2020 Sponsor Opportunities
Lunch in Exhibit Hall (2 Available)

Tuesday, April 21

Sponsorship includes:

• 24” x 89” sponsor recognition signs will be located near 5-8 food stations for the reception.

• Beverage or dessert station, with a sign noting your sponsorship, will be located near your booth for the reception.

• Sponsor recognition included at main entrances to exhibit hall.

• Ability to provide napkins with company name and/or logo.

• Approximately 5,000 registrants anticipated

Sponsor logo will also appear on sponsor board in lobby, sponsor page in final program and sponsor page on www.ieeet-d.org

1 Remaining

$10,000 each
Wi-Fi Buy Out - Semi-Exclusive (3 Available)

- The **opening splash page** appears immediately when opening the app and is shared between the 3 wi-fi sponsors and IEEE PES T&D
- 1.5 Mbps Wi-Fi complimentary to all attendees in lobbies, meeting space and exhibit hall
- Logo recognition on Wi-Fi signage.
- Approximately 12,000-14,000 users anticipated
- All the benefits of a Level 2 Enhanced Listing *(refer to page 14 for details)*
- Your logo inside your booth in the online floor plan *(if booth is 20x30 or larger)*

Sponsor logo will also appear on sponsor board in lobby, sponsor page in final program and sponsor page on [www.ieeet-d.org](http://www.ieeet-d.org)
Recharge Zones (4 Available)

- Zones will be in multiple locations (see Floorplan)
  Areas include comfortable seating areas with recharge stations to charge computers and cell phones, have a quick conversation or rest for a few moments.
  - Next to registration
  - Grand Concourse by escalators up to Technical Sessions
  - Exhibit Hall – Booth 4313 (10x40)
  - Exhibit Hall – Booth 3485 (20x20)
- Branding opportunity on the structures within the area

ONSITE ATTENDEE SERVICE

Sponsor logo will also appear on sponsor board in lobby, sponsor page in final program and sponsor page on [www.ieeet-d.org](http://www.ieeet-d.org)

Booth 3485 - Available

Booth 4313 - Available

2 Remaining

$3,000
NEW for 2020! A dedicated area where cities and utility companies converge to showcase their smart city collaboration successes and connect with the companies dedicated to leading the smart city transformation. The Pavilion will have 1 dedicated 20 x 40 Lounge including:

- Comfortable seating, conversation areas and charging options for your devices.
- Branding opportunity on the perimeter wall of the lounge.
- All the benefits of a Level 2 Enhanced Listing (refer to Level 2 page for details)
- Your logo inside your booth in the online floor plan (if booth is 20x30 or larger)

Sponsor logo will also appear on sponsor board in lobby, sponsor page in final program and sponsor page on www.ieeet-d.org
Shuttle Route Locators (5 Available)

Over 75% of the hotels in the IEEE PES T&D room block will be serviced by the official shuttles.

Shuttle drop off and pick up from the 1st floor of McCormick Place and there is an escalator right by the shuttle locators to take attendees (with badges) to and from the exhibit hall. Sponsorship includes:

• Company logo on shuttle bus route signage.
• All the benefits of a Level 1 Enhanced Listing

Sponsor logo will also appear on sponsor board in lobby, sponsor page in final program and sponsor page on www.ieeet-d.org
Networking Reception Bar  (10 Available)  

Sponsorship includes:

- 24” x 89” sponsor recognition sign at Bar station, located near your booth for the reception
- Sponsor recognition included at main entrances to exhibit hall
- Ability to provide napkins or cups with their name and logo.
- Approximately 4,000 registrants anticipated

Wednesday, April 22

$2,500 each

6 Remaining

Sponsor logo will also appear on sponsor board in lobby, sponsor page in final program and sponsor page on www.ieeet-d.org
Super Session Coffee Break (2 Available)

Wednesday or Thursday, April 22-23

Sponsorship includes:

• One 24” x 89” sponsor recognition sign at the coffee station for the applicable Super Session coffee break.

• Ability to provide cups and/or napkins with company name and logo.

• One literature rack or table for promotional items/brochures at session entrance

• Super Session - Approximately 500 registrants anticipated

Sponsor logo will also appear on sponsor board in lobby, sponsor page in final program and sponsor page on www.ieeet-d.org

$1,500 each
Floor plan Logo Enhanced Listing

- Your logo inside your booth in the online and mobile floor plan.

*This option is only available to booths that are 20x30 or larger, logo will not be legible in smaller booths.*

Specs: Sponsor to provide vector format logo for upload.

Digital only purchases do not include being listed as a conference sponsor
Level 2 Enhanced Listing

• All benefits of Basic & Level 1 listings

• Plus

  • Ability to access a list of qualified sales leads (see which registered attendees have saved your company in their favorites)
  • Access to statistical data from online listing (See how many times your company listing has been viewed, how many attendees has marked you as a favorite, how many times attendees have clicked from your listing to your company website.)
  • Ability to upload 2 additional products with images (included in the online searchable product gallery)
  • Ability to upload short company / product video
  • Inclusion in the Featured Exhibitor search
  • Priority placement in search results
  • Company name is starred in search results

Digital only purchases do not include being listed as a conference sponsor

$800
Level 1 Enhanced Listing

• Included with Basic Listing
  • Company name (*included in basic listing*)
  • Product Categories (*included in basic listing*)
  • Company Contact Details (*address, phone, website, & email, included in basic listing*)
  • Company description (200 characters)

• Plus
  • Upload of company logo/trademark to display in online exhibitor listing
  • Ability to upload 2 Press Releases
  • Ability to upload 2 Show Specials
  • Ability to upload 2 products with images (*included in the online searchable product gallery*)

*Digital only purchases do not include being listed as a conference sponsor*
• **Guidelines**
  • You must be an exhibitor for the 2020 IEEE PES T&D Conference to sponsor.
  • All 2018 sponsors have first rights to renew previous sponsorship. The deadline to renew is October 21. Must be current exhibitor by Sept. 1, 2019.
  • All 2020 sponsors will have first rights to renew sponsorship for the 2022 conference. *Please note there is no guarantee sponsorships will remain the same from show to show, thus sponsorship renewal is not guaranteed.*

• **Questions? Contact Shawn Boon**
  • [shawn@cemllc.com](mailto:shawn@cemllc.com)
  • (972) 521-9902
  • [www.ieeet-d.org](http://www.ieeet-d.org)
Shuttle Bus Wraps (1 Available)

Over 75% of the hotels in the IEEE PES T&D room block will be serviced by the official shuttles. Shuttle drop off and pick up from the 1st floor of McCormick Place and there is an escalator right by the shuttle locators to take attendees (with badges) to and from the exhibit hall. Sponsorship includes:

• Custom graphic wrap on busses. Wrap must include 1 of the show graphics
  • 29 Busses – Single Side Ribbon (2’ tall x 34’ long) - $32,500
  • 29 Busses – Double Side Wrap (2’ tall x 34’ long) - $60,000
  • First Rights for Option to Add Headrest Wraps - $16,750 (29 Busses)

• Semi Exclusive Banner Ad – Online Floor plan (1 of 9)

Sponsor logo will also appear on sponsor board in lobby, sponsor page in final program and sponsor page on www.ieeet-d.org

ONSITE ATTENDEE SERVICE

SOLD
$32,500+
Over 20 hotels are included in the IEEE PES T&D room block. will be serviced by the official shuttles. Cost is determined by the number of hotel selected. Sponsorship includes:

- Custom graphic wrap on Key Cards
- Level 2 Enhanced Listing benefits
- Logo inside your booth in the online floor plan (*if booth 20x30 or larger*).

Sponsor logo will also appear on sponsor board in lobby, sponsor page in final program and sponsor page on [www.ieeet-d.org](http://www.ieeet-d.org)
Mobile App  (1 Available)

Sponsorship includes:

• Logo or custom graphic on **opening splash page** appears immediately when opening the app.
• **Full-screen app landing page features the sponsor’s products**, services or message that can link to your eBooth or external web page.
• **Rotating Banner Ad** – Banner ads rotate at the bottom of the app’s Dashboard page. When tapped, the user is taken to the sponsor’s full-screen app landing page.
• **Sponsor receives logo icon in navigation menu** linking to eBooth.
• **Semi Exclusive Banner Ad** – Online Floor plan (1 of 9)
• All the benefits of a Level 2 Enhanced Listing
• Logo inside your booth in the online floor plan (if booth is 20x30 or larger).

Sponsor logo will also appear on sponsor board in lobby, sponsor page in final program and sponsor page on [www.ieeet-d.org](http://www.ieeet-d.org)

**ONSITE ATTENDEE SERVICE**

SOLD

$17,000
Online Directory Sponsor (1 Available)

Sponsorship includes:

• Exclusive graphic ad placement on the Exhibitor Directory Search Page
• Exclusive graphic ad placement on the show planner and facility overview pages
• Semi Exclusive Banner Ad – Online Floor plan (1 of 9)
• Mobile App Rotating Banner Ad – Banner ads rotate at the bottom of the app’s Dashboard page. When tapped, the user is taken to the sponsor’s eBooth listing.
• Level 2 Enhanced Listing benefits
• Logo inside your booth in the online floor plan (if booth 20x30 or larger).

Sponsor logo will also appear on sponsor board in lobby, sponsor page in final program and sponsor page on www.ieeet-d.org

SOLD

$15,000
Onsite Electronic Locator (1 Available)

55” Touchscreen monitors and large floorplans located in lobby areas. These directories will be the tool attendees use to identify and find the companies, products and services they need to meet on the show floor and on show site. Sponsorship includes:

• Locations TBD, minimum of 4 locations:
• Sponsor branding incorporated into the structure of the locators
• Logo on Company search page of locators
• Company logo on main floor plan page
• **Semi Exclusive Banner Ad** – Online Floor plan (1 of 9)
• All benefits of the Level 2 enhanced listing

Sponsor logo will also appear on sponsor board in lobby, sponsor page in final program and sponsor page on [www.ieeet-d.org](http://www.ieeet-d.org)

**ONSITE ATTENDEE SERVICE**
Sponsorship includes:

- One 24” x 89” sponsor recognition sign at the coffee station for the Opening Session and Tuesday Super Session coffee break.
- Ability to provide cups and/or napkins with company name and/or logo.
- One literature rack or table for promotional items/brochures at session entrance.
- Opening Session – Approximately 1,000-1,500 attendees anticipated.
- Afternoon Super Session – Approximately 350-500 attendees anticipated.
- Option to provide Specialty Latte Bar (additional $4,000)
  - Espresso based beverages including Americano, Cappuccino, Latte and Espresso (up to 800 cups).

Sponsor logo will also appear on sponsor board in lobby, sponsor page in final program and sponsor page on www.ieeet-d.org.
WiP will be hosting a leadership breakfast session at IEEE T&D in April 2020 - to promote diversity and inclusion of women in the industry, highlight and acknowledge their achievement, and create an avenue for young professionals to meet potential mentors.

Sponsorship includes:

• One 22” x 28” sponsor recognition sign at the breakfast.
• Ability to provide cups and/or napkins with company name and logo.
• Ability to provide speakers for the breakfast.
• Logo included on breakfast invitations.
• Logo recognition in online session listing for the breakfast.

Sponsor logo will also appear on sponsor board in lobby, sponsor page in final program and sponsor page on www.ieeeet-d.org