

+BATTCON
STAY ENERGIZED

2019

Exhibitor Marketing Guide

*The world's leading conference
for stationary battery users*

April 23-26, 2019

Orlando World Center Marriott

events@battcon.com



Battcon™: The conference and trade show your customers love

Year after year, the Battcon Stationary Battery Conference and Trade Show continues to attract stationary battery professionals looking for best practices and innovations — giving battery industry leaders, like you, even more opportunity to demonstrate products and offer solutions.

Presenting your products and services at the Battcon Trade Show gives you access to a highly targeted audience and greatly increases your visibility in the stationary battery community.

You can take advantage of this unique opportunity to promote your company to the select Battcon audience by reserving a booth, sponsoring key activities and even presenting to conference attendees. Space and sponsorships are available to any attendee who is interested in marketing a product or service.

About Battcon 2019

Battcon is a high-energy mix of industry-specific presentations, panels, seminars and workshops, plus, two evenings of one-on-one conversations at the battery-themed trade show. More than 600 storage battery users meet at Battcon for three days of professional development and networking focused on the design, selection, application and maintenance of stationary battery systems. It is a forum where those in the data center, nuclear, telecom and utility industries can learn from and network with industry experts.

Battcon 2019 will be held April 23-26, 2019, at the Orlando World Center Marriott, Orlando, FL.



Why Is It Different Than Other Battery Shows?

Battcon is an educational venue where users, engineers and manufacturers stay up-to-date by learning about the latest industry trends and how to apply best practices to the manufacturing, safety, selection, installation and use of stationary batteries. The core conference provides an intense learning experience unequaled by any other industry source. Presentations include cutting-edge topics delivered by leading authorities. Open discussion panels and breakout workshops geared to the utility, data center and telecom segments are also included in the conference.

Data center, nuclear, telecom or utility industry professionals who are working in mission-critical facilities or are involved in the development of stationary batteries and related equipment will find the Battcon experience is second to none. Every year, end users are discovering Battcon, the conference geared for industry novices and seasoned battery professionals alike.

Connect with a Qualified Audience

The trade show provides the opportunity to meet with representatives from the industry's leading battery storage-related companies, find solutions, and discover the newest and most advanced products.

The trade show is held in the evening after the close of the educational sessions, allowing sufficient time for the audience to experience both the conference and the trade show.



Build Brand Awareness

Sponsorship at the conference and trade show will increase your visibility and access to business prospects, and draw attendees to your trade show booth. If you don't have a booth, sponsorship is the best way to get the visibility you desire at Battcon. Although the core conference is noncommercial, corporate sponsorship of the trade show, receptions, and conference materials is available and helps to keep Battcon affordable for attendees. Sponsorships are limited. If one is no longer available and you have an idea for a different sponsorship, just let us know.

Get Connected with Battcon

Please search for and follow BattconShow on Facebook, and @BattconShow on Twitter for updates on panels, workshops, presentations and expo information.

Join the Battcon group on LinkedIn to start and join discussions and network with battery professionals.

Official Event Hashtag: #Battcon



2018 Conference Insights

“Excellent forum for networking and discussion of current and future battery issues.”

“Great opportunity to have customers, consultants, services providers and manufacturers in one location to connect.”

“Everyone brings something to the table and they are open to sharing experiences, knowledge and opinions.”

“Presenters were serious about the content they provided. The experience level was immense.”

“Battcon provides access to the most knowledgeable people in the industry.”

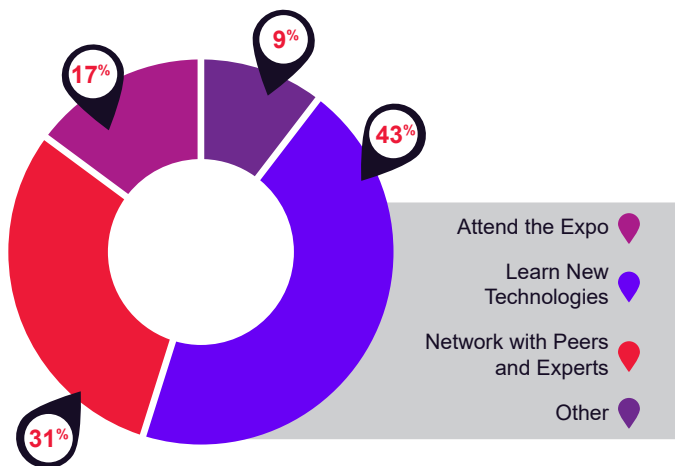
95% of attendees are likely to attend the conference again

93% would recommend Battcon

A Trade Show Connecting You with the People You Want to Reach

Since 1997, Battcon™ has evolved into the world's leading conference and trade show for stationary battery users for one reason: it delivers some of the most valuable insights and actionable information to its attendees. Battcon features respected, well-known industry leaders presenting papers and participating in panel discussions and workshops. The two-evening trade show is packed with storage power-related vendors.

Top Reasons for Attending



Top Attendee Segments

- Data Center
- Telecommunications
- Utility

Attendee Profile

Battcon attracts decision makers from around the globe focused on mission-critical operations, plus battery maintenance specialists from service companies and those in education, government and the military.

Professionals attending Battcon are involved in UPS, switchgear and control, telecom, data center, emergency lighting, engine starting, energy storage, renewable energy, railroad and mass transit, motive power, and marine, automotive and healthcare applications.

Over 57% of Battcon attendees are end users, consultants, government agencies, service providers, or contractors.



Accuma Corporation
 Alcad Standby Batteries
 Alpha Industri-Bedarfs GMBH
 Backer Heating Technologies, Inc.
 BAE Batteries USA
 BatteryDAQ Monitoring Solutions
 Benning Power Electronics
 BTECH
 C&C Power, Inc.
 C&D Technologies, Inc.
 Cannon Load Banks
 Cell Watch
 Cementex Products, Inc.
 Eagle Eye Power Solutions
 East Penn Manufacturing Co.
 Electronic Systems Support
 Electros witch/Arga Controls
 Eltek, Inc.

EnerSys
 Enviroguard
 Exeltech
 FDK America, Inc.
 FZSONICK, INC
 GE Critical Power
 Generex
 Genuine Cable Group
 GNB Industrial Power
 GS Battery
 HindlePower Inc.
 Hitachi Chemical Energy
 Technology(Americas) Co., Ltd.
 HM Cragg
 Hoppecke Batteries, Inc.
 La Marche Mfg. Co.
 Leoch Battery Corporation
 Midtronics | Stationary Power

NorthStar Battery Corporation
 Phoenix Broadband Technologies
 Pilot (Hengqin) Co., Ltd.
 PowerTec Solutions International
 Saft America Inc.
 Schneider Electric – Gutor
 Southwire Company, LC
 Stored Energy Systems (SENS)
 Storm Power Components Co.
 Termaco
 Unipower
 Vertiv

2019 Battcon Schedule of Events*

Tuesday, April 23

- Registration Open
- Arrivals and Check-ins
- Pre-conference Sessions
- Exhibitor Move-in & Set-up
- Welcome Reception

Wednesday, April 24

- Registration Open
- Keynote
- Conference Sessions
- Exhibitor Set-up Continues
- Evening Schedule:
 - Expo Hours / Reception in Expo Hall
 - Sponsored After Party

Thursday, April 25

- Registration Open
- Conference Sessions, Workshops & Panels
- Evening Schedule:
 - Expo Hours / Reception in Expo Hall
 - Exhibitor Teardown & Move-out

Friday, April 26

- Registration Closes
- Conference Sessions
- Wrap Up Discussion

*Schedule subject to change

Gain Visibility by Exhibiting, Sponsoring or Both!

This year Battcon offers exhibitor spaces and sponsorship opportunities à la carte, so you can pick the options that best serve your goals and objectives. Added benefits are also available by bundling exhibit spaces and sponsorships with our new Tiered Program. Details of the Tiered Program are below.

Battcon Tiered Program

PLATINUM TIER \$10,000	\$10,000 in booth space and/or sponsorship selections.
GOLD TIER \$7,500	\$7,500 in booth space and/or sponsorship selections.
SILVER TIER \$5,000	\$5,000 in booth space and/or sponsorship selections.



See chart below for each tier's benefits.

Choose an Exhibit Booth Size That's Right for You

Exhibiting at Battcon 2019 is a dynamic way to strengthen your image within the industry and demonstrate to attendees that you care about their needs. Battcon gives you the flexibility to choose from a range of booth sizes.



BOOTH SIZE	PRICE
10 x 10	\$3,000
10 x 20	\$6,000
20 x 20	\$8,900

Tier Benefits

Tier	Word count in Program Guide Description	Promotional Signage	Ad in Program Guide	Logo on Website	Program	Sponsor Sign In Booth	Advanced Booth Selection	Link to Website on Battcon.com	Social Media Posts
PLATINUM	100	Name & Logo	Full Page	X	X	X	X	X	X
GOLD	75	Name & Logo	½ Page	X	X	X	X	X	
SILVER	50	Company Name	¼ Page			X	X	X	

À la Carte Sponsorship Opportunities

All sponsorships include a Proud Sponsor sign at your booth and your logo displayed on the promotional item or at the event that you sponsor. Sponsorships are subject to availability.

SPONSORED AREAS		COST
Breakfast Day One	Sold	\$5,000
Breakfast Day Two		\$5,000
Breakfast Day Three		\$5,000
Lunch Day One	Sold	\$5,000
Lunch Day Two	Sold	\$5,000
Lunch Day Three		\$5,000
Pre-Conference Seminar Break		\$2,000
Welcome Reception Sunday Evening		\$10,000
Expo Hall and Reception Day One	Sold	\$5,000
Expo Hall and Reception Day Two		\$5,000
After Party	Sold	\$5,000
Expo Hall Entertainment		\$3,000

PROMOTIONAL SPONSORSHIPS		COST
*Hotel Key Cards	Sold	\$5,000
*Pens & Pads in General Session Day One		\$5,000
*Pens & Pads in General Session Day Two		\$5,000
*Lanyards		\$6,000
Event App		\$4,000
Event App Push Message		\$2,500
Meter Board Ad		\$2,800
Ad In Program Guide - Half Page		\$3,000

**Promotional item to be paid for and provided by sponsor.*

See a more detailed description of the available sponsorships in the Sponsorship guide.

Have a sponsorship idea you don't see? Let us know!



How to Reserve a Booth or Sponsorship

To check booth space and sponsorship availability, please email events@battcon.com or call **1.954.377.7127**. To reserve a booth or sponsorship, please complete the corresponding form on **Battcon.com**.

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DON'T MISS THIS OPPORTUNITY

Contact us soon to reserve your sponsorship and exhibit space.

Contact: events@battcon.com

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