



# IEEE PES General Meeting

David L. Lawrence  
Convention Center  
Pittsburgh, PA USA

Conversion and Delivery of Electrical Energy in the 21st Century

July 20-24

# PITTSBURGH 2008

## LOCAL ORGANIZING COMMITTEE

**General Chair**  
Dave Vaglia

**Technical Program Chair**  
Kal Sen

**Treasurer**  
Tom McDermott

**Financial Support**  
Jace Cochran

**Technical Tours**  
Larry Connor  
Louis Hart

**Tutorials**  
Robert Slebodnik

**Student Activities**  
Joseph A. Kalasky

**Webmaster**  
Andrew Novotny

**Communications**  
Nick Arlia

**Volunteer Coordinator**  
Rich York

**Social & Companions Programs**  
Chuck Urso  
Angela Vaglia  
Duane Wolley

## PES EXECUTIVE OFFICE

[pes@ieee.org](mailto:pes@ieee.org)  
(732) 562-3883

**PES Executive Director**  
Pat Ryan

**PES Senior Manager**  
Susan Sacks

**Bullseye International  
Group, Inc.**  
Consultant  
Barry LeCerf

## PES VP-MEETINGS

**PES VP Meeting Activities**  
John Paserba

## SPECIAL SUPPORT OPPORTUNITIES AVAILABLE AT THE JULY 2008

### IEEE PES GENERAL MEETING IN PITTSBURGH, PA, USA

Dear Marketing Professional:

We are pleased to announce that the IEEE Power Engineering Society has selected Pittsburgh, Pennsylvania, USA as the site for its 2008 General Meeting, scheduled for July 20-24, 2008. The General Meeting has been a mainstay within the electric power industry for more than 40 years and continues to offer attendees a thorough knowledge-building experience.

As a manufacturer and/or service provider to the electric utility industry we are pleased to provide you with this letter of invitation. It details a number of special support opportunities that allow you and your company to support the industry, while at the same time raising the profile of your own company with the people who really matter—electric power professionals at all levels who are your current and potential future customers.

This year's conference with its theme, *Conversion and Delivery of Electrical Energy in the 21<sup>st</sup> Century* will provide attendees with an international forum to address policy, infrastructure and workforce issues. It will allow experts from across the power engineering profession to discuss various issues and developments in the field of transmission, distribution, and generation.

Highlighting the meeting program are these topics organized into a number of tracks, including:

- Track 1. Understanding and Responding to System-Wide Events
- Track 2. Utilization of Energy Resources
- Track 3. New Technologies
- Track 4. Power Reliability, Quality and Safety
- Track 5. Improved Measurement and Control Technologies
- Track 6. New Market Structures

The meeting will attract upwards of 1800 professionals from every segment of the electric power industry. The meeting will feature a comprehensive technical program with paper presentations, poster and panel sessions, tutorials, committee meetings, an awards ceremony honoring high achievers in the field, technical tours, a number of networking opportunities, a student program and a full companion activity program. Additional information about the General Meeting can be found at <http://ewh.ieee.org/cmte/PESGM08>.

We encourage you, as a valued manufacturer, supplier, consultant, software or service provider to the electric power industry, to take advantage of the many support opportunities available at the 2008 General Meeting. Attached to this letter is a list of various support levels and specific support opportunities along with a list of the specific recognition opportunities and the amenities each one provides. Please review them carefully and register for one or more of them by completing the attached Support Agreement.

Remember that the Gold, Silver, and Bronze levels of support are open to multiple supporters, while most of the additional opportunities are limited to one or a few supporters. Respond early for the best chance at a specific support opportunity and/or for the longest run of your advertising on the conference web site. If there are other types of support opportunities that are of interest to you we are willing to discuss this with you.

Thank you for your kind attention to this letter and we look forward to welcoming you to the IEEE Power Engineering Society General Meeting in Pittsburgh in July 2008.

Please contact Barry LeCerf at Bullseye International Group Inc. (913-663-1112 or [blecerf@bullseyeinternationalgroup.com](mailto:blecerf@bullseyeinternationalgroup.com)), who will be pleased to work with you to design a custom support program tailored to your specific needs and desires.



David J. Vaglia  
Chair  
2008 IEEE Power Engineering Society General Meeting  
Phone: 412-491-6944  
[davevaglia@ieee.org](mailto:davevaglia@ieee.org)



Barry H. LeCerf  
Bullseye International Group Inc.  
Consultant  
Phone: 913-663-1112  
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General Meeting

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*Conversion and Delivery of Electrical Energy in the 21st Century*

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**PITTSBURGH 2008**

## **SUPPORT OPPORTUNITIES**

### **IEEE POWER ENGINEERING SOCIETY 2008 GENERAL MEETING JULY 20-24, 2008 PITTSBURGH, PA, USA**

#### **Gold Supporter-\$20,000 (Multiple Gold Supporters Welcome)**

- Recognition during all major conference functions. Includes Registration area, Plenary (Opening) Session, Awards Luncheon, Poster Session, and Attendees Breakfasts at the General Meeting.
- Acknowledgment in the meeting program, including logo.
- Your advertisement in the attendee/delegate welcome kit with name, including logo and corporate message (approximately 8 x 10 inches). Printing to be handled by Bullseye International Group. Deadline for advertisement submission is June 13, 2008.
- Your company name or logo displayed on appropriate conference signage in multiple locations.
- Your company logo on conference web site with hotlink to your company's web site.
- 6 complimentary one-day registrations to be used individually or in combination.
- 6 complimentary seats of your choice at the Tuesday awards luncheon or the Wednesday student/faculty/industry luncheon.
- Additional support opportunities can be packaged with a Gold Support level. Call 913-663-1112 for additional pricing information.

#### **Silver Supporter-\$10,000 (Multiple Silver Supporters Welcome)**

- Recognition during all major conference functions. Includes Registration area, Plenary (Opening) Session, Awards Luncheon, Poster Session, and Attendees Breakfasts at the General Meeting.
- Acknowledgment in the meeting program, including logo.
- Your advertisement in the attendee/delegate welcome kit with name, including logo and corporate message (approximately 4 x 5 inches). Printing to be handled by Bullseye International Group. Deadline for advertisement submission is June 13, 2008.
- Your company name or logo displayed on appropriate conference signage in multiple locations.
- Your company logo on conference web site with hotlink to your company's web site.
- 4 complimentary one-day registrations to be used individually or in combination.

- 4 complimentary seats of your choice at the Tuesday awards luncheon or the Wednesday student/faculty/industry luncheon.
- Additional support opportunities can be packaged with a Silver Support level. Call 913-663-1112 for additional pricing information.

### **Bronze Supporter \$5,000 (Multiple Bronze Supporters Welcome)**

- Recognition during all major conference functions. Includes Registration area, Plenary (Opening) Session, Awards Luncheon, Poster Session, and Attendees Breakfasts at the General Meeting.
- Acknowledgment in the meeting program, including logo.
- Your advertisement in the attendee/delegate welcome kit with name, including logo and corporate message (approximately 2 x 4 inches). Printing to be handled by Bullseye International Group. Deadline for advertisement submission is June 13, 2008.
- Your company name or logo displayed on appropriate conference signage in multiple locations.
- Your company logo on conference web site with hotlink to your company's web site.
- 2 complimentary one-day registrations to be used individually or in combination.
- 2 complimentary seats of your choice at the Tuesday awards luncheon or the Wednesday student/faculty/industry luncheon.
- Additional support opportunities can be packaged with a Bronze Support level. Call 913-663-1112 for additional pricing information.

### **Additional Support Opportunities**

*In addition to the benefits listed below, all contributors will be listed by company name in the attendee conference bag and on conference signage in the registration area.*

- **Conference Bags:** \$8000-Corporate logo and/or name on bag. Distributed to all registered attendees of the technical program. Deadline for submitting your logo to Bullseye International Group is June 2, 2008. (One opportunity)
- **Companion Bags:** \$1250-Corporate logo and/or name on bag. Distributed to all registered companions. Deadline for submitting your logo to Bullseye International Group is June 2, 2008. (One opportunity)
- **Welcome Kit Giveaways:** \$750 plus 2000 giveaways. Logo and/or name on pens, gadgets, post-its, stress-balls, desk ornaments, etc. One included in every delegate bag and/or companion bag. Deadline to receive your giveaway is June 27, 2008. (Multiple opportunities)
- **Badge Lanyards:** \$2500 plus 2000 lanyards. Includes your company name or logo on lanyard. Distributed to all attendees. Supporter may supply printed lanyards or Supporter can collaborate with Bullseye International Group on lanyard selection and printing, with the Supporter bearing the production and shipping costs. (One opportunity)
- **Hotel Room Keycard:** \$3000-Headquarters Hotel. Your logo custom printed on each attendee room key card. \$2000-Secondary Hotel. Supporter can collaborate with Bullseye International Group on lanyard selection and printing with the Supporter bearing the production and shipping costs. (One opportunity at each of the two conference hotels.)

- **Bottles of Water:** \$4000-Bottle of water in each attendee and companion bag. Includes your company name and logo printed on the bottle sleeve. (One opportunity)
- **Conference Note Pads:** \$3000-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 a note pad in each attendee conference bag.
- **Breakfast Support Opportunities:** \$4000 each-Choose one or more of the following: Attendees Breakfast or Presenters Breakfast on Monday, Tuesday, Wednesday, and Thursday. Signs at the entrance to the breakfast rooms on the day of your event acknowledge your company's support.
- **Bus Transportation for Technical Tours:** \$1000 each. See web site for specific tours. Signs at the bus and a flyer on each bus seat on the day of your event acknowledge your company's support. (Multiple opportunities)
- **Companion Activities:** Support the Companions Breakfast (\$1500), Companions Break (\$750), or a Companions Bus Transportation for a Social Tour (\$750). (Multiple opportunities)

## Online Advertising

Companies interested in online advertising can participate with their logo and hotlink on the General Meeting website. Logos are available in 3 month increments beginning in December 2007 through the end of August 2008-one month following the General Meeting.

- Three months: \$2400
- Six months: \$4200
- Nine months - \$7000

## Internet Café

Six (6) computer terminals. Attendees will be able to check their email during the conference Attendees will see your logo on each computer screen.

- Support of entire conference all terminals (5 days) is \$8500.
- Support of three terminals for 5 days is \$5000
- Support of 6 terminals for 1 day is \$2,000

## Hospitality Suites

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

- For a \$750 fee, the Conference can include your Hospitality Suite notice in the conference bag handed out to all registrants (up to 4 x 6 inch – 2000 copies required)



# IEEE PES General Meeting

July 20-24, 2008  
Pittsburgh, Pa, USA

## 2008 IEEE PES General Meeting – Support Agreement

The full payment of the conference support accompanies this application. We understand that, if accepted by 2008 IEEE PES General Meeting, a written confirmation of the application will be returned and will include a list of the benefits to be received.. In the event the application is denied, 2008 IEEE PES General Meeting will promptly advise us and return the payment.

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

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

Address\_\_\_\_\_

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

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

SPECIFIC SUPPORT LEVEL or EVENT REQUESTED (be sure to indicate day if applicable)

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

Total Support Cost: \$ \_\_\_\_\_

Make checks payable to: **2008 PES General Meeting.**

For credit card payment contact Bullseye International Group, Inc. (contact information below)

Send agreement to: Bullseye International Group, Inc.  
IEEE PES 2008 General Meeting  
P.O. Box 7310  
Shawnee Mission, KS 66207  
Fax: 913.663.1119  
Phone: 913.663.1112  
[blecerf@bullseyeinternationalgroup.com](mailto:blecerf@bullseyeinternationalgroup.com)

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

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

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

2008 IEEE PES General Meeting Signature\_\_\_\_\_

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