



# POWER 2024



Raise Your Company Profile and Awareness at 2024 Power Conference and Nuclear Forum.

## **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 three days to showcase your company's assets and expand your customer base.

The 2024 ASME Power Conference and Nuclear Forum brings together two of ASME's technical events, 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, sustainable power solutions, digital twins analysis & cyber-physical systems and steam power generation, 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.



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## Attendee Demographic Information

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

**Total attendees in 2023: 96 professionals**

### 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 event can generate bottom-line results for your marketing dollars.

## Tabletop Space Pricing

Exhibit space rates:

Tabletop: \$1,800

**Exhibit Hours-** Table top exhibits will be in the pre-function area outside of the ballroom and technical session rooms. See the exhibit hours, set up and breakdown listed below. Once programming begins feel free to participate in the session.

### Sunday, September 15:

Setup: Afternoon

### Monday, September 16:

Exhibit: 9:00AM – 5:00PM

### Tuesday, September 17:

Exhibit: 9:00AM – 5:00PM

### Wednesday, September 18

Exhibit: 9:00AM – 2:15PM

Breakdown: 2:15PM – 4:00PM

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

## All Exhibitors Receive:

- (1) 6' skirted table with (2) chairs
- (1) Full conference badge
- Up to (2) additional technical conference badges at a discounted price of \$450
- 75-word company listing, website link and logo on conference website
- Opening Reception, plenary lunches, and networking 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.*





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## 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

Tel: (212) 591-8234

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