

Dear WINDPOWER 2019 Exhibitor,

We are excited to welcome you to AWEA WINDPOWER 2019 Conference & Exhibition in Houston, Texas at the George R. Brown Convention Center. When WINDPOWER is in Texas, we are in state with the largest concentration of wind energy under operation and under development. We are planning to continue our innovative conference sessions on the show floor plus keeping the general sessions on the show floor 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! We are introducing our Energy Storage Pavilion and sessions with programming on this exciting topic.

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 Houston. They stand ready to serve your every need and answer questions related to your booth/stand on the exhibit floor.

Your WINDPOWER 2019 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. See our deadline chart in the manual. In designing your participation and your booth please give your attention to the exhibit display rules and regulations. The height limits and line of sight rules will be strictly enforced in 2019. If you have questions about your design, call. If you are new to WINDPOWER, you will find the display rules closely parallel the IAEE standards. Remember, all island booths must submit their booth designs 30 days in advance to AWEA (exhibitions@awea.org) for approval.

Key Steps to follow:

- Review and update your Exhibitor Profile at the WINDPOWER Exhibitor Dashboard at windpowerexpo.org—Registrants are already searching for your products and reading your descriptions! (Last year nearly 100 companies neglected this free marketing feature!)
- 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. Not every attendee walks past every booth. Make sure they plan to walk to yours.
- Plan an email blast to attendees: Price lowered to \$500 this year to increase your reach for fewer dollars.
- 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 Houston at WINDPOWER 2019. 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