be dismantled or packed prior to 1:15 p.m. on November 21, 2019. All exhibits are to be deconstructed and removed between 1:15–4:30 p.m. on November 21, 2019. Any exhibits not completely dismantled and removed by that time will be removed by GES at their prevailing rates and charged to the exhibitor.

Exhibit Limitations: Booth displays must not exceed eight feet in height without written permission from NWPPA. Tall products such as utility poles and equipment may exceed the height limit to an overall height of up to 12 feet. The structures must be placed within five feet from the back wall of the booth. Exhibits or products should not be higher than four feet from the aisle back to the back wall of the booth without written permission from NWPPA.

Sound Control: NWPPA cannot permit flat panels, television sets, monitors, sound systems, or equipment demonstrations which are of sufficient volume as to be disturbing to neighboring exhibits. 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 eight 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, particularly 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. Cleaning and vacuuming services are available at the GES service center.

Security: The exhibit area will be locked during closed hours, but 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 anytime be under the temporary control or direction of NWPPA or its service contractors.

Payments and Cancellation Policy: NWPPA will invoice for balance due amounts. Any exhibitor not paid for in full by October 1, 2019, can be reassigned or cancelled without refund. Exhibitors shall have the right to cancel their exhibitor space in writing to NWPPA. If the cancelled exhibit space is resold, NWPPA may grant refunds according to the following schedule: Cancellations received in writing by June 30, 2019—100% refund; by August 31, 2019—50% refund; by October 1, 2019—25% refund; on or after October 2, 2019—no refund. No refund will be made after October 1, 2019, even if space is resold. Under all circumstances, NWPPA retains the right to resell booth space cancelled by exhibitor.

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 Marshall or other agencies.

Guidelines for Non-NWPPA Events: These guidelines relate to other activities or events held before, during, or after NWPPA events where attendees are gathered and anyone may wish to hold an event or activity to take advantage of the availability of attendees.

Other Events or Activities

- NWPPA-reviewed and -approved events will be allowed at NWPPA's discretion.
- Anyone may contact the NWPPA event manager to discuss an event that you would like to hold before, during, or after the dates of an NWPPA event.
- NWPPA will work with you to determine if there is a fit 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.
- If your event is approved by NWPPA you are responsible for the costs, promotions, and arrangements of the event.
- Failure to work with the NWPPA event manager and abide by NWPPA's decisions may result in cancellation of exhibit space, sponsorships, utility and associate committee charters and committee membership, associate membership, and attendance.

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.

Rev. 12/14

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 my/our exhibit materials while in transit to or from my/our premises to the exhibit area or while on display in said exhibit area.

It is also agreed that the 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. The undersigned individual also agrees to fully indemnify and save harmless the Northwest Public Power Association, its officers, and 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.

EXHIBITOR AND BOOTH ASSISTANT REGISTRATION

2019 Alaska Electric Utility Conference

Vendors receive two free registrations with each booth purchased. For each voucher, select two registrants to receive the free registration. Payment for all others must be included with this form. Onsite payment for booth representatives will not be accepted. Onsite substitutions are welcomed.

To register exhibitor personnel for booth access, complete this form. **(Your voucher # is the same as your booth #.)**

Company name _____

Billing/corporate contact: I will attend this conference. I will NOT attend this conference.

First free registrant Voucher #: _____

Name: _____ Title: _____

Company: _____

Street Address: _____ City: _____ St/Prov: _____ ZIP: _____

Phone: _____ Email: _____

Second free registrant voucher #: _____

Name: _____ Title: _____

Company: _____

Street Address: _____ City: _____ St/Prov: _____ ZIP: _____

Phone: _____ Email: _____

Contact information included below will be published in the conference attendee list. Additional booth personnel are \$175 each.

Voucher #: _____ or credit card: Visa MC AE

Name on card _____ Card number _____ Exp. date _____ CVV _____

Name: _____ Title: _____

Company: _____

Street Address: _____ City: _____ St/Prov: _____ Zip: _____

Phone: _____ Email: _____

Voucher #: _____ or credit card: Visa MC AE

Name on card _____ Card number _____ Exp. date _____ CVV _____

Name: _____ Title: _____

Company: _____

Street Address: _____ City: _____ St/Prov: _____ Zip: _____

Phone: _____ Email: _____

SPONSORSHIP OPPORTUNITIES

2019 Alaska Electric Utility Conference

CHOOSE YOUR PLAN	FEATURES	
PLATINUM <i>Reception during the trade show (2 available)</i>	<ul style="list-style-type: none"> Standard benefits 3 complimentary registrations 1 pre-event social media promotion 	<ul style="list-style-type: none"> 2 event app push messages Splash page on event app
GOLD 1 <i>Lunch during the trade show (2 available)</i>	<ul style="list-style-type: none"> Standard benefits 2 complimentary registrations 	<ul style="list-style-type: none"> 1 event app push message
GOLD 2 <i>Industry Showcase breakfast</i>	<ul style="list-style-type: none"> Standard benefits 2 complimentary registrations 	<ul style="list-style-type: none"> 1 event app push message
SILVER <i>Continental breakfast (Thursday)</i>	<ul style="list-style-type: none"> Standard benefits 1 complimentary registration 	
BRONZE <i>Morning or afternoon breaks (4 available)</i>	<ul style="list-style-type: none"> Standard benefits 	
SIGNATURE <i>Co-sponsor any available items</i>	<ul style="list-style-type: none"> Standard benefits 	
		\$7,500
		\$5,000
		\$5,000
		\$3,000
		\$1,500
		\$1,000

STANDARD BENEFITS:

- List of pre-registered attendees
- Recognition in the mobile event app, on printed materials, on the event website, and during the event on signage and announcements.

ADVERTISING OPPORTUNITIES

2019 Alaska Electric Utility Conference

NWPPA has an opportunity for you to take advantage of a special advertising opportunity available only to registered exhibitors for the 2019 conference.

Here's how it works: as an exhibitor, purchase any size ad in the pre-conference 16-page program that will be mailed in August. Additionally, receive a 50-percent discount on a post-conference follow-up ad in our December 2019 *Bulletin*. This issue provides a complete wrap-up article including photos of the conference. With this post-conference ad you have the opportunity to thank attendees for coming to your booth at the show and invite them to look to your company next time they are in need of products or services.

Make the most out of your exhibit experience by using this valuable opportunity to get your company name, products, and services in front of NWPPA's utility audience before and after the show. These special discounted rates are only available to registered exhibitors. Prime advertising locations go quickly and space is sold on a first-come, first-served basis, so reserve your advertising spot today.

The deadline for all advertising orders is July 12, 2019. Please complete the enclosed insertion order form and fax it back to NWPPA at (360) 254-5731, or email it to brenda@nwppa.org. If you have questions about this promotion or need help in completing the form, please contact Brenda at (360) 816-1453 or brenda@nwppa.org.

EXHIBITOR SPECIAL ADVERTISING RATES

AD SIZE	B/W	4C*
1 page	\$883	\$1,658
2/3 page (V)	\$670	\$1,445
1/2 page island (V)	\$629	\$1,404
1/2 page (H/V)	\$573	\$1,348
1/3 page (H/V)	\$445	\$1,220
1/4 page (H/V)	\$363	\$1,138

Deadlines & Instructions

An insertion order is included and must be received by **July 12, 2019**.

- The deadline for all camera-ready advertising and electronic files is **July 19, 2019**.
- A signed insertion order must be on file before the ad will be published.
- No cancellations or changes in orders will be accepted after closing dates.
- Cancellations require written notice 30 days prior to publication closing date.
- Please send ads in EPS, TIFF, or PDF format via email to brenda@nwppa.org.

Ad size	Dimensions (width×height)
1 page	7.5"×10"
2/3 page (V)	4.875"×10"
1/2-page island (V)	4.625"×7.5"
1/2 page (H/V)	3.25"×10" (V) or 7.5"×5"(H)
1/3 page (H/V)	2.25"×10" (V) or 7.5"×3.375" (H)
1/4 page (H/V)	3.75"×4.875" (V) or 4.875"×3.75" (H)

ADVERTISING INSERTION FORM

2019 Alaska Electric Utility Conference

Date: _____

Advertiser: _____

Agency name (if applicable): _____

Billing Address: _____

City: _____ State/Province: _____ ZIP/Postal code: _____

Phone: _____ Email: _____

Requested by: _____

Authorized Signature: _____

The above hereby contracts with the Northwest Public Power Association for advertising in the Northwest Public Power Association's publications indicated below.

PRE-CONFERENCE PROGRAM AD

SIZE	AMOUNT*
<input type="checkbox"/> 1 page b/w	\$883
<input type="checkbox"/> 2/3 page b/w	\$670
<input type="checkbox"/> 1/2 page island	\$629
<input type="checkbox"/> 1/2 page b/w	\$573
<input type="checkbox"/> 1/3 page b/w	\$445
<input type="checkbox"/> 1/4 page b/w	\$363
<input type="checkbox"/> * Four color is an additional \$775.	

PRE-CONFERENCE DECEMBER BULLETIN AD

Ad Size and Dimensions

Same ad as printed in the pre-conference insert

Amount

50% off the regular advertising rates (request price quote)

Ad Copy

- New ad enclosed
- Use previous ad with changes provided
- Use previous ad (no changes)
- Will send ad by July 19, 2019

Artwork deadline: Please provide electronic files (300 dpi in EPS, TIFF, or PDF format) on or before **July 19, 2019**, for a mid-August mailing.

All insertion order forms must be received by **July 12, 2019**.

PAYMENT OPTIONS

- Check enclosed \$ _____
(make checks payable to NWPPA)
- Bill my credit card:
 - Visa MasterCard
 - American Express

Name on card

Card number

Expiration date

CVV

\$ _____
Amount

Complete and return to **Brenda Dunn**
brenda@nwppa.org • Fax: (360) 254-5731
9817 N.E. 54th St., Ste. 200
Vancouver, WA 98662



Northwest Public Power Association
9817 N.E. 54th St., Ste. 200
Vancouver, WA 98662
www.nwppa.org | (360) 254-0109

facebook.com/NWPPAssoc  
twitter.com/NWPPAssoc