

EXHIBITOR PROSPECTUS



Autovation

September 25-28 2011

The **Smart Utility**
Conference & Exposition



Gaylord National Resort and Convention Center
Washington, DC ~ On the Potomac

*Share in the
millions of dollars
utilities will invest
in 2011!*

Reach the Smart Utility Decision Makers

Autovation 2011 will be the largest utility automation show in North America. Ideally located near federal agencies, embassies, international buyers and in the beautiful mid-Atlantic, Autovation 2011 will provide you with access to utility decision-makers and buyers, investment specialists, industry thought leaders and utility automation advocates from around the world. *Autovation is produced by Utilimetrics, the Utility Technology Association.*

Exhibit at Autovation 2011 to:

- Obtain qualified leads that will convert into real sales
- Strengthen your company's position or introduce your presence in this progressive industry
- Meet people who are in the market for your products and services **AND** who have the authority to purchase them
- Elevate business operations by expanding your customer base
- Hear from your customers and potential customers about the challenges they face
- Observe the latest in technology and industry services available from other providers
- Build partnerships with other suppliers
- Present your company's new products to the right audience



Develop and generate new business opportunities!

Utilimetrics is the world's premier utility technology association, providing advocacy for utilities and information about innovative technologies that lead to improved operations, customer service and resource utilization.

Its more than 1,600 members represent hundreds of utilities and corporations in gas, water and electric industries around the world.

Members develop and implement automated resource-management technologies and participate in standardization and regulatory activities.

Who Exhibits at Autovation?

- Meter manufacturers
- Software providers
 - Systems integrators
 - Installation and service organizations
 - Utility automation consultants
 - In-home device manufacturers or distributors
 - Home area network suppliers
 - Technology manufacturers
 - Communication technology suppliers
 - Electronic component manufacturers
 - Outage management system vendors
 - Customer information system suppliers
 - Consulting services
 - Billing system providers
 - Suppliers of related products and services
- Transmission and distribution manufacturers



Your competitors will be there. Reserve your prime space today!

Autovation is the premier venue to build new relationships with potential customers and maintain existing relationships. **For nearly 25 years utility decision-makers have said Autovation provides the best opportunity to see all the major technology and service providers in one location.**

Access to industry leaders and utility automation advocates from around the world!

Testimonials:

“During the trade show we were able to visit with vendors we did not previously know. We will do business with at least one exhibitor that we met at Autovation.”
Bob Warde, Georgetown Utility Systems

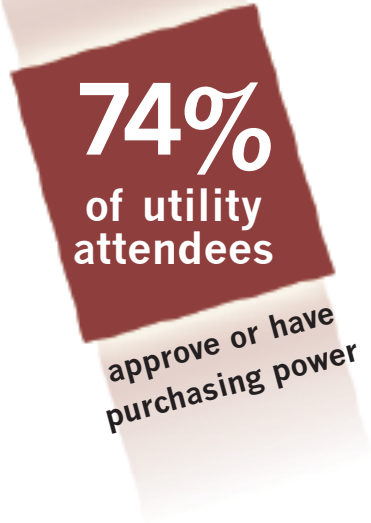
“Autovation is the premier event in the smart metering space bringing the utility and vendor communities together to share ideas and shed light on where the industry is heading.” Charles Kiely, assistant general manager, DC Water

“Autovation remains the one forum where the industry can come together in a dialog-rich environment. We create solutions at Autovation.” Paul Lekan, vice president, industry marketing, Aclara

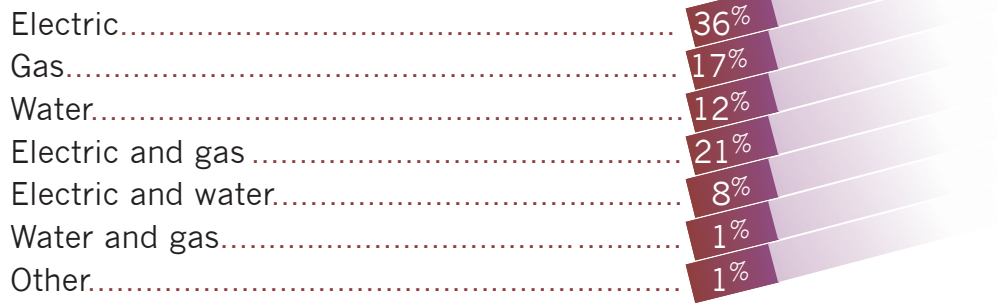
“Itron has been a longtime supporter of Autovation. It’s the one venue to present solutions to energy and water utilities.” Peter Sanburn, senior marketing analyst, Itron

Autovation attendees are key decision-makers from electric, water, gas and multi-utilities with significant purchasing power.

Highlights from an Independent Survey of Autovation 2010 Participants:



What kind of utility do you represent?



Autovation has been bringing utilities and vendors together for nearly 25 years!

Please indicate the products/services you plan to purchase in the next 12 months.



Autovation Attendees Invest Significantly in Smart Meters:

62%

**Spend
\$1 million+**

**annually on
smart meter
purchases**

Autovation 2011

*More than
just another
smart grid
show!*

The Autovation Advantage:

- Nearly 25 years of experience; 30,000 attendees
- More than 1,000 educational sessions and more than 3,500 speakers
 - More than 74% of utility survey respondents make purchasing decisions
 - Exclusive exhibit hall-only time
 - Outstanding reviews—Nearly 100% of utility survey respondents said Autovation 2010 met or exceeded their expectations

Utility managers agree **smart decisions begin at Autovation**. Make sure your products and services are showcased at the premier smart metering event in 2011.

Secure your prime space on the exhibit floor today!



Exhibit Hall Overview

Ceiling Height: 24'

Floor: Carpeting required in all exhibit booths. Aisle carpet provided.

Booth Price:

Utilimetrics members save \$600 per 10' X 10' booth!

Booth prices have not increased in 2011!

Utilimetrics Members*: \$2,700 for each 10' X 10' space

Nonmembers: \$3,300 for each 10' X 10' space

Your exhibitor booth package includes:

- Company identification sign
- Listing in the final program
- Two full complimentary registrations for each exhibit space
- Additional exhibitor registrations at a significant discount
- Complimentary electronic file of preregistered attendees via e-mail about two weeks prior to Autovation (excludes e-mail addresses per Utilimetrics policy)
- One complimentary electronic file of final attendee list to be sent after Autovation (excludes e-mail addresses per Utilimetrics policy)
- Back wall and side rail fabric drapes
- General security guard service at entrance
- General cleaning of aisles and exhibit floor (excluding individual booths)



*Meet with
your
customers
and
prospective
customers!*

*Join Utilimetrics, the Utility Technology Association and immediately qualify for the reduced exhibitor space fee for Autovation along with many other membership benefits. Visit www.utilimetrics.org or call +1.847-480.9628.

We listened to you!

In 2011 Autovation will have seven dedicated exhibit hall hours that do not conflict with education sessions.

Exhibit Schedule:

Setup

Friday Sept 23 (Large exhibits only)	Noon – 5:00 p.m.
Saturday Sept 24	8:00 a.m. – 5:00 p.m.
Sunday, Sept 25	8:00 a.m. – 5:00 p.m.

Exhibit Hours

Monday, Sept 26	Noon – 7:00 p.m.
Lunch in exhibit hall	Noon – 1:00 p.m.
Reception in exhibit hall	5:00 p.m. – 7:00 p.m.

Tuesday, Sept 27	Noon – 5:00 p.m.
Lunch in exhibit hall	Noon – 1:00 p.m.
Exhibit hall closes	5:00 p.m.

Dismantling

Tuesday, Sept. 27	7:00 p.m. – Midnight
Wednesday, Sept. 28	8:00 a.m. – 1:00 p.m.

Receptions

Exhibitors are invited to participate in all networking receptions in the exhibit hall and in the hotel.

Host Utilities

Pepco and DC Water will serve as Autovation 2011 host utilities.

Official Exhibit Services Contractor

Freeman Decorating Co.

Brian Mahoney

Tel: +1.214.445.1200

Fax: +1.214.445.0202

E-mail: brian.mahoney@freemanco.com

Exhibitors will receive a link to the online exhibit services kit, which contains information about ordering furniture, labor, shipping and drayage services, electricity, and more.

Exhibit in the mid-Atlantic, a hot spot for utility technology!



Apply for Exhibit Space

Review the Exhibit Hall Layout then print and complete the exhibit space application and contract at www.utilimetrics.org.

Mail the completed contract with payment to:

Utilimetrics

1400 Touhy Avenue, Suite 258
Des Plaines, IL 60018
USA
Attn: Events Department

Questions? Contact:

Ryan Moran at rmoran@utilimetrics.org +1.847.227.0413

Don't delay. Get a prime spot on the expo floor.

Reserve your exhibit hall space today for Autovation 2011 at the Gaylord National Resort and Convention Center near Washington, DC.



*Autovation
provides the
best
opportunity
to see all the
major
technology
and service
providers in
one location!*