



June 2-6, 2024
Minneapolis, Minnesota USA

Exhibitor Prospectus



Dear Prospective Sponsor/Exhibitor:

We are pleased to extend to you and your company the opportunity to exhibit and sponsor events at the 2024 IEEE Electrical Insulation Conference (EIC). This is shaping up to be an extremely exciting conference to be held in the beautiful City of Minneapolis, Minnesota! Famous for its severe winters, the region offers gorgeous springs and summers. The conference will run from June 2 to June 5 at the Radisson Blu Mall of America Hotel. Additional working group meetings will be held on June 6th. This event is fully sponsored by the IEEE Dielectrics and Electrical Insulation Society (DEIS).

EIC is the world's premier 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 2024, we anticipate approximately 300 participants during the 5-day event consisting of oral/poster presentations and technical discussions in the fields of rotating machines, transformers, and reactors, substation insulation coordination, transportation systems (cars, railway, airplanes, boats), technologies for cables and accessories, power electronics, condition assessment, life expectancy and failure investigation of major and critical substation equipment.

Attendees to EIC represent a wide range of technical expertise, including insulation material manufacturers, researchers from 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 provides an extensive network platform for knowledge exchange, professional networking, business opportunities, and career path orientation.

A total of 30 booth spaces are planned for exhibitors within a large area (See floor plan) reserved for this activity on the second floor of the Radisson Blu Hotel at Mall of America. Next to the "Lakes Ballroom", the open Foyer and the Sky Bridge are dedicated to EIC 2024 exhibitors. This area will be arranged to maximum traffic. Most of the conference food and beverage breaks (breakfast/morning/afternoon), the Sunday night reception, as well as the poster session will be in the same area with our exhibitors. 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 sponsorship opportunities available, and you are therefore encouraged to sign up as soon as possible to receive your preferred choices. *Priority for booth location and event sponsorship choices will be given on a first come, first served basis, upon confirmation 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 2024 IEEE EIC activities and look forward to your participation and a successful conference for everyone.

Sincerely,

Dr. Diego Robalino, SMIEEE
EIC 2024 Exhibits Chair
diego_robalino@ieee.org



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SPONSORSHIP AND EXHIBITOR PROSPECTUS

EXHIBITOR BOOTH SPACE

An aerial view of the Mall of America allows one to have a perspective of its size. The largest mall in the USA has two hotels attached, a JW Marriot and a Radisson Blu.

The entire program will take place at the Radisson Blu Hotel, 2100 Killebrew Drive, Bloomington, MN 55425, which is directly connected to the Mall of America. Attendees' traffic in the exhibition area will be maximized by placing all food and beverage breaks as well as the poster sessions in the same area. Access to the conference will be exclusively through the "Sky Bridge" and "Foyer", where the sponsor's booths will be positioned.



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, and two chairs. 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.

A list of the registered conference attendees will be made available to Exhibitors and Sponsors before the start of the conference, and in a manner that respects the General Data Protection Regulation, which took effect in 2018. According 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:

	8:30 am to 12:00 pm	1:30 pm to 5:00 pm	6:00 pm to 10:00 pm
Sunday, June 2		Move-In	Reception and Plenary
Monday, June 3	Exhibit	Exhibit	Social evening
Tuesday, June 4	Exhibit	Move-Out	Banquet
Wednesday, June 5	Conference Presentations	Working group meetings	
Thursday, June 6	IEEE Material Subcommittee meeting (invitation only)		

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

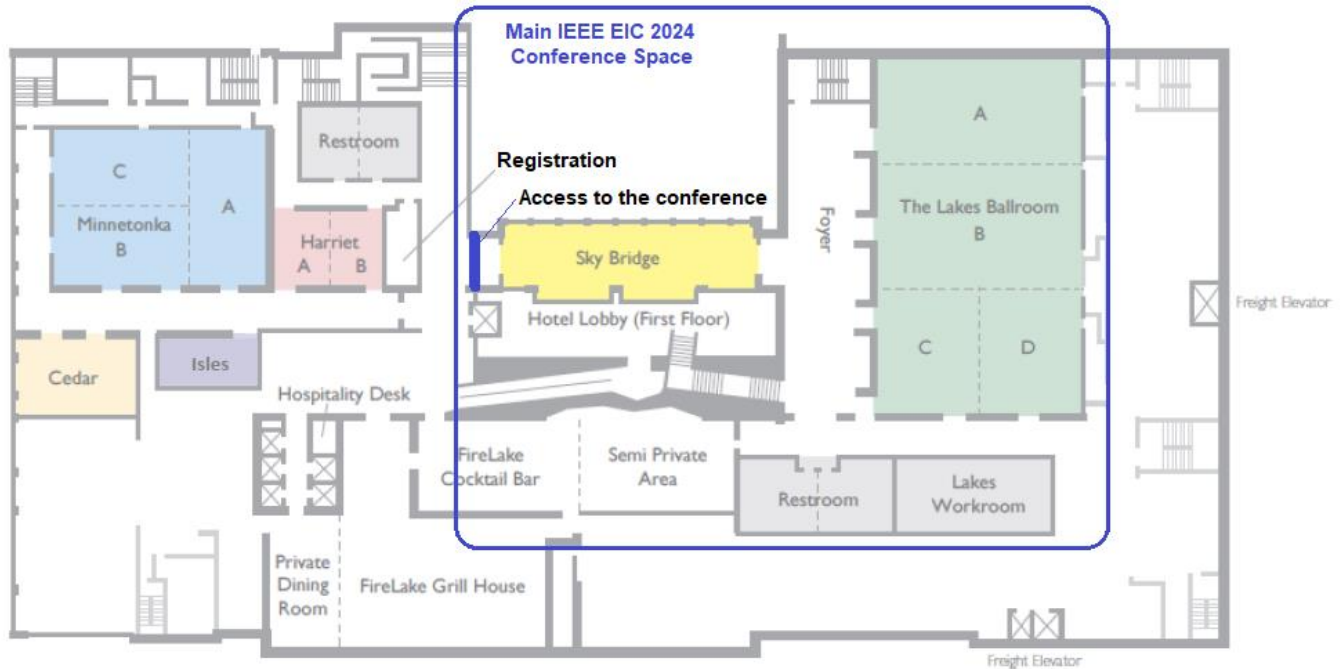


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FLOOR PLAN



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. All Poster Sessions will also happen in the same space, with the posters positioned amidst the booths. The Expo will run from Sunday's night reception and finish on Tuesday afternoon. These events will provide valuable time for you to interact, network, exchange information, and open significant business opportunities. Our objective is to provide a comfortable space and time for you and attendees to interact, visit your booth, and learn more about market needs and the products and services you provide.

BOOTH/SPONSOR PACKAGES

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

Kilowatt Cost = \$2,500	1 booth space	1 Registration	
Megawatt Cost = \$3,500	1 booth space	2 Registrations	5 min Infomercial (corporate video)
Gigawatt (only 2) Cost = \$6,000	2 booth spaces	3 Registrations	5 min Infomercial + 30 min presentation

The Megawatt and Gigawatt sponsors will have a chance to present a 5-minute video or live presentation after the Keynote speaker on Sunday evening. The Gigawatt sponsors will also have the opportunity of a 30-minute technical presentation during either Monday or Tuesday morning plenary session, where a technical presentation referencing products will be allowed.



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The Full Conference Registrations include entrance and participation in the Sunday Night Reception, the Banquet Dinner, and all Technical Sessions. A USB flash drive with the conference proceedings will also be provided.

Additional booth-tenders must also register if they wish to attend the technical sessions, short courses, or social events at the conference, or they will have access exclusively to the booth area. Please consult with our Registration Chair or Exhibitors' Chair.

	Kilowatt	Megawatt	Gigawatt
Draped Booth Space	1x Booth	1x Booth	2x Booth
Company Logo/Link on Conference Website Page	✓	✓	✓
Logo in Conference Program Booklet	✓	✓	✓
Complimentary wi-fi access	✓	✓	✓
5 – minute Exhibitor Presentation on Sunday		✓	✓
30 Min. Tech/Comm (Informercial) during Morning Plenary Sessions			✓
Complimentary Conference Registration	1x Full Registration	2x Full Registrations	3x Full Registrations

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 2, 2024)
 - ✓ One Exclusive Sponsorship at \$2,500 - includes the presentation of a corporate short video
- *Conference Banquet Reception Hour* (Tuesday, June 20, 2023)
 - ✓ One Exclusive Sponsorship at \$3,500 - includes the presentation of a corporate short video

Minor Event Sponsorships

- Morning Breakfast for Each of the 3 Days
 - ✓ 1 Sponsor/Day at \$1000 each - (3 opportunities available)
- Morning Coffee Refreshment Breaks for Each of the 3 Days
 - ✓ 1 Sponsor/Day at \$500 each - (3 opportunities available)
- Afternoon Refreshment Breaks for Each of the 2 Days
 - ✓ 1 Sponsor/Day at \$500 each - (2 opportunities available)

Additional Sponsorships Opportunities

- Giveaways for the Conference Bags (items sent to org will be added - 350 minimum)
- Lanyards – Sponsor to provide the lanyards (350 minimum)
- Signages Sponsoring – Provide 6 self-stand banners / directional signs (company logo displayed)



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PAYMENTS (CHECK OR WIRE TRANSFER)

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 5:00 pm (EST) on 31 January 2024. Payment in full is required by 5:00 pm (EST) on 15 April 2024. All applications received after 15 April 2024 must be accompanied by full payment.

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

Before 12 April 2024 - Refund Less \$100 processing fee

On or after 12 April 2024 - 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 our Exhibitors' Chair Dr. Diego Robalino (diego_robalino@ieee.org)

<p>Dr. Diego Robalino, SMIEEE</p> <p>Exhibitors' Chair 2024 IEEE 42nd Electrical Insulation Conference (EIC) ieee-eic2024@conftool.org</p> <p> </p>	<p>EIC conference Website www.ieee-eic.org</p> <p>Paper Submission Website</p> <p></p>
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