

# THE BIG



## 2019 Convention & Power Mart Expo

April 28-30 🌿 New Orleans Marriott 🌿 New Orleans, LA

# GO BIG IN THE BIG EASY

Industry leaders and decision makers from the world's largest battery organizations will convene in New Orleans, LA at the 2019 BCI Convention & Power Mart Expo to make important, strategic business decisions. Experience **the** premier event focused specifically on the lead battery market in North America, and take advantage of the chance to network with an exclusive and concentrated audience of **senior executives** from major battery manufacturers.

You will have the opportunity to display products, equipment and new innovations to **over 600 attendees** across all facets of the industry including sales directors, plant managers, environmental health and safety directors and representatives from the major suppliers to the North American battery market. There will be meeting space available for you to hold **face-to-face meetings** with current and potential new customers in one place with minimal investment. And, attendance at the Convention sessions will give you access to valuable information on lead battery **industry trends and innovations** from leading experts.

## What Can You Expect?

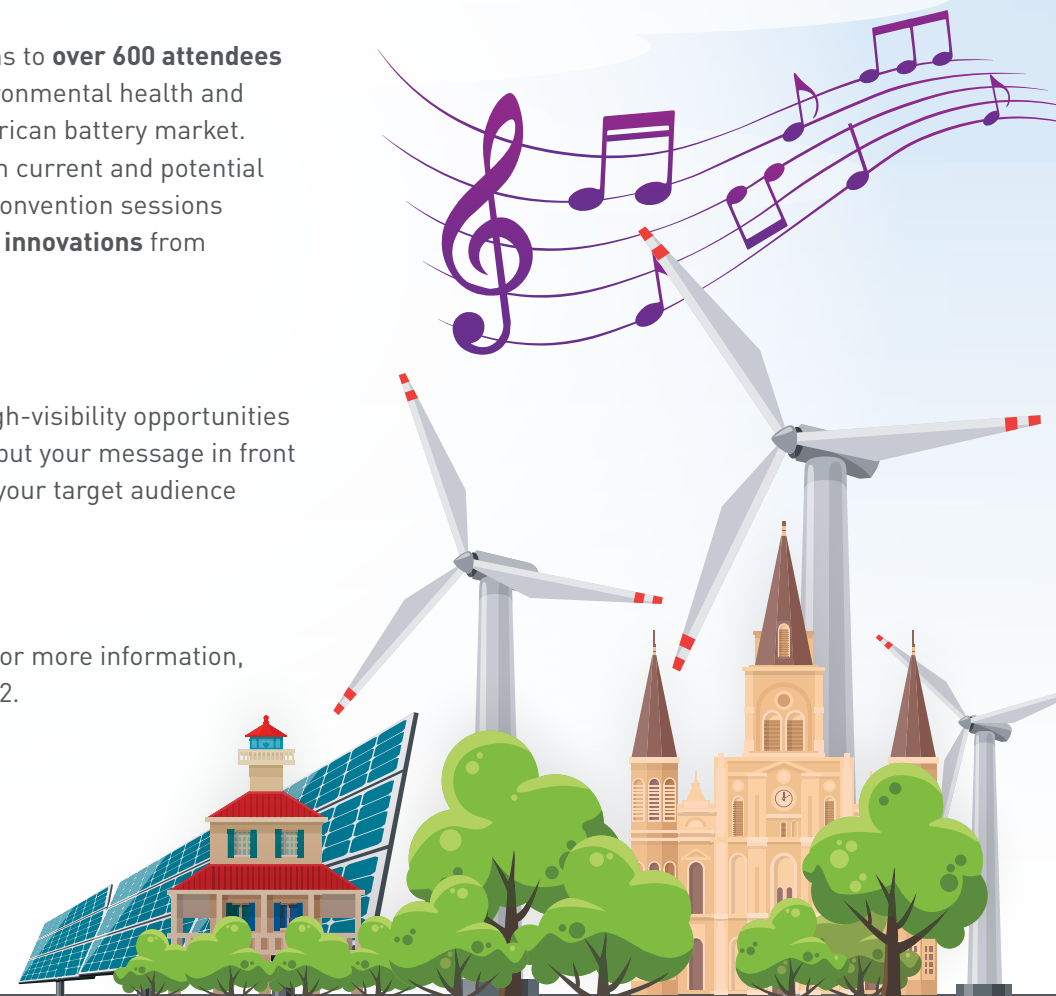
- Flexible exhibitor packages, with additional layout choices and a “pick-two” option for Premium Package purchasers
- Expanded Premium Supplier Suite hours for meetings with customers
- High-visibility opportunities to put your message in front of your target audience



Be a part of this exciting event as an exhibitor and sponsor! For more information, contact me at [pobrien@batteryCouncil.org](mailto:pobrien@batteryCouncil.org) or +1.312.673.5752.

We hope to see you there.

**Pam O'Brien**  
*Director of Operations*



# WHY EXHIBIT?



*Exhibiting at the Power Mart Expo is an excellent opportunity to meet with the right companies.*

**— Mark Rigby, UK Powertech Ltd**  
2018 Power Mart Expo Exhibitor

# SCHEDULE OF EVENTS

## MONDAY, APRIL 29

12:00 p.m. – 5:00 p.m.

### Power Mart Expo Open

12:00 p.m. – 1:30 p.m.

### Lunch in Power Mart Expo

1:00 p.m. – 4:00 p.m.

### BCI Theatre Open



Located on the expo floor, the BCI Theatre will feature 15-minute sponsor presentations, as well as a mix of deep dive technical presentations sponsored by BCI, throughout the day. Premium Package purchasers receive the option to select a

presentation slot as part of their bundle and showcase their brand in front of hundreds of potential customers. Speakers will be provided with a microphone and a projector. The theater schedule, times and speakers will be promoted in pre-show communications.

4:00 p.m. – 5:00 p.m.

### Power Hour

Use this extra hour to socialize with customers on the expo floor, and enjoy light appetizers, wine, beer and soft drinks.

## MONDAY, APRIL 29 (continued)

12:00 p.m. – 5:00 p.m.

### Premium Supplier Suites

Let BCI facilitate the “where and when,” so you can focus on the “who.” Premium Package purchasers receive the option to select access to a private suite on both Monday and Tuesday for personal or corporate use as part of their own bundle. Refreshments and AV can be added to the suite through the hotel at an additional cost.

2:30 p.m. – 5:30 p.m.

### Supplier Marketplace\*

Reserve a private room to meet with customers. Rooms are reserved for exhibitors free-of-charge and will be scheduled on a first-come, first-served basis.

## TUESDAY, APRIL 30

9:00 a.m. – 5:00 p.m.

### Premium Supplier Suites

12:00 p.m. – 2:00 p.m.

### Supplier Marketplace\*

\* Not applicable to Premium Package purchasers.



*The Power Mart Expo is a good platform to introduce new solutions and products to management-level battery industry executives.*

— **Scott Vlatkovich, B2Q Technologies**  
2018 Power Mart Expo Exhibitor

# EXHIBITOR PACKAGES

## BASIC PACKAGE: **SOLD**

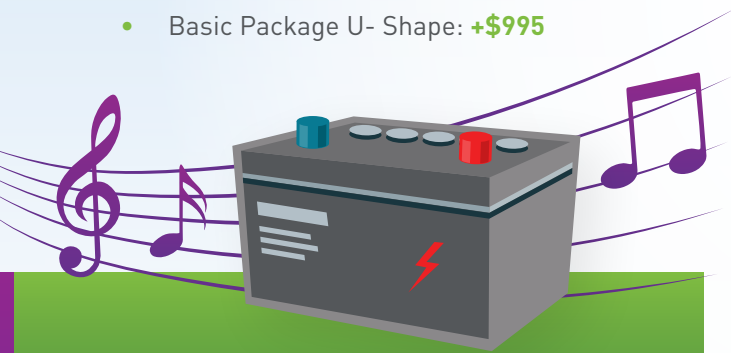
### Includes:

- Turnkey pod space and booth signage
- One full Convention registration
- One 5 amp/500 watt electric drop

### Add-ons:

See next page for renderings.

- Basic Package L-Shape: **+\$795**
- Basic Package U-Shape: **+\$995**



Contact **Pam O'Brien** today to be a part of this exciting event at [pobrien@batteryCouncil.org](mailto:pobrien@batteryCouncil.org) or +1.312.673.5752

## PREMIUM PACKAGE: **SOLD**

Four Available

### Includes:

- Turnkey pod space and booth signage
- One full Convention registration
- Onsite logo signage recognition
- One 5 amp/500 watt electric drop

### Select two of the following:

- Pre-Convention email blast to database of 1,500 people
- One 15-minute presentation in the BCI Theatre
- Mobile app push notification to attendees
- Premium supplier suite\*

### Add-ons:

See next page for renderings.

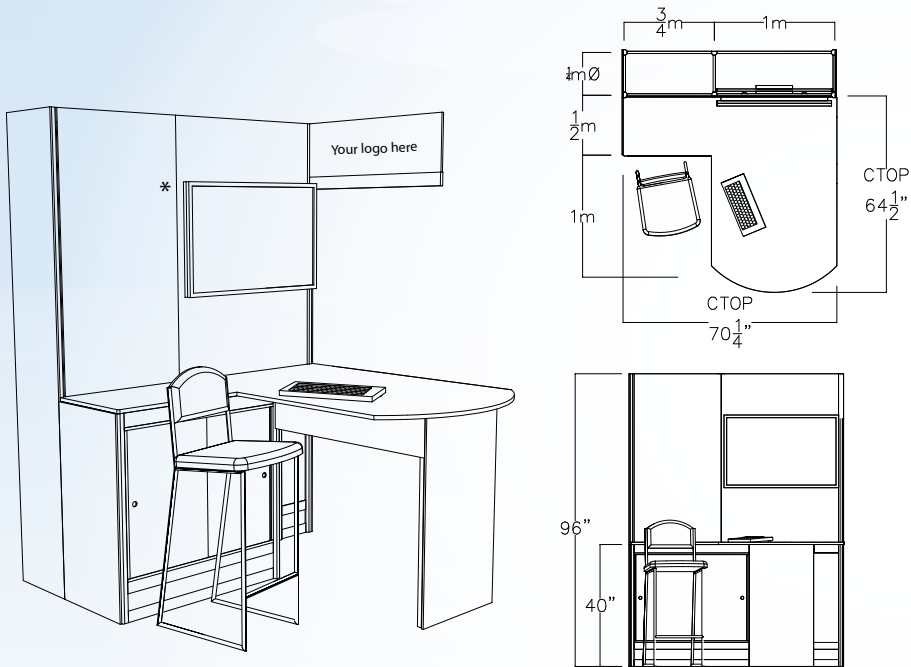
- Premium Package L-Shape: **+\$700**
- Premium Package U-Shape: **+\$900**

*\* Available on a first-come, first-served basis. Food and beverage charges for suites are the responsibility of the supplier company; all refreshments and AV must be purchased through the hotel.*



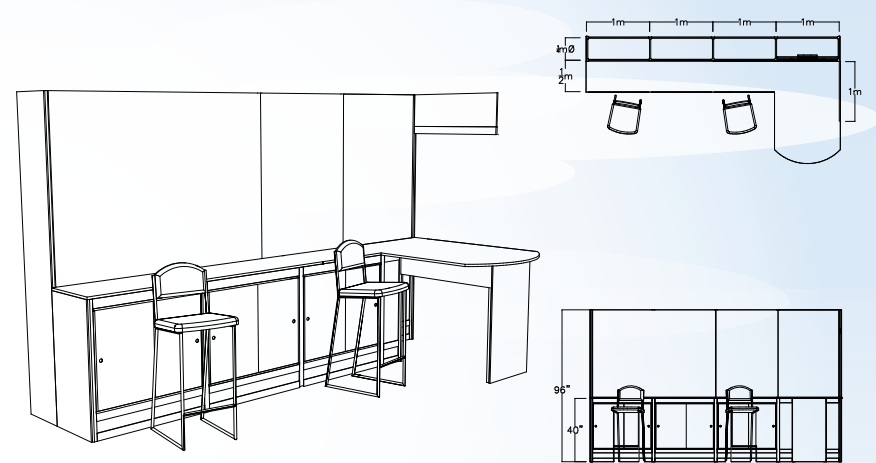
# POD DESIGNS

## Turnkey pod space and booth signage\*:

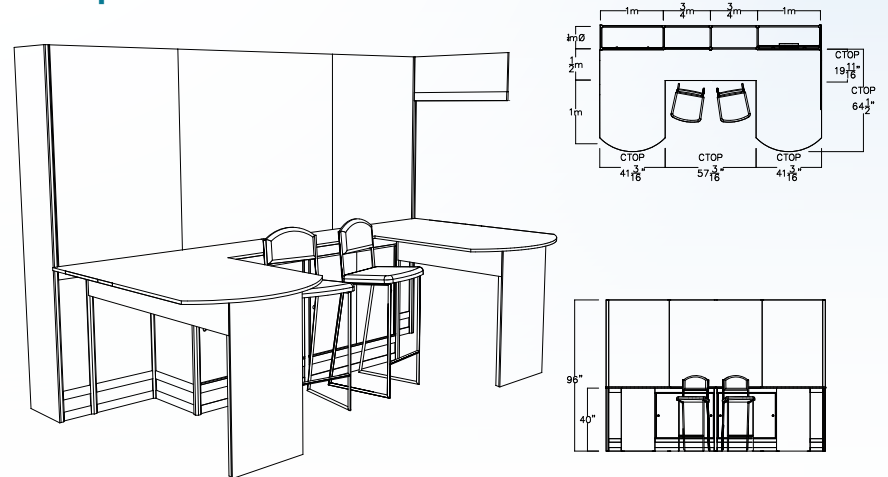


\* Monitor not included.

## L-shape:



## U-shape:



# EXHIBITOR SPONSORSHIPS

## EXHIBITOR ONLY SPONSORSHIP OPPORTUNITIES

### Exclusive Chair Drop (limit two): \$1,000



Place a company flyer or other promotional literature on every attendee chair before the keynote presentation. Sponsor to provide final printed literature. All literature subject to the approval of BCI. One drop per day.

### Mobile App Push Notification: \$500



Have your company take center stage as attendees browse sessions, build their personalized schedules, peruse exhibitors and more! This interactive tool makes all show information available before, during and after the event. Notifications will be sent directly to attendees' phones through the BCI mobile app, with content specific to your company.

### Pre-Convention Email Blast: \$1,000



What better way to reach potential customers than to communicate with them directly? Email blast sponsorship includes message distribution to 1,500 people. All copy subject to the approval of BCI.

### Onsite Guide Ad: \$750 full page (back cover), \$500 full page and \$250 half page



Place your company advertisement in the onsite guide to highlight your booth, company or products. All attendees receive an onsite guide upon badge pickup. Sponsor to provide artwork.

### Portfolio Cover: \$3,000

*Exclusive Sponsorship*



Place your company logo on the cover of the portfolio that will be handed out to each attendee at registration.

### Portfolio Insert: \$500



Place a company flyer or other promotional literature in the hands of every attendee with this sponsorship opportunity. Your printed material will be placed in a portfolio with other convention material and handed to each attendee at registration. Sponsor to provide final printed literature. All literature subject to the approval of BCI.



# A LA CARTE SPONSORSHIPS

## SPECIALIZED A LA CARTE SPONSORSHIP OPPORTUNITIES

### Hotel Key Cards: \$4,500

*Exclusive Sponsorship*



Unlock opportunities with customers, and place yourself in the hands and pockets of every attendee. By placing your logo on a hotel key card, you reinforce your brand outside of the normal exhibiting space.

### Wireless Internet: \$5,000

*Exclusive Sponsorship*



Give every attendee complimentary internet access at the 2019 Convention & Power Mart Expo as the official Wi-Fi sponsor. Your company name will be the Wi-Fi password used by all attendees to access the wireless network and displayed on signage throughout the meeting area, general session welcome slides and the onsite guide.

### BCI Golf Tournament: SOLD

*Exclusive Sponsorship*



Hit a hole in one by sponsoring the BCI Golf Tournament. Your logo will be displayed throughout the tournament including welcome signage, beverage carts and cart signs located within the golf cart identifying hole assignments. Your company will be displayed in the onsite guide and at the Awards Ceremony following the tournament. Promotional items from non-sponsoring companies at the golf tournament are not permitted without the approval of BCI.

### Closest to the Pin Sponsor: SOLD

### Longest Drive Sponsor: SOLD



Be recognized as a golf award sponsor. Your logo will be displayed in the onsite guide and at the Awards Ceremony following the tournament.

### Lanyards: SOLD

*Exclusive Sponsorship*



Worn by all attendees, including exhibitors and sponsors, lanyards provide high visibility and increase brand awareness. As an exclusive sponsor of the badge lanyards, your logo will be imprinted on all convention lanyards.





**POWER MART 2019 DISPLAY SPACE APPLICATION**  
**Monday, April 29, 2019**

Please type or print and email all copies to: Pam O'Brien at [pobrien@batteryCouncil.org](mailto:pobrien@batteryCouncil.org)

Full payment must accompany this application. No phone requests. Call-in times for online space selection will be awarded on a first-come, first served basis.

*\*Please note the company information listed below will be how your company appears marketing materials.*

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Primary Contact to send Power Mart Information: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

◆ Please note all company personnel must register for the Convention through the conference registration site.

**Basic Package – \$2,195**

\_\_\_ Basic Package L-Shape: +\$795

\_\_\_ Basic Package U-Shape: +\$995

**Premium Package – \$2,995 (only four available)**

\_\_\_ Premium Package L-Shape: +\$700

\_\_\_ Premium Package U-Shape: +\$900

**Sponsorship Items** (please list any sponsorship items you wish to add below; availability on first come, first serve):

(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_ (4) \_\_\_\_\_

Please include the name of who should receive your complimentary registration:

**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

> *Online space assignment will take place on February 7, 2019 and call-in times will be assigned based on date and time contract and payment is received. Instructions and schedule of call-in times will be sent to all exhibitors the week of January 28<sup>th</sup>. If a company is not available for the call, BCI Show Management will use the below information as a guide for assigning the best possible space at the time of the assignment.*

Companies you wish to be near: \_\_\_\_\_

Companies you do not wish to be near: \_\_\_\_\_

I hereby acknowledge that I have received the BCI's Power Mart 2019 Rules and Regulations and will abide by them. It is understood that these Rules and Regulations are a part of this Application and Contract for Exhibit Space. I further understand that if potential exhibitor response is unsatisfactory by **Friday, March 8th** as determined by the BCI Exhibits Committee, the 2019 Exhibit may be postponed. BCI will not be financially obligated or otherwise committed except that settlement by adjustment will be made to each exhibitor on a pro rated basis after deducting funds needed by BCI to meet routine commitments and organizational costs:

Mail check with copy of application or invoice to: Battery Council International, 8369 Solutions Center, Chicago, IL

60677-8003 Total Due \$ \_\_\_\_\_

Make check payable to BCI in U.S. funds. Include copy of application or invoice.

Credit Card (Please do not provide credit card information on this contract).

Upon receipt of this contract, BCI will email an invoice with credit card processing information.

**\*ACCEPTED FOR EXHIBITOR:**

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

ONLINE SPACE SELECTION WILL TAKE PLACE ON FEBRUARY 8, 2019. **NO REFUNDS AFTER MARCH 1, 2019.** NO ONE WILL BE ALLOWED ENTRANCE INTO THE EXHIBIT HALL UNLESS REGISTERED FOR THE CONVENTION. ALSO, ALL PARTICIPANTS IN POWER MART '19 MUST BE REGISTERED FOR THE CONVENTION. PLEASE REGISTER YOUR COMPANY PERSONNEL THROUGH THE CONFERENCE REGISTRATION SITE.



**BATTERY COUNCIL INTERNATIONAL \* 131<sup>st</sup> CONVENTION**  
 New Orleans Marriott  
 April 29, 2019

**POWER MART 2019 RULES AND REGULATIONS**

**\*\*Please carefully read before signing the Application and Contract for Exhibit Space. \*\***

These Contract Conditions, Rules and Regulations are a part of the BCI Application and Contract for Exhibit Space and should be carefully read before signing the space application. After completing the application and contract for exhibit space, please forward these Rules and Regulations to the person(s) in charge of your BCI exhibit.

**1. SPACE ASSIGNMENTS**

Space assignments will take place during the BCI Online Space Selection process. Call-in times will be date-stamped as received by BCI Headquarters. In order to ensure all exhibitors an equal opportunity to receive their call-in time for booth selection, all applicants will be considered on a first-come, first-serve basis. Please advise on the attached application those companies you do and do not want to be near. Please note space will not be assigned until payment is received. **A non-member may register for the convention and exhibit in the 2019 Power Mart; however, your company must join BCI in order to exhibit at future shows.**

Please fill in the Application and Contract for Exhibit Space completely.

**Please Note:** Be sure to fill in what companies you do and/or do not want to be near. **THERE WILL BE NO CHANGES OF BOOTH ASSIGNMENTS AFTER MARCH 15, 2019, INCLUDING ONSITE REQUESTS.**

**2. EXHIBIT AND REGISTRATION FEES PAYMENT FOR SPACE**

The charge for a **Basic Booth Package** will be \$2,195.00. The charge for the **Premium Booth Package** will be \$2,995.00. Full payment must accompany application for space. **All participants in Power Mart 2019 must be registered for the Convention. No one will be allowed on the exhibit floor unless registrations are paid.**

**3. COST OF SPACE INCLUDES**

Double sided street header - displays each company's logo, back wall graphic - customizable to each company, (1) monitor mount, (1) meter counter with curved counter top, black or white filler panels, (1) standard stool, and (1) 5 AMP electrical drop. **The exhibit hall is completely carpeted.**

**4. INSTALLATION AND REMOVAL OF EXHIBITS**

The installation of exhibits must be completed between 11:00 a.m. - 5:00 p.m. Sunday, April 28 and between 7:00 a.m. - 9:00 a.m. Monday, April 30. If any exhibitor is not set up and in order by 9:00 a.m. on Monday, April 29, BCI reserves the right to reassign the space to another exhibitor, or to make such other use of the space deemed necessary or appropriate with no refund being made to the original contracting exhibitor.

**SHOW HOURS**

**Monday, April 29, 2019**

- 12:00 p.m. - 5:00 p.m. - Show Open**
- 12:00 p.m. - 1:30 p.m. - Luncheon**
- 4:00 p.m. - 5:00 p.m. - Closing Cocktails**
- 2:30 p.m. - 5:30 p.m. Private Meetings**
- 5:00 p.m. - 8:00 p.m. Teardown**

**Tuesday, April 30, 2019**

- 12:00 p.m. - 2:00 p.m. Private Meetings Only**

Show hours as specified here are subject to change, in which case all exhibitors will be notified in writing. The exhibit area will not be open at any other time so as not to conflict with the BCI convention program. **You must exhibit at PowerMart 2019 to reserve a private meeting room.**

**Exhibits are to be kept intact until the closing of the exhibit hall presently planned at 5:00 p.m. Monday, April 29, 2019. All exhibits must be fully removed by 8:00 p.m. on Monday, April 29, 2019. If exhibits are not removed by that time, management has the right to remove the exhibits and charge the expense to the exhibitor.**

**5. BOOTH CONSTRUCTION / DESIGN / LAYOUT**

Any additional electrical, internet, A/V or labor needs must be ordered through the exhibitor service manual.

All pods are allowed to have a maximum of 1 pop-up banner/sign (no larger than 37" w x 87" h). Sign must be self-standing and be brought/shipped onsite by

exhibiting company. Sign may not exceed back 4 feet of pod space. A select list of additional furniture options may also be ordered through the Exhibitor Service Manual. Furniture supplied through the turnkey pods may not be exchanged or upgraded for other furniture options. All pieces of the turnkey pod structure must be fully installed and left fully installed for the entire event neighboring booth.

Any exceptions to these rules must be approved by the Exhibit Committee.

**6. CHARACTER OF EXHIBITS**

BCI reserves the right to prohibit an exhibitor to conduct and maintain an exhibit if, in the judgment of the show management, said exhibitor or exhibit, or proposed exhibit, shall in any respect be deemed unsuitable. This reservation relates to persons, conduct, and articles of merchandise, printed matter, souvenirs, catalogs and any other things, without limitation, which affect the character of the exhibit.

**7. USE OF SPACE (LIGHT, AUDIO, ETC.)**

- A. No spotlight may be directed toward the aisles or so directed that it proves to be irritating or distracting to neighboring exhibit booths or guests.
- B. Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring exhibit booths or guests.
- C. Backlight transparencies or lighted displays must stay lighted for at least thirty (30) consecutive seconds. No strobe light effects are permitted.
- D. Projectors or television screens must not cause people to block aisles.
- E. Loud speakers or operation of equipment which is of sufficient sound volume to be annoying to neighboring exhibitors or guests will not be permitted.
- F. Any audio system or electronic device producing irritating or intermittent or sequential sound that attracts attention to an exhibit is not permitted
- G. All efforts to advertise, demonstrate, and

operate the exhibit must be conducted so as not to trespass the rights of other exhibitors and visitors.

## 8. USE OF SPACE (GENERAL)

- A. All exhibit materials must be on the table or on the floor within the turnkey pod space.
- B. No other area can be used for display purposes. Nothing can exceed the dimensions of the pod booth space.
- C. If electricity/telephones/audio visuals are required in your display area, please complete the forms provided in the exhibitor's manual and return to the appropriate vender.
- E. No serving of food and/or beverages from exhibit booths will be allowed.
- F. Any exceptions to these rules must be approved by the Exhibit Committee.

## 9. BOOTH SHARING/ PROGRAM LISTING

No Exhibitor shall assign, sublet, or share the whole or any part of their space. All correspondence, program listings, and badges will be in the name of the contract holder and will list only the Exhibitor Company name as completed on the Application/Contract for Exhibit Space. Exhibitors may not for any reason assign or transfer their badges for use by any other entity.

## 10. FIRE REGULATIONS

No combustible oils or bottled gases, open flames of any type, no batteries containing electrolyte, nor any corrosives will be permitted in the Exhibit Hall. Absolutely no storage of any kind will be permitted. Any questions regarding specific problems should be referred to show management who will obtain the necessary rulings from the Tucson Fire Marshall.

## 10. INSURANCE AND LIABILITY

It is agreed that BCI, its officers, directors, employees and agents and the New Orleans Marriott, shall not be liable to the exhibitor for any loss or damage or injury to Exhibitor's property contained in the exhibit; or for injuries to Exhibitor's employees, agents or

other persons, no matter how sustained, from fire, theft, accident or other causes. Exhibitor agrees to indemnify and hold harmless Battery Council International and the New Orleans Marriott, against all claims arising out of or connected with Exhibitor's participation in this exhibit.

Exhibitors or their agents may not allow any article to be brought into the exhibition or any act done on or about the exhibit premises which will invalidate the insurance of or increase the premium on the insurance maintained by the management of the New Orleans Marriott, nor permit anything to be done by Exhibitor's employees or agents which will cause injury to the premises, property or equipment of the New Orleans Marriott, the other Exhibitors, or Battery Council International.

Exhibitors shall not cause or permit signs or articles to be affixed, nailed or otherwise attached to the doors and walls of the exhibit premises, nor shall any attachments be made to the exhibit premise's floor by means of nails, screws or any other devices that would damage the floors. These restrictions are a condition of all space leases, and their violation will result in annulment of the Exhibitor's contract, and subject the Exhibitor to liability for damages resulting from such violations.

## 11. AMERICANS WITH DISABILITIES ACT

Exhibitors shall be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold Show Management harmless from any consequences of failing to do so.

## 12. EXHIBITOR SECURITY

Exhibitor is responsible for obtaining insurance protecting Exhibitor's property on the premises. Battery Council International and the New Orleans Marriott shall not be responsible for theft, loss or injury to exhibitor's property on the exhibition premises. Exhibitor is advised to take individual precautionary measures such as securing portable articles of value and removing such articles to a place of safekeeping after the exhibit hours.

Private security is being provided by Battery Council

International on a 24-hour basis in the Exhibit Hall. Since the hall cannot be completely secured, these guards are responsible only for maintaining general security in the hall. Exhibitors are responsible for retaining any private security required to protect their personal property and equipment on display.

## 13. EVENTUALITIES

If potential exhibitor response is unsatisfactory by March 15, 2019, it will be the option of the Exhibit Committee to cancel the show.

In the event of postponement of the show for any cause beyond its control, BCI will not be financially obligated or otherwise committed except that settlement by adjustment will be made to each exhibitor on a pro rata basis after deducting funds needed by BCI to meet routine commitments and organizational costs.

## 14. AMENDMENTS / ENFORCEMENT

BCI reserves the sole and exclusive right to interpret, amend and enforce these Contract Conditions/Rules and Regulations. Written notice of any amendments or interpretations shall be given to each exhibitor. Each exhibitor, for himself, his agent and employees, agrees to abide by the Contract Conditions/Rules and Regulations set forth herein, or by any subsequent amendments or interpretations. Exposition management reserves the right to enforce compliance with the rules and regulations.

*Please Note:* Any exhibitor not abiding by the BCI Rules and Regulations may lose the privilege of exhibiting in future BCI shows.

Please contact the BCI Headquarters Staff below if you have any questions:

**BATTERY COUNCIL INTERNATIONAL**  
**330 North Wabash Avenue**  
**Chicago, Illinois 60611**  
**Pam O'Brien, Director of Operations –**  
**312.673.5752 [pobrien@batteryCouncil.org](mailto:pobrien@batteryCouncil.org)**  
**Angel Law, Trade Show Manager**  
**312.673.5715 [alaw@batteryCouncil.org](mailto:alaw@batteryCouncil.org)**