



INTERNATIONAL Lineman's Rodeo

2020 EXHIBITOR PROSPECTUS

www.LinemansRodeoKC.com

October 14-17, 2020

Indoor Exhibits

Overland Park Convention Center
Overland Park, KS

Outdoor Exhibits/Rodeo Competition

National Agriculture Center & Hall of Fame
Bonner Springs, KS



INTERNATIONAL Lineman's Rodeo

The Premier Event of its Kind... The International Lineman's Rodeo & Expo is the industry's most valued 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 & t-shirt trade night and the Saturday night awards banquet and dinner.

2019 HIGHLIGHTS

4,000+

Verified
Attendees

248

Journeyman
Teams

321

Apprentices

171

Exhibitors from
US, Canada &
International

In Partnership with

[International Lineman's Rodeo Association](#)

In 1984, a very small group of individuals organized the first ever National Lineman's rodeo. The primary purposes of the event then as now was to help maintain a focus on safety and safe work practices, to provide a forum for the public to better understand and recognize the technical craft skills the linemen have and that are recognized by the utilities.

The 2019 show marked an all-time high with 171 participating companies from across the United States, Canada as well as internationally.

For the past 37 years the International Lineman's Rodeo has given linemen the opportunity to showcase their skills, hone their training and see the newest emerging technologies and the latest equipment leading them into the future of their industry.

REASONS ATTENDEES COME TO THE RODEO

1. See the Newest Products and Services
2. Participate in the Competition
3. Meet with Current Suppliers and Potential Suppliers

We have the best of both worlds, our unique event of a two-day expo and one day competition focuses on key elements that are driving safety and efficiency in the field.

In addition, our expo floor allows attendees to experience some of today's most innovative equipment, newest tools and technologies first-hand from exhibitors who offer a wide range of products and services.

The international Lineman's Rodeo is the Superbowl of events! This show brings together the best of the electric utility industry from all-of North America and Canada.

Through our media partnerships and the community like relationship with the International Lineman's Rodeo we bring together the highest level of influencers to Kansas City for an experience like no other.

- Showcase your products and services
- Bring new technology to those in the field for evaluation and feedback
- Build brand awareness and customer loyalty
- Meet with current customers, identify new prospects

TOP REASONS FOR EXHIBITING

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

Who Exhibits

- | | | | | | |
|--|---------------------------------|---|------------------------------------|---|------------------------------------|
| • 249th Engineer Battalion | • Industrial Oils & Lubricants | • Hard Hat Gear | • Lansing Board of Water & Light | • PLASTIC TECHNIQUES | • Tallman Equipment |
| • Prime Power | • Carhartt | • Harper Industries | • Lapco FR | • Portland General Electric | • TE Connectivity |
| • 3D Internet | • Carraro S.R.L. | • Hastings Fiberglass | • Lewis Manufacturing | • Power Consulting Associates LLC | • TenCate Protective Fabrics |
| • ABB | • Cembre, Inc. | • HD Electric Company | • Lift-it Manufacturing | • Powerlineman Magazine | • Terex |
| • ABG Bag Inc. | • Certified Safety Mfg. | • Hendrix Overhead Solutions | • LineLife Foundation | • Preformed Line Products Co. | • The Power Gripz |
| • Action Industrial Supply | • Chippewa Boots | • Hercules Industries | • Lineman Barn LLC | • Princeton Tec | • Twistarp |
| • ADRESYS | • Cigna Healthcare | • HexArmor | • Lowell Corporation | • PSS | • Tyndale Co. Inc |
| • AFL | • Cintas Corporation | • High Voltage Industry, LLC | • Lug-All Corp | • Rasco FR | • Ultimate Tool and Safety |
| • Aircraft Dynamics Corp. | • CIP Solutions Inc | • Hi-Line Utility Supply | • MADI - Innovative Lineman Tools | • Ripley Tools | • Utilco |
| • Alexander Publications | • Classic Connectors USA, LLC | • Hill Manufacturing Co Inc | • Makita USA | • Royer | • Utilities Employees Credit Union |
| • Allied Powers, LLC | • Codet (Big Bill) FR. | • Hilti | • MCR Safety | • RS Technologies | • Utility Products |
| • Altec Industries | • Columbus McKinnon | • Hoffman Boots | • MidAmerican Energy | • Safeguard Equipment, Inc. | • Utility Solutions Inc |
| • Ameren | • ComEd | • HOT/SHOT Infrared Inspections | • Milwaukee Tool Corporation | • SafeRingz | • W.L. Gore & Associates, Inc. |
| • Andax Industries, LLC | • DeltaPlus Corp | • Hubbell/Chance | • Mount Vernon FR | • SafetyCulture | • Wagner Smith Equip. Co. |
| • Anixter Power Solutions | • Dillon Quality Plus | • Huskie Tools LLC | • Nasco Industries, Inc. | • Salisbury by Honeywell | • Warren Heim Corporation |
| • Ariat International, Inc | • Divergent Alliance | • IFD Corp | • National Oilwell Varco (VOV) | • Salt Lake Community College | • Watko Benefit Group |
| • Atlas Devices LLC | • Diversified Product Dev. | • ILLUMAGEAR | • National Sisterhood United | • Samson Rope | • Wellness Consultants |
| • Atonix Digital | • DragonWear | • Incident Prevention Magazine | • for Journeymen Linemen | • San Diego Gas & Electric | • Westex |
| • Bad Dog Tools | • DTX Tooling | • J Harlen Company | • ndb Technologies, Inc. | • Sherman + Reilly, Inc. | • White's Boots |
| • Bashlin Industries | • DuPont Safety & Construction | • J&M Distribution | • Neilsen Clothing | • Sherrill, Inc. | • Wilderness Athlete |
| • Bayco Products | • EDM INTERNATIONAL INC | • J.L. Matthews Co Inc. | • North American Wood Pole Council | • Sicame Corp. | • Workizer Work Products |
| • Bierer Meters | • Estex Manufacturing | • Jelco | • Northwestern Mutual | • Sievert Industries Slingco America Inc. | • Youngstown Glove Company |
| • Bigfoot Construction Equip. | • Fallen Linemen Organization | • Kansas City Board of Public Utilities | • Novinium | • Snap-on Industrial | |
| • BMK/Foam Supplies Inc. | • Farwest Line Specialties, LLC | • Kansas City Power & Light | • Nxt Level Tools | • Sonetics Corporation | |
| • Boot Barn | • First Power Group LLC | • Kask America Inc | • Pacific Gas and Electric Company | • Southern California Edison | |
| • Briotix Health | • Florida Power & Light | • KB Rustic Signs | • PAR ELECTRICAL CONTRACTORS | • SpeakEasy Communication Solutions llc | |
| • Brooks Brothers Trailers & Equipment | • Flying Cross Work | • Kiewit Engineers Group Inc. | • TORS | • Speed Systems | |
| • Buccaneer Rope Co. | • Fods Trackout Control Mats | • Klein Tools | • Paradigm | • Stanley Infrastructure | |
| • Buckingham Mfg. Co., Inc. | • Glen Raven Technical Fabrics | • Kunz Glove Company, Inc | | • Straightpoint, Inc. | |
| • Bullard | • Golight, Inc. | • Lac-Mac Limited | | | |
| • Bulwark | • Good Rigging LLC | • Lakeland Industries | | | |
| • Cargill | • Gresco Technology Solutions | | | | |

EXHIBITING OPPORTUNITIES

SHOW SCHEDULE

At the Overland Park Convention Center & National Agriculture Center & Hall of Fame.

Wednesday, October 14, 2020

8:00am - 4:00pm Safety & Training Conference
Overland Park Convention Center

Thursday, October 15, 2020

8:00am - 12:00pm Safety & Training Conference
Overland Park Convention Center

12:00pm - 5:00pm Exhibits Open
Overland Park Convention Center

Friday, October 16, 2020

9:00am - 3:00pm Exhibits Open
6:00pm - 10:00pm BBQ & Trade Night*

Saturday, October 17, 2020

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

7:00am Awards Banquet Dinner
Overland Park Convention Center

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

Exhibitor Booth Package

The indoor exhibits will be open at the Overland Park Convention Center on Thursday and Friday, October 15-16.

Booth space rental is \$23.50 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 per company
- 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 17.

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.

Interested in Exhibiting?



Sam Posa

800.525.9154 or 913.981.6145
sposa@endeavorb2b.com

EXCLUSIVE OPPORTUNITIES

ATTENDEE BAGS *Sold*

Investment: \$5,000

- Exclusive sponsor of bags distributed to attendees
- Sponsor logo imprinted on one side
- Sponsor can provide one piece of lit. to include in bags

BADGE LANYARDS *Sold*

Investment: \$2,200

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

REGISTRATION *Sold*

Investment: \$5,000

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

PHOTO MARKETING

Investment: \$5,000

- Enhance social media presence and brand awareness
- Photos branded with sponsor name/logo
- Custom sponsor social media hashtag

BBQ ADMISSION TICKETS *Sold*

Investment: \$3,000

- Sponsor logo imprinted on BBQ admission wristbands

COFFEE & DONUTS Friday at Expo

Investment: \$5,000

- Exclusive sponsor of donuts & coffee passed by servers in pre-function space before Expo opens
- Sponsor provides branded plates or napkins, or cups

COFFEE AT THE RODEO GROUNDS

Investment: \$3,000

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

BANQUET VIDEO SCREENS *Sold*

Investment: \$3,000

- Logo on large screens at the Saturday Awards Banquet

HOTEL KEYCARDS *Sold*

Investment: Call for Pricing

- Branding on host hotel key cards for guest rooms.

BANQUET STAGING *Sold*

Investment: \$10,000

- Exclusive center stage branding with your company logo on high visibility scrolling LED panels

CHARGING LOUNGE

Investment: Call for Pricing

- Available to all attendees for the duration of the event, this space will be fully carpeted and furnished so that attendees will be able to relax and charge-up
- Brand lounge area & charging station with your logo

AWARDS BANQUET *Sold*

Investment: \$7,500

- Designated photo area set up near center stage with sponsor branded backdrop for winners to take photos after receiving awards
- Photographer will take photos that will be posted in a photo gallery post show for your use

MOBILE APP *Sold*

Investment: \$7,500

- Logo on Welcome Screen when App is opened
- Logo on floor plan
- Full Page Ad in Show Directory
- Four Custom Show Alerts pushed through the app, message provided by sponsor
- Logo included in 2 email blasts to the ILR community promoting the app
- Logo included on ILR website as Sponsor of the App
- Logo on onsite signage at ILR 2019
- Exhibitor Page Enhancement of your company logo on the individual listing
- Attendee Bag Insert - Company provides a printed piece (up to 8.5 x 11") or postcard, we will provide you with mobile app QR code to include with your message
- Comprehensive post show metrics report

Best Value Packages

PREMIER PARTNER SPONSORSHIP

Investment: \$2,500

Includes all features of the Exhibits Plus Package, plus:

- Full pg ad in directory (excluding premium positions)
- Company logo displayed on the digital signage
- Company logo on the cover of the Show Guide
- Product spotlight in Post-Show newsletter
- Shared Premier Partner email sent approx. one week before the event to attendees; includes logo/link, 20-word co. description, booth number, product highlight with picture

EXHIBITS PLUS SPONSORSHIP

Investment: \$950

- Post-Show attendee mailing list
- Enhanced Show Guide listing including 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



INTERNATIONAL Lineman's Rodeo

All sponsoring companies will receive the following:

- Recognition on Entrance Unit at Expo
- Recognition and "Thank You" over the public address system at your sponsored event
- Recognition and "Thank You" in Show Program
- Your company logo and link on show website
- For outdoor rodeo events at the grounds, your company can provide a banner be hung at or near the event your company sponsors, or on the H structure at the grounds with other banners. Outdoor banners must be:
 - Size: 4'x10'
 - Mesh banner material (allows air flow) or vinyl is acceptable but must have wind slits
 - Hemmed edges with reinforced corner
 - Grommets in corners and every two foot along top and bottom edge for hanging

Note: Banners are to be provided by the sponsoring company and must be shipped to the show manager by October 1, 2020.

NON-EXCLUSIVE OPPORTUNITIES

FRIDAY NIGHT BBQ

Investment: \$2,300

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

SATURDAY NIGHT AWARDS BANQUET & DINNER

Investment: \$3,500

- 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 12oz. cups branded with logo, used for serving beer at banquet

DIGITAL SIGNAGE

Investment: \$1,300

- 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

AISLE SIGN

Investment: \$500 each or 2 for \$800

- Sponsor logo featured on the 4'x8' aisle sign (double-sided) on show floor that are visible from all angles

ATTENDEE BAG INSERT

Investment: \$1,000

- Company provides a printed piece (8.5"x11") or small giveaway to be included in attendee bag (Subject to show management approval)

WINDOW CLINGS

Investment: Call for Pricing

- Custom branded window decals for convention center windows and/or doors

RODEO COMPETITION GROUNDS

RODEO COMPETITION EVENT

Investment: \$1,600 (8 Available)

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

GOLF CARTS *Sold*

Investment: \$2,000 (2 Available)

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

BREAKFAST AT RODEO

Investment: \$1,600 (2 Available)

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

SCORING SHED

Investment: \$1,500 (8 Available)

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

SAFETY & TRAINING CONFERENCE

DIAMOND LEVEL INVESTMENT

Investment: \$10,000 (Exclusive)

- 10x10 indoor booth
- Prominent placement of company logo on Safety & Training Conference ads and promotional materials
- Co-host of breakfast & lunch functions
- Premium position full page/4 color ad in the official show directory and company logo on the cover
- Post-conference attendee list with full information
- Welcome introduction to conference attendees
- Logo on digital signage at conference
- Opportunity to distribute a premium item to attendees
- Company brochure or information in literature bags
- Company recognition at opening and closing ceremony of conference with logo on powerpoint
- Company logo to appear in pre and post conference email to attendees

RUBY LEVEL INVESTMENT

Investment: \$5,000

- Prominent placement of company logo on Safety & Training Conference ads and promotional materials
- Half page ad with premium positioning in official show directory and company logo on cover
- Logo on digital signage at conference
- Post-conference attendee list with full information
- Company recognition at opening and closing ceremony of conference with logo on powerpoint

EMERALD LEVEL INVESTMENT

Investment: \$2,000

- Prominent placement of company logo on Safety & Training Conference ads and promotional materials
- Logo on digital signage at conference
- Company recognition at opening and closing ceremony of conference with logo on powerpoint

SHOW PROGRAM

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 2020 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 citywide attractions. [Reserve your ad space today by calling Sam Posa at 800.525.9154 or 913.981.6145.](tel: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

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 & Expo
Attn: Kim Good
10955 Lowell Avenue, Ste. 700
Overland Park, KS 66210

913.638.8477
kgood@endeavorb2b.com

Space Closing: August 14, 2020

Materials Due: August 21, 2020