

2016 IEEE PES TRANSMISSION & DISTRIBUTION CONFERENCE & EXPOSITION

as of May 31, 2016

Exhibitor Post-Show Summary

Event Highlights

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- Record Breaking Exhibit Participation
 - 855 exhibiting companies
 - 250,000 square feet
 - 13,506 Attendees
- Final Number of Verified Registered Number of Attendees

Conference Attendees	2,281
Students	170
<u>Exhibits Only</u>	<u>3,658</u>
	6,109

Companions	203
<u>Exhibit Personnel</u>	<u>7,194</u>
Total	13,506

General Information

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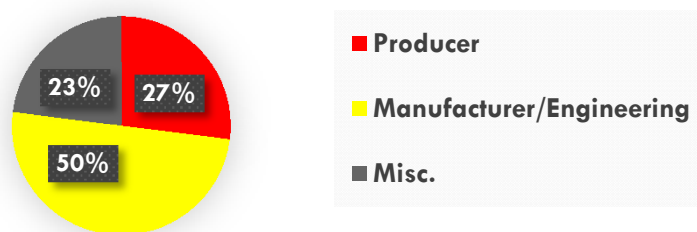
- Conference included over 100 technical sessions.
- Over 885 speakers participated in the conference with 25% of the speakers from exhibiting companies.
- 28% of the “exhibits only” attendees registered using an exhibitor’s guest pass code.
- 22 companies sponsored portions of the event, including onsite events and services.
- 17 industry media organizations supported or participated in the conference, including:
 - Adeera
 - Electric Energy T&D Magazine
 - Electrical Solutions
 - Electricity Today
 - Electricity Forum
 - General Equipment & Supply
 - IEEE Foundation
 - IEEE Power & Energy Magazine
 - IEEE Spectrum
 - IHS
 - INMR
 - North American Clean Energy Magazine
 - POWER Magazine
 - POWERGRID International
 - RE Magazine
 - Transmission & Distribution World Magazine
 - Wind Systems Magazine

Attendee Demographics

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- 2,994 international visitors – approx. 22% of total attendance.
- 73 different countries were represented.
- Registrants type of company (5432 Respondents)

Company Type



Producer

Electric Utility
Independent Power Producer/QF
Power Marketer/Trader

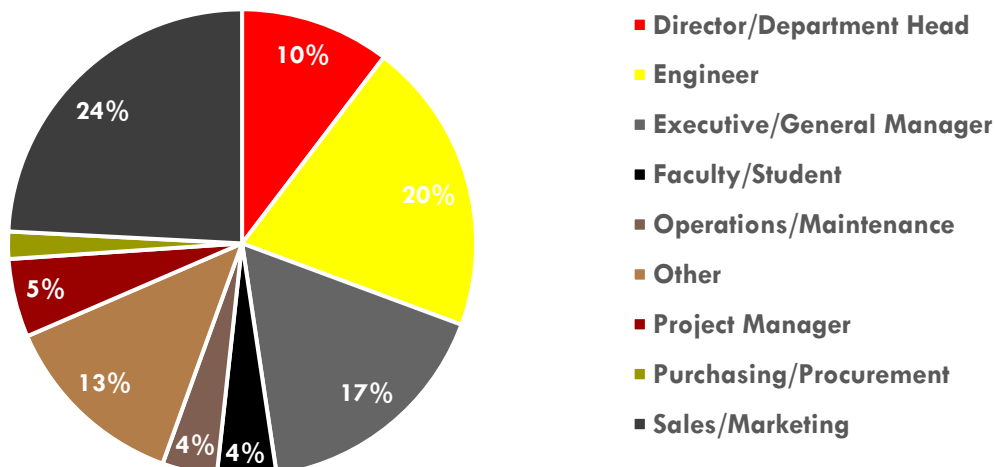
Manufacturing/Engineering

Manufacture/Manufacturer Rep
Consulting Engineer Firm
Design/Build Firm
Equipment Distributor/Wholesaler

Other

Contractor
IT & Software
University/College
Other

- Attendee Job Functions (5,954 Respondents)

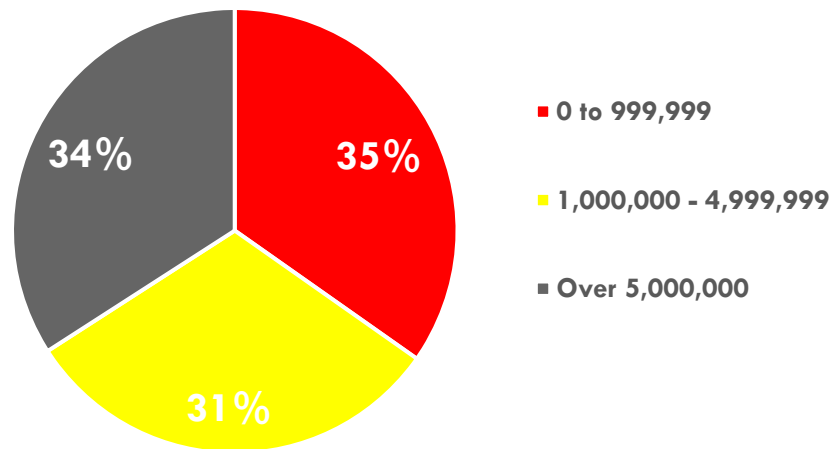


Attendee Demographics

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- Primary Area of Interest According to Registration Demographics (5,388)
 - Distribution – 44% (2,397)
 - Transmission – 35% (1,875)
 - Generation – 5% (251)
 - Other – 16% (865)

- Value of Equipment Recommended, Specified, or Purchased Annually (3,551 respondents)



Attendee Survey Results

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- Attendees spent an average of 9.7 hours on the expo floor, spread over the show days.
- 74% of the total respondents were interested in and plan to buy at least one of the products/services exhibited.
- 84% of respondents felt the exhibit floor met their expectations and was very good or excellent.
- 65% of the total respondents are considering doing business with new exhibitors as a direct result of attending the exposition.
- 41% of the total respondents were first time attendees.
- 60% of attendees recommends/selects products, specifies suppliers, or approves purchases and 22% of the attendees have the final decision in buying.

Exhibitor Survey Results

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- 81% of exhibitors rated the quality of the 2016 IEEE PES T&D attendee as good or excellent.
- 92% were satisfied or extremely satisfied with Dallas as a host city.
- 85% of exhibitors said they would recommend the show to colleagues and friends.
- 45% of exhibitors used social media to promote their participation at the show. Of those 64% used Facebook, 50% LinkedIn and 44% Twitter.
- Exhibitors rated their satisfaction level with the IEEE PES T&D services as either Good or Excellent:

Service	Satisfied
IEEE Show Management (Canfield Event Management)	
Pre-show Customer Service	95%
Pre-Show Communications	98%
Ease of Online Booth Reservation Technology (ability to see available booths, reserve/contract space & pay online)	87%
Ability to print/download invoices	93%
Onsite Assistance	77%
IEEE PES T&D Website (home page, navigation, etc.)	
Layout, ease of finding information	95%
Useful Content	100%
Exhibitor Information Section of the Website	
Layout, ease of finding information	97%
Content, useful information	98%
Location, easy to find on the website	97%
Online Floorplan	97%
Exhibitor Dashboard (where you updated listing)	97%
Freeman Online / Order Forms	86%

Exhibitor Survey Results

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- Exhibitors rated their satisfaction level with the following vendor services as either Good or Excellent:

Service	Satisfied
Freeman	
Customer Service	93%
Exhibitor Pricing	66%
Material Handling / Forklift Labor	77%
Booth Labor	85%
Dallas	
Overall Satisfaction	96%
Cost of Airfare	94%
Quantity of Hotels	94%
Quality of Hotels	96%
Range of Pricing for Hotels	88%
Kay Bailey Hutchison Convention Center	82%
Kay Bailey Hutchison Convention Center	
Customer Service from Convention Center (Electrical)	92%
Exhibitor Pricing from Convention Center (Electrical)	78%
Customer Service from SmartCity (Telecom/Internet)	95%
Exhibitor Pricing from SmartCity (Telecom/Internet)	78%
Customer Service from Centerplate (Catering)	83%
Exhibitor Pricing from Centerplate (Catering)	74%
Customer Service from Public Food Service Areas	65%
Pricing from Public Food Service Areas	63%
Hours/Availability of Public Food Service Areas	59%
Convention Data Services (CDS)	
Online Exhibitor Registration Process/ Website	93%
Customer Service from CDS for Exhibitor Personnel Registration	93%
Onsite Exhibitor Registration	84%
Lead Retrieval & Attendee List Options	82%
Lead Retrieval & Attendee List Pricing	66%
Lead Retrieval & Attendee List Customer Service	82%
Online Lead Retrieval & Attendee List Online Order Process	86%
OnPeak (housing partner)	
Customer Service from OnPeak	86%
Website / Ease of use	92%
Onsite Assistance	57%