



2010 Sponsorship Opportunities & Commitment Form

The ONLY utility industry conference and expo designed specifically for the electric cooperative engineering, operations, information technology, supply chain management and purchasing professionals.

Stand Apart from the Crowd...

Increase your exposure to electric cooperative decision-makers through sponsorship at TechAdvantage® 2010 Conference and Expo. Sponsorship offers new companies an opportunity to introduce themselves, and offers existing companies an opportunity to reinforce their message and increase awareness.

Commit to TechAdvantage® 2010 Sponsorship by December 5, 2009 and your company will be included in the RE Magazine "Thank You to our Sponsors" ad appearing in January, February and March!!

General Sponsorship Benefits

- A listing on the "Thanks to Our Sponsors" page on both NRECA.coop and TechAdvantage.org, including your logo and hyperlink to your website (listed throughout the year).
- Your company will be acknowledged as a sponsor in the TechAdvantage sponsorship ad in the Jan., Feb. and March issues of Rural Electric (RE) Magazine. To be included in all three issues we must receive your sponsorship commitment form by: **Dec. 5, 2009**.
- Your company will be acknowledged as a sponsor in the TechAdvantage Conference Brochure that will be mailed to prospective attendees if we receive your sponsorship commitment form by: **October 23, 2009**.
- Your company will be acknowledged as a sponsor in the 2010 TechAdvantage Conference Program Guide. Deadline: **January 4, 2010**.

Changes to Sponsorship Benefits in 2010

In an effort to be more "environmentally friendly," TechAdvantage will no longer include sponsor company literature in the conference attendee registration bags. Instead, sponsors will receive the following NEW benefits in 2010:

- advertising space in the newly designed 2010 NRECA Annual Meeting Program Guide and Show Directory (8 ½ x 11 format);
- a post-conference, "Thanks to our Sponsors," e-mail sent to all TechAdvantage Conference attendees that includes your company's name, logo and website link;
- and an opportunity to include a logod giveaway item in all conference attendee registration bags.

Commitment Deadlines and Availability

Given the various production schedules for publications, signage and other sponsorship acknowledgements, it is extremely important to adhere to the various deadlines listed in this sponsorship packet. Advertising acknowledgements in RE Magazine are contingent upon receipt of written sponsorship commitment, relative to advertising production deadlines for each issue.

While we will make every effort to provide sponsorship benefits as described here, the final details of sponsorships are subject to change. In the event that a sponsorship benefit becomes unavailable, services or products of equal or greater value will be provided. Sponsors will be notified of any changes.

For more sponsorship information, visit www.techadvantage.org.

Review the sponsorship opportunities in this packet and choose the items that best fit your company. To reserve, please complete the sponsorship commitment form and return it to Nancy McMahan.

If you have questions regarding a specific sponsorship or your company is interested in a personalized sponsorship opportunity, please call Nancy McMahan at (800) 230-2601.

**February 11 - 15, 2010
Georgia World Congress Center
Atlanta, Georgia**



The ONLY utility industry conference and expo designed specifically for the electric cooperative engineering, operations, information technology, supply chain management and purchasing professionals.

TechAdvantage® 2010 Expo Diamond Sponsor + Celebration Reception

(includes Celebration Reception and Aisle Signs)

Friday, February 12

Sponsorship Value: \$40,000 One (1) Available

- Your company name & logo will be imprinted in full color and displayed on every TechAdvantage Expo aisle sign; front and back (approximately 10 aisles).
- Your company will be recognized as the Official Diamond Sponsor of the TechAdvantage 2010 Expo Celebration Reception on Friday, February 12, 2010 with signage at the expo hall entrance and at food and beverage stations throughout the expo hall.
- Your company will receive a full-page, 4/C ad in the newly designed 8½ x 11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory, distributed to more than 6,000 event participants.
- Cocktail napkins will display your company's name and logo at each food and beverage station.
- Sign up as the sponsor for this event by **February 1, 2010**, and be recognized as the Expo Celebration Reception host in an invitation e-mailed to all electric cooperative General Managers/CEOs, NRECA Board Standing Committee Members and TechAdvantage Conference attendees.

TechAdvantage® 2010 Expo Opening Luncheon

Friday, February 12

Sponsorship Value: \$25,000 One (1) Available

- Your company will be recognized as the Official Sponsor of the 2010 TechAdvantage Expo Opening Luncheon. Signage acknowledging your sponsorship will be placed at the expo hall entrance and at food and beverage stations throughout the expo hall.
- Your company representative will be introduced as the event sponsor, and be invited to thank everyone for attending and invite attendees to enjoy brunch over the loud speaker. Your company is welcome to have a prize drawing at this time, if you choose.
- A beverage station will be placed within your booth throughout the event.
- Cocktail napkins will display your company's name and logo at each food and beverage station.
- Your company will receive a free one-half page, 4/C ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory, distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

TechAdvantage® 2010 Expo Peachtree Brunch

Saturday, February 13

Sponsorship Value: \$25,000 One (1) Available

- Your company will be recognized as the Official Sponsor of the TechAdvantage 2010 Expo Peachtree Brunch. Signage acknowledging your sponsorship will be placed at the expo hall entrance and at food and beverage stations throughout the expo hall.
- Your company representative will be introduced as the event sponsor, and be invited to thank everyone for attending and invite attendees to enjoy brunch over the loud speaker. Your company is welcome to have a prize drawing at this time, if you choose.
- A beverage station will be placed within your booth throughout the event.
- Cocktail napkins will display your company's name and logo at each food and beverage station.
- Your company will receive a free one-half page, 4/C ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

TechAdvantage® 2010 Expo "Logo Bottled Water"

Friday - Monday, February 12 - 15

Sponsorship Cost: \$14,000 One (1) Available

- Your company name and logo will be on "ice cold" bottled water throughout the TechAdvantage Expo.
- Signage acknowledging your sponsorship will be at each bottled water location throughout the expo.
- Your company will receive a free one-quarter page, 4/C ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

The ONLY utility industry conference and expo designed specifically for the electric cooperative engineering, operations, information technology, supply chain management and purchasing professionals.

TechAdvantage® 2010 Expo Ice Cream Break

Sunday, February 14

Sponsorship Cost: \$13,500 One (1) Available

- Your company is identified as the sponsor for the TechAdvantage Expo refreshment break on Sunday, February 14.
- Signage acknowledging your sponsorship will be placed at each food and beverage station.
- Your company will receive a free one-quarter page, 4/C ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

TechAdvantage® 2010 Expo & NRECA Annual Meeting Tote Bag

Sponsorship Cost: \$13,500 One (1) Available

- Your company name and logo is imprinted in one color on the TechAdvantage Expo and NRECA Annual Meeting "Tote Bag". Each TechAdvantage Conference attendee and each NRECA Annual Meeting attendee (6,000+) will receive a tote bag, designed to be used at the expo, to collect information and giveaways as they visit the TechAdvantage 2010 Expo.
- Your company will receive a free one-quarter page, 4/C ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

TechAdvantage® 2010 Conference, Expo & NRECA Annual Meeting Badge Lanyards

Sponsorship Cost: \$13,500 One (1) Available

- Your company name and logo will appear on the official badge lanyards for the 2010 TechAdvantage Conference and NRECA Annual Meeting. Lanyards will feature one color logo on one side. 5,000 people will be wearing the lanyards during the course of the event.
- Lanyards will be distributed to each registered Conference and Annual Meeting participant at registration.
- Your company will receive a free one-quarter page, 4/C ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

TechAdvantage® 2010 Conference Attendee Registration Bag

Sponsorship Cost: \$10,500 One (1) Available

- Your company name and logo is imprinted in one color on a high quality bag designed to hold TechAdvantage conference attendees' materials.
- Each TechAdvantage conference attendee (800+) will receive the bag filled with conference materials as they register for the conference.
- Your company will receive a free one-quarter page, 4/C ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

TechAdvantage® 2010 Conference Closing General Session Key Note Speaker

Saturday, February 13

Sponsorship Cost: \$10,000 One (1) Available

- An NRECA representative will introduce a representative from your company as the Closing General Session Sponsor.
- Your company representative will be invited to the podium for the TechAdvantage Conference closing general session to introduce Mike Rayburn, a guitar virtuoso that is guaranteed to leave conference attendees with a very positive and lasting impression.
- Your company will receive a free one-quarter page, 4/C ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

TechAdvantage® 2010 Conference "Official" T-Shirt

Sponsorship Cost: \$8,500 One (1) Available

- Each TechAdvantage Conference attendee will receive a high quality T-shirt with your company logo on one side and the TechAdvantage logo on the other side as they check in for the conference. This attractive and functional promotional item will last a long time and be a constant reminder of your company.
- Your company will receive a free one-sixth page, 4/C ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

Sponsorship Opportunities

The ONLY utility industry conference and expo designed specifically for the electric cooperative engineering, operations, information technology, supply chain management and purchasing professionals.

TechAdvantage® 2010 Expo “Free Cyber Café”

Sponsorship Cost: \$8,000 One (1) Available

- Your company is identified as the Cyber Café Sponsor.
- The Cyber Café will consist of six (6) stations to be used by attendees. Signage acknowledging your sponsorship will be placed around the six stations.
- Your company will receive a free one-sixth page, 4/C ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

TechAdvantage® 2010 Conference Program Guide

Sponsorship Cost: \$8,000 One (1) Available

- Your company is identified as the Conference Program Sponsor.
- Your company will receive a full page, 4/C ad in the TechAdvantage Conference Program Guide.
- Your company will receive a free one-sixth page, 4/C ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

TechAdvantage® 2010 Conference Stainless Steel Water Bottles

Sponsorship Cost: \$7,500 One (1) Available

- Each TechAdvantage Conference attendee will receive a high quality, stainless steel water bottle with your company logo on one side and the TechAdvantage logo on the other side as they check-in for the conference. This attractive and functional promotional item will last a long time and be a constant reminder of your company.
- Your company will receive a free one-sixth page, 4/C ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

TechAdvantage® 2010 Conference “Official” Travel Umbrella

Sponsorship Cost: \$6,500 One (1) Available

- Each TechAdvantage Conference attendee will receive a high quality travel umbrella emblazoned with your company logo and the TechAdvantage logo and theme. Conference attendees will stay dry at the conference and remember your company into the future with this useful umbrella.
- Your company will receive a free one-sixth page, 4/C ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

TechAdvantage® 2010 Conference Continental Breakfast

Friday, Saturday & Sunday, February 12, 13 & 14

Sponsorship Cost: \$6,000 ea. Three (3) Available

- Your company will be identified as the sponsor for the continental breakfast on Friday, Saturday and/or Sunday.
- Acknowledgement signage will be placed adjacent to each of the continental breakfast stations.
- Your company will be invited to have a table-top or 10' display near the registration area for the TechAdvantage Conference, providing excellent exposure for your company.
- Your company will receive a free one-sixth page, 4/C ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

TechAdvantage® 2010 Conference Ice Cream Break

Friday, February 12

Sponsorship Cost: \$5,500 One (1) Available

- Your company is identified as the sponsor for the conference refreshment break on Friday, February 12.
- Signage acknowledging your sponsorship will be placed at each food and beverage station.
- Your company will receive a free one-sixth page, 4/C ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

Sponsorship Opportunities

The ONLY utility industry conference and expo designed specifically for the electric cooperative engineering, operations, information technology, supply chain management and purchasing professionals.

TechAdvantage® 2010 Conference Networking Reception Co-Sponsorship

Saturday, February 13

Sponsorship Cost: \$5,000 ea. ~~Ten (10)~~ Available (4 remain)

- Your company will be invited to set-up a table-top or a 10' display around the perimeter of the ballroom in conjunction with the "official" TechAdvantage Conference networking reception on Saturday, February 13 at the Hyatt Hotel.
- Your company representative will be introduced as a Networking Reception Co-sponsor.
- Your company will be invited to have a prize drawing at the close of the reception.
- Signage acknowledging your co-sponsorship will be placed at the Networking Reception.
- Your company will receive a free one-sixth page, 4/C ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

TechAdvantage® 2010 Conference Travel Office Kit

Sponsorship Cost: \$4,000 One (1) Available

- Each TechAdvantage Conference attendee will receive a high quality travel office kit with your company logo on it as well as the TechAdvantage logo as they check in for the conference. This attractive and functional promotional item will last a long time and be a constant reminder of your company.
- Your company will receive a free one sixth page, b/w ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

TechAdvantage® 2010 Conference Refreshment Break/s (Morning and/or Afternoon)

Friday, February 12 and/or Saturday, February 13

Sponsorship Cost: \$3,500 ea. Four (4) Available

- Your company will be identified as the sponsor for one or more of the four refreshment breaks on Friday, February 12 or Saturday, February 13.
- Signage acknowledging your sponsorship will be placed adjacent to each of the refreshment stations at the conference.
- Your company will receive a free one-sixth page, b/w ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

TechAdvantage® 2010 Expo Grand Prize Contest

Sponsorship Cost: \$2,000 ea. ~~Fifteen (15)~~ Available (10 remain)

- Your company will increase high quality booth traffic by being one of only 15 TechAdvantage exhibitors to participate in this exciting sponsorship. This sponsorship will provide TechAdvantage Conference attendees an opportunity to win a "Big Grand Prize" valued at \$2,000, as well up to 15 additional opportunities to win a \$500 gift certificate from a variety of popular retail outlets such as, Cabela's, Circuit City and Home Depot etc.
- Each participating company (up to 15 companies) will be listed on a special card. Conference attendees will be required to visit each of the participating companies and have their card stamped with a special stamp to be eligible to be included in the Grand Prize Contest. **Deadline: January 25, 2009**
- Prize drawings will be held on Friday and Saturday at the TechAdvantage Expo. Participants will be required to be registered attendees of the TechAdvantage Conference and they will be required to be present in the exhibit hall at the time of the drawing to be eligible to win.
- Your company will receive a free one-sixth page, b/w ad in the newly designed 8 ½ x11 - 2010 NRECA Annual Meeting Program Guide and Expo Directory distributed to more than 6,000 event participants. **Deadline: December 18, 2009**

TechAdvantage® 2010 Sponsorship Commitment Form

COMPANY NAME: _____

SPONSORSHIP CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ E-MAIL: _____

SPONSORSHIP SELECTION(S):

Sponsorship Description	Event Date	Available	Cost
<input checked="" type="checkbox"/> TechAdvantage Diamond Celebration Reception	Friday, February 12	1	\$40,000
<input type="checkbox"/> TechAdvantage Expo Opening Lunch	Friday, February 12	1	\$25,000
<input checked="" type="checkbox"/> TechAdvantage Expo Peachtree Brunch	Saturday, February 13	1	\$25,000
<input checked="" type="checkbox"/> TechAdvantage Expo Logo Bottled Water	Friday - Monday, Feb. 12 - 15	1	\$14,000
<input type="checkbox"/> TechAdvantage Expo Ice Cream Break	Sunday, February 14	1	\$13,500
<input checked="" type="checkbox"/> TechAdvantage Expo & NRECA Annual Meeting Tote Bags	n/a	1	\$13,500
<input type="checkbox"/> TechAdvantage Conf., Expo & Annual Meeting Badge Lanyards	n/a	1	\$13,500
<input checked="" type="checkbox"/> TechAdvantage Conference Attendee Registration Bags	n/a	1	\$10,500
<input type="checkbox"/> TechAdvantage Conf. Closing General Session Keynote Speaker	Saturday, February 13	1	\$10,000
<input checked="" type="checkbox"/> TechAdvantage Conference "Official" T-Shirt	n/a	1	\$8,500
<input type="checkbox"/> TechAdvantage Expo "Cyber Cafe"	n/a	1	\$8,000
<input type="checkbox"/> TechAdvantage Conference Program Guide	n/a	1	\$8,000
<input checked="" type="checkbox"/> TechAdvantage Conference Stainless Steel Water Bottle	n/a	1	\$7,500
<input type="checkbox"/> TechAdvantage Conference "Official" Travel Umbrella	n/a	1	\$6,500
<input type="checkbox"/> TechAdvantage Conference Continental Breakfast	Fri., Sat. or Sun.	3	\$6,000
<input type="checkbox"/> TechAdvantage Conference Ice Cream Break	Friday, February 12	1	\$5,500
<input type="checkbox"/> TechAdvantage Conference Networking Reception Co-Sponsor	Saturday, February 13	10 4	\$5,000
<input type="checkbox"/> TechAdvantage Conference Travel Office Kit	n/a	1	\$4,000
<input type="checkbox"/> TechAdvantage Conference Refreshment Break	Friday (AM), February 12	1	\$3,500
<input type="checkbox"/> TechAdvantage Conference Refreshment Break	Friday (PM), February 12	1	\$3,500
<input type="checkbox"/> TechAdvantage Conference Refreshment Break	Saturday (AM), February 13	1	\$3,500
<input type="checkbox"/> TechAdvantage Conference Refreshment Break	Saturday (PM), February 13	1	\$3,500
<input type="checkbox"/> TechAdvantage Expo Grand Prize Contest	Saturday and Sunday	15 10	\$2,000

NRECA ACCT: EXPO Sponsorships - 10-25351000-40415-EX10-0000, Conference - 10-10-25352000-40415

****Sponsorship commitment forms must be received by October 6, 2009 for inclusion in the TechAdvantage sponsor ad in the November issue of RE Magazine!!**

PAYMENT INFORMATION:

Check Enclosed (Make payable to NRECA and mail to address below)

Bill to Contact Above

Visa AMEX MasterCard Discover CARD #: _____ EXP: _____

SIGNATURE: (for all payment types) _____

Return Commitment Form to Nancy McMahan at nancy.mcmahan@nreca.coop, fax: 303.644.4857, or mail: NRECA, 2149 S. County Road 137, Bennett, CO 80102