



Dear WINDPOWER 2014 Exhibitor,

AWEA is proud and delighted to bring you another incredible WINDPOWER Conference & Exhibition filled with quality exhibitors and valuable attendees. This year, we're repeating many of the event's popular activities, and introducing new, exciting elements that you and the attendees are sure to love! We are looking forward to a busy, energetic and informative event at Mandalay Bay in Las Vegas, Nevada.

We are pleased to continue our relationship with GES as our general contractor and official service provider. GES serves 2,000 exhibitions and events annually and is very experienced in working with exhibitions such as WINDPOWER that have complicated move-in/move-out logistics. GES is responsible for answering exhibitor questions, processing your orders and handling any special requests. They are the conduits between production, operations and your exhibiting needs.

First things first... Enclosed you will find the **WINDPOWER 2014 Exhibitor Manual**. It contains all the resources you'll need to achieve a successful show and (hopefully) save a little money. Please read through the entire manual, paying special attention to the **Early Discount dates** and the **Rules and Regulations**. Also, please visit the WINDPOWER 2014 Exhibitor Dashboard and take a minute to **review and update your Exhibitor Profile**.

#### **Other Important Items**

- **IMPORTANT NOTE:** The show pattern is shifting in 2014 with the opening of WINDPOWER 2014 occurring on Monday evening, May 5<sup>th</sup>. The show will close on Thursday, May 8<sup>th</sup> at 1:30 pm with crates arriving on the show floor one to two hours later. Please plan your travel accordingly.
- This year we have many exciting initiatives to help promote you and your business:
  - Presentation area
  - New Technology Showcase
  - Equipment and demonstration initiativesWatch the website, [www.windpowerexpo.org](http://www.windpowerexpo.org), for more information
- Back by popular demand, the show floor will be open for executive preview on Monday, May 5<sup>th</sup>. More information available on the show website.
- We will again be allowing exhibitors to host receptions/parties in their booths from 6:00pm – 8:00pm on Tuesday, May 6<sup>th</sup>. This will allow companies to hold events for their clients without having to factor outside facility rental fees into their budgets. **Please notify Brandon Kopp ([bkopp@awea.org](mailto:bkopp@awea.org)) if you plan to take advantage of this time and note whether this will be an invitation-only reception or if you would like your reception listed.**
- Consider utilizing GES Shipping Services to transport your display materials to and from WINDPOWER 2014 – you'll **save 10%** on your material handling charges! See the shipping/transportation section of the manual for more information. With GES shipping, you also will not have to worry about any potential Off-Target fees in the event your delivery does not make it during the correct target time.

We're developing new and exciting networking tools and events all the time; get the latest information on WINDPOWER at [www.windpowerexpo.org](http://www.windpowerexpo.org). We look forward to seeing you at the biggest, most exciting wind energy show in the world – WINDPOWER 2014!

Sincerely,

Lori Rugh, Senior Director of Marketing and Sales