



IEEE ENERGY CONVERSION CONGRESS & EXPO | PITTSBURGH, PA, USA | SEPTEMBER 14-18, 2014

EXHIBITOR & PARTNERSHIP PROSPECTUS

Conference > September 14-18, 2014

Exposition > September 15-16, 2014



2014.ecceconferences.org



> Pittsburgh, PA

David L. Lawrence Convention Center

1000 Fort Duquesne Boulevard | Pittsburgh, PA 15222
Phone: (412) 565-6000 | www.pittsburghcc.com

CONFERENCE MANAGEMENT ECCE 2014

c/o Courtesy Associates | 2025 M Street, NW, Suite 800 | Washington, DC 20036 | USA

Phone: (202) 973-8744 | Fax: (202) 973-8716 | ecce@courtesyassoc.com | 2014.ecceconferences.org

> An Invitation to Exhibit

The **Energy Conversion Congress and Exposition** is the world's leading technical conference and exposition for people looking for energy conversion solutions: solutions that are innovative and practical, customer focused, market sensitive and cost effective. ECCE is the ideal place for companies to exhibit and promote their products and services to those driving innovation research and pushing the results of that research into the market.

Savvy engineers from throughout the broad international spectrum of energy conversion, industry veterans and fresh startups alike, come to ECCE year after year to tap into the concentrated brain trust assembled at our conference and to establish relationships with companies offering the solutions they need. All this under one roof in one very special location: a perfect blend of state of the art technical prowess and commercial opportunities.

ECCE is unique in our emphasis on integrated systems, presenting the best in contemporary energy conversion research alongside innovations from more traditional component topics. Come, be a part of this remarkable assemblage of energy conversion professionals. Take advantage of our exhibit and partnership opportunities to promote your company's activities and to establish and nurture relationships with your future customers while renewing and reinforcing long standing profitable relationships with your present customers. We know you'll profit from the experience! We invite you to join us at ECCE 2104 and look forward to seeing you in Pittsburgh.

Dr. Ayman EL-Refaie
General Chair, ECCE 2014
GE Global Research

Steve Sprague
Exhibit and Partnership Chair, ECCE 2014
Proto Laminations, Inc.

> Past Attendees

CORPORATIONS

A123 Systems

ABB-Baldor Electric

Abengoa Solar

Advanced Analogic Technologies, Inc.

Advanced Energy

Advanced Energy Conversion, LLC

Advanced Energy Industries, Inc.

American Superconductor Inc.

Anagenesis, Inc.

Analog Devices, Inc

Applied Materials

Arbin Instruments

Arnold Magnetic Technologies

Aura Systems Inc

BAE Systems

Baker Instrument Co, an SKF

Battery Ventures

Bechtel Corp.

Bombardier Transportation

Burgess Norton

Carrier

Caterpillar, Inc.

Celerium Technologies Ltd

Chrysler Group, LLC

Cisco Systems, Inc.

Converteam UK

CTM Magnetics

Cummins

Daikin Industries, Ltd.

Danfoss

Danotek

Delphi Corporation

Delta Energy

Delta Products Corporation

Delta-Q Technologies Corp.

Direct Drive Systems Inc

Diversified Technologies, Inc.

Doosan

DRS Technologies

D-STAR Engineering

E&M Power

Eaton

ECO Power Design LLC

Efficient Power Conversion Corporation

Egston System Electronics GmbH

EIQ Energy

Electro Standards Laboratories

Emerson Network Power

Enpirion

EPRI

EtaGen

ExxonMobil

Fairchild Corporation

FASCO

FlexEnergy

Ford Motor Company

> Past Attendees (Continued)

Fronius International GmbH
FSP-Powerland Technology Inc.
Fuji Electric Co., Ltd.
Futurewei Technologies
General Atomics
General Electric
General Machines Corporation, LLC
General Motors
Glacier Bay Technology
Global 3C Newsletters
Global Power Electronics, Inc.
Globe Motors
Gridco, Inc.
Grundfos Management
Hamilton Sundstrand
HEX Power System Co., Ltd
Honda R&D Co., Ltd.
Honeywell
Huawei Technologies Co., Ltd
HVR Advanced Power Components
Hyundai Heavy Industries
IKEDA Technologies, Inc.
Impact Technologies, LLC
Infineon Technologie AG
Intel Corporation
International Rectifier
Intersil Corp.
ITT
JM Energy
John Deere
Johnson Controls, Inc.
Kollmorgen
LG Electronics
LiteOn Technology
Locust USA
Magna-Power Electronics, Inc.
Magnetics
Marvell Semiconductors, Inc.
Maxcom Co., LTD
Maxim Integrated Products
Maxwell Technologies, Inc.
McCleer Power Inc
Medium Voltage Drives Technologies
Mitsubishi Electric Research Laboratories

Moog
Motor Design Ltd.
Motor Solution, Co. Ltd, Japan
MTS Systems Corporation
Nano Materials, Inc.
National Semiconductor Corp
NEC Laboratories America
NetPower Technologies
Nexteer Automotive
Nissan Motor Co., Ltd.
Northern Power Systems
Northrop Grumman
Norwe Inc.
Novatorque, Inc.
NSK Ltd.
NWL
ON Semiconductor
Panasonic
PARC (Palo Alto Research Center)
Payton America, Inc.
PESC, Inc.
Petra Solar
Philips Technologie GmbH
Plexus
Plug In America
POSTECH
Powersys, Inc.
QinetiQ North America
Raytheon
Regal Beloit Corporation
Rockwell Automation
ROHM
Rolls-Royce Corporation
Samsung
Schneider Electric
SeaLandAire Technologies, Inc.
Semtech Corporation
SEW-Eurodrive
Siemens
Silicon Works Co., Ltd.
Solar Turbines
SolarBridge Technologies
Southwest Windpower
ST Ericsson / Ampere Lab

STMicroelectronics
Sylvania
Technova, Inc.
Teco-Westinghouse
Tesla Motors, Inc.
Texas Instruments Inc
The Aerospace Corporation
The Boeing Company
The Mathworks Inc.
TMEIC GE Automation Systems
Tooh Dineh Industries, Inc.
Toshiba Corporation
Toyota Motor Corporation
United Launch Alliance
United Technologies Research Center
Vacon
VDI Technologiezentrum
Vestas Technology
Viasol Energy Solutions
Volterra Semiconductor Coop.
V-S Drives
WEG Equipamentos Electricos
Whirlpool Corporation
Wind Technologies Ltd
Yaskawa Electric Corporation

GOVERNMENT AGENCIES

Argonne National Lab
California Energy Commission
CERN
CSIRO
Japan Aerospace Exploration Agency
Lawrence Berkeley Labs
NASA Glenn Research Center
National Renewable Energy Laboratory
NIST
Oak Ridge National Laboratory
Sandia National Laboratories
SLAC National Accelerator Laboratory
Tyndall National Institute
US Army Research Laboratory
US Army TARDEC
USCG Civil Engineer Unit Juneau

> Past Exhibitors

5S Components, Inc.

ABB

Advanced Motor Tech, LLC

Agilent Technologies

Alizem inc

ANSYS, Inc.

Aperam Alloys

Athena Energy Corp.

CD-adapco

Cobham Technical Services - Vector Fields

CPS Technologies

Cramer Coil & Transformer

Cree Inc.

Eaton Corporation

Electron Energy Corp

Electronic Concepts, Inc.

Enphase Energy, Inc.

Ferroxcube USA, Inc.

Ford Motor Company

Ford Motor Company, Sustainable Mobility Technologies

Freescale Semiconductor

FSU Center for Advance Power Systems

GE Global Research

GRAPES - NSF Center on Grid-Connected Advanced Power Electronic Systems

Hitachi

How2Power.com

IEEE Industry Applications Society (IAS)

IEEE Power Electronics Society (PELS)

Infolytica Corporation

JFE Steel Corporation

John Wiley & Sons, Inc.

JSOL Corporation and Powersys, Inc.

JSR Micro Inc./JM Energy Corp.

Kyocera America, Inc.

Magneforce Software Systems, Inc.

Magnetic Instrumentation, Inc.

Magnet-Physics, Inc.

Magsoft Corporation

Mersen

Microsemi Corp.

MK Magnetics, Inc.

National Renewable Energy Laboratory

Nexteer Automotive

Norwe Inc.

NSF FREEDM Systems Center

Opal-RT Technologies Inc.

Payton America Inc

Plexim, Inc.

Power Analytics

Powerex, Inc.

Power-One, Inc.

Proto Laminations, Inc.

Rogers Corporation - Thermal Management Solutions

S&C Electric Company

SBE, Inc.

Sidelinesoft LLC

SMMA - The Motor and Motion Association

TDK-Lambda Americas

Tektronix, Inc.

The IET

The University of Tennessee

UNC Charlotte - EPIC

United Technologies Research Center

University of Nottingham

VAC Sales USA, LLC

Wake County Economic Development / Raleigh Economic Development / NC Solar Center

Webcom Communications

Yunsheng USA Inc.

“We thoroughly enjoy exhibiting at ECCE. It’s always a positive experience

for Advanced MotorTech when we walk away each year with quality contacts

and an astute view on the evolving energy markets. Great opportunity

to interact with industry friends in the collegial atmosphere that ECCE delivers.”

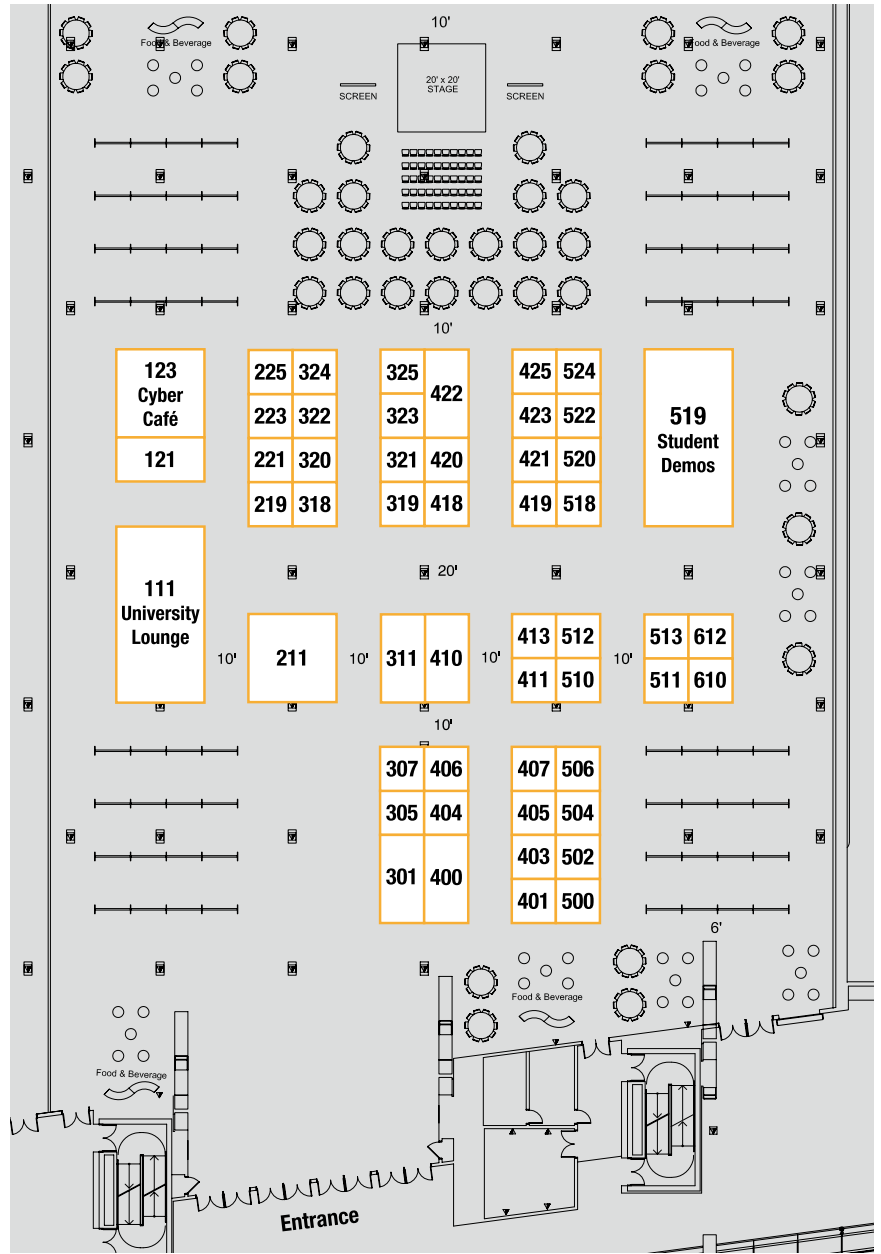
— Dr. Keith Klontz, *President & CEO*

Advanced Motor Tech LLC

> Exhibitor Benefits

- One (1) complimentary Registration with each 10' x 10' exhibit booth.
- Five (5) complimentary Exhibit Hall Only registrations.
- Exhibitor Reception and Tuesday Lunch held inside the Exhibit Hall.
- Three (3) complimentary tickets to the Industry Student Dinner.
- Opportunity to host an Industrial Seminar during the Exposition (additional cost).
- Complimentary listing in the program materials (includes exhibitor's name, product/ service description and booth number).
- Complimentary pre and post-show mailing lists (mailing addresses only).
- Food and beverage areas inside the exhibit hall.
- Standard backwall 8' drape and draped sidewalls 3' high.
- One (1) 7" X 44" identification sign with company name.
- Comprehensive online Exhibitor Service Kit containing all necessary forms and information regarding booth furnishings, electrical/utility service, and shipping.
- 24-hour security in the exhibit hall from move-in through tear-down.
- Daily cleaning and maintenance of the aisles and common exhibit areas.

> Exhibit Floorplan



> Exhibit Days and Hours

SET-UP

Monday, September 15..... 8:00 am – 3:00 pm

SHOW

Monday, September 15..... 5:00 pm – 7:00 pm

Tuesday, September 16..... 9:00 am – 6:00 pm

DISMANTLE

Tuesday, September 16..... 6:00 pm – 10:00 pm

> University Exhibits



ECCE is pleased to offer universities the opportunity to highlight their programs in the Exhibit Hall of the 2014 Exposition in Pittsburgh.

If you are interested in promoting your university program, please check the University Lounge section of the Registration Form on

page 8 or contact ECCE 2014 at ecce@courtesyassoc.com.

> Partnership Terms

The partner agrees that all provisions are part of a formal contract for partnership; a signature is required. Select appropriate partnership type below and fill out the payment information in the ECCE 2014 Contract. Each supporting company must email a copy of their URL and send corporate logo in high-res (300 PPI or higher) EPS and GIF format to ecce@courtesyassoc.com and confirmation of contract though no later than June 27, 2014. It is the responsibility of the supporting company to pro-

vide existing banner, company inserts for Exposition bag and speaker for keynote or demonstration should these apply to the selected level of partnership. Full payment must accompany this form. In addition to the benefits associated with the selected partnership type, all partners will have their Corporate Logo displayed on the Conference website (2014.ecceconferences.org). Please note that no cancellations or refunds are given once payment has been received.

For latest updates > 2014.ecceconferences.org

> ECCE 2014 Signature Partnerships

Platinum Level Partner**\$15,000 Exclusive!**

- Opportunity to provide a Key Note Speech during a Plenary Session
- One (1) 10'x10' Booth in the Exhibit Hall
- Five (5) Complimentary Full Conference Registrations
- Ten (10) Complimentary Exhibit Hall Guest Passes
- Three (3) Complimentary tickets to Industry Student Dinner
- Logo on Energy Conversion Congress & Exposition Homepage and in Conference Program
- Logo on all Email Blasts to Prospective / Registered Attendees
- Hanging of Existing Company Banner in Premium Location in Convention Center
- Corporate Logo on Official Energy Conversion Congress & Exposition Bag
- One (1) Insert into Energy Conversion Congress & Exposition Bag
- Corporate Logo on Signage in the Registration Foyer and on Welcome Unit
- Pre and Post Show Attendee Mail & Email List

Gold Level Partner **\$7,500**

- Opportunity for partnership of Exhibit Hall stage area with banners and signage
- One (1) 10'x10' Booth in the Exhibit Hall
- Three (3) Complimentary Full Conference Registrations
- Two (2) Complimentary Exhibit Hall Guest Passes
- Three (3) Complimentary tickets to Industry Student Dinner
- Corporate Logo on Official Energy Conversion Congress & Exposition Bag
- One (1) Insert into Energy Conversion Congress & Exposition Bag
- Corporate Logo on Signage in the Registration Foyer and on Welcome Unit
- Pre and Post Show Attendee Mail & Email List

Silver Level Partner **\$5,000**

- Two (2) Complimentary Full Conference Registrations
- Three (3) Complimentary tickets to Industry Student Dinner
- Corporate Logo on Official Energy Conversion Congress & Exposition Bag
- One (1) Insert into Energy Conversion Congress & Exposition Bag
- Pre and Post Show Attendee Mail & Email List



**Are you interested in presenting
a paper at ECCE 2014?**

**If so, please visit
2014.ecceconferences.org
for deadlines and requirements**

> ECCE 2014 Program Advertisements

(Discounts available for companies also exhibiting.)

Back Cover	\$3,000
Inside Covers	\$2,500
Inside Full Page Ad	\$2,000
Inside Half Page Ad	\$1,500

Advertising Terms

Select appropriate advertising type above and fill out the payment information that follows on Page 8. Each advertising company must email a copy of their URL and corporate logo in both EPS and GIF formats to ecce@courtesyassoc.com no later than June 27, 2014. It is the responsibility of the advertising company to provide print ad or marketing materials to be inserted in Energy Conversion Congress and Exposition bag if these items are selected. Full payment must accompany this form. Please note that no cancellations or refunds are given once payment has been received.

For more information please contact:

IEEE Energy Conversion Congress and Exposition

c/o Exhibits Manager
2025 M Street NW, Suite 800
Washington, DC 20036
(202) 973-8744 (Phone)
(202) 973-8716 (Fax)
ecce@courtesyassoc.com
2014.ecceconferences.org

“Meeting with people who are in the same area, who are doing the same thing you’re doing—that’s just phenomenal because I’m in a position in my company where it’s very difficult for me to be interacting with people who think in a big picture way. Everybody’s pretty focused on their jobs and it’s hard to bounce ideas off people. This is a phenomenal way of just talking shop with a lot of people, sparking ideas and coming up with solutions to problems that I’m working on at the time.

And I think that’s part of the reason why people like to come because they can go away with short-term solutions to immediate problems or long-term solutions to more amorphously defined problems.

A lot of areas are covered by this conference. I do machines and electromagnetics and I interact with people in the drives world. But it’s really nice to walk into a conference where I can go to a session on smart grids or on devices. I will learn something about a new topic and maybe it’ll spark some ideas. This is the only conference where I feel I can get a broad spectrum of topics.”

— Dr. Peter Wung, *Principal Engineer, Regal Beloit Corporation*

as quoted in How2Power Today

> ECCE 2014 Partnership Opportunities

> All Partners Receive the Following in Addition to their Partnership:

- Recognition and Acknowledgment in the Official Program
- Logo posted on the ECCE 2014 Website and hyperlinked to partner's homepage
- Recognition and Acknowledgment on the signage throughout the conference hotel
- Staff ribbons recognizing the organization as a partner among attendees

Opening Welcome Reception *Exclusive!*.....\$12,000

- 5 minute Welcome Address given by the partner to the ECCE 2014 attendees
- Verbal acknowledgement and recognition at the beginning and end of Welcome Reception
- Acknowledgment on all signage at the Welcome Reception
- Two (2) complimentary full meeting registrations

Exhibit Hall Welcome Reception (2 available)\$4,000

- 5 minute Welcome Address given by the partner to the ECCE 2014 attendees
- Verbal acknowledgement and recognition at the beginning and end of Exhibition Reception
- Acknowledgment on all signage at the Exhibition Reception
- Two (2) complimentary full meeting registrations

Industry Student Dinner (3 available)\$5,000

- 15 minute presentation given by the partner to the Industry Student Dinner attendees
- Verbal acknowledgement and recognition at the beginning and end of Industry Student Dinner
- Acknowledgment on all signage at the Industry Student Dinner
- Two (2) complimentary full meeting registrations
- Five (5) tickets to the Industry Student Dinner.
- Corporate Logo on Official Energy Conversion Congress & Exposition Bag

Exhibit Hall Lunch Station (3 available).....\$2,500

- Complimentary lunch will be served in the Exhibit Hall and will be the sole location for food
- Opportunity to hold a 30 minute presentation in the Exhibit Hall during lunch
- Acknowledgment on all signage in the Exhibit Hall to direct attendees to the presentation
- Opportunity to provide tablecloths, napkins, cups and company literature during lunch

Industrial Seminar (7 available).....\$1,500

(Must be an exhibitor to participate in this opportunity.)

- Opportunity to hold a 30 minute presentation on stage in the Exhibit Hall
- Acknowledgment on signage in the Exhibit Hall to direct attendees to the presentation

Water Stations (1 available)\$5,000

- Conference and Company logos printed on cups at water stations
- Water stations placed around the conference area for attendees

Cyber Café (1 available)\$4,000

- Internet connectivity will be provided for the meeting delegates
- Partner's logo will show up on the computers screen savers
- Hanging banner advertising location of the cyber café and thanks to partner
- Opportunity for partner to provide branded mouse pads

Attendee Lanyards (1 available)\$5,000

- Hang around the necks of every attendee at ECCE 2014
- Company/Organization logo, name and product will be printed on the lanyards
- Corporate and brand recognition throughout meeting

Conference Bag Insert (5 available).....\$2,000

- Promote your message directly to the ECCE 2014 attendees via their conference bags
- Sponsored conference bag inserts are distributed to all attendees at conference registration

Hotel Key Cards (1 Available)\$2,500

- "Check-in" with the attendees by having custom key cards for them at the meeting hotels
- Be the first to welcome them to ECCE 2014
- Great accompaniment to the Exhibit Hall pop maps! They can slip right in to the front pocket.

Pens and/or Pencils (1 available).....\$1,000

- Opportunity for partner to provide pens or pencils to the ECCE 2014 attendees
- One (1) writing utensil will be included in the attendee conference bags and around the meeting
- Company/Organization may include their logo or web address on the pen or pencils

Notepads (1 available).....\$1,000

- Opportunity to provide notepads for the ECCE 2014 attendees
- One (1) notepad will be included in each of the attendee conference bags and placed around the meeting (i.e. meeting rooms, registration, etc.)
- Company/Organization may print the name, logo, product on the notepads for distribution



> Partnership & Advertising Application/Contract

Company Information

Please print legibly. Information below is as it will appear in all ECCE publications and signs.

Company

Contact Person

Address _____ City _____ State _____ Postal Code _____

Country _____ Email _____

Phone _____ URL _____

Exhibit Booth Information

Please note that booth space is assigned on a first come, first served basis once payment has been received. Please contact the Exhibits Manager at (202) 973-8744 or ecce@courtesyassoc.com to check booth space availability. Please indicate size and number of booths desired:

- 10' x 10' exhibit spaces @ \$2,000
- 10' x 10' exhibit corner/end spaces..... @ \$2,250
- 10' x 20' exhibit spaces..... @ \$3,800
- 20' x 20' exhibit spaces..... @ \$7,500

Please indicate top 3 booth choices:

1) _____ 2) _____ 3) _____

Booth Space Total \$ _____

University Lounge Information

A discounted table top will be provided for an exhibit display. Please note that table top space is assigned on a first come, first served basis once payment is received. Cost applies to table top space only and does not include conference registration.

- Table top exhibit display.....\$1,000

University Lounge Total \$ _____



Partnership/Advertising Opportunities

Signature Partnerships

- Platinum Level *Exclusive!*.....\$15,000
- Gold Level.....\$7,500
- Silver Level.....\$5,000

Write-in partnership item name and cost.

Partnership Item _____ Cost \$ _____
 Partnership Item _____ Cost \$ _____

Partnership/Advertising Total \$ _____

ECCE Program Advertisements

- Back Cover\$3,000
- Inside Cover\$2,500
- Full Page Ad\$2,000
- Half Page Ad.....\$1,500

Payment Information

Full payment must accompany application. No cancellations or refunds are issued once payment is received.

- Check enclosed payable to **IEEE Energy Conversion Congress & Exposition (ECCE) 2014**
- Credit Card: Visa Master Card American Express

GRAND TOTAL \$ _____

Card Number _____ Expiration Date _____ / _____

Name of card holder _____

Signature _____ Date _____ / _____ / _____

Signature affirms agreement to payment terms and all requirements, restrictions, and obligations set forth in the ECCE 2014 Exhibitor & Partnership Prospectus which accompanied this application and any other rules and directives which at any time are issued by ECCE 2014 in connection with the ECCE 2014 Exposition or the David L. Lawrence Convention Center. Carpet is required for all exhibit spaces. All exhibits are subject to approval and review by ECCE 2014. This form shall become a binding contract once it is executed. Signature is required.

GENERAL: The terms "Association" shall mean the IEEE Energy Conversion Congress and Exposition, its officers, committees, agents or employees acting for it in the management of the Exposition. The term "Exposition" shall mean the Energy Conversion Congress and Exposition to be held in Pittsburgh, PA, USA, September 14-18, 2014. The term "Exhibitor" shall mean any person, organization or other entity that is approved to maintain an Exhibit at the Exposition. The term "Exhibit Hall" shall mean the location within the David L. Lawrence Convention Center where the Exposition will be held. The Association shall have full power in the interpretation and enforcement of all TERMS AND CONDITIONS governing the Exposition. All matters and questions not covered by these TERMS AND CONDITIONS shall be subject to the final judgment and discretion of the Association. The association will establish the schedule for setting up, opening, closing and dismantling of the Exhibits. These TERMS AND CONDITIONS may be amended at any time by the Association upon written notice to such Exhibitors as may be affected by them.

ELIGIBILITY: The Association reserves the right to determine the eligibility of any company or product for inclusion in the Exposition. The acceptance of a booth for the Exposition does not carry the Association's endorsement of the equipment, supply or service displayed there. Exhibits and the conduct of Exhibits are subject to the approval of the Association. The Association reserves the right to require the modification of any Exhibit which, in its opinion, is not in character with the Exposition. This regulation applies to displays, literature, advertising, novelties, souvenirs, conduct of representatives, etc. The Association reserves at all times the right to approve the nature of the Exhibits and conditions under which the Exhibits are displayed.

ASSIGNMENT OF SPACE: Booth assignments are generally made on a first-come, first-served basis, taking into consideration representation at previous Energy Conversion Congress and Expositions, the date a request is received, availability of requested area, the amount of space requested and special needs and compatibility of Exhibitors. The Association, however, reserves the right in its sole discretion to use other assignment criteria. The Association also reserves the right to reconfigure booth space and relocate an Exhibit as necessary with the understanding that the Exhibitor shall be notified prior to such relocation.

BOOTH CONSTRUCTION AND ARRANGEMENT: Exposed parts of the display must be finished so as not to be objectionable to other Exhibitors and/or the Association or such parts will be ordered draped by the Association and billed to the Exhibitor. Equipment or products exceeding the height limitation may be permitted for island Exhibitors provided written approval is granted by the Association. Overhead canopies or simulated ceilings cannot extend out over the front two feet of the booth space, and must comply with all fire regulations. Submissions of layouts for booths with hard walls and canopies or simulate ceilings to the Fire department are required. Sidewalls of booths are limited to the same height as the backwall, but within 4 feet of the front line and from that point to the aisle — 42 inches. No display equipment over 42 inches in height may be placed in the front 2 feet of Exhibit space. In all single booth corner locations, the backwall is considered the same as the backwall of all other booths in the same continuous row except for those Exhibitors that have reserved the two end corner booths adjoining each other.

Electrical, pneumatic and hydraulic equipment must meet requirements of all electrical, safety and other applicable codes.

CARE OF EXHIBIT SPACE: The Association will arrange for installation and sweeping of aisle carpeting daily. The Exhibitor shall keep in good order the space occupied by the Exhibitor. The Exhibitor may not place anything in the aisles during open hours of the Exposition. The Exhibitor assumes responsibility of returning the Exhibit space to the Exhibit facility in the condition in which it is found: clean, undamaged and unmarred.

CIRCULATION AND SOLICITATION: Distribution of circulars or promotional mate-

rial may be made only within the booth assigned to the Exhibitor presenting such material. No firm or organization will be permitted to solicit business within the Exhibit area unless it has been assigned space at the Exposition.

COMPLIANCE WITH LAW: The Exhibitor shall comply with all applicable laws, ordinances, and regulations and shall secure the full compliance therewith from all of its employees, agents and visitors. Exhibitors must adhere to the rules and regulations set forth by the David L. Lawrence Convention Center, including those in the Event Planners Handbook.

CONTRACTOR SERVICE AND INFORMATION: The Association will select a company to be the official contractor to provide service to Exhibitors. The contractor will provide labor, equipment and supervision. Complete information, instructions and schedule of prices regarding shipping and drayage, labor for erecting and dismantling, electrical, furniture and carpet rental, cleaning, etc., will be included in the Exhibitor's Service Kit to be posted at the website approximately 6 months prior to the event for advance planning. Show management will provide vacuum sweeping of aisles once each night during open days. Aisles will be maintained during show hours. Any individual booth cleaning shall be contracted at the Exhibit Service Coordinator Service desk.

DEMONSTRATIONS: If you plan to have any demonstrations using hydrogen, or any other potentially flammable substance in your booth in the Exhibit Hall, you must inform the Exhibits Manager in writing by June 13, 2014 of the following four items: (1) Amount of hydrogen being used. (2) How the hydrogen will be stored. (3) Dates hydrogen will be onsite in the Exhibit Hall. (4) Contact name and phone number for onsite representative responsible for hydrogen canisters. Upon receipt of the above information, your submission will be reviewed by the Event Manager to ensure that your use of hydrogen at the show is authorized and adheres to local Convention Center safety regulations, as well as, the local Fire Departments safety regulations. An e-mail confirmation of approval will be sent out to all necessary parties by July 14, 2014.

"EARLY TEARDOWN" POLICY: Early teardown or dismantling of booths by exhibitors is strictly prohibited. Early teardown or dismantling disrupts the integrity of the show and endangers attendees still in the exhibit hall. By signing the booth space agreement, exhibitors agree to remain on the exhibit hall floor with their booths fully in place until the official close of the trade show, as stated above. Any exhibitors dismantling their booths prior to the scheduled time will be penalized a \$500 fine. This fine must be paid before the exhibitor may apply to exhibit at future shows. Show Management will monitor and enforce this policy. Please plan your travel accordingly.

ELECTRICAL: Non-grounded two (2) wire 110v extension cords are NOT permitted. Most of these cords are only listed for residential use. Extension cords shall not run under carpet or rugs unless designed to do so, or if it is approved by the in-house electricians. There shall be a two (2) foot clearance between halogen or other high intensity lights and combustibles or per the manufacturer's instructions. Halogen and other high intensity lighting shall have the original factory guards in place over the lens/glass. All electrical cords, devices and equipment shall be free from defects and operated per their manufacturer's instructions. All electric cords in the path of travel shall be taped down to prevent tripping. All electric devices shall be listed by a nationally recognized laboratory, i.e., UL / FM. Placement of cables along floors, aisle ways, doorways or other areas that can create a trip hazard or prohibit accessibility is prohibited. If cords do not exceed a #2 pencil size they may be taped down. The tape shall cover the cord in a parallel direction.

EQUIPMENT DELIVERY: Exhibitors will be responsible for delivery of their own equipment and/or display material to the Exposition Center and for removal of equipment and/or display material. The official drayage contractor shall control all traffic into and out of the Exhibit area to minimize delays and tie-ups. The Exhibitor assumes full responsibility for the delivery of its materials to the space,

which is assigned for the purpose of exhibiting its product, service or materials. The Association assumes no responsibility for the performance of services by common carrier, express services, the U.S. mail, telephone and telegraph companies or any other service for which the Exhibitor may wish to make a contract.

EVENT SCHEDULING: Partner-sponsored social functions conflicting with the timing of the 2014 Energy Conversion Congress and Exposition events listed in the Advance Program are strictly prohibited. Non-compliance with this policy will result in the loss of the opportunity to participate in future Energy Conversion Congress and Exposition Seminars.

EXHIBIT DISMANTLING: Exhibits will close promptly at 6:00 p.m. on Tuesday September 16, 2014 and must be dismantled/packed for removal no later 10:00 p.m. on Tuesday, September 16, 2014. Shipping labels and shipping bills of lading must be prepared and provided for the return of all crates, cartons, etc. Company employees must be present for the dismantling and packing of the displays until the booth area is empty.

EXHIBIT SCHEDULE: Employees manning the booth must have Exhibitor badges. The display area will be closed to Exposition Attendees except during scheduled Exhibit hours; however, registered Exhibitors will have access at all hours. The Association shall have sole control over attendance policies at all times. Exhibitor personnel MUST be properly registered in order to staff a display and must wear (non-transferable) registration badges during move-in and Exhibit hours.

EXHIBIT INSPECTION: All Exhibits will be subject to inspection by the Exhibit Manager one hour before the opening of the Exhibits. Exhibitors found to be in violation of the rules will be requested to comply, or dismantle their Exhibits.

EXHIBIT SPACE DISPLAY: No Exhibit will be permitted to interfere with the light, space, comfort or view of another Exhibit. Displays shall comply with the following: (a) Backwall shall not be higher than 8 feet overall. (b) Sidewalls shall not be higher than 36 inches except on island spaces. (c) All backwall illumination must either be indirect or muted by translucent panels. (d) Aisles must be kept clear from flooring to ceiling. Floodlights, if used, must be directed to shine entirely within the booth area so that no interference with neighboring booths results. All draperies, carpets, decorations, etc., used in the display must be of a nonflammable nature. Animated signs or flashing lights (other than animation of product or actual product operation) are prohibited on or in the area of the Exhibit floor. Signs, handbills or other devices are strictly limited to the booth space assigned. Combustible materials such as pamphlets and other paper products shall be limited to a one (1) day supply and maintained in an orderly fashion inside the booth. No storage is allowed behind the booths. Loudspeakers will not be permitted. Musical instruments, radios, projection machines, record players, VCRs, televisions, or any noise creating device or amplifying systems shall be operated only at a level which will not interfere with other Exhibitors or add unduly to general acoustic inconvenience, and their operation must conform to the Exhibit Manager's requirements. All audiovisual and sound devices must be relevant to the Exhibitor's products. Each Exhibitor must keep an attendant in the display booth during the open hours of the Exhibit. Attendants must be bona fide employees or representatives of the Exhibitor. There is no restriction on the number of attendants per booth; however, attendants must wear Exhibit badges and be fully registered as Exhibitors. The Exhibitor must pay all costs incurred in the operation of its booth. This provision specifically covers expenditures incurred for lights, power, water and other utilities or services in connection with its own booth. The Association shall provide aisle carpeting. Measurements shown on the floor plan of the Exhibitor's Prospectus are not warranted but are as accurate as possible. The Exhibit Manager reserves the right to modify these plans, as necessary, to meet the needs of Exhibitors and the Exposition. The Association retains the right to refuse or deny any Booth Space Application submit-

ted for this event, in which case the Energy Conversion Congress and Exposition shall return applicant's rental fee. The Energy Conversion Congress and Exposition shall not be deemed to have approved an application until the Energy Conversion Congress and Exposition has both received the deposit fee and returned a photocopy of the application form to the applicant with notification of booth(s) assigned. Exhibitors shall not assign, sublet or share space without the knowledge and prior written consent of the Exhibit Manager. Exhibitors may show only the goods they manufacture or deal in during their regular course of business. Because of the large number of companies exhibiting similar, or related product lines, the Energy Conversion Congress and Exposition cannot guarantee that a company exhibiting similar products or a competitor will not be located in a nearby or adjoining booth space. The Exhibit Manager reserves the right to restrict or evict Exhibitors because of noise, method of operation, materials, or any other reason, that is deemed objectionable by the Exhibit Manager. The Exhibit Manager also retains right to prohibit or evict any Exhibit that, in the opinion of the Exhibit Manager, may detract from the general character of the Exhibit as a whole. This reservation includes persons, things, conduct, printed matter or anything of a character that the Exhibit Manager determines is objectionable to the Exhibit or that interferes with the activities of neighboring Exhibitors. In the event of such restriction or eviction, the Energy Conversion Congress and Exposition is not liable for any refunds or rentals or other Exhibit expense. Please submit for approval all plans for island and any special or unusual Exhibit, to the Exhibit Manager by June 27, 2014. To ensure your exhibit space is approved; please bear in mind the overall appearance of the exhibit and the rights of neighboring Exhibitors. **FLAMMABLE MATERIALS:** ALL EXHIBIT/DISPLAY CONSTRUCTION, DECORATION MATERIAL, AND DRAPE must be flame retardant. Oil cloth, tar paper, nylon, plastic cloth, and certain other plastic materials that cannot be rendered flame retardant, through spray or dip application, are prohibited. Vertical carpet is also prohibited unless it is flame retardant. Please have the material's fire resistive documentation available prior to the show opening. If documentation for the material is not available then proof of satisfactory flame retardancy may include a field flame test based on NFPA 701*. This will require the material to have a 1 X 4 inch sample cut. *Please note that the NFPA 701 test is a "destructive test" and the sample could be discolored or destroyed. Plywood less than 1/4" in thickness must be flame retardant treated lumber. The product shall not be painted or similarly modified until the material has been inspected and the flame retardant marking/labeling verified. **HAZARDOUS MATERIAL:** Material Safety Data Sheets (MSDS) are required to be onsite and accessible for all approved hazardous materials brought into the facility. ALL hazardous materials shall be approved by the David L. Lawrence Convention Center prior to being brought into the facility. The following hazardous materials are PROHIBITED: LPG cylinders in excess of 2.5 pounds (1 kg) water capacity; Flammable compressed gases, such as acetylene; Flammable liquids, including but not limited to, gasoline, kerosene, cleaning solvents, thinners and other petroleum-based liquids except those allowed in section LIQUID AND GAS FUELED VEHICLES; Pool chemicals, pesticides, herbicides, poisons, and other such products; Explosive materials, unless approved by the Event Manager, such as pyrotechnic materials; Cryogenics (i.e. liquid nitrogen, liquid oxygen), unless approved by the Event Manager. Hydrogen tanks would also need to comply with the 1/4 requirement (gas or liquid). The emergency shut off for the tank will also need to be closed to prevent the escape of product. **INDEMNIFICATION:** The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damages to persons and/or displays, equipment and other property brought by it upon the premises used for the Exposition. The Exhibitor shall indemnify and save harmless the Energy Conversion Congress and Exposition, the David L. Lawrence Convention Center, and their owners, members, affiliated agents, servants, employees and assigns from any and all

loss, damage, claims, actions and suits whatsoever, together with all costs, expenses and attorney's fees in connection therewith, which shall grow out of any injury or death of persons or damage to or destruction of property (tangible or otherwise), caused by, resulting from or otherwise connected with activities of the Exhibitor at the Exposition. **LABOR REGULATIONS:** The Exhibitor is cautioned that the conditions of union labor vary from city to city and from state to state and it must inform itself of the particular local conditions prevailing in regard to labor transactions at the time it engages any laborer, carpenter, electrician, plumber, decorator, etc., or any other person employed for the service of its booth. All work in connection with Exhibits requiring hired labor should be referred to the official contractor. Labor expenses for each booth (other than pipe and drape and sign installation) shall be absorbed entirely by Exhibitor. **LIABILITY AND INSURANCE:** The Exhibitor assumes entire responsibility for, and hereby releases the Energy Conversion Congress and Exposition, the selected exhibit services contractor, the David L. Lawrence Convention Center and their members, employees, officers, directors, agents and assigns from any and all liability resulting from, arising out of, or in any way connected with Exhibitor's Exhibit or Exhibitor's negligence or intentional acts or omissions at the Exposition (including, but not limited to, installation, operation, use, visitation and removal of the Exhibit or use of the Exhibit Hall). Exhibitor shall obtain insurance sufficient to cover liability for personal injury and for damage to third party property resulting from its participation at the Exposition. It shall be solely the Exhibitor's responsibility to obtain adequate additional insurance for Exhibitor's participation in this event, including but not limited to insurance covering event cancellation and event interruption. The Energy Conversion Congress and Exposition is not responsible for the loss of any material, whatever the cause. Exhibitors must leave their space clean. Exhibitors assume all responsibility for any damage their Exhibits may cause to the David L. Lawrence Convention Center. The obligations set forth in this Section shall survive termination, performance and expiration of the Exhibitor's contract. **LIQUID AND GAS FUELED VEHICLES:** Vehicle fires are a common type of fire that Fire Departments respond to on a daily basis. When outside, they present unique hazards to Firefighters. When inside buildings, they can be extremely dangerous not only to the Firefighters but to the attendees and structure as well. To help ensure that we adequately prevent the possibility of a vehicle fire in the David L. Lawrence Convention Center, the Convention Center has requirements for the displaying of vehicles inside the building. If you have questions please contact Jamie Huckleberry, Director of Event Services, with the David L. Lawrence Convention Center at (412) 325-6157 or jhuckleberry@pittsburghhcc.com. The David L. Lawrence Convention Center will verify the inspections and vehicles conform to fire code. No Fire Department permit is required for vehicle displays. All fuel tank fill caps shall be self locking or taped in an approved manner to prevent tampering. Fuel in the fuel tanks shall not exceed one quarter of the tank capacity or five (5) U.S. gallons (18.9L), whichever is less. The battery's positive post must be disconnected. Q: What about Semi trucks? A: We understand that Semi trucks cannot operate with 5 gallons or less of fuel down or up the ramps to the exhibit halls. Therefore, if the Semi's tractor is on display it shall have the smallest amount of fuel in its tank to make it into the exhibit space. Vehicles or equipment shall not be fueled or defueled on City of Denver property. The battery's positive post must be disconnected. If approved by the Event Manager, batteries used to power auxiliary equipment may be permitted to be kept in service. Q: What if I would like to display the vehicle's sound or electronics? A: The in-house electrical company can provide shore power to the vehicle. The exhibitor will need to provide an inverter. CNG, LNG, propane, natural gas, and hydrogen fuel tanks shall be empty (zero pressure) or inert and the emergency shut off valve(s) shall be closed. RVs, campers, tractor trailers, and other vehicles with more than 120 square feet of ceiling shall have an operational smoke detector per divided section. It may be necessary to inspect, move, or relocate a

vehicle before a show. For this reason, it is recommended that a set of keys be available on site for all vehicles. Fuel storage shall be located outdoors in approved cabinets. **PAYMENT:** The fee for rental payment, less any previously paid deposit(s), shall be due June 28, 2014. If an exhibitor fails to make payment(s) according to the posted deadlines, then the Exhibitor's right to exhibit may be cancelled by the Association without further notice. **PHOTOGRAPHY:** The Exhibitor shall not photograph, videotape, audiotape or create any similar recording of any portion of the Exposition other than its own Exhibit without the prior written authorization of the Exhibit Manager. **REPAIR OF DAMAGES:** The cost of repairing any damage caused by the Exhibitor, its employees, representatives or agents to the property of others and the David L. Lawrence Convention Center shall be the responsibility of the Exhibitor. Nothing will be posted on, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture or property of others or of the Exhibit area. **REASSIGNMENT OF SPACE:** Exhibit space not occupied by 12:00 pm on the opening day of the Exposition, Monday, September 15, 2014, may be reassigned by the Exhibit Manager to another Exhibitor without refund of the rental paid. **RECRUITING:** As per IEEE Policy 10.1.24, job recruiting at IEEE conferences is inappropriate and is actively discouraged. **REFUND FOR CANCELLATION:** All cancellations by Exhibitors must be in writing and must be submitted to Energy Conversion Congress and Exposition Management office by June 27, 2014. A \$500.00 cancellation fee for each booth space is non-refundable regardless of date of notice of cancellation. Persons whose written cancellations are received by the Energy Conversion Congress and Exposition Exhibit Management office after June 27, 2014 shall forfeit all payments made and be obligated in full for the total Exhibit rental fee. If the Exposition is cancelled for any reason beyond the control of the Energy Conversion Congress and Exposition, the Energy Conversion Congress and Exposition will refund each Exhibitor's rental payment on a prorated basis after all related Exposition expenses incurred to that date have been met, thereby canceling the rental charge and lease of space. The Exhibitor agrees that this prorated refund shall release the exhibitor from its obligations under its contract with the Energy Conversion Congress and Exposition and shall release the Energy Conversion Congress and Exposition from any liability to the Exhibitor. **SECURITY:** General overall 24-hour access control will be provided by the Association for the Exposition period including move-in and move-out. However, the Association is not responsible for the loss of any material by or for any cause, and urges the Exhibitor to exercise normal precautions to discourage pilferage. Exhibitors will be provided specified time periods, prior to each day's show opening and subsequent to each day's show closing, to prepare, adjust, alter, etc. their Exhibit area. Only registered Exposition Attendees and Exhibitors and registered guests will be authorized to enter during Exhibit periods. **STORAGE:** Proper identification will be available at the service center on the Exhibit floor and is to be attached to each piece to be placed in storage. Packaging materials such as paper and excelsior must be totally enclosed in containers. **SUBLETTING SPACE:** The subletting, assignment or apportionment of the whole or any part of the Exhibitor's space, by an Exhibitor, is prohibited. No Exhibitor may permit any other party to exhibit in their space any goods other than those manufactured or produced by the contracting Exhibitor, or permit the solicitations of business by others within their exhibit space. **ADDITIONAL MATTERS; AMENDMENT TO RULES:** Any and all matters or questions not specifically covered by the preceding TERMS AND CONDITIONS shall be subject solely to the discretion of the Association. These TERMS AND CONDITIONS may be amended at any time by the Association with sufficient notice to Exhibitor and all amendments so made shall be binding on Exhibitors equally with the foregoing TERMS AND CONDITIONS. **INCORPORATION BY REFERENCE/LAWS APPLICABLE:** All terms set forth herein are expressly incorporated by reference into the original Booth Space Application and Contract and are to be treated as having full legal efficacy for enforcement of same.



IEEE ENERGY CONVERSION CONGRESS & EXPO | PITTSBURGH, PA, USA | SEPTEMBER 14-18, 2014



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EXHIBITOR & PARTNERSHIP PROSPECTUS

Conference > September 14-18, 2014 Exposition > September 15-16, 2014

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