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DEADLINE: APRIL 1, 2011

HILTON BALLPARK

ST. LOUIS, MO

Gateway to Change: Shift Ideas to Results

IDEA E-BIZFORUM

SEPTEMBER 26-28, 2011

Exclusive Sponsor Sneak Peek

Stand Out from the Crowd at the Electrical eBusiness Event of 2011



IDEA E-BIZ FORUM 2011

Stand out from the crowd at the training and educational event for B2B eCommerce leaders and senior management in the electrical supply chain.

ABOUT THE FORUM

The Forum is your opportunity to shine amongst the most dedicated audience of B2B eCommerce professionals. B2B leaders come to this training and educational event to discover how to utilize the latest eBusiness strategies and technologies to optimize performance throughout all business sectors. The Tech Center will run in conjunction with the event.

The Forum is jointly hosted by IDEA (www.idea-esolutions.com), the National Association of Electrical Distributors (NAED), the National Electrical Manufacturers Association (NEMA), Electro-Federation Canada (EFC), and the National Electrical Manufacturers Representatives Association (NEMRA).

Who are you likely to run into?

The event is tailored to senior executives, B2B eCommerce professionals, front-line IT staff, operations, product managers and sales/marketing managers. You'll find colleagues from just about every department within the electrical supply chain and other related verticals including retail. Expected attendance is 160 - 200 professionals.

Location:

The IDEA E-Biz Forum 2011 will be hosted in St. Louis, MO at the Hilton Ballpark. The Hilton St. Louis hotel has spectacular city views of the Busch Stadium and the Gateway Arch, stylish accommodations, luxurious facilities, state-of-the-art business center, concierge amenities and a first-rate array of food and beverage venues including Market Street Bistro, Imo's Pizzeria, Mike Shannon's Steakhouse, Starbucks®, and outdoor patios.

Hilton St. Louis at the Ballpark

1 South Broadway
Saint Louis, Missouri 63102
(314) 421-1776

THE TECH CENTER

The Tech Center is a mini-tradeshow where technology companies can demonstrate their products and engage prospective clients. The Tech Center provides an intimate setting for exhibitors to interact with attendees at the Forum Welcome Reception and throughout the entire first day.

Examples of solutions and services that interest our attendees:

- Data Management, Quality, Integration, Synchronization
- Enterprise and B2B eCommerce Solutions and Synchronization
- eCommerce Standards
- Website and Interactive
- Cash Flow and Billing
- Warehouse/Logistics

Take advantage of this opportunity to see and be seen by decision makers. Attendees will visit and collect passport stamps from each exhibitor to win a NEW iPod Touch with Facetime!

Examples of Past Attendees:

Manufacturers

Acuity Lighting Group • BURNDY • Cooper Industries • Eaton • ERICO • General Electric • Hubbell Incorporated • IDEAL • ILSCO • Kitchler Lighting • Legrand • Lutron • Milbank • OSRAM SYLVANIA • Panduit • Pentair Technical Products • Rockwell • Rocky Mountain Pies • Shat-R-Shield • Thomas & Betts • TPI Corporation • Unity Manufacturing

Distributors

Border States • Crescent Electric • Dakota Supply Group • Graybar • HD Supply • Sonepar • Hunziker Brothers • Independent Electric • Kendall Electric • Kirby Risk • Laner Electric • Mayer Electric • McNaughton-McKay Electric • Platt Electric • The Reynolds Company • IESC/Rexel, Inc. • Standard Electric Supply • Tri-State Electric Supply • Van Meter Industrial • Werner Electric Supply • WESCO • Western Extralite



Attendee Breakdown:

35% Manufacturers
30% Distributors
25% Technology Organizations
10% Association Guests/Media

Of which are:

33% eCommerce/EDI
20% Senior Executives
15% IT Professionals
12% Sales/Marketing
20% Other (e.g. product managers and operations)

EXHIBIT AT THE TECH CENTER

Forum attendees are prepared to learn about eBusiness solutions and services as soon as they register. Exhibitors play an active role by educating and demonstrating how the latest B2B technology advancements can help attendees reach their business goals.

Included in your exhibitor rental:

- Two complimentary Forum "All Access" registrations (a \$1300 value!)
- Table top display at Welcome Reception and Tech Center
- Complimentary wireless Internet access
- Complimentary electrical drop
- Company description and link on Forum website
- Company description in program guide (deadline: 8/5/11)
- Forum attendee contact information (pre-show list sent 9/9/11; post show list sent 10/7/2011)
- Six month listing in IDEA Yellow Pages

Traffic guaranteed.

Thanks to the passport program, exhibitors can be assured booth traffic. Registration, networking events, meals and breaks all revolve around the exhibit hall.

Events to draw attendees into the exhibit hall:

- Welcome Reception and Tech Fair
- Attendee registration (located in front of the Exhibit Hall)
- Breakfast
- Networking lunch
- Morning and afternoon refreshment breaks

Exhibitor fees:

\$1,600 before June 30

\$2,100 July – August 27

\$2,600 after August 27

Specials: Additional booth - \$950

Collateral in attendee gift bags - \$250/brochure

TECH CENTER SCHEDULE

Monday, September 26

12:00 – 3:00 p.m.

Tech Center Set-up

5:30 – 9:30 p.m.

Registration Opens/Tech Fair & Welcome Reception

Tuesday, September 27

7:00 a.m. – 5:00 p.m.

Tech Center Open (Closed during General Sessions)

7:00 – 8:00 a.m.

Registration/Continental Breakfast in Tech Center

10:00 – 10:15 a.m.

Morning Break in Tech Center

“The E-Biz Forum brings eBusiness leaders and topics together in an event that is unmatched by any other format. The opportunity to network and discuss the challenges and opportunities facing the industry is extremely valuable.”

Jason Archbold

Catalog Marketing Specialist
Border States

Tuesday, September 27 (Continued)

11:00 a.m. – 1:00 p.m.

Lunch in Tech Center

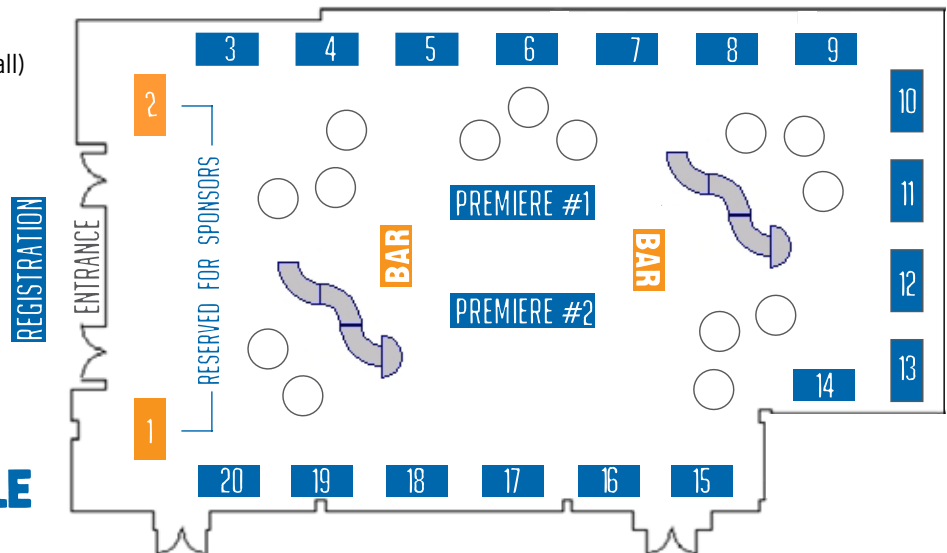
2:55 – 3:10 p.m.

Afternoon Break in Tech Center

6:30 – 10:00 p.m.

Networking Event

TECH CENTER FLOOR PLAN '11



“The Tech Center is the center of all the action. It is the one place where every exhibitor has a chance to meet with key decision makers and showcase their products and services. Year after year it has been hugely beneficial for Unilog, and we have come away with more business than we had going in.”

Suchit Bachalli

Vice President Sales
Unilog Content Solutions

SPONSORSHIP OPPORTUNITIES

GET RESULTS FROM YOUR SPONSORSHIP WITH MORE BENEFITS AND BRAND VISIBILITY!

DIAMOND LEVEL	PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
\$15,000	\$10,000	\$8,000	\$5,000	\$3,000

BECOME AN EXCLUSIVE PREMIERE PARTNER

Get all the benefits of Diamond level PLUS:

- > Exclusive location in Tech Center - 2 center booths
- > One branded item for Forum registration
- > Hotel room literature drop
- > Complimentary private meeting room
- > VIP seats at all general session presentations

	DIAMOND LEVEL	PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
Logo on general session theme slide	✓	✓	✓	✓	✓
Company literature insert in attendee registration bags	✓	✓	✓	✓	✓
VIP Pass for Corporate Executives - Free room upgrade, non-industry guest registration, networking activity pass	✓	✓	✓	✓	✓
Reserved seats and recognition at closing evening event	✓	✓	✓	✓	✓
One company branded item at sponsored event	✓	✓	✓	✓	✓
Email blast the month of the Forum or invite attendees to your booth (upon request)	2	1			
Company logo and link on IDEA & Forum home page	✓	✓			
Company logo on Forum registration bags	✓	✓			
Company logo on Forum water bottle	✓	✓			
75 word company description announced by event MC prior to sponsored event	✓	✓	✓		
Ad in IDEA Yellow Pages or eNewsletter	1 YEAR	6 MONTHS	3 MONTHS		
Ad in Forum Pocketguide	FULL PAGE	FULL PAGE	HALF PAGE		
Forum attendee contact information	✓	✓	✓	✓	
Discounted exhibitor booth - 2 registrations with booth purchase	2 FREE	FREE	50% OFF	10% OFF	
Spotlight article in IDEA's eNewsletter	✓	✓	✓	✓	
Logo on general session sponsor reel	✓	✓	✓	✓	✓
Complimentary registrations	5	4	3	2	1
Company name and link on Forum sponsor page	LOGO	LOGO	LOGO	LOGO	LINK
Corporate recognition at welcome reception AND sponsored event	✓	✓	✓	✓	✓
Announcement in IDEA's newsletter	✓	✓	✓	✓	✓
Logo on entrance sign to Tech Center and general sessions	✓	✓	✓	✓	✓
Recognition in Forum Pocketguide	LOGO	LOGO	LOGO	LOGO	NAME
Hi & lo resolution Forum sponsor logo	✓	✓	✓	✓	✓
Badge recognition (sponsor ribbons for all registered attendees)	✓	✓	✓	✓	✓

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EARLY SPONSOR DEADLINE:
APRIL 1, 2011!

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Arlington, VA 22202

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www.idea-ebizforum.com

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