



International Lineman's Rodeo

Safety & Training Conference and Expo

October 10-12, 2018

Overland Park Convention Center,
Overland Park, Kansas

Lineman's Rodeo

October 13, 2018

Bonner Springs, Kansas

Host Utilities: Kansas City Power & Light
and Westar Energy

In Partnership with

International Lineman's Rodeo Association

2018 Exhibitor Prospectus

LinemansRodeoKC.com

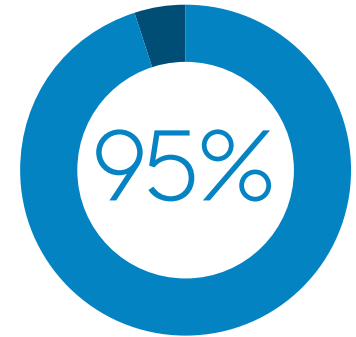


International Lineman's Rodeo

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 can't afford to miss 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.

In addition to the exhibition you will have the opportunity to participate in the safety conference and Rodeo competition as well as enjoy some of Kansas City's finest barbeque at the Friday night BBQ & trade night and Saturday night awards banquet and dinner.

Attendee Facts



of **Attendees** would recommend

Rural Electric Membership Coops (REMC)
Director Safety & Loss Control
Methods & Standards
Military
Line Superintendent
Director Operations
Field Operations Supervisor
Municipalities
Training Supervisor
VP Distribution
Investor Owned Utilities
Human Resources
Power System Engineer
Journeyman Lineman
Director Learning Services
VP Fleet Operations
Business Manager
EEO Consultant
Director Grid Assets
Supervisor Supply Chain Operations
Operations & Engineering Manager
Apprentice Lineman
Director Construction & Design Engineering
Technical Training Specialist
Asset Supply Manager
VP Power Delivery
VP Operations
Safety Director
Electrical Distribution Supervisor
REA (Rural Electric Cooperative)
Safety Coordinator
Contractors
Lead Safety Specialist

Top Reasons Attendees Come to Show

1. Learn about New Products & Services
2. Observe Rodeo Competition
3. Meet with Current Suppliers and Potential Suppliers

“Great to see all the new and upcoming products that all the vendors had to offer. Met new contacts and got plenty of product info from tools to FR clothing.” **2017 Attendee**



Why Exhibit

Nothing beats in-person, boots-on-the-ground connection to the people using your products and looking for your solutions.

“The ability to speak and interact directly with the individuals who are using our products every day is invaluable. Hearing what they like, and don't like, about our products, and suggestions for improvements, allows us to continue making tools linemen want to use. It also helps us gain insights that allow us to better target new customers.” **2017 Exhibitor**

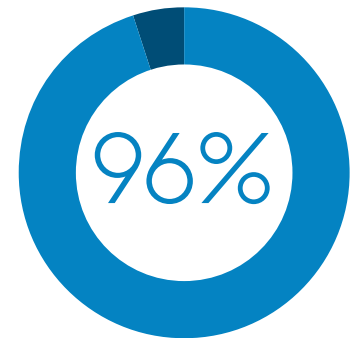
Who Exhibits

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

Top Reasons for Exhibiting

1. Introduce or Educate/Products & Offerings
2. Identify New Customers & Meet with Current Customers
3. Create Visibility and Brand Awareness



Exhibitors would recommend

International Lineman's Rodeo

Exhibitor's Hours

At the Overland Park Convention Center

Thursday, October 11, 2018

8:00 am - 4:00 pm Safety & Training Conference
Noon - 5:00pm Exhibits Open

Friday, October 12, 2018

8:00 am - 11:45 am Safety & Training Conference
9:00 am - 3:00 pm Exhibits Open
6:00 pm - 10:00 pm BBQ & Trade Night*

Saturday, October 13, 2018

7:00 am Competition Begins
Ag Hall of Fame | Bonner Springs, KS
7:00 pm Awards Banquet Dinner

*Additional tickets can be purchased by contacting
Kim Good at kim.good@informa.com or can be ordered
on the website.

Contact Sam Posa
at 800-525-9154 or
sam.posa@informa.com
with questions.

Exhibiting at ILR

Exhibitor Booth Package

The indoor exhibits will be open at the Overland Park Convention Center on Thursday and Friday, October 11-12.

Booth space rental is \$21.45 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

Outdoor Exhibits & Rodeo

The outdoor exhibits will be open at the Rodeo grounds on Saturday, October 15.

Booth space rental is \$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.

[View Floorplan](#)



Exclusive Opportunities

ATTENDEE BAGS—**SOLD**

Investment: \$5,000

- Exclusive sponsor of the attendee bags distributed at registration
- Branded with sponsor logo imprinted on one side
- Sponsor can provide one piece of literature to be included in the bags

BADGE LANYARDS—**SOLD**

Investment: \$2,000

- Exclusive sponsor of the attendee lanyards distributed at registration
- Branded with sponsor name and logo (Sponsor provides lanyard; to be approved by show management)

REGISTRATION

Investment: \$5,000

- Exclusive sponsor of event registration.
- Sponsor name/logo on all name badge inserts, registration desk kick panels and registration signage

PHOTO MARKETING

Investment: \$5,000

- Enhance your social media presence and brand awareness with this on-site photo booth opportunity
- Photos will be branded with sponsor name/logo
- Custom sponsor social media hashtag

BBQ ADMISSION TICKETS

Investment: \$2,500

- Sponsor logo imprinted on BBQ admission wristbands.

COFFEE & DONUTS FRIDAY AT THE EXPO

Investment: \$5,000

- Exclusive sponsor of donuts and coffee for attendees on Friday morning
- Refreshments passed by servers in the prefunction space while attendee wait for the Expo to open
- Sponsor provides branded plates or napkins, coffee cups or cup sleeves

BANQUET VIDEO SCREENS—**SOLD**

Investment: \$3,000

- Sponsor logo on large screens at the Saturday night Awards banquet.

COFFEE AT THE RODEO GROUNDS

Investment: \$2,500

- Exclusive sponsor of coffee and hot chocolate for attendees on Saturday morning at the rodeo grounds
- Sponsor provides branded coffee cups or cup sleeves

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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 link 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, 2018. Gobos are used in lieu of banners at the Awards Banquet and will be provided by show management.)

Best Value Packages

PREMIER PARTNER SPONSORSHIP

Investment: \$2,495

Includes all features of the Exhibits Plus Package, plus:

- Full page ad in the show directory (excluding premium positions)
- Company logo displayed on the digital signage screens
- Company logo displayed on the cover of the Show Guide handed out to all attendees at the show
- Product spotlight in the Post-Show enewsletter
- Shared Premier Partner email sent approximately one week before the event to attendees; includes logo/link, 20-word company description, booth number, and product highlight with picture.

EXHIBITS PLUS SPONSORSHIP

Investment: \$925

- Post-Show attendee mailing list to promote your company
- Enhanced Show Guide listing that includes your logo
- A link to your company's website from your online exhibitor listing
- Shared Pre-Show attendee email promoting exhibits plus exhibitors as "featured exhibitors". Includes company logo, 20-word description and booth number.

*All inclusions are limited to promotions that are implemented after agreement is signed.

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Safety & Training Conference

Diamond Level Investment – EXCLUSIVE \$10,000

- Prominent placement of company logo on all ILRA Safety & Training Conference ads and promotional materials
- Co-host of breakfast & lunch functions when provided
- Premium positioned full page/4 color ad in the official show directory and sponsors' logo on the cover
- Post-conference list of all attendees, with contact information (as provided by registrants)
- Welcome or introduction to attendees at the safety conference (can include a short company video).
- Logo included on digital signage screens during safety conference
- Opportunity to distribute a supplied premium item to all safety conference attendees -Inclusion of your company brochure or product information to be inserted in literature bags for the entire event
- Sponsoring company recognition & thank you mentioned to all attendees during opening & closing of conference with logo on a power point slide
- Company logo to appear in a pre and post-conference promotional email to all attendees

Ruby Level Investment \$5,000

- Prominent placement of company logo on all ILRA Safety & Training Conference ads and promotional materials
- Half page/4 color ad with premium positioning in the official show directory and sponsors' logo on the cover
- Logo included on digital signage screens during safety conference
- Post-conference list of all attendees, with contact information (as provided by registrants)
- Sponsoring company recognition & thank you mentioned to all attendees during opening & closing of conference with logo on a power point slide

Emerald Level Investment \$2,000

- Prominent placement of company logo on all ILRA Safety & Training Conference ads and promotional materials
- Logo included on digital signage screens during safety conference
- Sponsoring company recognition & thank you mentioned to all attendees during opening & closing of conference with logo on a power point slide

Non-Exclusive Opportunities

FRIDAY NIGHT BBQ..... Investment: \$2,100

- Sponsor name/logo on screen at BBQ
- Special recognition and mention of sponsorship announced at the BBQ

SATURDAY NIGHT AWARDS BANQUET & DINNER.....Investment: \$3,200

- Sponsor name/logo projected on large center screen at the banquet
- Special recognition and mention of sponsorship announced at Banquet
- Reserved seating at the banquet for your company. Tickets must be purchased.

BEER AT AWARDS BANQUET Investment: \$1,500

- Signage with sponsor name/logo will be placed at each bar location
- Sponsor provides 12 oz. cups branded with logo on them, used for serving the beer that evening

GOLF CARTS AT THE RODEO GROUNDS (2)Investment: \$2,000

- Sponsor name/logo will be displayed on event golf carts used at the rodeo grounds during the competition on Saturday

BREAKFAST AT THE RODEO GROUNDS (2)..... Investment: \$1,600

- Sponsor of donuts provided for attendees on Saturday morning
- Sponsor provides donuts and branded plates or napkins

DIGITAL SIGNAGE..... Investment: \$1,100

- Company name/logo displayed on 42" portable digital screens for the entire duration of the event
- 30 second screen rotations
- Portable screens will be moved to a prominent position for every event at the convention center

SCORING SHED AT THE RODEO GROUNDS (8).....Investment: \$2,100

- Each participant is required to visit the scoring area before completing each event at the competition
- Sponsor name/logo will be on 3 sides of a 6'x6' building
- 2'x2' signs provided by show management will be affixed to the shed

RODEO COMPETITION EVENT (8)..... Investment: \$3,000

- Sponsor of a rodeo competition event on Saturday
- Vinyl banner(s) hung on deadend poles of the event you sponsor*
- Recognition throughout competition as an event sponsor over the PA.
- Company representative will be invited on stage at banquet ceremony to give awards/trophies to the winners of sponsored event.
- Sponsor must provide vinyl banner, no larger than 4'x10' w/ grommets and wind slits.

AISLE SIGNInvestment: \$500 ea or 2 for \$800

- Sponsor logo will be featured on the 4' x 8' aisle sign (double-sided) on the show floor that are visible to attendees from almost anywhere in the exhibit hall

ATTENDEE BAG INSERT Investment: \$1,000

- Company provides a printed piece (up to 8.5 x 11") or small giveaway* and we'll insert it into every attendee's official show bag. *Subject to show management approval

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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.\$150

Important Dates

Space Closing: August 13, 2018

Materials Due: August 20, 2018



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 2018 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)	\$1,275
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

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@informa.com