



FIELDING THE FUTURE

**ELECTRIC OPERATIONS
TECHNICAL & LEADERSHIP SUMMIT**



EXHIBITOR PROSPECTUS

Join us May 6-8, 2025 in Iowa City, IA.

YOUR NEXT BIG PLAY

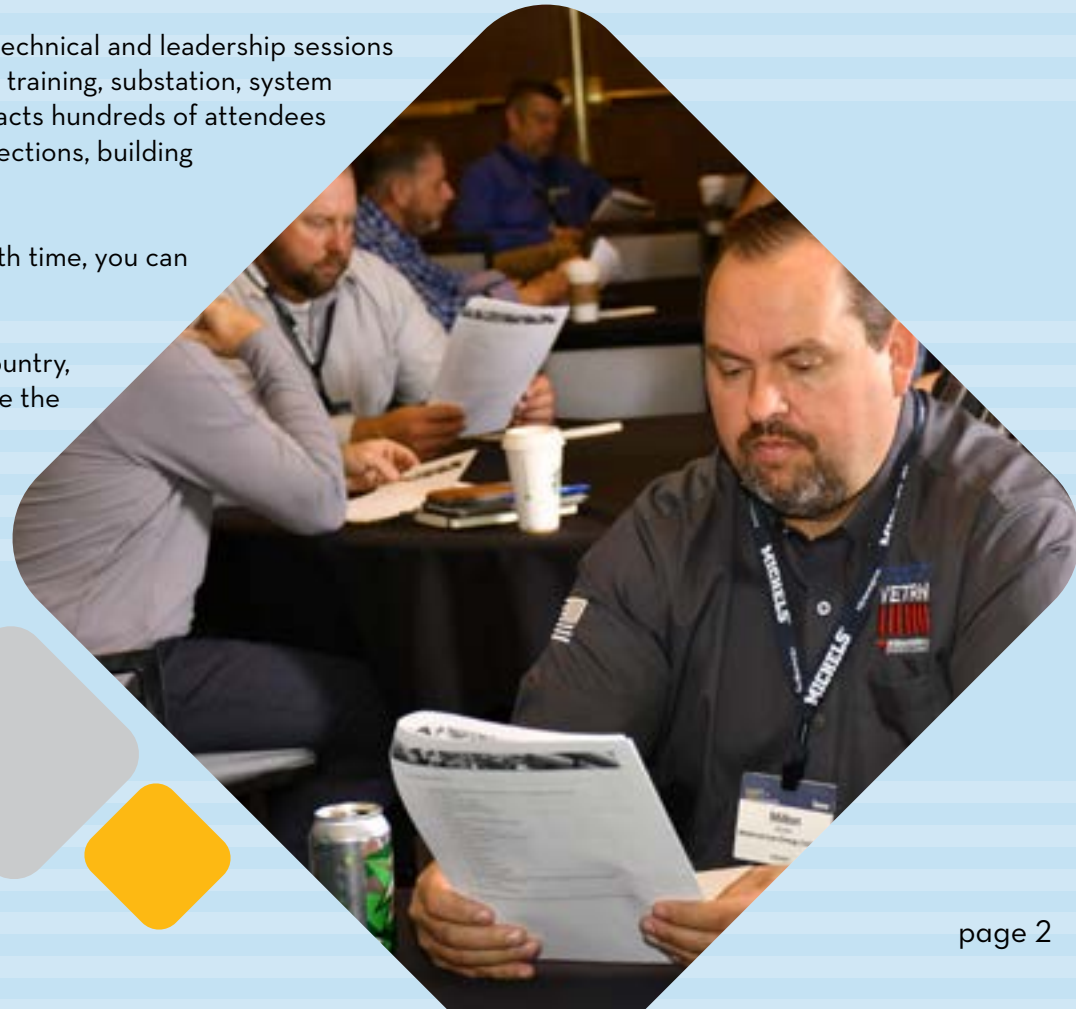
MEA ENERGY ASSOCIATION: ELECTRIC EDUCATION

The mission of MEA is to empower the energy industry through education, leadership development, and industry connections. Energy delivery companies, contractors, and suppliers from around the country benefit from our summits, roundtables, and webinars, including content focused on electric operations since 1999.

The Electric Operations Technical & Leadership Summit features over 40 technical and leadership sessions focused on codes and standards, metering, overhead, reliability, safety and training, substation, system operator/dispatch, and underground topics. This expert-led education attracts hundreds of attendees from Midwest utilities and exhibitors have dedicated time for making connections, building relationships, and showcasing products.

Whether your company is considering exhibiting for the first time or the 15th time, you can be one of the big players at this event.

- Eight committees with dozens of volunteers from utilities across the country, and a steering committee made up of tenured electric professionals are the power behind the event.
- The attendees, exhibitors, and sponsors are the future of the industry.
- And as your energy association, MEA is **fielding the future** right alongside you.



STEP UP TO THE PLATE

WE ASKED: YOU ANSWERED

MEA SURVEYED AND INTERVIEWED PAST EXHIBITORS TO BEST FIELD THE FUTURE

- ◆ Overwhelmingly, vendors reported they planned to exhibit at MEA summits again, even if overall attendance is modest due to utility budgets, economic pressures, and competing priorities. This means **quantity is important**, and **quality is more important**. Even with fewer people, they are still the right people.

53%
OF ATTENDEES ARE
DECISION MAKERS OR
INFLUENCERS

Past exhibitors said:

"I was able to interact with key individuals of utility companies to highlight new products."

"We were able to meet with several customers and discuss at length our new offerings."

90%
OF ATTENDEES WORK
DIRECTLY IN ELECTRIC
OPERATIONS AND
OPERATIONS
SUPPORT

To **continue ensuring the right people are present**, MEA offered a **special invitation to utilities this year**. The offer resulted in a minimum of 15 attendees from several companies*, along with utility attendees from across the Midwest region.

- AES Indiana*
- Alliant Energy*
- Ameren Illinois
- CenterPoint Energy
- ComEd*
- Eversource Energy*
- Madison Gas and Electric Company
- MidAmerican Energy Company
- Upper Peninsula Power Company
- WEC Energy Group*
- Xcel Energy*
- And others

GET AHEAD OF THE HARVEST

EXHIBITORS RANKED THEIR GOALS FOR EXHIBITING AT THE SUMMIT AS:

#1 NETWORKING and access to attendees

#2 SHOWCASING products and services
BUILDING brand awareness

Exhibitors also shared:

95% of exhibitors believe the show organizers are responsible for getting attendees to the event

67% also say show organizers are responsible for getting attendees into the exhibit hall

86% of exhibitors prefer a more targeted tactic to drive booth traffic compared to encouraging every attendee to stop by every booth

Exhibitors report the best support from show organizers includes:

- Hosting in a central city and venue that are easy to navigate
- A conference pattern and schedule that maximizes your time
- Providing a draw to the exhibit hall
- Purposeful time in front of attendees
- Allowing attendees to find or sort by products and offerings
- Providing the attendee list

SO WE'RE PLOWING THE PATH TO SUCCESS

- ◆ **Consistent, central, and economical host location** from 2023 to 2028 so you can establish your budget and logistical plans year over year.
- ◆ **Dedicated and condensed exhibit hours** to maximize your time and effort during the first half of the summit.
- ◆ **Drive attendees to exhibit space** with prize drawings.
- ◆ Buffets, beverages, and seating strategically placed throughout the exhibit hall to **encourage traffic flow and likelihood of booth visitors.**
- ◆ **Opportunity to display solution-based categories and brief product description** so attendees can easily identify solutions to their challenges.
- ◆ Pre-planned release of **attendee list** at peak registration points (three weeks and one week before the event) so you can **prioritize outreach, schedule appointments, and arrange group dinners.**

IOWA CITY | Right near the home of the University of Iowa Hawkeyes is Coralville, a beautiful city that is host to the MEA Electric Operations Technical & Leadership Summit. The Hyatt Regency Coralville Hotel & Conference Center is located within the Iowa River Landing, which is also home to the Literary Sculpture Walk, Xtream Arena & GreenState Family Fieldhouse, shopping, and restaurants.

LOAD THE BASES

SCHEDULE AT-A-GLANCE

Exhibitors know best and they say: The booth is where you find and earn new customers and networking is where you strengthen relationships. Whichever proverbial field you prefer, here are some opportunities to make the most of the time outside of standard exhibit hall hours.



TUESDAY, MAY 6, 2025

9:00 AM - 5:30 PM	Registration Check-In
10:00 AM - 3:30 PM	Exhibitor Move-In
1:00 PM - 2:30 PM	ON DECK Welcome & Open Session
2:45 PM - 4:00 PM	DOUBLE PLAY Leadership Sessions
4:00 PM - 6:30 PM	AT BAT Networking Reception & Exhibits
After 6:30 PM	POST GAME Evening at your leisure

WEDNESDAY, MAY 7, 2025

8:00 AM - 9:00 AM	General Session
9:15 AM - 11:10 AM	DOUBLE PLAY Breakout Sessions
11:10 AM - 12:30 PM	AT BAT Lunch and Exhibits
12:30 PM - 5:00 PM	Exhibitor Move-Out
12:30 PM - 4:35 PM	DOUBLE PLAY Breakout Sessions
After 5:00 PM	POST GAME Evening at your leisure

THURSDAY, MAY 8, 2025

8:00 AM - 11:15 AM	Roundtable Discussions
11:15 AM	Adjourn

ON DECK | Attend the general sessions to put faces with committee member names. Listen for talking points to have topical discussions with attendees later.

DOUBLE PLAY | Attend sessions related to your business to intentionally connect with interested and knowledgeable prospects.

AT BAT | Take advantage of dedicated time with utility attendees. They are incentivized to visit the exhibit hall for food and beverages, frequent prize drawings, and engaging entertainment. Capture your contacts and conversations by connecting in the MEA Events app.

POST GAME | On Tuesday, invite prospects to happy hour, dinner, or dessert. On Wednesday, deepen your customer relationships over dinner.

THE GROUNDWORK

EXHIBIT INFORMATION

Booth Space | Member \$1,100 | Non-Member \$1,600

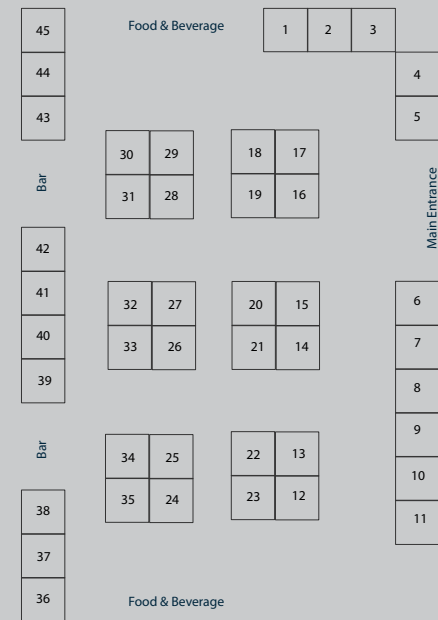
- 10'x10' space
- 8' table with (2) chairs
- Booth ID sign
- Wastebasket
- Basic wi-fi
- Dedicated time with attendees, fostered by food, beverage, entertainment, & prizes
- One booth staff person with access to all sessions, conference functions, and the event app
- Option for company short description and/or category feature in the event app
- Opportunity to donate raffle prizes and present door prizes
- Attendee list at 3 weeks out and 1 week out
- Recognition of show tenure
- Exhibitor feature in attendee pre-event communication

Additional Exhibit Booth Staff | Member \$600 | Non-Member \$750

Includes access for one person to:

- Exhibit hall
- General sessions
- Choice of breakout sessions
- Leadership and topical roundtables
- Social functions associated with the conference
- Full event app and searchable contacts

2025 FLOOR PLAN



FIELD THE FUTURE OF YOUR BUSINESS AT
MEAENERGY.ORG/ELECTRIC-SUMMIT.

For more information and exhibitor policies, visit MEAenergy.org/exhibitor-policies.
Contact Leslie Thomas at lesliet@MEAenergy.org with questions.

OVER THE FENCE

SPONSOR THE SUMMIT

GENERAL SESSION | \$ 5,000 (Limit of 2)

- Company name or logo prominently displayed onsite
- Up to five minutes of podium time during the general session to include company intro and/or company video, and introduction of speaker

REGISTRATION | \$ 5,000 (Exclusive)

- Logo or company name on conference lanyard provided to every in-person attendee and exhibitor
- Logo or company name featured on badge printing technology
- Option for company representative at registration desk throughout the event
- Digital recognition in event app

HATS | \$ 3,500 (Exclusive)

- Logo featured on hat given to all in-person attendees

NOTEBOOKS | \$ 3,500 (Exclusive)

- Company logo featured on every page in notebook and given to every in-person attendee and exhibitor

WIFI | \$ 2,500 (Exclusive)

- Company name or logo associated with onsite WiFi
- Digital recognition in event app

LUNCH | \$ 2,500 (Limit of 6)

- Onsite signage throughout the function
- Digital recognition in event app

CONFERENCE BAGS | \$ 2,000 (Limit of 6)

- Logo featured on reusable conference bag provided to all in-person attendees and exhibitors

BREAKS & BEVS | \$ 1,000 (Limit of 5)

- Logo or company name on coffee cup sleeves
- Onsite signage at all hosted beverage stations

WELCOME RECEPTION | \$ 1,000

- Onsite signage during reception in the exhibit hall
- Digital recognition in event app

EVENT APP | \$ 1,000

- Prominent digital recognition in event app used by all attendees

GOLF OUTING | \$ 500 (Limit of 9)

- Recognition onsite at the golf course
- Opportunity to provide special giveaway for golfers

GO TO [MEAENERGY.ORG/BECOME-A-SPONSOR](https://meaenergy.org/become-a-sponsor) TO CHECK AVAILABILITY AND RESERVE YOUR ITEMS.