



# ASME POWER 2022



Raise Your Company Profile and Awareness at ASME's 2022 Power Conference and Nuclear Forum.

We are excited to be back in person and what better location than Pittsburgh, PA! Pittsburgh is home to some of the world's most renowned learning institutions, where researchers have demonstrated cutting-edge science, launched innovative startups and provided leaders in the robotics and computer science industries.

The City of Pittsburgh and Western PA have been energy capitals since the late 19th century when Westinghouse Electric Corporation was founded there in 1886. The region continues to offer valuable resources for coal, natural gas, solar, wind turbine and geothermal technologies.

## **Why Exhibit**

Get the word out about your products and services while gaining access to power generation professionals from academia, government and industry. Share insights and learn more about your customers' needs with two days to showcase your company's assets and expand your customer base.

The 2022 ASME Power Conference brings together two of ASME's technical events on power generation and nuclear energy. The events include:

- The Power Conference with presentations and panels on the industry's latest research, technical advances, development trends and business strategies. Topics include power plant operations, maintenance, performance, economics, regulatory compliance, and construction presented by a broad range of qualified power professionals.
- The ASME Nuclear Forum with presentations and discussions on the most recent developments, challenges, and activities in the Nuclear Power Industry.



# ASME POWER 2022

## Power Attendee Demographic Information

The ASME Power Conference is a smaller gathering of industry professionals, providing for more in depth conversations among exhibitors and attendees.

**Total expected attendees in 2022: 70-100 people**

### Job Functions

- 25% Students
- 21% Professor/Educator
- 17% Engineer/Technical Professionals
- 15% Administrators
- 22% Other

### Primary Organization

- 54% Academic
- 25% Industry
- 12% Government
- 5% Other
- 4% Non-profit/Press/Publisher

### Topics of Interest

- 32% Power Plant Technology
- 26% Solar Energy
- 12% Other
- 11% Sustainability
- 8% Nuclear Energy
- 5% Fuel Cells
- 4% Wind Energy
- 2% Environmental Engineering

### Role in Purchasing

- 22% Recommends
- 20% Final Decisions
- 11% Influencer
- 10% Specify
- 37% Other





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## Exhibition Information

Secure your tabletop now for prime space availability and see how this co-located event can generate bottom-line results for your marketing dollars.

## Tabletop Space Pricing

Exhibit space rates:

Tabletop: \$1,600

**Exhibit Hours-** during Opening Reception and Cocktail Hour for the Banquet exhibitors should be at their tables. Once programming begins feel free to participate in the session. In addition we will have a table in the registration area for collateral materials and invite you to display your pull up banner in the registration area.

### Monday, July 18:

Setup: 7:00AM – 9:00AM

Exhibit: 5:30PM – 7:00PM (Opening Reception)

### Tuesday, July 19:

Exhibit: 5:30PM – 8:00PM (Awards Banquet)

Breakdown: 8:00PM – 9:00PM

**\*\*Times subject to change as the program is finalize**

## All Exhibitors Receive:

- (1) 6' skirted table with (1) power connection
- (1) Full conference badge
- Up to (1) additional technical conference badges at a discounted price of \$450
- 75-word company listing, website link and logo on conference website
- Keynote Breakfast, Opening Reception, and coffee breaks. \*\*If additional meal functions are added to the conference, exhibitors are entitled to participate as well.

**Stay ahead of the competition and meet your customers face to face.**



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## Sponsorship Opportunities

We offer a variety of sponsorship opportunities designed to maximize your company's visibility. The sponsorship program provides even more ways to stand out from the crowd and make the most of your budget.

All Sponsors receive recognition:

- On the official Show Web site and on the conference app
- On signage posted during the Show and in announcements made during the Show

## *Sponsorship Packages*

### Attendee Bag Insert

Include company literature, promotional items or giveaways in the attendee registration packets. We will place one item in the tote bags for attendees as they register. Include invitations to visit your booth or announcements of product demonstrations or other giveaways. This is a great way to ensure you reach everyone in attendance at Power!

(\$1,000.00)

### Conference Coffee Break

For great conference visibility, sponsor the session coffee breaks. Select the day of your choice. You may place literature or giveaways on the break stations.

(\$2,000.00) *Limit one daily sponsor.*

### Conference WiFi

Company name and logo will be displayed in the network ID and in the splash page each time an attendee logs on to the network using WiFi services at the venue.

(\$3,000.00) *Limit one sponsor.*

### Conference App

Company name and logo listed on the conference app

(\$3,000.00)

### Conference Bags

Company logo and event logo imprinted on bags given to all attendees, visible at the event and afterwards.

(\$3,000.00) OR produce the bags for \$1,500.00 plus production costs. ASME needs to approve the final design. *Limit one sponsor.*



# ASME POWER 2022

## Conference Audio-Visual

For maximum visibility in the session rooms, your logo will be posted on the audio-visual screens in the session rooms prior to presentations. Don't miss this opportunity.

(\$5,000.00) Limit one sponsor.

## Delegate Lunches

This sponsorship will allow for you to provide brochures and/or giveaways for the attendees on the lunch tables. Includes 10-minute presentation during lunch. Logo signage will be provided.

(\$5,000.00) Limit one sponsor daily.

## Name Badge Lanyards

Gain maximum visibility with colorful badge lanyards displaying your company name and/or logo. Your neck cords are available during registration.

(\$2,000.00) OR supply your own lanyards for \$1,000.00 plus production costs. ASME needs to approve the final design. *Limit one sponsor.*

## Custom Sponsorships

Contact Keli Bell-Cole today to discuss the sponsorship that works best for you. ASME will work with you to customize a sponsorship that allows you the best visibility and return on your investment.

### Contacts:

#### ASME Sponsorship and Exhibitor Sales

Keli Bell-Cole, CMP, CEM

Tel: 1.212.591.8013

[bellcolek@asme.org](mailto:bellcolek@asme.org)

#### ASME Event Customer Service

Jovita Frederick

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