



Overview

Building on the success of past editions, the **2011 IEEE PES Power Systems Conference & Exhibition (PSCE)** is a major power systems event that will provide an exceptional venue for discussing issues and developments as well as for highlighting key vendors with products and services essential to the multifaceted field of electrical power *systems*.

PSCE will bring together an international group of practicing power systems engineers, operators, planners, policy makers, economists, academics and others with interest in the profession.

The conference will begin with a timely and valuable plenary session and will also include tutorials on the most up-to-date topics on power systems. Paper-, panel-, poster-sessions and paper forums will be scheduled, along with featured Super Sessions on the theme of "The Next Generation Grid—Putting it All Together":

- **Smart sensors, communication and control in power and energy systems**
- **Smart grid for distributed energy resources**
- **Cyber and physical security of the Smart Grid**
- **Advanced computational methods for power system planning, operation, and control**
- **Emerging software needs for the restructured grid**
- **System-wide events and analysis methods**
- **Intelligent monitoring and outage management**
- **Integrating wind and solar energy into the grid**
- **Substation and distribution automation**
- **Internet tools for better understanding of power systems**
- **Dynamic performance and control of power systems**
- **Market interactions during system-wide events**
- **Asset management**
- **Flexible AC transmission systems**

The Exposition - A Highlight of the Event: The exposition will feature exhibitors that will showcase state-of-the-art software and hardware systems as well as consulting services for those involved with *power systems*. The conference will feature scheduled times each day devoted exclusively to the exhibits - with no parallel technical sessions - so attendees can focus on the displays and have a chance to speak directly with vendors about the latest technologies.

General Inquiries and exhibitor registrations should be directed to:

East and Southeast USA & International
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For continuous updates see www.pscexpo.com



Support Opportunities

**Don't miss your opportunity to become an official PSCE 2011 Supporter.
Participate early to ensure availability of Premium Booths!**

PSCE 2011 Support Opportunities will promote your company to people that matter. Have your name or logo posted on the PSCE 2011 website from now right up to the time of the conference, on signs and in the printed program at the event, and announced at conference functions. Be sure to select your opportunity early to ensure your company's participation!

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 your company's 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.

Some of the possible individual events or support items are listed below. Other support items may be custom tailored to your needs. Contact Bullseye International for more details and to sign up for PSCE 2011 Support at the contact information listed at the end of this Support Opportunities description.

Platinum Conference Support - \$15,000 USD

Benefits include: 2 booths in the exhibit hall; recognition at all of the conference and exposition events listed below; recognition on the website and at the conference including your conference giveaway to be inserted in the conference bag, and all privileges associated with Exhibit Booths listed in the Exhibitor Prospectus.

Gold Conference Support - \$10,000 USD

Benefits include: 1 booth in the exhibit hall; recognition at all of the conference and exposition events listed below; recognition on the website and at the conference including your conference giveaway to be inserted in the conference bag, and all privileges associated with Exhibit Booths listed in the Exhibitor Prospectus.

Silver Conference Support - \$5,000 USD

Benefits include: Recognition at all of the events listed below; recognition on the website and at the conference including your conference giveaway to be inserted in the conference bag.

Welcome Reception (Sunday) - \$21,000 USD (Up to 3 companies may combine at \$7,000 each)

Benefits of full support include: 2 booths in the exhibit hall; recognition on the website, at the reception and at the conference including your conference giveaway to be inserted in the conference bag, and all privileges associated with Exhibit Booths listed in the Exhibitor Prospectus. Benefits of one-half support, same as above with one booth; benefits of one-third support, same as above with no booth.

Reception (Monday) - \$21,000 USD (Up to 3 companies may combine at \$7,000 each)

Benefits of full support include: 2 booths in the exhibit hall; recognition on the website, at the reception and at the conference including your conference giveaway to be inserted in the conference bag, and all privileges associated with Exhibit Booths listed in the Exhibitor Prospectus. Benefits of one-half support, same as above with one booth; benefits of one-third support, same as above with no booth.

Conference Luncheon (Tuesday or Wednesday) - \$21,000 USD (Up to 3 companies may combine at \$7,000 each)

Benefits of full support include: 2 booths in the exhibit hall; recognition on the website, at the luncheon and at the conference including your conference giveaway to be inserted in the conference bag, and all privileges associated with Exhibit Booths listed in the Exhibitor Prospectus. Benefits of one-half support, same as above with one booth; benefits of one-third support, same as above with no booth.

Conference Bags - \$7,000 USD

Benefits include: Recognition on the website and at the conference, your company logo on the bag.



Support Opportunities

Internet Café - \$5,000 USD (3 opportunities - Monday, Tuesday or Wednesday)

Benefits include: Recognition on the website, in the café and at the conference.

Conference Attendee Breakfast - \$2,000 USD each (Monday, Tuesday or Wednesday Mornings, up to 3 companies per day)

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

Refillable Water Bottle - \$4,000 USD (one opportunity)

Refillable Water Bottle in each attendee and companion bag. Includes your company name and logo printed on the bottle.

Lanyards / Badge Holders - \$3,500 USD (or \$2,500 USD plus 1,500 quantity lanyards)

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

Conference Note Pads - \$3,000 USD

Your logo and message (7 word limit) printed on custom note pads. Bullseye International Group will print your logo and message on the note pads and include one in each attendee conference bag.

Conference Breaks - \$2,000 USD each (Monday Afternoon, Tuesday Morning, Tuesday Afternoon or Wednesday Morning)

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

Companions' Suite - \$2,000 USD

Benefits include: Recognition on the website, at the conference, and in the companions' room.

Companions' Bags - \$2,000 USD

Benefits include: Recognition on the website, at the conference, in the companions' room, and in the bag.

Technical Tour Transportation - \$1,500 USD (Multiple opportunities)

Benefits include: Recognition on the website, at the conference, and for the Tour Transportation.

Companion/Social Tour Transportation - \$1,000 USD (Multiple opportunities)

Benefits include: Recognition on the website, at the conference, and for the Tour Transportation.

Student Dinner - Support of Students at \$100 USD each or \$1,000 USD per table (Multiple opportunities)

Benefits include: Recognition on the website, at the luncheon, and at the conference.

Conference and Companion Bag Giveaways - \$1,000 USD plus 1,500 quantity of give-away item with your company's logo (e.g., pens, pads, sticky notes, stress balls, key chains, luggage tags, mugs, caps, clocks, calculators, etc.)

Benefits include: Recognition on the website and at the conference, inclusion of give-away in the conference and companion bags. (Note: Giveaways are subject to Organizing Committee review and approval.)

Hospitality Suites

Opportunities for Hospitality Suites are available at the Conference Hotel during the Conference. Hours of operation must not conflict with main conference activities. Please register your intention to host a Hospitality Suite (no additional registration fee required), and then work directly with the Hotel to make your specific suite arrangements.

- For an optional \$1,000 USD fee, the Conference can include your Hospitality Suite notice in the conference bag handed out to all registrants (up to 4 x 6 inch – 1,500 copies required).



For more information on Exhibit Booths and Support Opportunities please contact:

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