

**NWPPA**  
Northwest Public Power Association

2024 EXHIBITOR PACKET

**ENGINEERING & OPERATIONS**  
CONFERENCE AND TRADE SHOW

**2024 E&O**



**Our Resilient Communities**





## LOCATION

In 2024, the Greater Tacoma Convention Center will house our trade show, pre-conference events, general sessions, concurrent sessions, and classes.

## BOOTH OCCUPANCY

We require booth spaces to remain occupied during trade show hours from the first opening Tuesday, April 9, until the final closing Thursday, April 11. Exhibitors arriving late or tearing down early may lose their preference spot for 2025 booth sales.

## TRUCK AND TRAILER EXHIBITORS

Please remember that truck and trailer display spaces (10' x 20' and 10' x 30') are not to be subdivided and are restricted to the display of trucks, trailers, and moving equipment that are offered for sale by the exhibitor and are too large to display in a standard 10' x 10' booth.

## ASSOCIATE COMMITTEE

All exhibitors are represented by a dedicated committee of associate members and by an associate representative to the Policy Committee. These individuals volunteer their time to work with NWPPA and the utility members of the E&O Conference Committee to ensure a valuable and enjoyable experience for all conference participants.

## JOIN US IN TACOMA

We are excited to see you in Tacoma where, once again, the E&O will provide a casual, relaxed atmosphere and the valuable opportunity to meet with decision-makers from utilities throughout the West. If you have any questions while you are reading through this packet, please contact Annie at [annie@nwppa.org](mailto:annie@nwppa.org).

## NWPPA E&O TRADE SHOW STAFF

Annie Wittenberg  
Learning Program Manager  
[annie@nwppa.org](mailto:annie@nwppa.org)

## ASSOCIATE COMMITTEE

Danielle Gore, Chair  
Gore Electric Company

Brent Hill, First Vice Chair  
General Pacific

Scott Lindsay, Second Vice Chair  
BKI Engineering Services

## CONFERENCE COMMITTEE CHAIRS

Rob Ferrera, Conference Chair  
SMUD

Jimmy Scarborough, First Vice Chair  
Jefferson County PUD

Arnie Sorrell, Second Vice Chair  
Mission Valley Power

# ABOUT THE EVENT

The Engineering & Operations Conference and Trade Show, hosted by the Northwest Public Power Association, is the premier public power utility event west of the Rockies. Each year, the E&O attracts more consumer-owned utility representatives than any other event in the region. Hundreds of utility employees converge on the exhibit floor, which features approximately 200 booths, to explore the products and services on display. The upcoming 2024 conference returns to Tacoma, Washington, April 9-11.

## WHO ATTENDS

Managers, engineers, operations personnel, and purchasing staff from electric utilities throughout the West, including Alaska and western Canada, attend this show annually.

If you offer products, services, or technologies for the utility industry, these are the people you want to meet.

## EXHIBIT SPACE AND PRICING

Booth sales are ongoing until all space is sold. The following exhibit spaces will be available at the Greater Tacoma Convention Center in Tacoma, Wash.

### 1) BOOTHS

Standard booths (10' × 10') include:

- Fabric-draped booth with 8-foot-high back drape and 3-foot-high side drape
- One identification sign

Prices for one 10' × 10' booth:

- Member – \$1,600
- Non-Member – \$2,600
- Additional personnel (over two) – \$300 each

### 2) TRUCK/TRAILER SPACES

Medium truck/trailer (20' × 20') display areas

- Member – \$2,970
- Non-Member – \$3,725
- Additional personnel (over two) – \$300 each

Large truck/trailer oversize (20' × 30') display areas

- Member – \$4,290
- Non-Member – \$5,050
- 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. Existing 10' × 10' booths may be combined but pricing will be determined on the number of 10' × 10' booths requested, not at the truck/trailer rate.

## 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 other penalties imposed by NWPPA, the hotel, or convention center.

Companies who purchase a 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](http://www.nwppa.org) and go to Training and Education>Search Events>Exhibits. If you have any questions, please contact Annie at [annie@nwppa.org](mailto: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.

# EXHIBITOR SCHEDULE

## MONDAY, APRIL 8

- 10 a.m.–5 p.m. Exhibitor badge pickup  
(please pre-register by Friday, March 29, to avoid delays onsite)
- 10 a.m.–5 p.m. Exhibitors set up in exhibit hall

## TUESDAY, APRIL 9

- 7–9 a.m. Exhibitors set up in exhibit hall
- 11:45 a.m.–12:45 p.m. Exhibit hall grand opening and lunch
- 1–3 p.m. Exhibit hall closed to everyone
- 3–3:30 p.m. Exhibit hall open only to exhibitors with badges
- 3:30–6:30 p.m. Exhibits open and reception

## WEDNESDAY, APRIL 10

- 7–7:30 a.m. New Technology Showcase set up
- 7:30–8:30 a.m. New Technology Showcase open to all
- 10:30–11 a.m. Exhibit hall open only to exhibitors with badges
- 11 a.m.–1:50 p.m. Exhibits open with lunch
- 1:50–4:30 p.m. Exhibit hall closed to everyone
- 4:30–5 p.m. Exhibit hall open only to exhibitors with badges
- 5–6:30 p.m. Exhibits open and reception

## THURSDAY, APRIL 11

- 10:40–11:10 a.m. Exhibit hall open only to exhibitors with badges
- 11:10 a.m.–12:50 p.m. Exhibits open with lunch
- 12:50–5:30 p.m. Dismantle and remove exhibits
- 5:30–6:30 p.m. Chairman's reception
- 6:30–9:30 p.m. Banquet and awards, including exhibitor awards; all exhibitors are encouraged to join their customers at the banquet for dinner and entertainment

## FRIDAY, APRIL 12

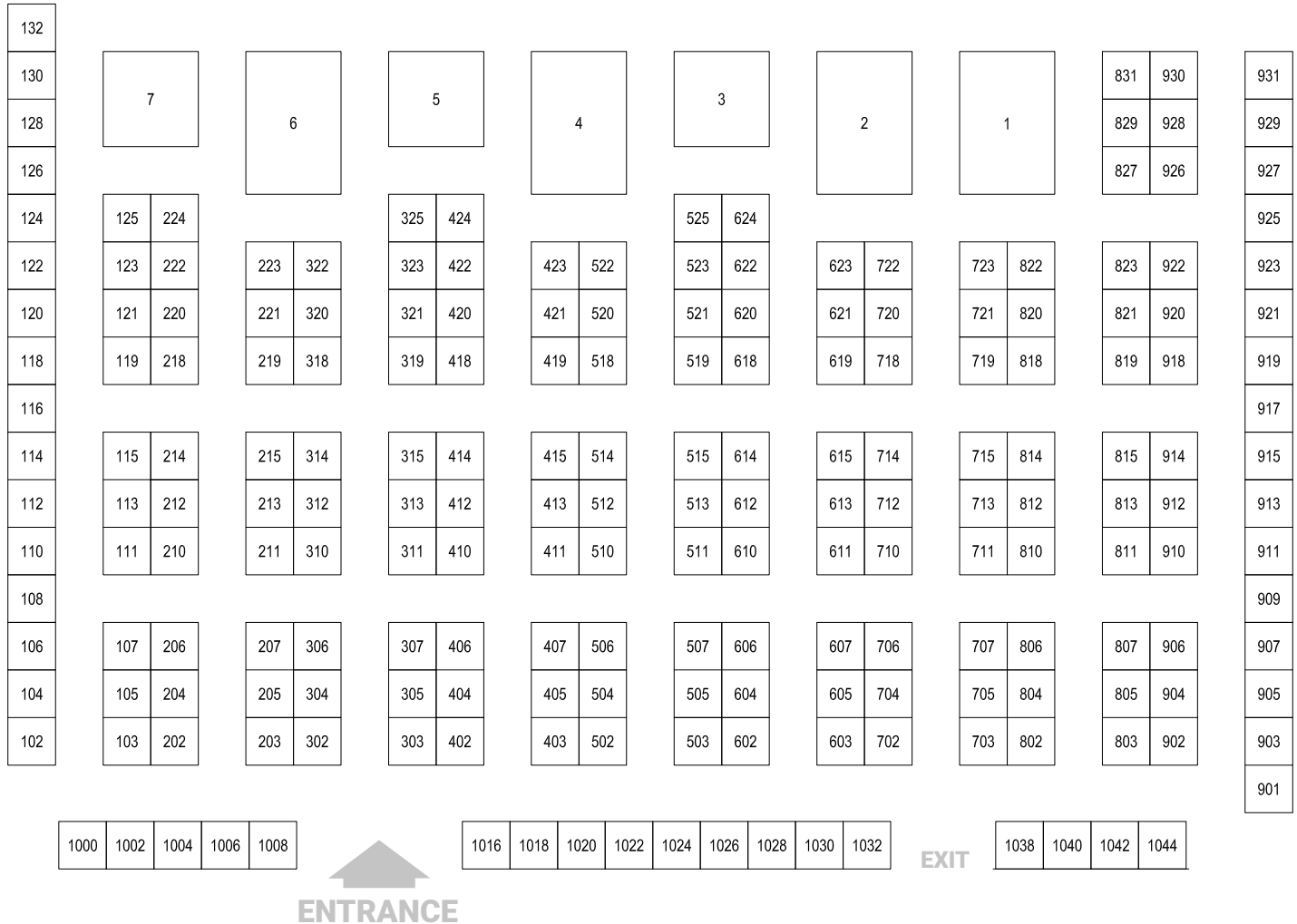
- 8:30–10:30 a.m. E&O Planning Committee meeting  
Open to NWPPA member utilities and associate members that wish to be considered for a position on the committee. These positions require a 3+ year commitment and travel at the committee member's expense.

## EXHIBIT BOOTHS AND FLOOR PLAN

Standard size (10' × 10')

Medium truck/trailer (20' × 20')

Large truck/trailer (20' × 30')



### EXHIBITOR AWARDS = FREE BOOTH!

Each award recipient also receives a voucher equal to the cost of a 10' × 10' booth for the following year!

The exhibit awards program is a unique feature of the NWPPA E&O Trade Show. We encourage each exhibiting company to customize its booth in order to compete for an award in one of the following categories:

#### 1. Theme of Conference

Presented to the exhibiting company that best presents its products or services according to the 2024 conference theme: Our Resilient Communities. Exhibitors may use booth decorations, staff uniforms or costumes, or whatever comes to mind.

#### 2. Best Presentation of Product

Presented to the exhibiting company that best presents its full line of products in an orderly and creative fashion. Elements of the conference theme are not required for this award.

#### 3. Best Enthusiasm

Presented to the exhibiting company that best demonstrates an effort to convey a positive attitude and congeniality.

### WAIT LIST INFORMATION

Exhibit space sells quickly for the NWPPA E&O Conference and Trade Show. The extraordinary demand for booth space means that some companies will be assigned to the wait list for a booth. NWPPA staff will process each online exhibit space request on a first-come, first-served basis.

Once all booths are allocated, NWPPA will begin placing remaining companies on the wait list. Those on the wait list will be notified as space becomes available.

# BOOST YOUR REACH AT THE E&O

## SPONSORSHIP OPPORTUNITIES

CHOOSE YOUR PLAN	PRICE	REGISTRATIONS INCLUDED	BOOTH SPACES INCLUDED	PUSH NOTIFICATIONS
<b>PLATINUM</b> <b>(9 available)</b> Trade show reception (2), trade show lunch (3), awards banquet dinner, keynote speaker, committee apparel, giveaway item	<b>\$15,000</b>	4	One 10' × 10'	1
<b>DIAMOND</b> <b>(2 available)</b> Chair's reception, utility personnel breakfast	<b>\$10,000</b>	3	One 10' × 10'	1
<b>GOLD</b> <b>(2 available)</b> New Technology Showcase breakfast, awards banquet bar	<b>\$7,000</b>	2	–	1
<b>SILVER</b> <b>(2 available)</b> NWPPA Events mobile app, awards banquet entertainment	<b>\$5,000</b>	1	–	1
<b>BRONZE</b> <b>(7 available)</b> Morning coffee break (3), afternoon snack break (3), ETF meeting and networking event	<b>\$3,500</b>	–	–	–
<b>SUPPORTING</b>	<b>\$1,500</b>	–	–	–

Each sponsorship comes with a set of standard benefits, which includes:

- 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.
- Logo on napkins and coffee sleeves for meal-related occasions.

CONTACT ANNIE AT  
**ANNIE@NWPPA.ORG**  
 TO SPONSOR THE 2024 E&O



## PLATINUM

### **Trade Show Reception (2 available): \$15,000**

Kick off an afternoon session of the trade show by hosting the 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 platinum opportunity also includes one 10' x 10' booth space, and all of the standard benefits listed on page 6.

### **Trade Show Lunch (3 available): \$15,000**

Sponsor a rolling lunch station on the trade show floor. We will be serving tacos on Tuesday, BBQ on Wednesday, and an all-American deli on Thursday. Your logo will be placed on napkins and signage on rolling carts, and you will be given the microphone to welcome attendees to the trade show session and their delicious lunch. This platinum opportunity also includes one 10' x 10' booth space plus all of the standard benefits listed on page 6.

### **Awards Banquet Dinner (exclusive): \$15,000**

Take the stage and welcome guests to the awards banquet dinner to finish off the conference! Place a giveaway item of your choice on the dinner tables for attendees to take with them. We will place your logo signage up right next to the stage where all attention is drawn! This Platinum opportunity also includes one 10' x 10' booth space and all of the standard benefits listed on page 6.

### **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 Platinum opportunity also includes one 10' x 10' exhibit booth space and all of the standard benefits listed on page 6.

### **Committee Apparel (exclusive): \$15,000**

Each year the E&O Planning Committee and 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, we will be offering the item for sale to conference attendees. This exclusive

sponsorship will drive traffic to your booth and generate sales when we announce that the item is now available for purchase at your booth. This Diamond opportunity also includes one 10' x 10' booth space and all of the standard benefits listed on page 6.

### **Give-Away Item (exclusive): \$15,000**

Have your branded product handed to every attendee at registration by sponsoring this year's give-away item. Each attendee will be given an item at registration with NWPPA's conference logo and co-branded with your logo. This Diamond opportunity also includes one 10' x 10' booth space and all of the standard benefits listed on page 6.

## DIAMOND

### **Chair's Reception (exclusive): \$10,000**

Kick off Thursday evening's festivities by hosting the chair's reception. This diamond opportunity also includes one 10' x 10' booth space and all of the standard benefits listed on page 6.

### **Utility Personnel Breakfast (exclusive): \$10,000**

Sponsor a full breakfast on Thursday morning for all utility personnel in attendance. This exclusive sponsorship allows your company to take the stage as host during the breakfast and interact directly with your customers. This Diamond opportunity also includes one 10' x 10' booth space plus all of the standard benefits listed on page 6.

## GOLD

### **New Technology Showcase Breakfast (exclusive): \$7,000**

This sponsor will take the microphone to welcome attendees to visit the New Technology Showcase participants. You will also receive a table at the showcase, and your logo will be on the napkins at breakfast. This Gold opportunity also includes all of the standard benefits listed on page 6.

### **Awards Banquet Bar (exclusive): \$7,000**

Sponsor the awards banquet bar to get your company's name and logo on cocktail napkins that will be used by all attendees. As a bonus, you will receive recognition from the E&O chair during the banquet. This Gold sponsorship also includes all of the standard sponsor benefits listed on page 6.

## SILVER

### **NWPPA Events Mobile App (exclusive): \$5,000**

In 2023, over 75% of attendees used NWPPA's new mobile app! This sponsorship provides your company with the exclusive branding of the 2024 E&O on the NWPPA Events app. This Silver opportunity also includes all of the standard benefits listed on page 6.

### **Awards Banquet Entertainment (exclusive): \$5,000**

Have your company recognized by the chair before the entertainment begins, as well as having your signage placed right up by the stage where all attention is drawn! This Silver sponsorship also includes all of the standard sponsor benefits listed on page 6.

## BRONZE

### **Morning Coffee and Afternoon Snack Breaks (6 available): \$3,500**

We like to keep our attendees alert with our morning coffee breaks, as well as content and settled in with our afternoon snack breaks. As a sponsor for one of these breaks, you will receive signage recognition near the break tables and logo napkins/beverage sleeves available for attendees to grab. This Bronze sponsorship also includes all of the standard sponsor benefits listed on page 6.

### **Environmental Task Force Meeting and Networking Event (exclusive): \$3,500**

Kick off the 2024 E&O by welcoming your colleagues at the Monday ETF meeting and then regroup after the meeting with a welcome reception or other fun networking event. NWPPA will provide your logo on napkins, and you are welcome to bring other promotional and marketing materials, as well as take the mic to welcome everyone to your event. This Bronze sponsorship also includes all of the standard sponsor benefits listed on page 6.

## INVITATION TO DISPLAY AT THE NEW TECHNOLOGY SHOWCASE

NWPPA is seeking up to 16 E&O exhibitors to display one of their latest products, technologies, or services during our New Technology Showcase on Wednesday, April 10, from 7:30–8:30 a.m. Space is limited and our E&O judges are selective, so complete your application now! Applications are due by Jan. 20, 2024.

The New Technology Showcase includes the morning refreshments for E&O attendees in the Greater Tacoma 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 February 2024. All presentation materials and products must fit onto a 3' x 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.

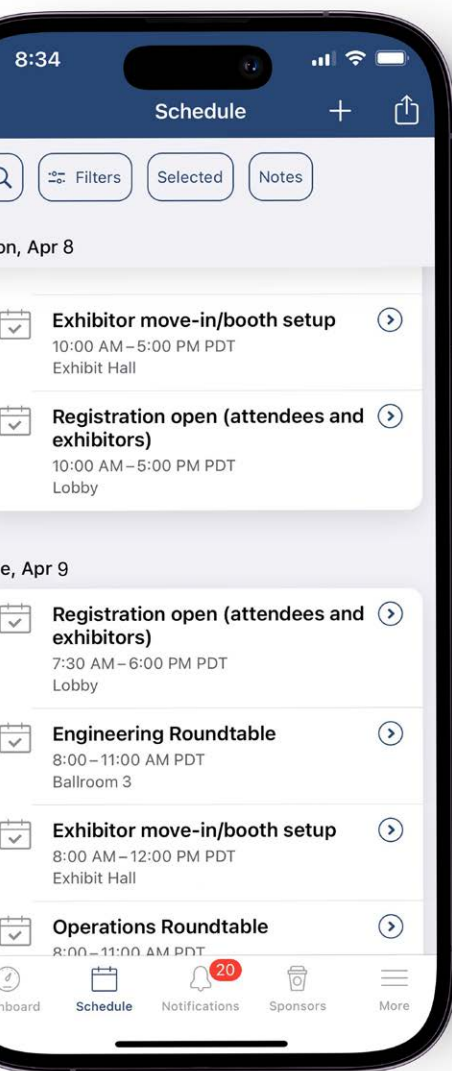
If you have questions, please contact Annie at [annie@nwppa.org](mailto:annie@nwppa.org).

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@nwppa.org](mailto:annie@nwppa.org) by Jan. 20, 2024.





## ENHANCE YOUR LEAD RETRIEVAL WITH THE NWPPA EVENTS APP

The new NWPPA Events app, launched at the 2023 E&O, 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.

### 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 Engineering & Operations Conference and Trade Show, 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@nwppa.org](mailto:annie@nwppa.org).



## UNIQUE TO THIS EVENT!

### EXHIBIT OPEN HOUSE

Complimentary access for your utility clients.

If you have potential or current clients who are utility employees in the Tacoma area or beyond, please invite them to view the exhibits for free during the NWPPA E&O Trade Show Open House on Wednesday, April 10, from 11 a.m. to 1:50 p.m.

# BOOST YOUR REACH AT THE E&O

## ADVERTISING OPPORTUNITIES

**Exclusive advertising opportunities available only to companies exhibiting at the 2024 Engineering & Operations Conference and Trade Show.**

NWPPA has an opportunity for you to take advantage of a special advertising opportunity available only to registered exhibitors for the 2024 conference.

Here's how it works: as an exhibitor, purchase an ad in the pre-conference program that is mailed with the January *Bulletin* magazine and also receive a discounted rate for a black-and-white business-card-sized ad in the pocket program that is distributed at the show. As an added bonus, E&O pre-conference program advertisers can also receive a 50% discount on a post-conference follow-up ad in our May 2024 *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 three-exposure 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 E&O 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 Dec. 12, 2023. Please complete the enclosed insertion order form and email it to Brenda at [brenda@nwppa.org](mailto:brenda@nwppa.org).

Other advertising options are also available leading up to the trade show. Ask about them today!

### EXHIBITOR-ONLY SPECIAL ADVERTISING RATES

<u>Ad size</u>	<u>B&amp;W Rate*</u>
1 page	\$955
2/3 page (V)	\$725
1/2-page island (V)	\$680
1/2 page (H/V)	\$620
1/3 page (H/V)	\$480
1/4 page (H/V)	\$400

\* See order form for color rates.

### Deadlines & Instructions

An insertion order is included and must be received by Dec. 12, 2023.

- The deadline for all camera-ready advertising and electronic files is Dec. 28, 2023.
- 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.
- The January *Bulletin* is distributed during the second week of January. The pocket program is distributed at the conference in April.

If you have questions about this promotion or need help in completing the form, please contact Brenda at [brenda@nwppa.org](mailto:brenda@nwppa.org).

# ADVERTISING INSERTION ORDER FORM

Date \_\_\_\_\_  
 Company \_\_\_\_\_  
 Contact name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

**PAYMENT OPTIONS\***

Check enclosed \$ \_\_\_\_\_

Please invoice me

**AD COPY**

New ad enclosed

Use previous ad (no changes)

Will send new ad by deadline

Requested by: \_\_\_\_\_

**PRE-CONFERENCE PROGRAM AD:**

Ad Size	Dimensions	B&W Rate	Color Rate
<input type="checkbox"/> 1 page	71/2" x 10"	\$955	\$1,755
<input type="checkbox"/> 2/3 page	47/8" x 10" (V)	\$725	\$1,275
<input type="checkbox"/> 1/2-page island	45/8" x 71/2"	\$680	\$1,230
<input type="checkbox"/> 1/2 page	31/4" x 10" (V) or 71/2" x 5" (H)	\$620	\$1,120
<input type="checkbox"/> 1/3 page	21/4" x 10" (V) or 71/2" x 31/3" (H)	\$480	\$755
<input type="checkbox"/> 1/4 page	33/4" x 47/8" (V) or 47/8" x 33/4" (H)	\$400	\$600

Artwork deadline: Please provide electronic files (300 dpi in EPS, TIFF, or PDF format) on or before Dec. 28, 2023, for a mid-January mailing.

All insertion order forms must be received by Dec. 12, 2023.



**CONFERENCE POCKET PROGRAM AD:**

Ad Size	Dimensions	Amount
Business card (B&W or color)	1 3/4" x 3 1/2"	\$75 with purchase of a January program ad above, or \$150 without purchase of a January program ad

Artwork deadline: Please send company logo and individual contact information to [brenda@nwppa.org](mailto:brenda@nwppa.org) by Feb. 24, 2024.

**POST-CONFERENCE MAY BULLETIN AD:**

Ad Size and Dimensions	Amount
Same sized ad printed in the pre-conference program	50% off the regular advertising rates (request price quote)

# EXHIBITOR RULES & REGULATIONS

**Statement of Liability:** It is agreed that the Northwest Public Power Association, or its officers or trustees, shall not be liable for any loss or damage from any cause whatsoever to exhibit materials while in transit to or from your 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. You and your organization also agree 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, or servants or employees.

**Payments and Cancellation Policy:** Any exhibit space not paid for in full by Jan. 9, 2024, will be forfeited. Exhibitors shall have the right to cancel their exhibitor space in writing to NWPPA. If the canceled exhibit space is resold, then NWPPA may grant refunds according to the following schedule: Cancellations received in writing by Dec. 31, 2023—100% refund; by Jan. 31, 2024—50% refund; by Feb. 29, 2024—25% refund; on or after March 1, 2024—no refund.

No refund will be made after March 1, 2024, even if space is resold. Under all circumstances, NWPPA retains the right to resell booth space canceled by exhibitor.

**Official Decorator:** GES (Global Experience Specialists, Inc.) is the official decorator. GES has jurisdiction over the movement of freight and exhibits in and out of the exhibit area, along with the set-up, dismantling and decorating of exhibits. The GES National Service Center can be reached at (800) 475-2098. Their fax number is (866) 329-1437.

**Exhibit Services:** The Exhibitors Service Kit will be sent via email to all confirmed exhibit-space-assigned exhibitors on or about Feb. 3, 2024. This kit includes order forms for furniture rental, carpet and padding, electrical services, cartage, shipping information and services, uncrating, storage, exhibit labor for erection and dismantling of exhibits, booth vacuuming services, and more.

**Booth Floor Covering:** As the NWPPA E&O Conference is the premier public power utility event west of the Rockies, it is important the trade show floor be attractive and professional in appearance. The exhibit hall is not already carpeted. All of the aisles will be carpeted; colorful signage and graphics suspended over the aisles will greet the attendees as they enter. Full coverage of your booth floor is mandatory with carpeting or other types of professional floor covering. Rental carpeting as well as padding and daily vacuuming is available in the Exhibitor Service Kit. Order prior to the discount deadline and you will receive the best prices.

**Booth Furnishings:** Many sizes and types of tables and booth furnishings are available in the GES Exhibitor Service Kit. Your exhibit must be clean, appealing, and professional looking to be the most effective in getting your message to the attendees. All tables and counters should be draped, both top and with skirting. Any draping used must be treated with a fire-retardant material per the fire department's regulations. GES will have a Service Center open during the move-in to assist and help you with your booth needs.

**Shipping and Storage:** GES has been contracted to handle all the shipping and freight handling for the E&O 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 Greater Tacoma Convention Center. Shipments sent directly to the convention center should not arrive before the first day of exhibitor move-in, April 8, 2024. 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. **Please do not** ship your booth furnishings, contents, etc., to the hotels. Shipments to the Greater Tacoma Convention Center must not arrive before Monday, April 8, the first day of exhibitor move-in and set-up.

**Freight Handling Information:** All work involved in the loading and unloading of all trucks, trailers, and common and contract carriers, as well as the handling of empty crates and the operation of material handling equipment, is under GES jurisdiction. GES has the jurisdiction of the unloading, uncrating, unskidding, leveling, as well as the reverse process.

Full-time employees of exhibiting companies may “hand carry” material provided they do not use material handling equipment. When exhibitors do choose to “hand carry” material, they may not be permitted access to the loading dock/freight door areas. GES will not be responsible for any material they do not handle.

All exhibitors are expected to comply with any requirements in effect and as outlined in the “SHOW SITE WORK RULES” section of the Exhibitors Service Kit.

**Vehicle Off-load:** Exhibitors may hand carry material ONLY if the material is unloaded from a privately owned vehicle. Special access and hours for privately owned vehicles will be outlined in the Exhibitor Service Kit. Please contact GES with any questions or concerns.

**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, grant less space than requested, or place exhibitors in the trade show as necessary regardless of their preferences.

**Reassignment of Exhibit Space:** Exhibit space is sold for the exclusive use of the organization purchasing the space. Under no circumstances may exhibit space be resold by an exhibitor without specific written permission from NWPPA.

**Installation of Exhibits:** Exhibits may be installed beginning at 10 a.m. April 8, 2024, and must be completed by 9 a.m. April 9. Any booth that is not ready for display by 9 a.m. April 9 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 the opening of the E&O Trade Show at 11:45 a.m. April 9. GES will be available in the exhibit hall to coordinate booth installation and handle special requests.



**Show Hours:** The show hours published in this guide may be altered. Please consult the E&O Pre-Conference brochure, mailed in early January 2024, for actual hours of all conference events. Unless otherwise noted for set-up or dismantle, the exhibit hall is closed to all entry between open hours. Exhibitor personnel will be able to access the floor 30 minutes before each show opening to prepare their booth(s).

**Removal of Exhibits:** Exhibits may be dismantled beginning at 12:50 p.m. April 11, 2024. No exhibits are to be dismantled or packed prior to 12:50 p.m. April 1, 2024. All exhibits must be removed by 5:30 p.m. April 11, 2024. 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:** 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. 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. Unfinished portions of exhibit booths will be made presentable by the show decorator, with all charges to be paid by the exhibitor. NWPPA encourages and enforces a "Good Neighbor" policy.

**Peninsula Booths:** Exhibit spaces that face aisles on three sides and adjoin other booths on the fourth side are considered peninsula booths. In these spaces, the maximum height within 5 linear feet of the aisle is 3 feet. Within 5 linear feet of the centerline, the back wall of the booth may be up to 8 feet high. Exhibitors must request NWPPA approval for any variances to this rule.

**Sound Control:** NWPPA cannot permit audio, video, or equipment demonstrations that 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 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, 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 carpeted 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 exhibit area.

**Security:** In-house security for exhibits is provided by NWPPA during closed hours, but neither the management of the Greater Tacoma Convention Center, NWPPA, the conference decorator, nor their agents will be responsible for any personal injury to the exhibitor or the exhibitor's agent or the safety of exhibitors against theft or damage by fire, accidents, or other causes. Security service is limited to the perimeter. It is intended to limit and control access to the room, but cannot monitor all areas of the floor at all times. 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 Greater Tacoma 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 Greater Tacoma Convention Center property for usage/display purposes or demonstrations without prior written approval from the Greater Tacoma 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.

## NWPPA EVENT GUIDELINES

Adopted and in effect April 2, 2012.

### Guidelines for NWPPA Events

These guidelines relate to 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. Contact Annie at [annie@nwppa.org](mailto:annie@nwppa.org) if you have questions.
- 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.
- 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 trade show manager and abide by NWPPA's decisions may result in the cancellation of exhibit space, sponsorships, utility and associate committee charters, committee membership, associate membership, and attendance.

For more information, contact Annie at [annie@nwppa.org](mailto:annie@nwppa.org).



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