



INTERNATIONAL LINEMAN'S RODEO

October 11-14, 2017

Overland Park Convention Center
Overland Park, KS

National Agriculture Center and Hall of Fame
Bonner Springs, KS

linemansrodeokc.com

Exhibiting Information



INTERNATIONAL LINEMAN'S RODEO

The Premier Event of its Kind...

After more than 30 years, the International Lineman's Rodeo & Expo still proves to be the industry's most valued premier event of its kind for the electric utility industry. As an exhibitor, your company and the products it produces won't want to miss being part of this truly unique event. No other event in the world offers exhibitors a niche arena in which to interact with the world's top electric utility linemen, foremen, superintendents, training, safety and management personnel.



Attendees by Business and Industry

- Investor Owned Utilities
- Rural Electric Membership Coops (REMC)
- Municipalities
- Contractors
- Military

Who Attends

- Safety Director
- Lead Safety Specialist
- Asset Supply Manager
- Director Construction & Design Engineering
- VP Power Delivery
- VP Operations
- VP Distribution
- Operations & Engineering Manager
- Director Learning Services
- Safety Coordinator
- Director Safety & Loss Control
- Field Operations Supervisor
- Supervisor Supply Chain Operations
- Methods & Standards
- Electrical Distribution Supervisor
- Journeyman Lineman
- Apprentice Lineman
- Human Resources
- Training Supervisor
- Line Superintendent
- Director Operations
- Technical Training Specialist
- Power System Engineer
- EEO Consultant
- VP Fleet Operations
- Business Manager
- Director Grid Assets



List of 2016 Participating Utilities

- | | | | |
|------------------------------------|--|---|---|
| Alliant Energy | Grant PUD | Los Angeles Department of Water & Power | Salt River Project |
| Ameren | Greystone Power Corp. | Macon Electric Cooperative | SandRidge Energy |
| Arizona Public Service | GVEC | Marietta Power | SMUD |
| Atchison-Holt Electric Cooperative | Henkels and McCoy | Memphis Light Gas & Water | Snapping Shoals EMC |
| Avista Utilities | Holston Electric Cooperative | Mid-South Synergy | Southern California Edison/ IBEW Local 47 |
| BC Hydro | Ibew 104 | Midwest Energy | Southside Electric |
| Bison Electric | IBEW 11th District | Mishawaka Utilities | Southwestern Line Constructors |
| Blue Grass Energy | IBEW Local #47 | Modesto Irrigation District | Springville City Electric Department |
| Boone Electric Cooperative | IBEW Local #47/City of Anaheim | Mountain States JATC | Sturgeon Electric |
| Bowling Green Municipal Utilities | IBEW Local #47/City of Riverside | National Grid | Sulphur Springs Valley Electric Cooperative |
| Burbank Water and Power | IBEW Local #47/Henkels & McCoy | Navajo Tribal Utility Authority | Tacoma Power |
| Capital Electric | IBEW Local 1245 | NB Power Corp. | Tucson Electric Power |
| Cedar Falls Utilities | IBEW Local 111 | New Braunfels Utilities | UniSource Energy Services |
| Centerpoint Energy | IBEW Local 126 | Nolin RECC | United Illuminating Co |
| Citizens Electric Corporation | IBEW Local 160 | Northwestern Energy | Utility Lines construction services inc. |
| City of Seguin | IBEW Local 17 | OG+E | Walton EMC |
| Clark Energy | IBEW Local 18 | Omaha Public Power District | We Energies |
| Clark Public Utilities | IBEW LOCAL 304 | Pacific Gas & Electric | Westar Energy |
| Cobb EMC | IBEW LOCAL 53 | Pacific Power | White River Valley Electric Coop |
| CPS Energy | IBEW Local 702 | Par Electrical Contractors | Xcel Energy |
| D Company 249th En Bn | IBEW LU 769 | Paris Board of Public Utilities | |
| Dominion Virginia Power | Intermountain Rural Electric Association | Pedernales Electric Cooperative | |
| DTE Energy | ITC/ UTILITY LINES | Portland General Electric | |
| Duke Energy | Jackson EMC | Potelco | |
| Duquesne Light | JEA | Pride construction | |
| Empire District Electric | Kansas City Board of Public Utilities | Public Service Co of Oklahoma | |
| Enmax Power Corp. | KCP&L | Rocky Mountain Power | |
| Eversource | Lansing Board of Water and Light | Rokstad Power | |
| Farmers Electric | Liberty Utilities | RS Electric Utility Services | |
| Flint Energies | Local 77 | Salem Electric | |
| Front Line Power Construction | | | |





Schedule

All events at the OP Convention Center unless noted otherwise.

Wednesday, October 11

8:00 am - 5:00 pm
Exhibit Setup

8:00 am - 4:00 pm
Safety & Training Conference

Thursday, October 12

8:00 am - 11:45 am
Safety & Training Conference

8:00 am - 11:00 am
Exhibit Setup
(No large equipment will be permitted to move in on this date.)

Noon - 5:00pm
Exhibits Open

Friday, October 13

9:00 am - 3:00 pm
Exhibits Open

3:00 pm - 8:00 pm
Exhibits Move-out

6:00 pm - 10:00 pm
Barbecue*

Saturday, October 14

7:00 am
Competition Begins
Ag Hall of Fame
Bonner Springs, KS

7:00 pm
Awards Banquet Dinner**

*Each 10x10 receives two complimentary passes to the Friday night Barbecue. Additional tickets may be purchased at Merchandise Sales at the Expo.

**Tickets to the Awards Banquet Dinner may be purchased at Merchandise Sales at the Expo.

Who Exhibits

Exhibits of equipment including (but not limited to):

- Aerial/Digger Derricks
- Animal Protection
- Battery Powered Tools
- Cable Accessories
- Climbing Equipment
- Connectors
- Construction and Switching Products
- Drills & Augers
- Enclosures
- Equipment Pads
- Fall Protection & Rescue Equipment
- Hand Tools
- Hardware
- Hoists
- Hot Line Tools & Accessories
- Insulators
- Meters & Testers
- Personal Protective Equipment
- Protective Clothing & Boots
- Poles & Pole Treatments
- Pole Line Hardware
- Ropes & Rigging
- Skin Care Wellness
- Spill Containment
- Training Books
- Training Solution Services
- Test Equipment
- Tool Storage Systems
- Winches

List of 2016 Exhibitors

249th Engineer Battalion Prime Power	Hastings Hot Line Tools	Rasco FR
3D Internet	Haugland Energy Group LLC	Reliable High Performance Product
ABG Bag, Inc	HD Electric Co	Ripley
Affinity Apparel/Riverside	Henkels & McCoy	Rokstad Power
Aircraft Dynamics Company	Hercules Industries Inc	Salisbury Electrical Safety LLC
Alexander Publications	Hi-Line Utility Supply	Samson Rope
Alliance Tool Manufacturing, Inc	Highland Composites	S.D.P. Mfg
Altec Industries Inc	Historical Armory Inc	Sherman & Reilly
Altec Inc	Huskie Tools	Sicame
Altec Supply	Industrial Headquarters	Snap-on Tools
Ameren	International Lineman's Museum & Hall of Fame	SNC Manufacturing Co., Inc
American Safety Utility Corporation	J Harlen Company	Southern California Edison
Andax Industries LLC	Jelco	Southeast Lineman Training Center
Ariat International Inc	JL Matthews	Speed Systems Inc
Bashlin Industries	Justin Original Workboots	Square Tow Inc (The Jerk Rope)
Benchmark FR	Justin FR Work	The Sqwincher Corporation
Bierer & Associates	Kansas City Board of Public Utilities	T&D World
Bigfoot Construction Equipment Inc.	Klein Tools Inc	Tallman Equipment
Bridgeport Magnetics Group Inc	Kontra LLC	TE Connectivity
Brisco Wood Preservers Ltd	Lac-Mac Ltd	Terramac LLC
Brooks Brothers Trailers & Equipment	Lakeside Solutions Inc	Terex
Buckingham Mfg. Co	Lapco Mfg.	The Power Gripz
Bulwark Protection Apparel	Lift-it Manufacturing	The Safe Step
Capital Safety a 3M Company	Lowell Corporation	Turner Electric (Hubbell Power Systems)
Carhart	Lug-All Corp	Twistarp
Chance (Hubbell Power Systems)	MADI LLC	Tyndale Co
Cigna Healthcare	Magid	Ultimate Tool and Safety
Classic Connectors USA	Midwest Unlimited	Utility Products Magazine
Columbus McKinnon Corporation	Milwaukee Electric Tool Co.	Utility Solutions, Inc.
ComEd	Mount Vernon FR	Youngstown Glove Company
Custom Truck & Equipment LLC/Utility One Source	Munro's Safety Apparel	Voltgard a division of Saf-T-Gard International
Delta Computer Systems, Inc	NASCO Industries Inc	Warren Heim Corporation
DICA Outrigger Pads	National Safety Apparel	Water-Jel Technologies
DIS-TRAN Overhead Solutions	National Sisterhood United for Journeymen Linemen	Watson Inc
Dragon Wear (True North)	Neilsen Clothing LLC	Wayne Workwear
Evluma LED Lighting	North American Wood Pole Council	West Coast Training & Development Inc
Enovative Technologies	Pacific Gas & Electric	White's Boots
Estex Mfg.	Par Electrical Contractors	Winola Industries
Fallen Lineman Organization	Plastic Techniques, Inc.	Woodwalkers
Farwest Line Specialties	Polartec, LLC	Workizer Work Products Inc
Florida Power & Light	Portland General Electric	Workrite Uniform Company
Glen Guard	Powerlineman Magazine	YETI Coolers
Golight Inc.	Preformed Line Products Co	
Good Rigging LLC	Princeton Tec	
Graybar	PSS	
Hall's Safety Equipment Corp		

Exhibiting Information

Exhibitor Booth Package

The indoor exhibits will be open at the Overland Park Convention Center on Thursday and Friday, October 12-13.

Booth space rental is \$20.95 per square foot.

All indoor booths are sold in 10' x 10' blocks and include:

- One 7" x 44" one-line, black on white identification sign to include booth number
- One 6' or 8' table with white vinyl, skirted on three sides
- Two chairs
- One wastebasket
- Two tickets to Friday night's BBQ*
- Company name and brief product description listed in the Show Program
- Company listing on the Lineman's Rodeo Web site

**Note: If you would like to purchase additional tickets for the BBQ or tickets for the Banquet, you may purchase tickets by calling Kim Good at 913-967-1865.*

Outdoor Exhibits

The outdoor exhibits will be open at the Rodeo grounds on Saturday, October 14.

Booth space rental is \$4.00 per square foot or premium space for \$5.00 per square foot.

To obtain outdoor exhibit space you must also be an indoor exhibitor. Your outdoor space must be similar in size to your indoor space. Outdoor space is limited. Check space availability before contracting a space.

All outdoor booths are raw exhibit space only and are sold in 10'x10' spaces. Outdoor space does not include a tent, tables or chairs. However, those items can be rented from our preferred tent rental company. Or companies can supply their own furnishings for outdoor space.

Booth Assignments

To request a booth, please complete the application form on page 9 of this brochure. Please direct any questions you may have concerning this exposition to:

Sam Posa at 800-525-9154, sam.posa@penton.com

Assignments will be made on a first-come, first-served basis, and every effort will be made to keep competing exhibitors separated as much as possible. Multiple booth assignments will be made side by side unless requests are made for different arrangements.

NO ON-SITE APPLICATIONS WILL BE ACCEPTED!

Venue Details

Overland Park Convention Center

October 11-13, 2017
6000 College Boulevard
Overland Park, KS 66211

National Ag Hall of Fame

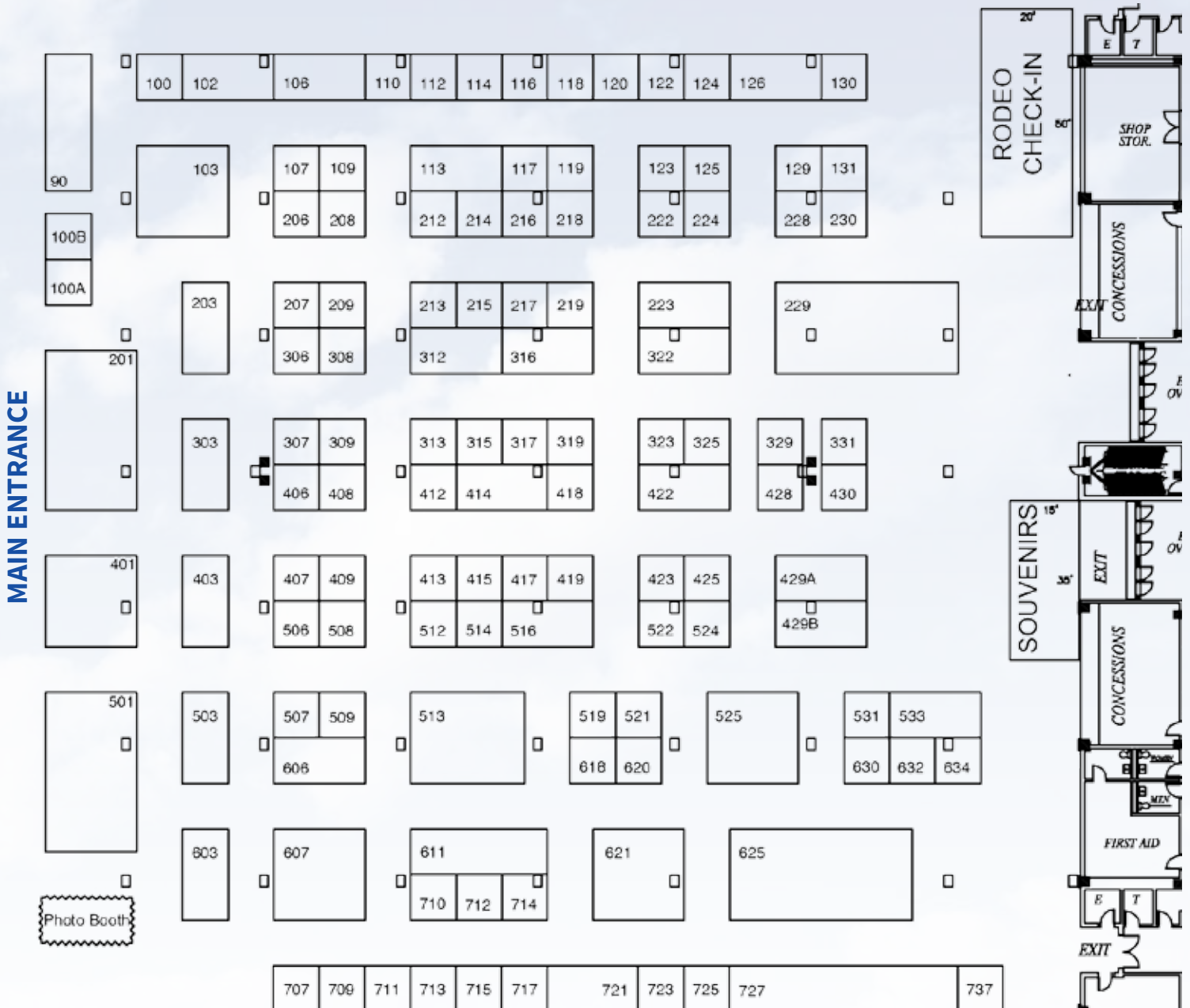
October 14, 2017
630 Hall of Fame Dr.
Bonner Springs, KS 66012





INTERNATIONAL LINEMAN'S RODEO

Overland Park Convention Center Exhibit Hall



Sponsorship Opportunities

Don't miss out on these great opportunities to gain additional exposure for your company.

Sponsorship Packages

Exhibits Plus Package: \$895

Provide added visibility at an affordable price!

Includes:

- Post-Show attendee mailing list to promote your company
- Enhanced Show Guide listing that includes your logo and a highlighted description
- A link to your company's website from our online exhibitor listing
- Pre-show attendee email promoting exhibits plus exhibitors including a product highlight

Premier Partner Package: \$2,495

Gain maximum visibility to the entire industry by saturating the market with your name, logo and URL.

Includes all features of the Exhibit Plus Package, plus:

- Full page ad in the show directory (excluding premium positions)
- Company logo displayed on the digital signage screens
- Product spotlight in the post-show newsletter
- Company logo displayed on the cover of the Show Guide handed out to all attendees at the show
- Company logo, website with link, and booth # displayed in promotional event emails sent to all industry prospects
- Upgrade to Shared Premier Partner email sent approx. 1 week before the event to attendees; includes logo/link, 20 word company description, booth number and product highlight w/ picture

**All inclusions for marketing and sponsorship opportunities are limited to promotions that are implemented after agreement is signed.*

Breakfast

Add another opportunity for visibility at the rodeo grounds. Provide breakfast for attendees on Saturday morning.

Exclusive.....\$3,200

BBQ Dinner

Sponsorship includes recognition as a sponsor for the BBQ/Trade Night event on Friday night where attendees gather to trade rodeo souvenirs such as hats and shirts from their companies as well as fill up on some original Kansas City Barbecue fare!

Friday (6 available).....\$2,100 ea

Beer

Sponsorship includes recognition for the beer provided at the awards banquet on Saturday night where all attendees gather to find out who are the "best of the best". Sponsor can provide cups with logo on them to be used for serving beer.

(8 available)\$1,400 ea

Safety Conference

Get your company name in front of attendees at the most important aspect of this event. The ILRA promotes safety very strongly in its mission for the event. Attendees get the opportunity to attend as an added benefit to them to learn more about safety and leadership and get the buzz on hot topics in the industry. Contact Susan Schaefer or Sam Posa for details.

(5 available).....\$2,000, \$5,000, \$10,000

Awards Banquet and Buffet Dinner

Company recognition as a sponsor for the Awards banquet and prime rib dinner on Saturday night where attendees come together to see who won top honors of the "best of the best" from the rodeo competition.

(6 available)\$3,200 ea

Rodeo Events

Sponsorship is for the rodeo event you select at the competition on Saturday. Opportunity for a feather flag to be hung at or near the event you sponsor or a vinyl banner on the H structure at the grounds. A company representative must plan to attend the banquet ceremony to present awards/trophies to the winners of your company's sponsored event.

(6 available)\$1,600 ea

Transportation*

Promote your company to attendees all the way to and from the show. Company logo on signs in all buses and on shuttle schedule signage displayed at the convention center and in the lobby of each host hotel.

All Buses; Thu-Sat (6 available)\$1,100 ea

Aisle Signs

Help attendees find you on the show floor. Add your company logo to one of the aisle signs in the exhibit hall.

(5 available)..... \$500 for one side, \$800 for both sides

Sponsorship Opportunities

Don't miss out on these great opportunities to gain additional exposure for your company.

Attendee Bag

Distributed to all attendees at registration. Sponsor logo on one side of bag. Sponsorship includes one bag insert.

Cost.....\$5,000

Attendee Bag Insert

Gain more exposure for your company! Have your promotional inserts handed out to every attendee by including them in the official show bags.

Cost.....\$1,000

Badge Lanyards

Lanyards branded with your company name and logo. Distributed to all attendees at registration. (Sponsor provides lanyards; to be approved by show management)

Cost..... \$2,000 (SOLD OUT)

Registration

This is a great opportunity for any exhibitor to get additional exposure. Get your company logo on all name badge inserts, registration desk kick panels, and registration signage.

(1 available).....\$5,000

Scoring Shed

Maximize your exposure at the Rodeo grounds during the actual competition. Sponsor a scoring shed and this will give your company the opportunity to surround a 6'x6' building with your logo on 3 sides. Your message is sure to be seen by all participants!

(5 available).....\$2,100 for 1 yr. OR \$3,250 for 2 yrs.



Digital Signage

Your company logo displayed on 42" portable digital screens for the entire duration of the event. Portable screens will be moved to a prominent position for every event at the convention center.

30 second rotations.....\$1,100

Golf Carts

Maximize your exposure at the Rodeo grounds during the actual competition. Carts are utilized all day to transport attendees in and out of the grounds.

(2 available)\$2,000

Hotel Key Cards

A custom designed keycard – one-sided (2 per guest) given to every Rodeo attendee staying at our headquarter hotel.

Cost.....\$5000

All sponsoring companies will receive the following:

- Signage displayed at the Expo.
- Recognition and "Thank You" over the public address system at your sponsored event.
- Recognition and "Thank You" in the Show Program
- Your company logo and hotlink on the show web site.
- For outdoor rodeo events at the grounds your company can provide a feather flag to be hung at or near the event you sponsor, or a vinyl banner that will be hung on the H structure at the grounds with other banners. Outdoor banners must be no larger than 4'x10' and should include wind slits.

(NOTE: Banners are to be provided by the sponsoring company and must be shipped to the show manager by October 1, 2017. Gobos are used in lieu of banners at the Awards Banquet and will be provided by show management.)

Show Program Advertising

Don't miss an excellent opportunity to spread your message to thousands of professional linemen, foremen, safety personnel and managers.

Promote your company's products or services in the 2017 International Linemen's Rodeo and Expo Show Program. This year's show program, available to all attendees, will include the rodeo schedule, booth locations, exhibitor product descriptions, special events and city-wide attractions. **Reserve your ad space today by calling Sam Posa at 800-525-9154.**

Exhibitor Advertising Rates

Full Page	8.5 x 11" (trim size)	\$700
Full Page (Inside Front Cover)	8.5 x 11" (trim size)	\$900
Full Page (Back Cover)	8.5 x 11" (trim size)	\$1275
1/2 Page Horizontal	7.5 x 4.875"	\$550
1/2 Page Vertical	3.625 x 10"	\$550
1/4 Page	3.625 x 4.875"	\$475

Non-Exhibitor Advertising Rates

Full Page	8.5 x 11" (trim size)	\$825
1/2 Page Horizontal	7.5 x 4.875"	\$688
1/2 Page Vertical	3.625 x 10"	\$688
1/4 Page	3.625 x 4.875"	\$604

Advertising Specs

Show Program Trim Size: 8.5 x 11"

(bleed size: 8.75" x 11.25")

- Electronic Files Required
- Files must be High-Resolution PDF
- All images must be 300 dpi minimum
- Ads are 4-color CMYK format (not RGB)
- For full page ads, keep live info at least .5" inside trim edge. Pull bleeds .125" beyond trim edge

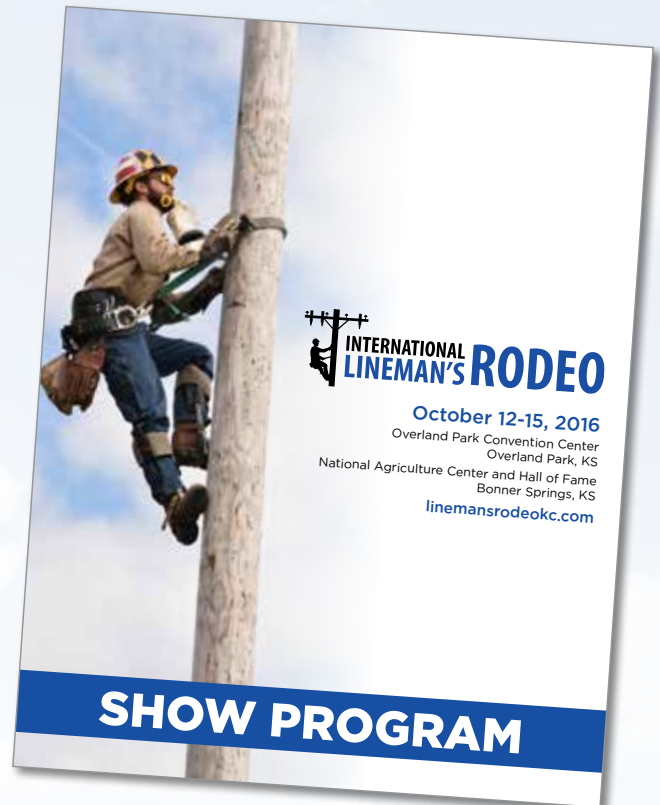
Send all advertising materials to:

International Lineman's Rodeo and Expo
 Attn: Kim Good
 9800 Metcalf Avenue
 Overland Park, KS 66212-2216
 913-967-1865 • Fax: 913-514-6865
 kim.good@penton.com

Logo Listing Enhancement

Make your company listing in the Show Program more visible! Your company logo will be placed next to your company listing in Show Program, making it stand out from your competitors.

Cost.....\$150



Important Dates
Space Closing: August 14, 2017
Materials Due: August 21, 2017