Dear Prospective Sponsor/Exhibitor:

We are pleased to extend to you and your company the opportunity to exhibit and sponsor events at the 2023 IEEE Electrical Insulation Conference (EIC). This is shaping up to be a very exciting conference to be held in beautiful and historic Quebec City, Quebec, Canada! The conference will run from June 18 to June 22 in the Quebec City Convention. This event is fully sponsored by the IEEE Dielectrics and Electrical Insulation Society (DEIS).

EIC is the world’s premiere applied electrical insulation conference where insulation material technology and advanced testing techniques are discussed by experts in the field. Over 25 different countries gather in this venue to validate the truly international nature of the conference and its participants. For 2023 we anticipate approximately 300 participants during the 5- day event consisting of oral/poster presentations and technical discussions in the fields of power and distribution transformers, rotating machinery, high voltage machine design, testing techniques and diagnostics, partial discharge phenomena, nanodielectrics, and medium and high voltage cables.

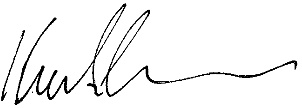
Attendees to EIC are expected to represent a wide range of technical expertise, including insulation material manufacturers, researchers from academia, the private sector, and government laboratories, testing equipment manufacturers, high voltage laboratories, industry end-users, government entities and students from all over the world. This unique event EIC provides an extensive network platform for knowledge exchange, business opportunities, and career path orientation.

A unique opportunity in 2023 is for a Sunday afternoon visit to a Hydro-Québec generation facility. Charter busses will be available. For more information regarding this tour, please check the conference website www.ieee-eic.org.

A total of 30 booth spaces are planned for exhibitors within a large area; the same space will play host to most conference food and beverage breaks (breakfast/morning/afternoon), the Sunday night reception, as well as the daily poster sessions. Our goal is to provide a comfortable and convenient atmosphere for you to meet attendees, market your products and services, and forge new business connections.

Exhibiting and sponsoring are great opportunities to maintain close relationships with previous and current customers, and to expose your company to a spectrum of industrial, government, and university organizations. Your competitors will likely be there, and we sincerely hope you will too! Please see the enclosed Exhibitor and Sponsorship Prospectus for specific details on how your company can participate. There are limited exhibitor booths and sponsor events available, and you are therefore encouraged to sign up as soon as possible in order to receive your preferred choices. *Priority for booth location and event sponsorship choices will be given on a first come, first served basis based on the receipt date of the application and reservation deposit as recorded by the online portal.*

Your contribution and involvement as a Sponsor and/or Exhibitor is vital to the continued success of our conference and our ultimate goal is to give everyone the ability to benefit from this event by providing the potential for both business opportunities as well as knowledge transfer. We are excited to include you in the 2023 IEEE EIC activities and look forward to your participation and a successful conference for everyone.

Sincerely,

Kevin Alewine

EIC Exhibits Chair

kalewine@shermco.com

**SPONSORSHIP AND EXHIBITOR PROSPECTUS**

# EXHIBITOR BOOTH SPACE

A picture containing outdoor, city, resort

Description automatically generated

The entire program will take placein the Quebec City Convention Centre, 900, boul. Rene-Levesque Est 2 etage, Quebec City, Quebec, Canada, G1R 2B5 We plan to maximize attendee traffic in the exhibition area by placing all food and beverage breaks within the ballroom as well as co-locating the poster sessions in the same area.

Each booth will typically include an 8’ (2.4 m) high draped back wall and 3’ (0.9 m) high draped side rails, one 6’ (1.8 m) draped table, two chairs, and one wastebasket, and a 7” x 44” (0.2 x 1.1 m) single line, company identification sign. Electrical outlets will be provided at each booth.

We will only be accepting exhibitor registrations via the online portal accessible via the exhibitor page of the website, www.ieee-eic.org. Assignment of booths will be completed on a first come, first served basis determined by the receipt date of the registration and deposit. Exhibitors are encouraged to visit the conference website for updates and assignments which will be kept current as much as possible.

A list of the registered conference attendees will be made available to Exhibitors and Sponsors prior to the start of the conference, and in a manner that respects the General Data Protection Regulation, which took effect in 2018. Pursuant to IEEE requirements, the EIC is adding a question to the registration form to ask for consent to provide their contact information, name, email address, and company with exhibitors

# EXHIBIT HOURS

Tentative Exhibit area hours are as follows:

|  |  |  |  |
| --- | --- | --- | --- |
|  | 8:00am to 12:00 Noon | 1:00pm to 5:00pm | 6:00pm to 8:00pm |
| Sunday, June 18 | Move-In | Move-In | Reception |
| Monday, June 19 | Exhibit | Exhibit |  |
| Tuesday, June 20 | Exhibit | Exhibit |  |
| Wednesday, June 21 | Exhibit | Move-Out |  |

Exhibitors are expected to have at least one person at their booth during the Exhibit hours listed above.

# FOOD AND BEVERAGE BREAK HOURS

Food and beverages throughout the conference will be served in the Exhibits area allowing significant potential for interfacing with attendees to showcase your company’s products and solutions. These events will include the Sunday night reception as well as Breakfast, a morning break, and an afternoon break for each of the three days of the main conference events. These events will provide over 8 hours of time for directly interacting with conference attendees. Our objective is to be sure that all attendees have ample opportunity to view the booths and interact with you during the overall conference.

**BOOTH/SPONSOR PACKAGES**

This year we are offering the following exhibit table and booth packages. Additional details and opportunities below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Kilowatt ($1,500) | 1 booth space | 1 Exhibitor Only Registration |  |  |
| Megawatt ($3,000 | 1 booth space | 1 Exhibitor Only Registration | 1 Full Conference Registration |  |
| Gigawatt ($5,000 | 2 booth spaces | 2 Exhibitor Only Registrations | 2 Full Conference Registrations | 1 Short Course Registration |

For the Megawatt or Gigawatt level we are offering a ½ page ad in the DEIS Electrical Insulation Magazine. The value of a one-time ½ page advertisement is approximately $700. For the Kilowatt level we are offering a ¼ page ad in the DEIS Electrical Insulation Magazine. The value of a one-time 1/4-page ad is approximately $350.

The Full Conference Registrations include entrance and participation in the Sunday Night Reception, the Banquet Dinner, and all Technical Sessions. A USB flash drive of the conference proceedings will also be provided. (Sponsorship for the USB Drive is available at $5,000) The Exhibitor Only Registration include entrance to the exhibitor’s area and participation in the Sunday Night Reception. If exhibitors would like to participate in the technical sessions, short courses and other social events, full conference registration is required.

Additional booth-tenders must also register if they wish to attend the technical sessions, short courses, or social events at the conference.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Kilowatt | Megawatt | Gigawatt |
| **Draped Booth Space** | 1x Booth | 1x Booth | 2x Booth |
| **Company Logo/Link on**  **Conference Website Page** |  |  |  |
| **Logo in Conference Program Booklet** |  |  |  |
| **Listed on Sponsor Page of Conference Program Booklet** | ½ page sheet | 1x full page sheet | 2x full page sheets |
| **Complimentary wi-fi access** |  |  |  |
| **Exhibitor registration** | 1 x exhibitor only registration | 2 x exhibitor only registration | 2 x exhibitor only registration |
| **Complimentary Conference Registration** |  | 1x Full Registrations | 2x Full Registrations |
| **Complimentary Short Course Registration** |  |  | 1x Course Registrations |
| **Company**  **advertisement during dinner banquet** |  |  |  |
| **Advertising in Electrical Insulation Magazine** |  | ½ page (only once) | ½ page (only once) |

# ADDITIONAL EVENT AND OTHER SPONSORSHIP PACKAGES

The Event Sponsorship packages include a variety of ways for your company to participate and obtain additional visibility with all attendees:

## Major Event Sponsorships

* *Conference Welcome Reception* (Sunday, June 18, 2023)
  + Two Sponsorships Available at $1,500 each - (2 opportunities available)
  + Or one Exclusive Sponsorship at $2,500
* *Conference Banquet Reception Hour* (Tuesday, June 20, 2023)
  + Two Sponsorships Available at $1,500 each - (2 opportunities available)
  + Or one Exclusive Sponsorship at $2,500

## Minor Event Sponsorships

* Morning Breakfast for Each of 3 Days
  + 1 Sponsor/Day at $1000 each - (3 opportunities available)
* Morning Coffee Refreshment Breaks for Each of 3 Days
  + 1 Sponsor/Day at $500 each - (3 opportunities available)

Afternoon Refreshment Breaks – Monday “From the Oven” Treats, Tuesday “Arctic Breeze” Ice Cream

* + 1 Sponsor/Day at $1,500 each - (2 opportunities available)

**NON-EXHIBITOR SPONSORSHIP OPPORTUNITIES (Daily Events and Reception Sponsorships are also available, see above)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Silver**  **Conference Sponsorship ($500)** | | **Gold Conference Sponsorship ($2,000)** | **Platinum**  **Conference Sponsorship ($3,500)** |
| **Company Logo/Link on Conference Website Page** |  |  |  |
| **Logo on Conference Program booklet** |  |  |  |
| **Sponsor Recognition by**  **Conference Chair during Morning Announcements** |  |  |  |
| **Signage Recognition during Sponsored Events** |  |  |  |
| **Sponsor-provided Gift during Sponsored Events** |  |  |  |
| **Advertisement during Banquet Dinner** |  |  |  |

# CONFERENCE INFOMERCIALS

The event will provide dedicated time slots for infomercials during the technical program. An infomercial consists of a 10-minute presentation by any registered exhibitor, and may be completely commercial in nature. It is intended to provide the exhibitor better exposure to potential customer base and promote their technical capabilities, products and services to the entire audience. Infomercials will run during the technical program. Audience size is not guaranteed.

The cost of one 10-minute infomercial is $250 (10 opportunities available).

Assignment of infomercials will be completed on a first come, first served basis determined by the receipt date of the payment.

## Check or Wire Transfer Payments

Applications require a 50% minimum deposit before a booth will be held, except in cases where a wire transfer or check is the method of payment; in such cases, a minimum $500 credit card deposit will be required to provisionally secure a booth, and the remainder of the 50% minimum deposit shall be due no later than 5:00pm (EST) on 31 January 2023. Payment in full is required by 5:00pm (EST) on 15 April 2023. All applications received after 15 April 2023 must be accompanied by full payment.

All cancellations must be made in writing and will be based on the following schedule of refunds:

***Before 15 April 2023 - Refund Less $100 processing fee On or after 15 April 2023 - No Refund***

## Have any other ideas for sponsorship?

How can we better help to promote your products and/or services? If you have any additional ideas for sponsorship concepts, promotions, or items that we can potentially provide you, please ask!! Contact Kevin Alewine at [kalewine@shermco.com](mailto:kalewine@shermco.com) or 1-569-236-2264 Mobile