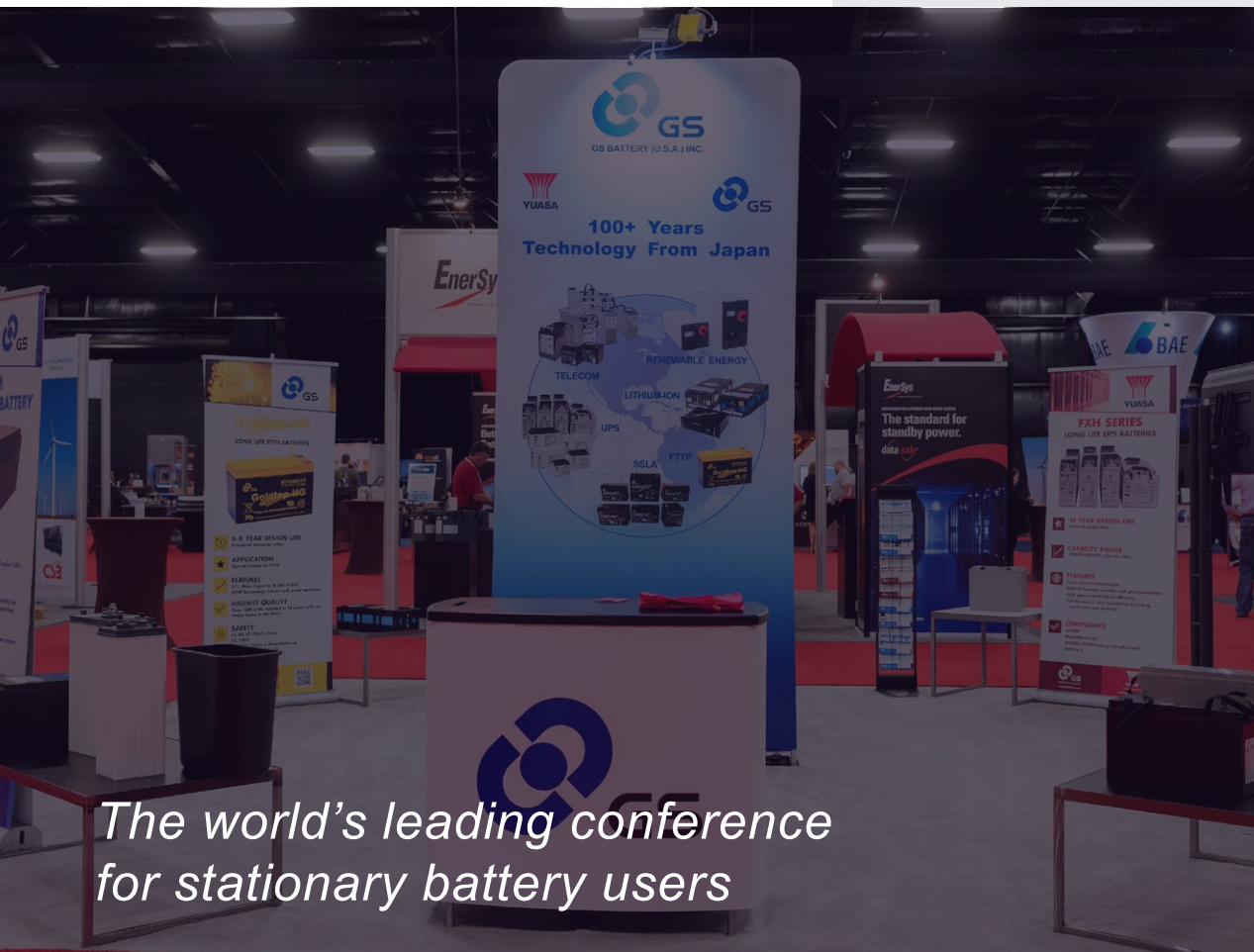


# 2023

## Sponsor / Exhibitor Marketing Guide



*The world's leading conference  
for stationary battery users*

**May 9th - 12th, 2023**

**Rosen Centre Hotel**

Orlando, FL

**events@Battcon.com**

**+BATTCON**  
STAY ENERGIZED

# Battcon™: Connecting You With the People You Want to Reach

Since 1997, Battcon Stationary Battery Conference and Trade Show continues to deliver some of the most valuable insights and actionable information to its attendees. Well-known industry leaders present sought-after educational presentations & workshops, and the two-evening trade show is packed with storage power-related vendors.

Presenting your products and services at the Battcon Trade Show gives you access to a highly targeted audience and greatly increases your visibility in the stationary battery community. Take advantage of this unique opportunity to promote your company to the select Battcon audience by reserving a booth, sponsoring key activities, and even presenting to conference attendees. Space and sponsorships are available to any attendee who is interested in marketing a product or service.

## About Battcon 2023

Battcon is a high-energy mix of industry-specific presentations, panels, seminars and workshops, plus, two evenings of one-on-one conversations at the battery-themed trade show.

More than 500 storage battery users meet at Battcon for three days of professional development and networking focused on the design, selection, application and maintenance of stationary battery systems.

Data center, nuclear, telecom or utility industry professionals who are working in mission-critical facilities or are involved in the development of stationary batteries and related equipment will find the Battcon experience is second to none.



## Why Is It Different Than Other Battery Shows?

Battcon is an educational venue that continues to attract stationary battery professionals looking for best practices and innovations — giving battery industry leaders, like you, even more opportunity to demonstrate products and offer solutions. Users, engineers and manufacturers stay up-to-date by learning about the latest industry trends and how to apply best practices to the manufacturing, safety, selection, installation and use of stationary batteries. The core conference provides an intense learning experience unequalled by any other industry source. Presentations include cutting-edge topics delivered by leading authorities. Open discussion panels and breakout workshops geared to the utility, data center and telecom segments are also included in the conference.

# Battcon™ Past Sponsors and Exhibitors

ABB	Eltek, Inc.	Megger
Accuma Corporation	Encharge Power Systems	Mesa Technical Associates
Alcad Standby Batteries	EnerSys	Midtronics   Stationary Power
Alpha Industri-Bedarfs GMBH	Enviroguard	Narada
ARTS Energy	Exeltech	NorthStar Battery Corporation
Backer Heating Technologies, Inc.	Franklin Electric	Ohio Semitronics Inc.
BAE Batteries USA	FZSoNick	Phoenix Broadband Technologies
BatteryDAQ Monitoring Solutions	GE Critical Power	Pilot (Hengqin) Co., Ltd.
Benning Power Electronics	Generex	PowerTec Solutions International
BTECH	Genuine Cable Group	Saft America Inc.
C&C Power, Inc.	GNB Industrial Power	Samsung SDI America Inc.
C&D Technologies, Inc.	GS Battery	Schneider Electric – Gutor
Cannon Load Banks	HindlePower Inc.	Servato
Cell Watch	Hitachi Chemical Energy Technology(Americas) Co.	Southwire Company, LC
Cementex Products, Inc.	HM Cragg	SPECTRO Anayalitical Instruments
Eagle Eye Power Solutions	Hoppecke Batteries Inc.	Stored Energy Systems (SENS)
Eagle Eye Power University	Jupiter Communications LLC	Storm Power Components Co.
East Penn Manufacturing Co.	La Marche Mfg. Co.	Termaco
Electronic Systems Support	Leoch Battery Corporation	Unipower
Electroswitch/Arga Controls		Vertiv

## 2023 Battcon Schedule of Events\*

### **Tuesday, May 9**

- Registration Open
- Arrivals and Check-ins
- Pre-conference Sessions
- Exhibitor Move-in & Set-up
- Welcome Reception

### **Wednesday, May 10**

- Registration Open
- Keynote
- Conference Sessions
- Exhibitor Set-up Continues
- Evening Schedule:
  - Expo Hours / Reception in Expo Hall
  - Sponsored After Party

### **Thursday, May 11**

- Registration Open
- Conference Sessions, Workshops & Panels
- Evening Schedule:
  - Expo Hours / Reception in Expo Hall
  - Exhibitor Teardown & Move-out

### **Friday, May 12**

- Registration Closes
- Conference Sessions
- Wrap Up Discussion

\*Schedule subject to change

# Marketing Opportunities 2023

*Gain Visibility by Exhibiting, Sponsoring, or Both! Battcon offers exhibitor spaces and sponsorship opportunities à la carte, so you can pick the options that best serve your goals and objectives. Added benefits are also available by bundling exhibit spaces and sponsorships with our new Tiered Program.*

## Battcon Tiered Program

<b>PLATINUM TIER</b> <b>\$10,000</b>	Choose \$10,000 in booth space and/or sponsorship selections to receive extra benefits.
<b>GOLD TIER</b> <b>\$7,500</b>	Choose \$7,500 in booth space and/or sponsorship selections to receive extra benefits.
<b>SILVER TIER</b> <b>\$5,000</b>	Choose \$5,000 in booth space and/or sponsorship selections to receive extra benefits.



See chart below for each tier's benefits.

## Choose an Exhibit Booth Size That's Right for You

Exhibiting at Battcon 2023 is a dynamic way to strengthen your image within the industry and demonstrate to attendees that you care about their needs. Battcon gives you the flexibility to choose from a range of booth sizes.



BOOTH SIZE	PRICE
10 x 10	<b>\$3,000</b>
10 x 20	<b>\$6,000</b>
20 x 20	<b>\$8,900</b>

## Tier Benefits

Tier	Word count in Program Guide Description	Promotional Signage	Ad in Program Guide	Logo on Website	Sponsor Mention on General Session Slides	Sponsor Sign In Booth	Advanced Booth Selection	Link to Website on Battcon.com	Social Media Posts
PLATINUM	100	Name & Logo	TBD	X	X	X	X	X	X
GOLD	75	Name & Logo	TBD	X	X	X	X	X	
SILVER	50	Company Name	TBD			X	X	X	



## À la Carte Sponsorship Opportunities

All sponsorships include a Proud Sponsor sign at your booth and your logo displayed on the promotional item or at the event that you sponsor. Sponsorships are subject to availability.

SPONSORED AREAS	COST
Breakfast Day One	\$5,000
Breakfast Day Two	\$5,000
Breakfast Day Three	\$5,000
Lunch Day One	\$5,000
Lunch Day Two	\$5,000
Lunch Day Three	\$5,000
Pre-Conference Seminar Break	\$2,000
Welcome Reception Tuesday Evening	\$10,000
Expo Hall and Reception Day One	\$7,500
Expo Hall and Reception Day Two	\$7,500
After Party	<b>SOLD OUT</b>
Expo Hall Entertainment	\$3,000
Coffee Cart (per day)	<b>SOLD OUT</b>

PROMOTIONAL SPONSORSHIPS	COST
*Hotel Key Cards	<b>SOLD OUT</b> \$5,000
*Pens & Pads in General Session Day One	<b>SOLD OUT</b> \$5,000
*Pens & Pads in General Session Day Two	<b>SOLD OUT</b> \$5,000
*Lanyards	<b>SOLD OUT</b> \$5,000

Meter Board Ad	\$2,800
Floor & Window Clings (cost is per cling, based on size)	\$350 - \$500

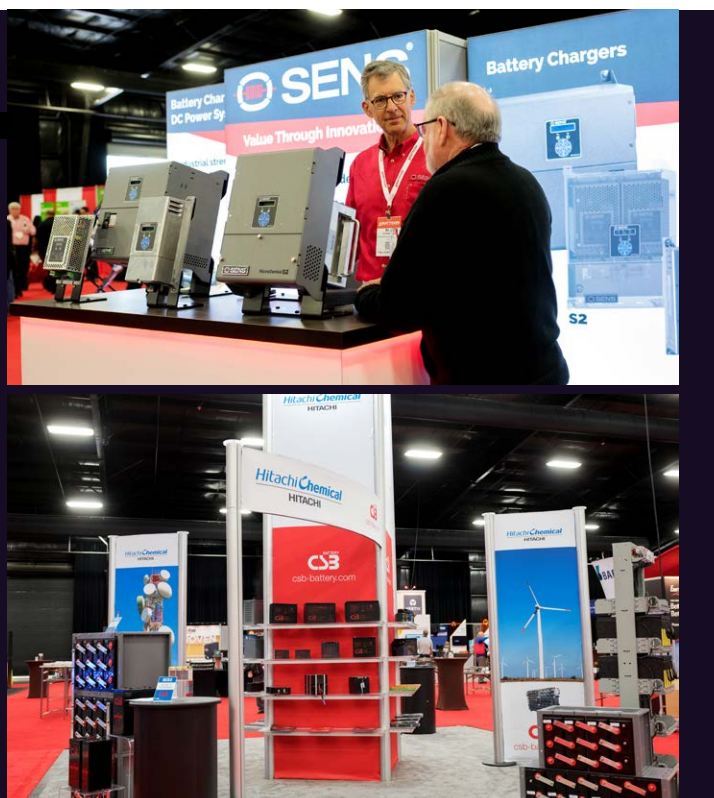
\*Promotional item to be paid for and provided by sponsor.

See a more detailed description of the available sponsorships in the Sponsorship guide.

Have a sponsorship idea you don't see? Let us know!

## How to Reserve a Booth or Sponsorship

To check booth space and sponsorship availability, please email [events@battcon.com](mailto:events@battcon.com) or call **727-807-6363**. To reserve a booth or sponsorship, please complete the attached form or submit on-line at [Battcon.com](http://Battcon.com).



# Sponsor & Exhibitor Agreement

This Agreement is between Vertiv and the undersigned Sponsor/Exhibitor for participation as a sponsor/exhibitor in Battcon 2023 to be held May 9-12, 2023 at the Rosen Centre, Orlando FL with the terms and conditions set forth herein. Vertiv has the sole right to determine eligibility of any company to be a Sponsor or Exhibitor. Vertiv's acceptance is not guaranteed until this Agreement is executed by the Sponsor/Exhibitor and Vertiv and payment is received. Payment is due in full within 30 days of receipt of invoice (which will be issued upon receipt of signed Agreement). Payment must be received prior to actual booth assignment.

**Company Name** (to appear on signage) \_\_\_\_\_

**Primary Contact / Title** \_\_\_\_\_

**Address** (Address, City, State, Zip) \_\_\_\_\_

**Primary Contact Phone & Email** \_\_\_\_\_

**Company URL** \_\_\_\_\_

**Billing Contact / Title** \_\_\_\_\_

**Billing Contact Phone & Email** \_\_\_\_\_

## SPONSOR/EXHIBITOR SELECTION

**Booth Choice** (10x10, 10x20, 20x20) \_\_\_\_\_ \$ \_\_\_\_\_

**Ala Carte Sponsorship Choice #1** \_\_\_\_\_ \$ \_\_\_\_\_

**Ala Carte Sponsorship Choice #2** \_\_\_\_\_ \$ \_\_\_\_\_

**Total Fees \$** \_\_\_\_\_

*Signatures below are authorized to sign this Agreement and bind both Sponsor/Exhibitor and Vertiv to terms set forth herein.*

**Sponsor/Exhibitor Name** \_\_\_\_\_

**Sponsor/Exhibitor Signature & Date** \_\_\_\_\_

**Vertiv Name** \_\_\_\_\_

**Vertiv Signature & Date** \_\_\_\_\_

**TERMS DEFINED:** The term “Event” refers to BATTCON 2023 scheduled to be held on May 9-12, 2023 at Rosen Centre, Orlando, FL. The term “Exhibitor and Sponsor” means, collectively the company or person that requested exhibit space rental and/or sponsorship opportunities.

**ACCEPTANCE:** This Agreement becomes binding and effective when it has been signed by the Exhibitor/Sponsor and counter-signed by the Organizer.

**ASSUMPTION OF RISKS:** Sponsor/Exhibitor assumes all risks associated with, resulting from, or arising in connection with participation or presence at the Event including all risks of theft, loss, harm, damage or injury to the person (including death), property, business or profits of Sponsor/Exhibitor howsoever caused, including but not limited to negligence, intentional act, accident, act of God or otherwise. Sponsor/Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether stored or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither Organizer nor the Exhibit Facility accepts responsibility for property delivered by or to the Sponsor/Exhibitor. Neither Organizer nor the Exhibit Facility shall be liable for, and the Sponsor/Exhibitor hereby releases all of them, from any and all risks, losses, damages and liabilities described here.

**INDEMNIFICATION:** Sponsor/Exhibitor shall indemnify, release, defend and hold Organizer and the Exhibit Facility, along with each of its directors, officers, employees, successors, assigns, customers and agents harmless from and against any and all claims, actions, demands, damages, liabilities, losses, costs or expenses, including reasonable attorney’s fees, for (a) injury to or death of any person and for loss of or damage to any and all property, arising out of or relating to Sponsor’s/Exhibitor’s performance under this Agreement; or (b) any breach by Sponsor/Exhibitor of any obligation hereunder, any material misrepresentation or the non-performance of any covenant or obligation under this Agreement; or (c) any claims made by the employees of Sponsor/Exhibitor for injuries or damages made under worker’s compensation or similar laws, or (d) violation of any third party patent, copyright, trademark, trade secret or other proprietary right.

**LIMITATIONS OF LIABILITY:** Organizer or Exhibit Facility will not be liable for any lost profits or any incidental, special, indirect, consequential or punitive damages whatsoever for any of their acts or omissions, whether or not such parties have been apprised of the possibility of any such lost profits or damages. In no event, shall Organizer’s maximum liability exceed the amount paid to Organizer by Sponsor/Exhibitor for sponsorship of exhibit space. Organizer makes no representations or warranties regarding the number of persons who will attend the Event or any other matters.

**ASSIGNMENT OF SPACE:** Organizer will make every effort to comply with booth selection requests. Exhibit space will be assigned on a first-come, first-served basis. Exhibit space will be assigned by Organizer in its sole discretion for the Event and for the Event Dates only. Organizer reserves the right to change the floor plan or move a Sponsor/Exhibitor to another booth location prior to or during the Event if Organizer determines to do so is in the best interest of the Event. Sponsor/Exhibitor agrees that Organizer has the right to assign its right and delegate its obligations in connection with these terms and conditions to any entity controlled by or under common control with Organizer.

**CANCELLATION BY SPONSOR/EXHIBITOR:** If Exhibitor/Sponsor cancels this Agreement, Exhibitor/ Sponsor must provide written notice to the Organizer. Exhibitor/Sponsor will be liable for 100% of the total fee. This amount is considered to be liquidated and agreed upon damages for the injuries the Organizer will suffer as a result of cancellation. Organizer reserves the right to treat a Sponsor/ Exhibitor’s downsizing of booth space as cancellation of the original space and purchase of a new booth. A downsizing of space may require a Sponsor/Exhibitor to move to a new location.

**CANCELLATION BY ORGANIZER:** If Exhibitor/Sponsor fails to make payment as required by the due date, Organizer may terminate this Agreement and Exhibitor’s/Sponsor’s participation in the Event without further notice and without obligation to refund any monies previously paid. Organizer reserves the right to refuse Sponsor/Exhibitor permission to move in and set-up an exhibit if Sponsor/ Exhibitor is behind on any Event payment due.

**CANCELLATION OF THE EVENT:** If Organizer cancels the Event due to circumstances beyond reasonable control of Organizer (such as an act of God, acts of war, government emergency, labor strike or unavailability of the Exhibit Facility), Organizer shall refund to each Sponsor/Exhibitor their space rental payment and/or sponsorship fee previously paid, minus a share of costs and expenses incurred. If Organizer elects to cancel the Event for any other reason than described above, Organizer shall refund to each Sponsor/ Exhibitor their entire exhibit space rental/sponsorship fee previously paid.

**OUTSIDE EXHIBITS/HOSPITALITY SUITES:** Exhibitors/Sponsors are prohibited, without written approval from Organizer, from displaying products/services and/or advertising material in areas outside their booth. Exhibitors/Sponsors also agree not to operate hospitality suites during hours in which the Event is open or when any Organizer-sponsored activities are being held. Sponsors/ Exhibitors hosting hospitality functions are prohibited from holding those activities during official Event hours.



## DON'T MISS THIS OPPORTUNITY

Contact us soon to reserve your sponsorship and exhibit space.

**Contact: [events@battcon.com](mailto:events@battcon.com)**

### BATTCON 2023

May 9-12, 2023 | Rosen Centre, Orlando, FL

#### Get Connected with Battcon

Follow BattconShow on Facebook, and @BattconShow on Twitter for updates on panels, workshops, presentations and expo information.

Join the Battcon group on LinkedIn to start and join discussions and network with battery professionals.

**Official Event Hashtag: #Battcon**

