“The attendance was phenomenal. It’s just amazing we’ve got that many people interested in what we’re doing [with] electrification and new technologies to help the grid become smarter.”

Randy Frame, FirstEnergy, Electrification 2018 exhibitor and sponsor

“You won’t regret it. Come here, be part of the conversation, be part of the solution.”

Michael Kurzeja, EZ-EV, Electrification 2018 exhibitor

THE CONFERENCE

The success of Electrification 2018 – with more than 1,800 attendees, exhibitors and speakers – demonstrated the importance of bringing together stakeholders from a wide range of industry sectors to address the growing adoption of end-use electric technologies.

With these developments, opportunities are continuing to grow to achieve substantial benefits in the transportation, home/building, industrial and agricultural sectors – including lower costs and energy use, reduced emissions, improved workplace health and safety, gains in productivity and product quality, and increased grid flexibility and efficiency.
Electrification 2020 will build on the energy from the 2018 event by exploring the very latest in end-use electrification, as well as the role of industry stakeholders in accelerating the advancement and expansion of technologies that are revolutionizing how we work and live.

**Why Exhibit?**
Exhibiting at Electrification 2020 offers you excellent opportunities to advance your organization's electrification initiatives in a number of ways:

- Directly engage with electrification leaders and influencers in your field to learn more about customer needs and establish partnerships that can lead to new opportunities for your business;
- Highlight your industry leadership, as well as your latest end-use electrification developments, to stakeholders such as potential customers, suppliers and collaborators;
- Pursue opportunities with utilities on efficient and effective electrification programs for home, business and transportation applications; and,
- Gain and share insights into the research, policy and technology needs and requirements to further guide the transition to end-use electrification in dynamic and diverse markets.

**Who Should Exhibit?**
The exposition will feature companies and organizations from a range of industries, including:

- Utilities and other fuel (e.g., hydrogen) suppliers
- Manufacturers of electric technologies related to transportation, HVAC, industrial processes, smart homes, consumer goods and more
- Electric vehicle, charging and other electric transportation manufacturers and vendors
- Developers of industrial and vehicle automation technologies
- Solar, wind and other renewable energy companies
- Technology and communication providers
- Government agencies and laboratories
- Universities with breakthrough technology programs
- Industry, environmental and consumer associations
- Consulting organizations specializing in environmental analyses, energy efficiency, transportation planning and other sustainability initiatives
### Attendee Profile

- **NGOs & Associations**: 6.5%
- **Government**: 6.6%
- **Consulting**: 8%
- **R&D**: 10%
- **Utilities**: 31%
- **Other**: 12.6%
- **Manufacturers/Vendors**: 19.3%

### Exhibitor Profile

- **Infrastructure**
  - Electrical Infrastructure: 15.6%
  - Energy Storage: 26.1%
  - Smart Grid: 5.2%
- **Industrial**
  - Indoor Agriculture: 27%
  - Motors, Drives & Pumps: 26.1%
  - Test and Measurement: 26.1%
- **Transportation**
  - Electric Vehicles: 26.1%
  - EV Infrastructure: 26.1%
- **Service Companies**
  - Architecture, Engineering & Construction: 26.1%
  - Consultant: 26.1%
  - R&D: 26.1%
  - Utility: 26.1%

### DEMOGRAPHICS

- **2018**
- **DEMOGRAPHICS**

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Exhibit Booth Packages

Exhibit booths are sold in 10’ x 10’ increments. Carpet, additional furniture, A/V, computer, Internet and other needs can be ordered in advance for an additional charge. (NOTE: Carpet is mandatory for all booth space.) All 10’ x 10’ booths receive the following:

- 8′ draped back wall and 3′ draped side rails
- One 6′ skirted table
- Two chairs
- One wastebasket
- 7” x 44” black and white company identification sign

Booth Package Enhancements:

- Complimentary Internet link to your home page from the conference website
- Company description and logo in the conference mobile app
- Complimentary exhibitor staff badges based on contracted booth square footage
- One (1) full conference complimentary registration
- Additional discounted conference registrations

Booth Fees

Signed contract and payment received on or before August 30, 2019
10’ x 10’ Booth...........................................$2,700 ($27/square foot)

Signed contract and payment received after August 30, 2019
10’ x 10’ Booth...........................................$2,900 ($29/square foot)

Booth space over 600 sq.ft............Contact Exhibit Sales Manager for pricing
EXHIBIT HOURS
(subject to change)

Monday, April 6
1:00 pm – 7:00 pm Exhibitor Move-In

Tuesday, April 7
7:00 am – 3:00 pm Exhibitor Move-In Continues
5:30 pm – 7:30 pm Exhibit Hall Opens
Welcome Reception

Wednesday, April 8
10:00 am – 5:00 pm Exhibit Hall Open

Thursday, April 9
8:30 am – 3:30 pm Exhibit Hall Open
3:30 pm – 8:00 pm Exhibitor Move-Out

NOTE: All catering activities will take place in the Exhibit Hall.

QUESTIONS?
For questions or to obtain a Booth Space Application, contact:

Mindy Berman, Electrification 2020 Exhibit Sales Manager
mberman@electrification2020.com
818.280.5106