

# Battcon Exhibitor Prospectus 2017

*The World's Leading Conference  
for Stationary Battery Users*

May 7-10, 2017 Renaissance Orlando Sea World



**+BATTCON**  
STAY ENERGIZED

## **Battcon™: The Conference And Trade Show That Reaches Your Customers**

**Year after year, attendance at the Battcon™ Stationary Battery Conference and Trade Show continues to grow, giving vendors like you even more opportunities to demonstrate products and offer solutions. Presenting your products and services at the Battcon™ Trade Show gives you access to a tightly 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 as well as considering the additional benefits of becoming a conference sponsor. Space is available to any attendee who is interested in marketing a product or service.**

### **About Battcon™ 2017**

Battcon™ is a high-energy mix of industry specific presentations, panels, seminars and workshops, plus a two evening 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's a forum where those in the data center, nuclear, telecom and utility industries can learn from and network with industry experts.

**Battcon™ 2017 will be held May 7–10, 2017 at the Renaissance Orlando Sea World in Orlando, Florida.**

### **Why is it Different Than Other Battery Shows?**

Battcon is an educational venue where users, engineers and manufacturers stay up-to-date by learning of 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 unavailable from any other industry source. Presentations include cutting edge topics delivered by leading authorities. Open discussion panels and breakout workshops geared to the utility, datacenter 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, more end users are discovering Battcon, the conference geared for industry novices and seasoned battery professionals alike.

### **Your Opportunity To Connect With A Qualified Audience**

The trade show provides the opportunity to meet with representatives from the industry's leading storage battery related companies, find solutions, and discover the newest advanced products. The trade show is held in the evenings, while the educational component is delivered during the day, allowing attendees to fully experience

#### **Survey Highlights**

**"I got a lot out of the papers that I will be using in our courses for service technicians."**

**51% of attendees surveyed plan to make a purchase as a result of information they obtained at Battcon.**

## A Trade Show Connecting You With The People You Want To Reach

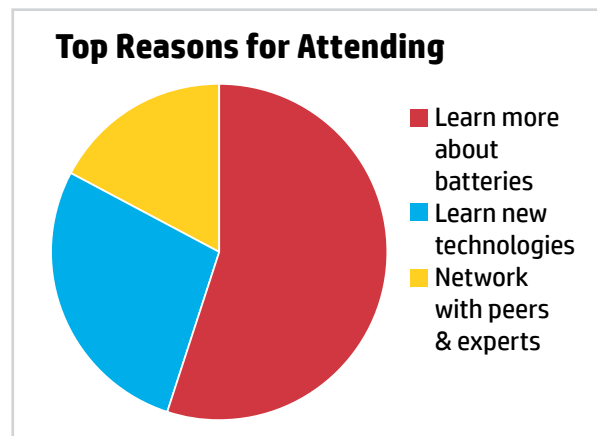
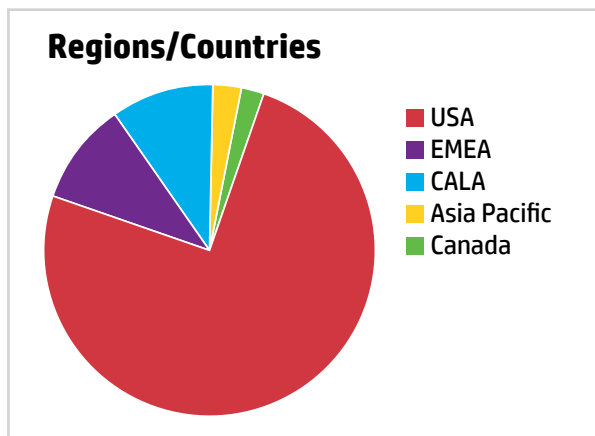
From the first conference in 1997, Battcon has grown to become the world’s leading conference and trade show for stationary battery users for one reason: Battcon is simply the best conference in the industry.

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.

### Attendee Profile

Battcon™ attendance has grown over 20%v since 2012. As an exhibitor at the trade show, you’ll reach decision makers in the data center, UPS, power station, telecom, utility, healthcare, petroleum and nuclear industries who maintain 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.



#### Industries

Battery or Equipment Manufacturing	17%
Telecom	16%
Utility (T&D)	16%
Utility (Non-nuclear generation)	14%
Data Center	12%
Power Station	8%
Utility (Nuclear)	5%
Government	3%
Petroleum	2%
Other	7%

#### Survey Highlights

**“Battcon is the best battery conference I’ve been to.”**

**“Good format with presentations during the day and the trade show afterwards.”**

## Choose a Level of Sponsorship and Exhibit Space That's Right For You

Battcon™ gives you the flexibility to choose from a range of sponsorship opportunities. Sponsorship at the conference and trade show will increase your business prospects and draw extra attention to your company.

Platinum	Gold	Silver	Exhibitor
\$8,900	\$5,900	\$3,200	\$3,050
20 x 20 booth space	10 x 20 booth Space	10 x 10 Booth Space	10 x 10 Booth *
Logo & 100 Word description in event guide	100 Word description in event guide	75 word description in event guide	50 Word Description in event guide
Logo & Platinum sponsor recognition on event signage	Recognition (co. name) on event signage	Recognition (co. name) on event signage	
Acknowledgment of sponsorship in keynote and on website			
Full page, full color ad in event guide	1/2 page, full-color ad in event guide	1/4 page, full-color ad in event guide	
Insert (2 sided, single page) in attendee bag			
20% discount on all MPOS	10% discount on all MPOS	5% discount on all MPOS	

\*Multiple 10 x 10 spaces can be purchased based on availability, for a larger, linear space (ie: 10 x 20).

## Marketing Promotion Opportunities

A variety of marketing promotional opportunities can help draw attention and drive traffic to your booth as well as increase exposure to your products and services. Although the core conference is noncommercial, corporate sponsorship of the trade show, breaks, receptions, golf and conference materials is encouraged. Sponsorships are subject to availability.

### Marketing Program Opportunities (Sponsors receive discount based on sponsorship level)

\$5,000 level	\$3,200 level	\$2,200 level
Welcome Reception Day 1	Hotel Key Cards (+cost keys)	Breakfast Day 1
Expo Hall Reception Day 1	Pens & Pads in General Session (+cost pens & pads)	Breakfast Day 2
Expo Hall Reception Day 2	USB Drives with conference presentations (+cost of USBs)	Breakfast Day 3
Pocket Guide	Internet Cafe - Charging Station	Lunch Day 1
Lanyard Badge Holders (+cost lanyards)	Attendee Bags (+cost bags)	Lunch Day 2
Event App	Golf	Breaks (3 available)

## There's a Spot That's Just Right for Your Company

Battcon™ 2017 sponsorship is a dynamic way to strengthen your image within the industry and demonstrate to attendees that you care about their needs. You'll increase your business prospects and draw attention to your trade show booth.

To check booth space and sponsorship availability, please email [pam.mcombs@emerson.com](mailto:pam.mcombs@emerson.com). To reserve a booth or sign up as a sponsor, complete the SPONSOR/EXHIBITOR REQUEST FORM on the next page. Please note that all booth staff must be registered Battcon™ attendees. Trade show space is available for marketing products and services.

We will contact you in the order of the submission receipt date of your Sponsor/Exhibitor Request Form.

### Schedule of Events

Sunday May 7	AM Sponsored Golf Pre-Conference Sessions Registration 4 p.m. Exhibitor Move in & Set-up Evening Welcome Reception
Monday May 8	8 a.m. - 1 p.m. Exhibitor Set-up Continues 8 a.m. - 5 p.m. Presentations & Panels 5:30 - 9 p.m. Expo Hours
Tuesday May 9	8 a.m. - 5 p.m. Presentations & workshops 5 p.m. - 8:30 p.m. Expo Hours 8:30 p.m. Exhibitor Teardown & move-out
Wednesday May 10	8 a.m. - 1 p.m. Presentations & Panels



## Battcon™ 2016 Exhibitors

Accuma Corporations  
All Rack LLC / Passoni Alpha  
Alcad Standby Batteries  
Alpine Power Systems  
Anderson Power Products  
Arga Controls  
ASCO  
Backer Heating Technologies  
BAE Batteries USA  
Benning Power Electronics, Inc.  
C & D Technologies  
Cannon Load Banks  
Cellwatch  
Cementex Products, Inc.  
CSB Battery Technologies, Inc.  
Eagle Eye Power Solutions  
East Penn Manufacturing Co.  
Electro Wire  
Electronic Systems Support

Eltek, Inc.  
Emerson Network Power  
EnCharge Power Systems  
Energys  
Enertect  
Enviroguard  
ExelTech  
Exponent  
Fiamm Energy, LLC  
Fluke Corporation  
GE Critical Power  
Genetec, Inc.  
GNB Industrial Power  
GS Battery (U.S.A.) Inc.  
HindlePower, Inc.  
La Marche Manufacturing Co.  
Leoch Battery Corporation  
Megger  
Mesa Technical Associates, Inc.

Midac S.P.A.  
Midtronics Stationary Power  
Mission Critical Energy, Inc.  
Narada Power Source Co., Ltd.  
North American Power Systems  
NorthStar Battery Company  
NP Power International, Inc.  
Phoenix Broadband Technologies  
PowerShield Americas  
Primax Technologies, Inc.  
ProgUSA - DV Power Test Division  
Saft America, Inc.  
Systems, LLC  
Storage Battery Systems, LLC  
Stored Energy Systems  
Termaco, Ltd.  
UNIPOWER  
Vision Batter USA, Inc.



# Sponsor/Exhibitor Request Form

Battcon™ 2017  
May 7 – 10, 2017  
International Stationary Battery Conference  
Renaissance Orlando SeaWorld  
Orlando, FL

**We hereby request sponsorship or exhibit space listed below at Battcon™ 2017, to be held May 7 - 10 at the Renaissance Orlando SeaWorld.**

## Company Information

Name of Sponsor/Exhibitor (exactly as you would like it to appear in the exhibitor list)			
Legal Company Name (if different)			
Billing Contact		Billing contact email	
Billing Address			
City	State/Province	Zip/Postal Code	Country

## Trade Show Contact

Name			
Title		Email	
Phone		Fax	
Mailing Address			
City	State/Province	Zip/Postal Code	Country

## Sponsorship/Exhibit Request

Quantity	Level (see pricing for sponsorship & exhibitor details)	
	Platinum \$8,900	\$8,900
	Gold \$5,900	\$5,900
	Silver \$3,200	\$3,200
	Exhibitor 10x10 booth	\$3,050
	Exhibitor 10x20 booth	\$6,100
	Total	

## Your Contact Information

Name	
Title	
Email	Phone

## Submission Information

Email completed request to : **Pam.McCombs@Emerson.com**. You will be contacted in the order of your submission receipt date of your completed form.

## **Don't Miss This Opportunity**

*Contact Us Soon to reserve your sponsorship and exhibit space.*

*Contact: [pam.mccombs@emerson.com](mailto:pam.mccombs@emerson.com)*

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