

# 2004 IEEE PES Power Systems Conference and Exposition

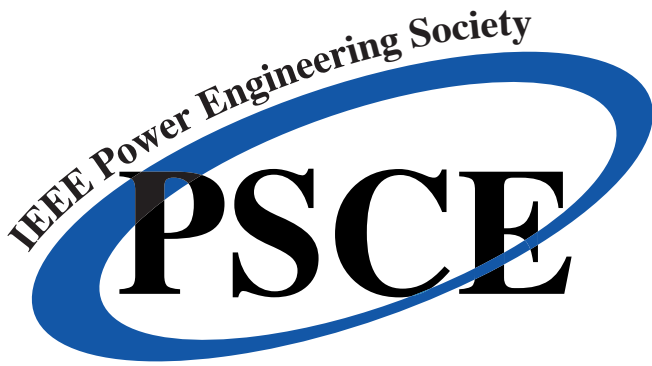
*Exhibitor Invitation*

IEEE Power Engineering Society

# PSCE

Grand Hyatt New York • October 10 - 13, 2004





## Exhibitor's Invitation

We cordially invite you to be a part of the IEEE PES Power Systems Conference and Exposition (PSCE) that will be held at the Grand Hyatt New York in the heart of New York City, on October 10 - 13, 2004. We expect to attract over 600 professionals in the field of electrical power systems engineering to the conference. This would be an excellent opportunity to meet with this focused group of professionals.

The exhibits are strategically located adjacent to other conference activities to give you optimal exposure to the attendees. The technical program will also include times devoted *exclusively* to exhibits. In addition to listing your company name and booth location in the program, you will be invited to meet the conference attendees at the reception on Monday, October 11, 2004.

You may also elect to become an official PSCE 2004 supporter for as little as \$3,000. In addition to the acknowledgements in the conference program, your company will be featured on the conference webpage and on signage at the conference.

### **Exhibit Hours (Tentative):**

Monday, October 11, 2004	12:00 noon - 7:00 pm
<i>*Dedicated Hours</i>	<i>12:00 noon - 2:00 pm</i>
Tuesday, October 12, 2004	10:00 am - 4:00 pm
<i>*Dedicated Hours</i>	<i>12:00 noon - 2:00 pm (lunch provided in the exhibit hall)</i>
Wednesday, October 13, 2004	10:00 am - 2:00 pm
<i>*Dedicated Hours</i>	<i>12:00 noon - 2:00 pm</i>

*\*Time devoted exclusively to exhibits.*

### **Move In:**

Sunday, October 10, 2004	3:00 pm - 7:00 pm
Monday, October 11, 2004	8:00 am - 10:00 am

### **Move Out:**

Wednesday, October 13, 2004	2:00 pm - 6:00 pm
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Book your booths early to be eligible for the registration discounts. Booth selection is priority based (see preliminary floor plan attached). Send your application and inquiries to the attention of Christopher Garza at:

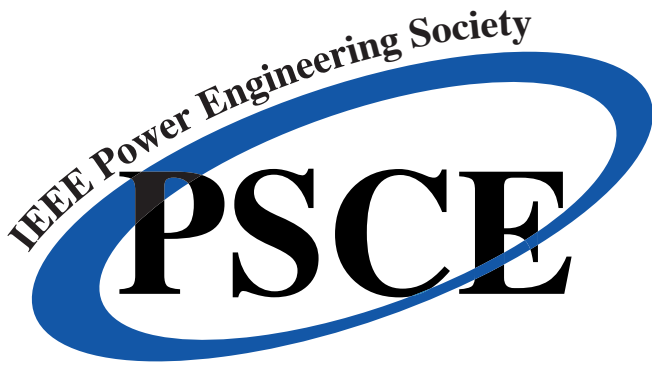
### **PSCE 2004 Exhibits**

#### **Conference Management Services, Inc.**

Attn: Christopher Garza  
3833 Texas Avenue South, Suite 221  
Bryan, Texas 77802-4015 USA  
(979) 846-6800 (phone)  
(979) 846-6900 (fax)  
exhibits@pscexpo.com

#### **PSCE 2004 Technical Program**

TRACK 1: Planning and Operation  
TRACK 2: Markets, Policies, and Economics  
TRACK 3: Dynamic Performance of Power Systems  
TRACK 4: Real-Time Applications  
Educational Track: Understanding Power Systems



## Exhibitor Prospectus

Organizations are invited to exhibit at the 2004 IEEE PES Power Systems Conference and Exposition (PSCE) October 10 - 13, 2004 at the Grand Hyatt New York in New York City. It is expected that over 600 participants will join in the combined technical program and product exposition, as well as other special events. The exhibit area is conveniently located with respect to the main traffic flow of the conference activities. It will accommodate 52 booths.

Conference Dates:  
October 10 - 13, 2004

Booth Pricing:

Exhibition Dates:  
October 11 - 13, 2004

Early Registration (by August 2, 2004):  
\$1,200 USD per Standard booth  
\$1,300 USD per Premium booth

Expected Number of Delegates:  
600 engineers, scientists, and professionals

Regular Registration (after August 2, 2004):  
\$1,500 USD per Standard booth  
\$1,600 USD per Premium booth

Exhibition Location:  
Grand Hyatt New York  
New York, New York

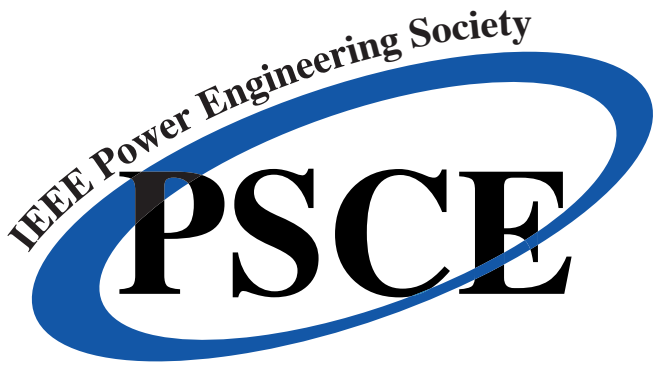
Please inquire about multi-booth discounts.

Exhibit Booth Specifications:  
10 feet wide by 8 feet deep; 8 foot tall back and three foot tall sides; pipe and drape

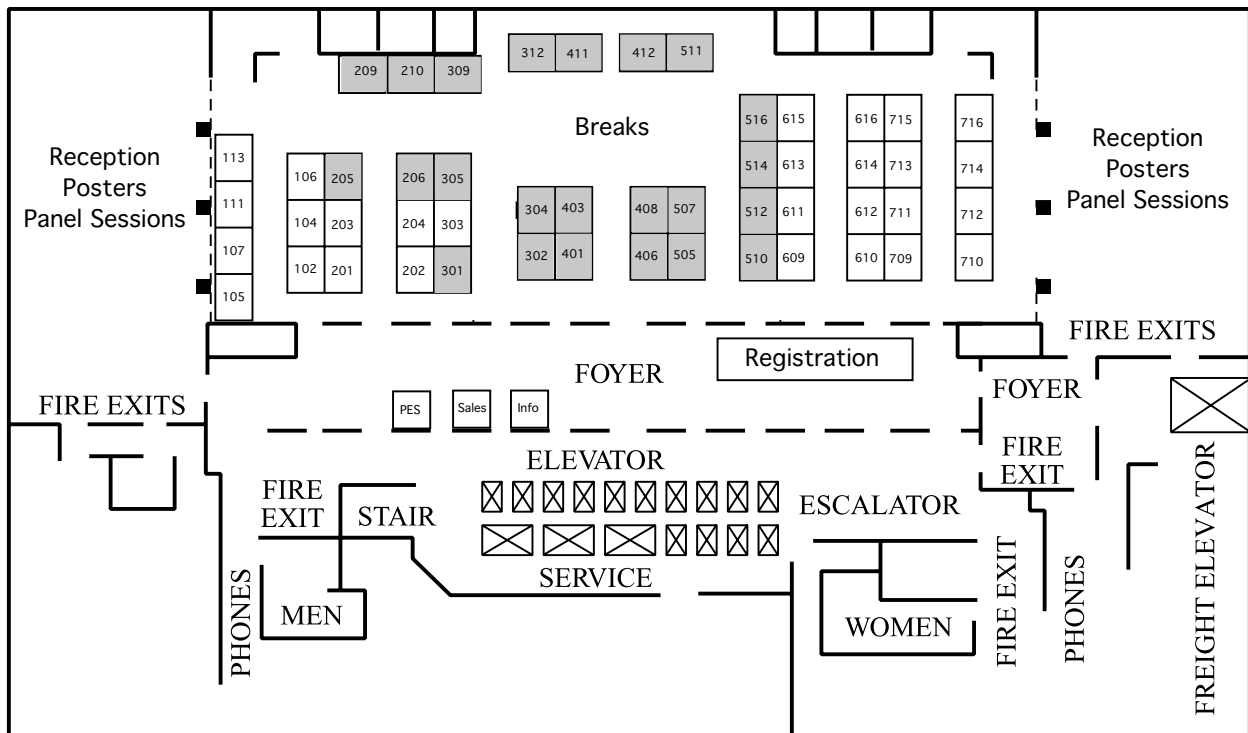
Each exhibitor will be provided a display booth, an identification sign, a skirted table with two chairs, daily aisle cleaning, nightly security, and one complimentary copy of the PSCE 2004 Proceedings on CD-ROM.

General inquiries and exhibitor registration should be directed to:

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exhibits@pscexpo.com  
[www.pscexpo.com](http://www.pscexpo.com)  
[www.ieee.org/power](http://www.ieee.org/power)



# Exhibit Hall Floor Plan



### Exhibit Hours (Tentative):

Monday, October 11, 2004

12:00 noon - 7:00 pm

*\*Dedicated Hours*

12:00 noon - 2:00 pm

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10:00 am - 4:00 pm

*\*Dedicated Hours*

12:00 noon - 2:00 pm (lunch provided in the exhibit hall)

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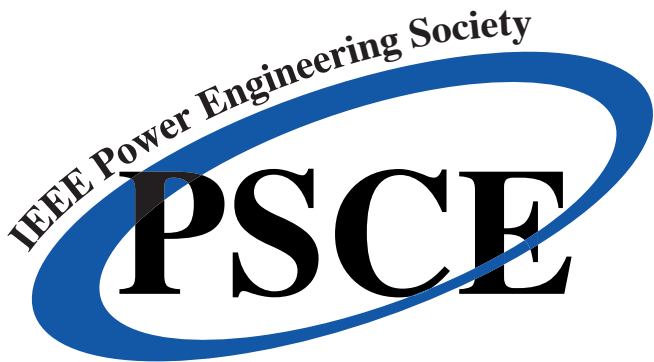
2:00 pm - 6:00 pm

For a list of current exhibitors, please visit the PSCE website

Premium Booths



[www.pscexpo.com](http://www.pscexpo.com)



# Exhibit Space Agreement

We hereby apply for exhibit space at PSCE 2004. In making an application, we agree to exhibit under and comply with the accompanying Rules and Regulations printed under this agreement and with the Rules and Regulations in any subsequent Exhibitor Bulletin, which are hereby made a part of this contract. **IMPORTANT: Closing Date for discounted Rate and Initial Space Assignment is August 2, 2004.**

Each company participating in the exhibit must return this agreement, properly executed by an authorized company representative. Priority and booth selection space will be made according to application date, exhibit payment, individual applicant requirements and available space. Exhibit Management reserves the right to rearrange the floor plan and/or relocate exhibitors in the best interests of the total exhibit.

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Postal Code/Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Please address further correspondence to \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

We will exhibit the following kinds of products \_\_\_\_\_

Please reserve \_\_\_ booths at the **Early / Regular** rate. Booth numbers requested (in order of preference):

A 50% deposit must be submitted with this application; the balance is due by August 2, 2004. Checks should be made payable to IEEE / PSCE 2004, Federal Tax ID Number 13-1656633. **NOTE:** Any booth application received without the deposit is subject to reposition in the Seniority Assignment listing maintained by Exhibit Management.

The Exhibitor indemnifies and agrees to hold harmless the IEEE (PSCE 2004) Conference and the Grand Hyatt New York Hotel and their officers, directors, employees and agents, from and against any actions, losses, costs, damages, claims and expenses, including legal fees, arising from any damage to property or bodily injury to exhibitor, exhibitor's agents, representatives, employees or contractors by reason of the exhibitor's occupancy or use of the exhibit facilities.

Approved by \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

PSCE 2004 Signature \_\_\_\_\_ Date \_\_\_\_\_

Credit Card Number for Booth Fees (Visa / MasterCard / AmericanExpress)

Exp MM / YY \_\_\_\_\_

Amount to Charge \$USD \_\_\_\_\_ Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Return this application with payment to:

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**Conference Management Services, Inc.**  
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## EXHIBITOR BASIC TERMS & CONDITIONS

1. Display space will be assigned by the Conference in accordance with the conditions outlined in the DISPLAY SPACE ASSIGNMENT which forms part of this agreement. In the event of a duplicate application for the same space, the assignment priorities stated in the EXHIBIT RULES shall be used.
2. The Exhibitor shall remit with this agreement 100% of the total booth rental, as determined elsewhere in this agreement.
3. In the event of cancellation of this agreement by the Exhibitor prior to the date of the conference, the Conference will assess a cancellation charge according to the following schedule:

Cancellation on or before August 2, 2004	50% of booth rental
Cancellation after August 2, 2004	100% of booth rental

The Conference reserves the right to reassign space, withstanding the cancellation fee.

4. In the event the Conference does not accept this agreement, the Exhibitor will be promptly notified, and the fees returned.
5. The Exhibitor agrees to accept from the Conference, billing for any charges rendered during the conference in conjunction with services performed or administered by the Conference and requested by the Exhibitor. These charges may include, but are not limited to, surcharges for materials or services requested by the Exhibitor through the Conference. All such charges are due and payable in full within thirty (30) days of receipt of an invoice from the Conference.
6. The Exhibitor agrees that the Conference or its sponsor(s) shall not be liable for any damages, whether to person or property, for any reason whatsoever by reason of use, occupation, or enjoyment of the space by the Exhibitor or any person therein with the consent of the Exhibitor, and that the Exhibitor shall indemnify and keep harmless the Conference and its sponsor(s) from all liability on account of such damage or injury, regardless of cause, by the Exhibitor, its representatives, agents, or contractors.
7. In the event the site of the conference shall, in the sole discretion of the Conference, be unfit for occupancy or substantially interfered with by reason of any cause(s) not within the control of the Conference, this agreement may be terminated by the Conference. "Cause" or "causes" may include, but shall not be limited to: fire, flood, epidemic, earthquake, explosion, accident, blockage, embargo, weather, governmental restraint or orders of restraint from local or national civil or military authorities, act of public enemy, riot or civil disturbance, inability to secure appropriate labor, impairment of transportation or facilities, or inability to obtain, for whatever reason, necessary supplies, equipment, or clearances, or by rule of federal or local law, or any circumstances deemed as act of God. Should the Conference terminate this agreement pursuant to the provisions of this section, the Exhibitor waives any and all claims for damage arising therefrom. The Exhibitor further agrees that the Conference liability is limited to a refund of monies paid prior to the termination. Should the conference be underway, the Exhibitor shall expect the Conference to adjust the refund to reflect a pro rata adjustment based on the number of hours the conference shall have been in operation prior to the termination. This provision shall not relieve the Exhibitor of any liability arising from the provisions of Section 6 above, and all monies due to the Conference in regard shall be paid notwithstanding.

## EXHIBIT RULES

These rules and regulations are supplemental to the EXHIBITOR BASIC TERMS AND AGREEMENTS, and they have been established for the protection of everyone. (The word "management" as used herein shall mean officers, committee members, or employees acting with authority from PSCE 2004).

### 1. BOOTH IDENTIFICATION

Absolutely NO company identification may be placed outside the area of the booth. No identification may be placed on posts or pillars adjacent to booths occupied by exhibitors, or on carpeted areas of the aisles beyond the standard booth limits.

### 2. DISTRIBUTION OF SOUVENIRS AND SAMPLES

To achieve greater exposure and attention exhibitors may donate items to be given away in a daily door prize drawing if one is established by the conference management. Souvenirs or samples which have no resale or negotiable value may also be given away. Any distribution must be conducted within the exhibitor's designated booth space. In all cases, exhibitors planning giveaways of any nature should make arrangement well in advance with the show management, which reserves the right to prohibit the distribution of anything which, in its opinion, is not in keeping with the character of the conference.

### 3. DISPLAY REQUIREMENTS AND RESTRICTIONS

All displays or exhibited materials must be fireproof to conform to local fire regulations. Displays must be self-supporting and nails or screw are not permitted in building floors or walls. Displays must be wholly confined within exhibitor's booth and must not obstruct the clear view of nearby exits or other exhibits.

ALL WIRING ON BOOTHS OR DISPLAY FIXTURES MUST CONFORM TO LOCAL ELECTRICAL AND LOCAL FIRE DEPARTMENT REGULATIONS.

The side of any display cabinet or structure facing a side aisle, or adjacent exhibitor's booth, must be finished or suitably decorated at the expense of the exhibitor erecting or installing such display.

No exhibit may exceed eight feet high and that only within the area extending three feet from the back wall. Maximum height of the displays in the balance of the area is four feet, except that products to stand on the floor may extend higher than this limit, but must be positioned as close to the back wall as possible, to avoid blocking the view of adjoining exhibitors.

NOTE PARTICULARLY THAT NO PART OF A SIGN OR SOLID DISPLAY MAY EXTEND HIGHER THAN EIGHT FEET ABOVE THE FLOOR.

NOTE: ANY DISPLAYS NOT CONFORMING TO THE EXHIBIT SPECIFICATIONS OUTLINED IN THESE RULES MUST BE APPROVED BY THE CONFERENCE MANAGEMENT IN WRITING PRIOR TO THE MOVE-IN DATE.

### 4. BOOTH PERSONNEL & ACTIVITIES

With the exception of convenience help, such as secretaries or professional product demonstrators, all booth personnel must be REGULAR EMPLOYEES of the company, or its representatives, who are fully capable of explaining the technical aspects of products or processes on display on an appropriate level at the conference.

No exhibitor may advertise or promote any outside activity, such as an open house or separate exhibits wherever located, occurring during the hours PSCE 2004 exhibits are open, or which detracts from the exhibit or convention operations.

Only registered exhibitors may publicly advertise hospitality rooms and only on those bulletin boards provided in the exhibit area.

### 5. LIABILITY AND THEFT

Show and hotel management will not be responsible nor liable for injury to the person or property, nor loss of property of exhibitors, their guests, invitees, employees, or agents. Furthermore, the exhibitor agrees to defend or hold harmless the conference, its directors, employees, and agents from any liability of personal injury and loss or damage to property. EXHIBITORS SHOULD INSURE AGAINST SUCH CONTINGENCIES. Damage to inadequately packed property is exhibitor's own responsibility. If exhibit fails to arrive, exhibitor is nevertheless responsible for the booth rental.

Exhibitors should be on hand to supervise during set-up and dismantling of products, projection equipment and other items of high value. At least one person should remain with the exhibit until visitors have left the premises at the closing hour each day.

At move-out, specific arrangement should be made to package or place under lock any items of extremely high value and especially items of general interest such as small instruments, walkie-talkies, high fidelity equipment, projectors, etc.

### 6. SUB-LETTING EXHIBIT SPACE

No exhibitor may assign, sublet or apportion any of the space contracted for by him/her or their company.

### 7. MATERIALS HANDLING

The handling of exhibitor's material into and out of and within the exhibit buildings shall be at exhibitor's expense. Exhibitor's empty crates, boxes and cartons will be removed from the show area before the opening.

8. A security guard, supplied by the conference, will prevent entry to exhibit areas by anyone not authorized by PSCE 2004 management, or not wearing proper badge for admission to such areas. A WATCHMAN SERVICE DOES NOT GUARANTEE EXHIBITORS AGAINST LOSS: NEITHER DOES IT IMPLY AN ASSUMPTION OF LIABILITY FOR EXHIBITOR'S PROPERTY BY THE CONFERENCE.

Any equipment to be removed from the exhibit area during the conference must be authorized by the Exhibit Manager in conjunction with the specific exhibitor.

### 9. INTERPRETATION OF RULES

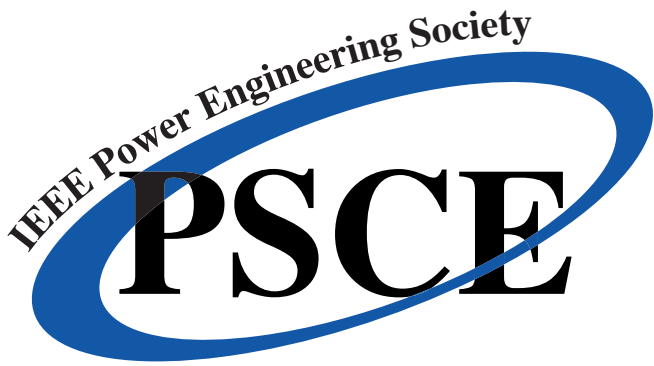
Conference management shall have final authority as to the interpretation of these rules and their applications and shall have the authority to establish penalties in the event of violations.

### 10. AMENDMENTS TO RULES AND REGULATIONS

Conference management reserves the right to amend these rules and regulations or to make additions thereto.

### 11. BOOTH ASSIGNMENT PRIORITY

In the event of duplicate application for the same space, priorities will be based on the application postmark date.



## Exhibitor Information

Below, please fill in the contact information you would like published on the PSCE 2004 website and in the conference program.

Contact Name & Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City / State / Postal Code / Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_

Company Information / Product Description:

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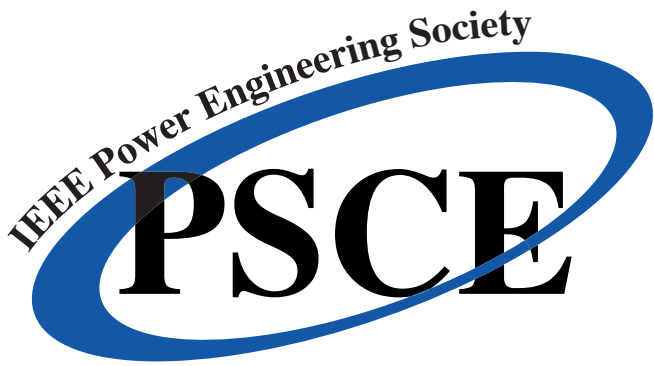
Please indicate here that PSCE 2004 has permission to place your company's logo on the PSCE 2004 website in conjunction with your company name and other information.

Yes, you may place the company logo on the PSCE 2004 website.

No, you may not place the company logo on the PSCE 2004 website.

Please return form to:

**PSCE 2004 Exhibits**  
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(979) 846-6900 (fax)  
exhibits@pscexpo.com



# Exhibitor Badges

Please list below the names and titles of the individuals who will be working in your booth. Please provide this information with your application, if possible.

Company Name \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Name \_\_\_\_\_

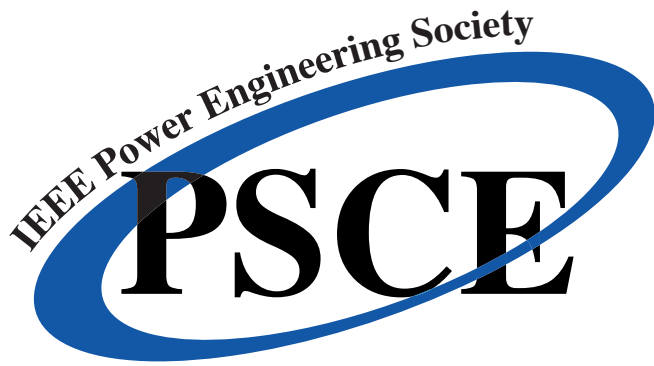
Title \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

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## 2004 IEEE PES Power Systems Conference and Exposition

### Support Opportunities

PSCE 2004 in New York promises to be an exciting start for this inaugural conference! Since all levels of support are appreciated, conference support for companies and organizations can be found to fit all budgets, including support-in-kind. Come participate – be an exhibitor, sponsor, or attendee. Some of the possible individual events or support items are listed below:

#### **Platinum Conference Support - \$30,000 USD**

Benefits include: 3 booths in the exhibit hall; recognition at all of the events and functions listed below; recognition on the website and at the conference.

#### **Gold Conference Support - \$20,000 USD**

Benefits include: 2 booths in the exhibit hall; recognition at all of the events and functions listed below; recognition on the website and at the conference.

#### **Silver Conference Support - \$10,000 USD**

Benefits include: 1 booth in the exhibit hall; recognition at all of the events and functions listed below; recognition on the website and at the conference.

#### **Conference Luncheon (Tuesday)- \$25,000 USD**

Benefits include: 2 booths in the exhibit hall; recognition on the website, at the luncheon and at the conference.

#### **Conference Audio/Visual Support- \$15,000 USD**

Benefits include: 2 booths in the exhibit hall; recognition on the website and at the conference.

#### **Welcome Reception (Sunday) - \$12,000 USD**

Benefits include: 1 booth in the exhibit hall; recognition on the website, at the reception and at the conference.

#### **Conference Bags - *Provided by Con Edison***

Benefits include: 1 booth in the exhibit hall; recognition on the website and at the conference.

#### **Internet Café - \$10,000 USD**

Benefits include: 1 booth in the exhibit hall; recognition on the website, in the café and at the conference.

#### **Speaker's Breakfast - \$6,000 USD each (Tuesday and Wednesday Morning)**

Benefits include: 1 booth in the exhibit hall; recognition on the website, at the supported breakfast and at the conference.

#### **Reception (Monday) - *Provided by Con Edison***

Benefits include: 1 booth in the exhibit hall; recognition on the website, at the reception and at the conference.

#### **Conference Breaks - \$3,000 USD each (Monday Afternoon, Tuesday and Wednesday Morning and Afternoon)**

Benefits include: recognition on the website, at the supported break and at the conference.

#### **Badge Holders - \$2,500 USD**

Benefits include: recognition on the website and at the conference.

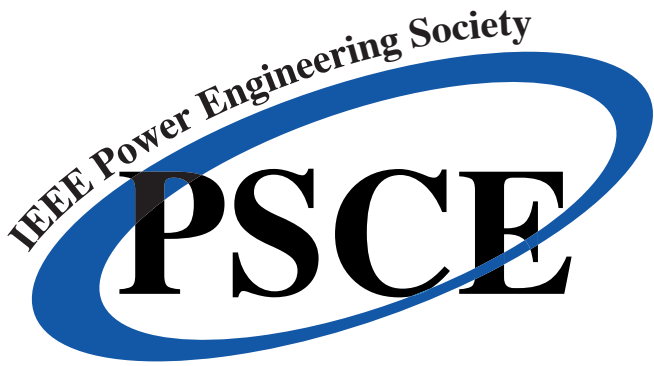
Recognition at the conference will take the form of a listing and company name or logo in the conference program and on conference signage. Recognition on the website will take the form of the company name or logo and a link to the company website. Recognition at specific events and functions will take the form of an announcement at the event, as well as a listing and company name or logo in the conference program and on the conference signage.

Please contact:

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(979) 846-6800 (phone) • (979) 846-6900 (fax) • [exhibits@pscexpo.com](mailto:exhibits@pscexpo.com)

Hosted by





# Support Agreement

The full payment of the conference support accompanies this application. We understand that, if accepted by PSCE 2004, a written confirmation of this application will be returned to us. In the event the application is denied, PSCE 2004 will promptly advise us and return the deposit.

Company Name \_\_\_\_\_

Contact Name & Title \_\_\_\_\_

Address \_\_\_\_\_

City / State / Postal Code / Country \_\_\_\_\_

Phone / Fax / Email \_\_\_\_\_

CONFERENCE SUPPORT REQUESTED _____	Cost \$USD
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Support Cost	\$ _____

Checks should be made payable to IEEE / PSCE 2004, Federal Tax ID Number 13-1656633. If you wish to pay by credit card, please fill in the information below.

Credit Card Number for Support Fees (Visa / MasterCard / AmericanExpress)

\_\_\_\_\_ Exp MM / YY \_\_\_\_\_

Amount to Charge \$USD \_\_\_\_\_ Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

In acceptance of this agreement, the parties thereto affix their signature:

Company Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

PSCE 2004 Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

**Send Agreement to:**

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