

The
**Electrical
Board** of Missouri
and Illinois



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America's Center

St. Louis, MO

POWER • LIGHTING • VOICE/DATA • AUTOMATION



THE POWER OF PEOPLE AND TECHNOLOGY...

Think of the power that electricity provides, the power of the distribution system and all its components to get electricity safely to its point of use, be that our businesses, homes or recreational activities. The most important element of this process is the power of the people. People decide which products to buy or use. People forge relationships with vendors. **Don't blackout NOW.** Take advantage of this Electrical Expo and connect with the people of our industry. Demonstrate the real benefits of your products and value of doing business with your company.

You have the **POWER** to...

MAKE THE CONNECTION

Through personal invitation, Expo 2008 will attract thousands of key decision makers in electrical and electronic segments as well as business and professional organizations. So whether you are involved with either or all, Expo 2008 is where you'll connect with qualified prospects for all of your products and services. Safety/Security, Voice/Data and Automation represent some of the hottest spots on the Electrical/Electronics schematic and many of the power names in these areas will be in attendance at our Expo. You won't want to miss out on this opportunity to charge up your prospect listing and perform at maximum capacity for the architects, engineers, plant and maintenance engineers, building owners, electricians and a host of others who will be ready to make contact with you at the Expo.

FEEL THE SURGE

We have the power to bring industry segments together to make Electrical Expo a top-notch event. Representatives from the industry will guide the process through to completion. Our Expo Co-Chairs and Sub-Committee Chairs have been busy formulating activities to promote the Expo and attract the quality audience you expect. Seminars are being developed to enhance the learning experience for our Expo attendees. (The NEC update coordinated by the International Association of Electrical Inspectors — St. Louis Chapter normally attracts over 400 participants.) Distributors from across the region support the Expo and promote it to their customers, with many participating in our Bus-A-Branch program. Architects and engineers will have a program designed specifically for them, providing an opportunity to receive much needed PDH's for license renewals.

OBTAIN THE BOOTH SPACE YOU PREFER BY RESERVING EARLY!

We have a "window of opportunity" available to all exhibitors!!! At our last Expo in 2005, over a third of the exhibitors took advantage of this!!! We are once again offering all exhibitors who send in their completed contract, along with full payment for booth space by October 15th, an opportunity to select their booth in November! Those with islands are given first preference, followed by those with multiple booths. Immediately following the multiple booths, we will proceed to distribute booth space based on the date of the contract and previous exhibitors. The earlier your contract and full payment is received, the better chance you have to obtain your selected choice of booth location! We encourage you to participate early ... the advantages are many for your company!!!

Performance power by reserving early!

- Over 140 booth contracts were received by December at our last Expo. Many indicated they wanted this completed before the holidays when key employees take vacation.
- They knew that the demand for corner booths is high, and they are available only for a short period of time. If choice booth selection is a priority for your company, reserving early is the key!
- You have the power to advertise your booth location in advance to customers and suppliers and encourage their attendance at the Expo.
- Your company will definitely be included in EBMI's PreShow Issue which will list all exhibitors. You will also be informed of advertising opportunities for this Pre-Show Brochure, which is distributed to over 9,000 decision makers. By sending it in early, you won't have to worry about the January 8th deadline for inclusion! You will already be a part of it!
- Receive updates on the activities of Electrical Expo as they become available, including participation in the Architects/Engineers Program (additional cost), New Products, seminar information, etc.
- Exhibitor service kits from our show decorator will be emailed by the end of December. Having this information early will assist in keeping your budgets in line as you prepare for Expo 2008.
- Receive extra recognition as we promote current exhibitors to industry.

Don't miss this opportunity to plug in and get connected to the Electrical Industry!

Secure exhibit space early!

FIRST RATE

Booth Rental Information

Exhibitors must be MANUFACTURERS or MANUFACTURER'S REPRESENTATIVES of electrical, electronic, voice/data and automation products or services. **Booth rental fee includes:** set-up of a standard booth; a flameproof eight-foot backdrop (blue, yellow & white drapery); three-foot side spacers, a two-line lettered sign, 7" x 44"; normal heat, light, ventilation, security and cleanup services for the aisle areas.

As an exhibitor, your membership in the EBMI is encouraged, though not required. Exhibitors desiring EBMI membership must submit full 2007-08 membership dues with their application for space. Membership rates are available through the EBMI office (call Bill Regan at 636-305-6434 for membership information). Non-member exhibitors will be charged a reasonable differential for exhibit space. This ensures that members and non-members alike, pay their equal share of the costs to support the Association.

PRICE PER 10' x 10' BOOTH

EBMI Members	\$1,050
Non-Members	\$1,500

PRICE PER 20' x 20' ISLAND BOOTH

EBM Members	\$4,200
Non-Members	\$6,000

PRICE PER 20' x 40' ISLAND BOOTH

EBM Members	\$8,400
Non-Members	\$12,000

Payments may be made by check (made payable to **The Electrical Board of Missouri and Illinois**) or credit card. EBMI accepts only **Mastercard** or **Visa**. Please call EBMI office, 636-305-6434 to use your credit card for payment. **NO REFUNDS WILL BE GIVEN IF EBMI IS NOT NOTIFIED IN WRITING OF CANCELLATION OF BOOTH SPACE PRIOR TO JANUARY 21, 2008!**

PLUG IT IN

Installation, Dismantling and Exhibit Services

- Exhibitors will be permitted to begin set-up on Monday – March 17, 2008 at 12:00 noon
- Displays must be complete on Tuesday – March 18, 2008 by 11:00 a.m.
- Dismantling and removal of exhibitors may begin after removal of aisle carpeting. Wednesday – March 19, 2008 **AFTER 8:15 p.m.**
- All material must be removed by Thursday – March 20, 2008 between 8:00 a.m.- 10:00 a.m.

Paramount Convention Services, Inc. will coordinate drayage and storage, electrical and carpentry services, furniture, booth carpeting and extra signs. (Only blue aisle carpeting will be provided by EBMI.) Exhibit Service Kits describing rates and services will be emailed to all exhibitors.

Items in the exhibitor service kits are NOT included in booth rental fee. Exhibitors will be billed directly for these services. All drayage and storage costs are the responsibility of the exhibitors. Proper shipping instructions will be provided to ensure that your exhibit is received and transferred promptly to your booth area. Questions should be directed to Paramount Convention Services at 314/621-6677. Some questions can be answered by viewing Paramount's web site: www.paramountcs.com.

BY THE NUMBERS

Visit the The Electrical Board's website at www.electricalboard.org to look at the attendance breakdown from Electrical Expo 2005 by job function, industry segment and geographical area. Or review the listing of exhibitors from Electrical Expo 2005. Click on Expo 2008 to view this information.

Plan to capture pertinent information on each person visiting your booth at Electrical Expo 2008 by using our Lead Retrieval System. There is an additional fee for this equipment.

We have the **POWER to make it happen for you!**

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and Illinois



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St. Louis, MO

POWER TO PROMOTE YOUR COMPANY AND PRODUCTS

Marketing your company and products can take different forms. Whether it's participating in an Expo, advertising in magazines or both. What is important is that you get your message to the people who you feel should and must have your products and services.

EBMI will publish and distribute a pre-show brochure to over **9,000 key industry contacts** as part of our promotional efforts for Electrical Expo 2008. This pre-show brochure will include a complete list of EXPO 2008 exhibitors, booth locations, seminar descriptions and many other features of Electrical Expo 2008.

For maximum promotional impact, we've made space available for Expo 2008 exhibitors to carry their own pre-show message.

Deadline for ads is January 8, 2008

Call Bill Regan at the EBMI office

636-305-6434

for rates and other details.

TURN ON THE POWER

Dates and Show Times

Cervantes Convention Center at
America's Center
701 Convention Plaza
St. Louis, Missouri 63101

Tuesday – March 18, 2008
2:00 p.m. – 8:00 p.m.

Wednesday – March 19, 2008
11:00 a.m. – 8:00 p.m.

There is a surge of enthusiasm within the Expo committees, our organization and the industry that will culminate on March 18-19 with the successful completion of their tasks. We hope you will plan to attend.

An all-industry event will precede the opening of the EXPO on March 18th. Tickets will be an additional cost and details provided at a later date. Shuttle service from Arch garage will be provided by EBMI during show hours.

The
Electrical Board of Missouri
and Illinois

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Exhibit Hall "3"

