



INTERNATIONAL Lineman's Rodeo

2021

EXHIBITOR PROSPECTUS

October 13-16, 2021

Indoor Exhibits

Overland Park Convention Center | Overland Park, KS

Outdoor Exhibits / Rodeo Competition

National Agriculture Center & Hall of Fame
Bonner Springs, KS

www.linemansrodeokc.com





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 you have 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.

Event Highlights

4000

Verified Attendees

248

Journeyman Teams

321

Apprentices

171

Exhibitors (Global)

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 38 years the International Lineman's Rodeo has given lineman 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.

Why 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

Why Exhibit

The international Lineman's Rodeo is the Superbowl of linemen competitions. 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 to the Industry's Top Influencers.
2. Identify New Customers & Meet with Current Customers
3. Create Visibility & Brand Awareness

2021 Exhibitors & Floor Plan

can be viewed at www.linemansrodeokc.com





Top Tools of the Trade Awards

The Awards Program That Honors Product Excellence
In The Electric Utility Industry

2021 Categories

- Climbing Gear
- Safety
- Lineman Tools
- Truck Equipment
- Lineman Rigging
- Workwear

Entries Open in April 2021

Participation details will be available
at endeavor.swoogo.com/top-tools-of-the-trade

When it comes to line work, the right tools matter.

Tools and technology can make the difference between a lineman's efficiency on the job and lost productivity. To honor innovation in product development, T&D World and Utility Products are honoring innovation in product development with the third annual Top Tools of the Trade competition. This award program showcases the exhibitors of the International Lineman's Rodeo to recognize the talent and commitment of the people involved in every aspect of product development.

Exhibiting Opportunities

| Show Schedule

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

Wednesday, October 13, 2021

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

Thursday, October 14, 2021

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

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

Friday, October 15, 2021

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

Saturday, October 16, 2021

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

7:00pm.....Awards Banquet Dinner
📍 Overland Park Convention Center

*Additional tickets can be purchased by contacting Kim Good at kgood@endeavorb2b.com or can be ordered on the website man'srodeo.com. 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

Exhibitor Booth Package

The indoor exhibits will be open at the Overland Park Convention Center on Thursday and Friday, October 14-15.

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 including booth #
- 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 16

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, these items can be rented from our preferred tent rental company or companies can supply their own furnishings for outdoor space.

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

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



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

Investment: \$5,000

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

PHOTO BOOTH **SOLD**

Investment: \$5,000

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

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 **SOLD**

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

BBQ ADMISSION TICKETS

Investment: \$3,000

Sponsor logo imprinted on BBQ admission wristbands

BANQUET VIDEO SCREENS

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

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 STAGING

Investment: \$10,000

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

AWARDS BANQUET PHOTO OPS STAGE

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

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

REGISTRATION VIDEO SPONSORSHIP

Investment: \$2,500 for 3 Months

- Book a hosted video pop up ad on our registration page in July, August, September, and October 2021 during the highest registration traffic months.

Non-Exclusive Opportunities

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

For outdoor rodeo events at the grounds, your company can provide a banner to be hung at or near the event your company sponsors, or on the H structure at the grounds with other banners.

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

Banners are to be provided by the sponsoring company & must be shipped to the show manager by 10.1.21

GOLF CARTS

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 **SOLD**

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
- 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



Non-Exclusive Opportunities



SPECIAL EVENTS

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

EXHIBIT HALL

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

REGISTRATION

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)

COMMON AREAS

WINDOW CLINGS

Investment: Call for Pricing

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

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

Video Opportunities

Exhibitor Video Packages

Video Speaks Volume to Your Customers

T&D World and Utility Products are offering exhibitors custom video packages shot on site at the International Lineman's Rodeo and hosted on our websites.

EXHIBITOR SHOWCASE VIDEO SHOOT

Investment: \$1,500

Filmed on the exhibit show floor at the International Lineman's Rodeo, in-booth videos offers customers the ability to showcase their latest and greatest products. These 2-3 minute videos are professionally produced and shot in your booth at the International Lineman's Rodeo by our experienced video staff. The final video will be shared and hosted with *T&D World*, *Utility Products* and *Lineman's Life*, aligning your brand with trusted content to drive traffic to your website.

- Production of video, 2-3 minutes in length.
- Video will be hosted and shared on T&D World
- Utility Products, and in the Lineman's Life newsletter
- Pre-show eNewsletter promoting your company's presence or new products at International Lineman's Rodeo.
- Post-show custom eNewsletter promoting the product videos shot at the International Lineman's Rodeo
- Video MP4 file sent to you to be used for your own website/promotions

Added Value:

- Lead generation – we will provide you contact details for anyone who clicks on your video in one of our custom newsletters.

REGISTRATION VIDEO SPONSORSHIP

Investment: \$2,500 for 3 Months, Exclusive

Book a hosted video pop up ad on our registration page in July, August, September, and October 2021 during the highest registration traffic months.





Video Marketing Packages



Provide your own video and choose from one of our promotional packages to share it with the audiences of *T&D World* and *Utility Products*.

	BASIC	ENHANCED	PLATINUM
E-NEWSLETTERS			
T&D World - Lineman's Life	✓	✓	✓
T&D World - Intl. Linemen's Rodeo Issue			✓
Utility Products - Monthly Newsletter		✓	✓
Native Article Post (with link)			✓
WEBSITE			
T&D World Buyer's Guide - Bronze			✓
T&D World YouTube Channel	✓	✓	✓
SOCIAL MEDIA			
LinkedIn Share	✓	✓	✓
Facebook Post		✓	✓
Twitter		✓	✓
T&D World Instagram			✓
Total Audience Reach*	44K	88K	265K
Investment	\$500	\$995	\$1,995

*Audience count not de-duplicated.

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 2021 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.**

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

Space Closing.....August 14, 2021

Materials Due.....August 21, 2021

Send all advertising materials to:

International Lineman's Rodeo & Expo
Attn: Kim Good
9800 Metcalf Avenue
Overland Park, KS 66212-2216

913.967.1865
Fax: 913.514.6865
kgood@endeavorb2b.com

Contact Us

To book your exhibit space or sponsorship



Sam Posa

sposa@endeavorb2b.com

Office: 800.525.9154

Cell: 913.515.6604

