



**CONFERENCE**  
June 26-30, 2017

**EXHIBITION**  
June 27-29, 2017

Charlotte Convention Center, Charlotte, NC, USA

**Raise Your Company  
Profile and Awareness  
Among 3,000+ Power  
and Turbomachinery  
Professionals**

**at ASME's 2017  
Power & Energy Conference,  
Co-located with  
Turbo Expo and ICOPE-17**



**TURBO EXPO**  
Turbomachinery Technical  
Conference & Exhibition  
*Presented by the ASME International  
Gas Turbine Institute*



**POWER &  
ENERGY**  
Conference &  
Exhibition



## Why exhibit?

To gain access to professionals in the power generation and turbomachinery fields from industry, R&D, academia and government over three days while showcasing your products and services and building your customer base.

The 3-day exposition will be held June 27-29 in Charlotte, North Carolina with value added activities to promote traffic! Lunch in the exhibit hall are included in the registration package for exhibit booth staff.

**ASME Power & Energy Conference** brings together five of ASME's technical conferences on power generation, energy and energy sustainability. Power & Energy includes:

- ASME Power Conference is focused on the power industry's latest research, technical advances, development trends, and business strategies, including power plant operations, maintenance, performance, economics, regulatory compliance, and construction presented by a broad range of qualified power professionals.
- ASME Energy Sustainability Conference is focused on identifying innovative technologies, research and design advances, and solutions toward a path of renewable and other energy sustainability options, including utility-level integration.
- ASME Fuel Cell Conference is focused on fuel cell research and design, including practical and commercial applications from small-scale to utility-grade generation applications.
- ASME Energy Storage Forum is focused on introducing progressive research and commercial advances in energy storage technologies including utility-level storage options to mitigate system operator net load challenges and further advance renewable energy solutions.
- ASME Nuclear Forum is focused on the most recent developments in the nuclear power industry.

**ICOPE** (International Conference on Power Engineering), is co-sponsored by the Japan Society of Mechanical Engineers (JSME), the American Society of Mechanical Engineers (ASME) and the Chinese Society of Power Engineering (CSPE). ICOPE-17 is focused on both fundamental and applied topics in power engineering.

**ASME Turbo Expo** brings together the top players from around the world to share the latest in turbine technology, research, development, and application.

The events are known for their high-quality exhibitions of leading companies in the power and turbomachinery industries. This is your chance to attract new clients, visit with current ones, learn more about the changing needs of the international power and turbomachinery industries - and ultimately, increase your sales.

Together, Power & Energy, ICOPE, and Turbo Expo attract over 3,000 power and turbomachinery professionals.



**TURBO EXPO**  
 Turbomachinery Technical  
 Conference & Exhibition  
 Presented by the ASME International  
 Gas Turbine Institute

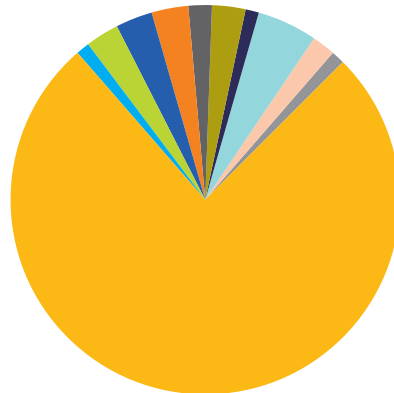


**POWER &  
 ENERGY**  
 Conference &  
 Exhibition



## Power & Energy Attendee Demographic Information in 2016

### Power & Energy Countries Represented

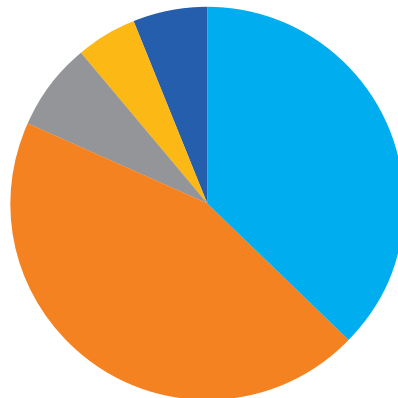


**United States 77%**  
**Europe 5%**  
**Australia 2%**  
**North America 1%**  
**South America 1%**  
**Africa 3%**  
**Asian 3%**  
**China 3%**  
**India 2%**  
**Korea 3%**  
**Japan 1%**

### Power & Energy 2016 Job Title & Industry Breakdown

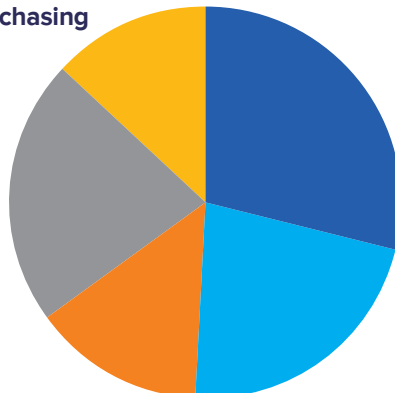
Top Job Titles Include:

- Business Development Manager
- Director of Engineering
- Engineer
- Engineering Manager
- Marketing Manager
- President
- Principal Engineer
- Project Engineer
- Sales Manager
- Senior Engineer
- Senior Project Manager
- Vice President
- Professor



**Industry/Commercial 44%**  
**Academic 38%**  
**Government 7%**  
**Non-profit/Press/Publisher 5%**  
**Other 6%**

### Power & Energy 2016 Role in Purchasing



**Final Decision 22%**  
**Specify 14%**  
**Recommend 22%**  
**Influence 13%**  
**No Role 29%**

# 2017

[go.asme.org/powerenergy](http://go.asme.org/powerenergy)



**TURBO EXPO**  
Turbomachinery Technical  
Conference & Exhibition  
*Presented by the ASME International  
Gas Turbine Institute*



**POWER &  
ENERGY**  
Conference &  
Exhibition



## Sponsorship Information

Take control of your company's exposure before, during and after the event. Featuring a variety of sponsorship opportunities designed to maximize your company's visibility, the ASME Power & Energy sponsorship program provides even more ways to stand out from the crowd and make the most of your budget.

### PLATINUM CLUB: \$20,000

- Exhibit space rate reduced by 10%
- Five 5-day Technical Conference badges
- Special discounted Technical Conference registration rate for employees
- Company provided banner prominently displayed during the Show
- Opportunity to include material in attendee bags (materials provided by sponsor)
- Full-page, 4-color ad in the online advance program & printed conference final program
- Sponsorship sign for booth

### GOLD CLUB: \$15,000

- Exhibit space rate reduced by 7%
- Four 5-day Technical Conference badges
- Half-page, 4-color ad in the online advance program & printed conference final program
- Sponsorship sign for booth
- Opportunity to include material in attendee bags (materials provided by sponsor)

### SILVER CLUB: \$10,000

- Exhibit space rate reduced by 5%
- Three 5-day Technical Conference badges
- Quarter-page, 4-color ad in the online advance program & printed conference final program
- Sponsorship sign for booth

### BRONZE CLUB: \$5,000

- Exhibit space rate reduced by 2%
- Two 5-day Technical Conference badges
- Quarter-page, 4-color ad in the online advance program & printed conference final program
- Special sign for booth

## Exhibition Information

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

## Booth Space Pricing

Exhibit space rates in Charlotte, North Carolina:

Booth Space: \$32.00 USD per square foot (For island or corner booths, add \$2.00 USD per sq. ft)

## All Exhibitors Receive:

- Exhibit space with 8' black draped booth backdrop, 3' side dividers and booth sign
- 3 booth personnel badges per 100sf of exhibit space
  - Tuesday, Wednesday and Thursday exhibit hall lunch
  - Keynote and Opening Luncheon (RSVP required)
- Free exhibit booth passes to share with customers and prospects
- Significantly discounted Technical Conference registration for company employees
- 15-word company listing in the printed Conference Program
- Discounted advertising opportunities
- Product category and company description in the online exhibitor directory

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

# 2017

[go.asme.org/powerenergy](http://go.asme.org/powerenergy)