



Dear WINDPOWER 2017 Exhibitor,

We are excited to welcome you to AWEA WINDPOWER 2017 Conference & Exhibition in Anaheim, California at the Anaheim Convention Center. When WINDPOWER was last in Anaheim we had an excellent event with strong attendance numbers and plenty of business conducted in Anaheim, We are planning to continue our innovative conference sessions on the show floor plus now adding the general session as well. We are here as your partners to assure your firm enjoys great success from your participation at WINDPOWER! This year's program has been designed to continue the best of previous years while adding exciting new elements to keep everyone engaged and on the show floor, visiting booths, participating in educational sessions and getting business done!

Once again our general services contractor will be GES, continuing a long-standing relationship with one of the leading official service providers in the industry. GES has unmatched experience working with AWEA and WINDPOWER plus excellent local services in Anaheim, including providing the electrical service. They stand ready to serve your every need and answer questions related to your booth/stand on the exhibit floor.

Your WINDPOWER 2017 Exhibitor Manual follows this letter and is your key resource to assuring a smooth exhibit booth operation while containing participating costs. Your first step to containing costs should be to make note of individual deadlines and place your orders to maximize those savings offered by our vendors. In designing your participation and your booth please give your attention to the exhibit display rules and regulations. If you are a returning exhibitor, you will note that they have not changed. If you are new to WINDPOWER, you will find the display rules closely parallel the IAEE standards. If you have any questions please do not hesitate to contact us directly at AWEA.

Key Steps to follow:

- Review and update your Exhibitor Profile at the WINDPOWER Exhibitor Dashboard at [windpowerexpo.org](http://windpowerexpo.org)—Registrants are already searching for your products and reading your descriptions!
- Order early to take advantage of discounts for show site services.
- Plan your advance outreach now -- more than 8,000 attendees are expected and your best leads will come from those seeking out your firm and products.
- Increase your visibility by adding a sponsorship item to drive traffic to your booth on-site.
- Watch your upcoming email from AWEA's exhibit team for information and opportunities on increasing your exposure. Many are as simple as noting scheduled networking activities where your only investment is sales staff time and being in the right place at the right time.
- Have a question? An idea? Need additional resources and don't know where to turn? Our entire team is here to help you have the best experience possible. Do not hesitate to call us.

We look forward to seeing you this May in Anaheim at WINDPOWER 2017. We remain dedicated to delivering an extraordinary event that remains unparalleled in delivering access to the wind energy marketplace in the USA!

Sincerely,

Brent Nussbaum  
Vice President, Member Relations