ESMO 2019 is set to be the industry's largest “how to” event in North America. ESMO serves electric utility professionals, contractors, and consultants who are interested in hands-on solutions for the safe engineering, construction, operation and maintenance of the world’s power delivery systems. The four day event features two days of outdoor field demonstrations and exhibits and a two-day technical conference program with indoor exhibits.

IEEE Power and Energy Society and American Electric Power have partnered together and pooled their resources to bring you this unique event where manufacturers and service providers connect with those who engineer, design, operate and maintain the electrical network. PES and AEP envision this conference to be the premier Safety event in the industry and have engaged T&D World to help make that happen. For Information & Program Updates, Visit: ieee-esmo.com.

Where Engineering Principles Meet Field Realities

ESMO Attendee Profile

<table>
<thead>
<tr>
<th>JOB FUNCTIONS</th>
<th>UTILITIES (List below is a sampling from past events)</th>
<th>UTILITIES (List below is a sampling from past events)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Director/Department Head</td>
<td>• ENMAX Power Corporation</td>
<td>• Powerlink Queensland</td>
</tr>
<tr>
<td>• Engineer, Planning, Design,</td>
<td>• Entergy</td>
<td>• Pacific Gas &amp; Electric</td>
</tr>
<tr>
<td>Construction</td>
<td>• ESB International</td>
<td>• PSE&amp;G</td>
</tr>
<tr>
<td>• Engineer, Research</td>
<td>• FirstEnergy Corporation</td>
<td>• Romanian Power Grid Company</td>
</tr>
<tr>
<td>• Executive/General Manager</td>
<td>• Florida Power &amp; Light</td>
<td>• RTE</td>
</tr>
<tr>
<td>• Faculty/Teaching Staff</td>
<td>• Georgia Power</td>
<td>• Salt River Project</td>
</tr>
<tr>
<td>• Operations/Maintenance</td>
<td>• Ghana Grid Company Ltd.</td>
<td>• San Diego Gas &amp; Electric</td>
</tr>
<tr>
<td>• Project Manager</td>
<td>• HydroOne</td>
<td>• Sask Power</td>
</tr>
<tr>
<td>• Research &amp; Development</td>
<td>• Hydro Quebec</td>
<td>• Tennessee Valley Authority</td>
</tr>
<tr>
<td>• Sales/Marketing</td>
<td>• ITC Midwest</td>
<td>• Transpower NZ Ltd.</td>
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<tr>
<td></td>
<td>• LG&amp;E Energy</td>
<td>• Tristate Generation &amp; Transmission</td>
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<tr>
<td></td>
<td>• Luz del Sur S. A/Live Line Maintenance</td>
<td>• Tucson Electric Power</td>
</tr>
<tr>
<td></td>
<td>• Nelson Hydro</td>
<td>• Vermont Electric Power Company</td>
</tr>
<tr>
<td></td>
<td>• New York Power Authority</td>
<td>• We Energies</td>
</tr>
<tr>
<td></td>
<td>• Ohio Edison</td>
<td>• Western Area Power Administration</td>
</tr>
<tr>
<td></td>
<td>• Oncor Electric Delivery</td>
<td>• Western Farmers Electric Coop</td>
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<tr>
<td></td>
<td>• AEP</td>
<td></td>
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<td></td>
<td>• Alabama Power Company</td>
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<td>• Ameren</td>
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<td></td>
<td>• Anchorage Municipal Light &amp; Power</td>
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<tr>
<td></td>
<td>• B.C. Hydro</td>
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<tr>
<td></td>
<td>• Bahamas Electricity Corporation</td>
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<tr>
<td></td>
<td>• Baltimore Gas &amp; Electric</td>
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<tr>
<td></td>
<td>• Basin Electric</td>
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<tr>
<td></td>
<td>• Bonneville Power Administration</td>
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<td></td>
<td>• Centerpoint Energy</td>
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<td></td>
<td>• City Utilities of Springfield</td>
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<td>• ComEd</td>
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<td></td>
<td>• Companhia Energetica de Minas Gerais</td>
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<td></td>
<td>• Connecticut Light &amp; Power</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Duke Energy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• East Kentucky Power Coop</td>
<td></td>
</tr>
</tbody>
</table>

EXHIBIT & SUPPORTER INFORMATION:

Sam Posa
Exhibit & Supporter Sales
800.525.9154
sam.posa@informa.com

Steve Lach
Strategic Accts, Midwest
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David Blaza
Strategic Accts, Western U.S.
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david.blaza@informa.com

Eric Hughey
Strategic Accts
913.967.7347
eric.hughey@informa.com

GENERAL INFORMATION:

Eriks Surmanis, Conference Chair, e.surmanis@pdc-cables.com
Premier Supporter Opportunities

<table>
<thead>
<tr>
<th>Feature</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>OUTDOOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-select booth location</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Indoor exhibit space - includes four complimentary exhibitor registrations</td>
<td>✔ 10x20</td>
<td>✔ 10x10</td>
<td>✔ 10x10</td>
<td>✔ 10x10</td>
</tr>
<tr>
<td>Complimentary lead retrieval</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Ad in conference program</td>
<td>✔ Full Page</td>
<td>✔ Half Page</td>
<td>✔ Quarter Page</td>
<td>✔ Quarter Page</td>
</tr>
<tr>
<td>Pre-show shared email blast to attendees. Includes logo/link, booth number, product highlight with picture</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Dedicated post-show email blast to attendee list</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Recognition on the event website, mobile app, pre-show marketing, on-site materials, and signage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company logo on conference lanyards and namebadges</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Attendee bag insert (material provided by supporter)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Tickets to invitation-only dinner with special industry guest and host utility on Wednesday evening</td>
<td>✔ 4 Tickets</td>
<td>✔ 3 Tickets</td>
<td>✔ 2 Tickets</td>
<td>✔ 1 Ticket</td>
</tr>
<tr>
<td>Opportunity to provide a giveaway distributed on the bus to attendees (supporter provides giveaway - i.e. sunglasses, sunscreen)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Outdoor site walkway path branded with supporter name and signage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>30-50 second ad in safety video show on bus ride to outdoor site (supporter provides video clip/ad materials)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo on banner at outdoor site and all signage at entrances</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Outdoor exhibit space</td>
<td>✔ 10x20</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM: $25,000 (2 Available)</td>
</tr>
<tr>
<td>GOLD: $15,000 (3 Available)</td>
</tr>
<tr>
<td>SILVER: $10,000 (1 Available)</td>
</tr>
<tr>
<td>OUTDOOR: $10,000 (SOLD OUT)</td>
</tr>
</tbody>
</table>
Exhibits

The host utility for ESMO 2019 AEP, will coordinate outdoor demonstrations and exhibits adjacent to their Bixby Substation facility outside of Columbus, Ohio. The two days of outdoor field demonstrations are combined with the indoor exhibits and two-day technical program to give attendees the knowledge and expertise required to effectively build, operate and maintain the world’s power-delivery systems.

Exhibitors who participate in the indoor exhibits on Monday and Wednesday, have the option to host an outdoor exhibit table on Tuesday and Thursday and may also apply to be considered for participation in the outdoor demonstrations.

Outdoor exhibit space is on a first-come-first-serve basis. Limited space available.

The outdoor demonstration portion of the conference features work on transmission and distribution lines, substation equipment, and activities that are focused on construction techniques, safety demonstrations, operations, maintenance and inspection activities, right-of-way management techniques and an equipment and heavy equipment display area. The outdoor program truly makes this conference one-of-a-kind.

**INDOOR EXHIBIT SPACE PRICING**

**Investment: $39.00 per Square Foot**

- 10x10 space and optional outdoor presentation space if available. Opportunity to apply to participate in the outdoor exhibition and demonstration program
- Two complimentary exhibit booth staff registrations
- Lunch and coffee service for registered booth staff
- Exhibit space with 8’ high backwall drape if needed and 3’ high side rails
- 2 folding chairs
- 1 6’x30” black skirted table
- 1 wastebasket
- A 7” x 44” identification sign with the exhibitor’s name and booth number (in-line booths only)
- General exhibit hall security service
- Daily aisle cleaning service
- Aisle carpeting
- A description listing on the ESMO 2019 website
- Access to the ESMO promotional programs
- Option to add hotel accommodations, like hospitality suites and function space in the convention center

**OUTDOOR EXHIBIT TIERS**

**Tier One | Outdoor Booth Only: $500**

- 10x10 tent with sides, 1 table (6 ft), 2 chairs, wastebasket, electric and wifi

**Tier Two | Outdoor + Booth Demonstration: $800**

- 10x10 tent with sides, raw exhibit space next to tent for demonstration, 1 table (6 ft), 2 chairs, waste basket, electric and wifi.

**Tier Three | Outdoor Booth + Scheduled Demonstration: $1,200**

- 10x10 tent with sides, 1 table (6 ft), 2 chairs, wastebasket, electric and wifi, and assigned demonstration location for vehicles and equipment. (Company must apply for demonstration as part of the conference Outdoor Demonstration Program. Must provide safety plan and necessary PPE. Accepted demonstrations will be assigned a demonstration area and timeslot)

**Tier Three | Outdoor Booth + Scheduled Aircraft Demonstration: $1,200**

- 10x10 tent w/ sides, 1 table (6 ft.), 2 chairs, wastebasket, electric, wifi and assigned demonstration location for vehicles, equipment and LZ for helicopter. (Company must apply for aerial demonstration as part of the conference Outdoor Demonstration Program. Aerial demonstrations include helicopter and/or drone (Drone is an Un-manned Air Ship (UAS). Must provide safety plan. Accepted demonstrations will be assigned a demonstration area and timeslot)
Additional Supporter Opportunities

CONFERENCE BAG SUPPORTER
Investment: $7,500 | Exclusive
- Exclusive supporter of the conference bag
- Brand recognition on the conference bag
- Recognition as the Bag Supporter in select pre-conference marketing, on-site materials, signage and conference website
- Supporter can provide one piece of literature to include in bags
- Logo in supporter listing on event website and program guide

KEYNOTE SUPPORTER
Investment: $7,500 | Exclusive
- Opportunity to introduce the keynote speaker
- Opportunity to play a short (one minute) pre-approved video prior to the keynote session
- Logo displayed on screen before and after presentation
- Recognition as the Keynote Supporter in select pre-conference marketing, on-site materials, signage and conference website
- Logo in supporter listing on event website and program guide

REGISTRATION SUPPORTER
Investment: $10,000 | Exclusive
- Exclusive supporter of the conference registration area
- Brand recognition on the registration desk kick panels and registration signage
- Recognition as the Registration Supporter in select pre-conference marketing, on-site materials, signage and conference website
- Logo in supporter listing on event website and program guide
- Logo on event registration page
- Logo on registration confirmation email

FOOTPRINT FLOOR GRAPHICS
Call for Pricing | Exclusive
- Multiple sets of footprint floor decals will be placed in the aisles to lead attendees directly from the exhibit hall entrance to your exhibit space

LUNCH SUPPORTER
Investment: $5,000 | 2 Available
- Brand recognition on napkins and (indoor) lunch signage
- Recognition as the Indoor Lunch Supporter in select pre-conference marketing, on-site materials, signage and conference website
- Logo in supporter listing on event website and program guide
- Included on mobile app push notification as lunch supporter

COCKTAIL RECEPTION SUPPORTER
Investment: $5,000 | 2 available
- Brand recognition on the display at the Monday night reception on the show floor
- Recognition as a Cocktail Reception Supporter in select pre-conference marketing, on-site materials, signage and conference website
- Logo in supporter listing on event website and program guide
- Included on mobile app push notification as cocktail reception supporter

COSI EVENING EVENT SUPPORTER
Investment: $3,500 | 2 Available
- Brand recognition on the display at the COSI event
- Recognition as a COSI Event Supporter in select pre-conference marketing, on-site materials, signage and conference website.
- Logo in supporter listing on event website and program guide
- Included on mobile app push notification as COSI supporter

MOBILE APP SUPPORTER
Investment: $2,000 | 4 Available
- Supporters banner ad and link rotating on app
- Logo on app splash screen
- Company will receive one push notification during the conference
- Recognition as a Mobile App Supporter in select pre-conference marketing, on-site materials, signage and conference website
- Logo in supporter listing on event website and program guide
Additional Supporter Opportunities

**HOTEL KEYCARD SUPPORTER**
Investment: $5,000 | Exclusive
- Brand recognition on the host hotel (Hyatt) magnetic room key cards
- Recognition as the Hotel Keycard Supporter in select pre-conference marketing, on-site materials, signage and conference website
- Logo in supporter listing on event website and program guide
- Logo on Conference website hotel information page

**ELECTRONIC CHARGING STATION SUPPORTER**
Investment: $2,000 | Limited
- Brand recognition on a mobile charging station
- Recognition as a Charging Station Supporter in select pre-conference marketing, on-site materials, signage and conference website
- Logo in supporter listing on event website and program guide

**GOLF CART/UTILITY VEHICLE SUPPORTER**
Investment: $5,000 | Exclusive
- Exclusive supporter of the golf carts and utility vehicles at the outdoor site
- Brand recognition on the golf carts and utility vehicles
- Recognition as the Golf Cart Supporter in select pre-conference marketing, on-site materials, signage and conference website
- Logo in supporter listing on event website and program guide

**FIRST RESPONDER TENT SUPPORTER**
Investment: $5,000 | Exclusive
- Naming rights for the First Responder tent
- Recognition as the First Responder Tent Supporter in select pre-conference marketing, on-site materials, signage and conference website and mobile app
- Logo in supporter listing on event website and program guide
- Recognition and placement on outdoor map

**REFRESHMENT TENT SUPPORTER**
Investment: $5,000 | 2 Available
- Naming rights for the Refreshment tent
- Brand recognition on signage and napkins at outdoor site refreshment tent
- Recognition as the Refreshment Tent Supporter in select pre-conference marketing, on-site materials, signage, conference website and mobile app
- Logo in supporter listing on event website and program guide

**OUTDOOR ADVERTISEMENTS**
Investment: $1,500 | 10 Available
- 30-second rotating advertisement spot played on the video loop shown to all conference participants as they travel to or from the outdoor demonstration site on Tuesday and Thursday
- Ad content must be approved

**CONFERENCE BAG INSERT**
Investment: $750
- One printed insert (no larger than 8.5x11) or small giveaway item in every conference bag distributed to all attendees
- Supporter provides materials. Must be approved by show management

**SPOUSE/COMPANION PROGRAM SUPPORTER**
Investment: $5,000 | Exclusive
- Brand recognition on the spouse program itinerary
- Recognition as the Spouse/Companion Program Supporter in select pre-conference marketing, on-site materials, signage and conference website
- Logo in supporter listing on event website and program guide

June 24 - 27, 2019 | Columbus, OH | [www.ieee-esmo.com](http://www.ieee-esmo.com)