

**Special Pre-Registration Discount**  
**Register by February 12, 2010 and SAVE!**

## ***Connecting Electric Professionals with Powerful Ideas***

**electric**  
With **PowerQuality**

**west**  
**2010**

Professional Advancement Courses: March 15

Conference: March 15 - 18

Exhibit Hall: March 16 - 18

**[www.electricshow.com](http://www.electricshow.com)**

***The Only Independent Trade Show Serving the Electrical Design, Construction & Maintenance Industry. Celebrating Over Two Decades.***

- 55+ Informative Seminars & Workshops (More than ever before!)  
Gain the ideas and technical skills to grow your business in lean times.  
Many courses offer CEUs and PDHs, doubling your value.
- Exhibitors showcase the full spectrum of products & services  
Your once-a-year opportunity to speak directly to suppliers and make head-to-head comparisons.
- Enhanced Renewable Energies Focus  
Waste-to-energy, wind, solar, and more! Learn the future of the electric industry.



### **Industry-Leading Keynote**

**Kurt Yeager**, co-author of "Perfect Power"  
with his vision of a smart, efficient electric power system

***In today's economy it's never been more critical for your business to stay current.  
There's never been a better time to be a part of Electric West.***

Follow us online:

facebook

Linked in

twitter

Presented by:

**EC&M**

Electrical  
Wholesaling

**EET**  
Energy Efficiency & Technology

**PQNewsBeat**

Produced by:

 **PENTON**

# **Event Preview**





Professional Advancement Courses: March 15  
Conference: March 15 - 18  
Exhibit Hall: March 16 - 18

As **Electric West** enters its 21st year, the electric industry, along with the global economy, is undergoing a sea change. With wildly fluctuating fuel prices and concerns about worldwide climate change, the need for greater energy efficiency has never been more critical, and the long term evolution of renewable, alternative energy sources, like wind, solar, and waste-to-energy, has taken on a greater importance than ever before. And, with the rise of renewable technologies, comes increased emphasis on the need for innovations in energy storage and power distribution to make viable the new business models that will power the next generation.

This year's **Electric West** keynote address, given by **Kurt Yeager**, Executive Director of the non-profit Galvin Electricity Initiative and retired President and CEO of the Electric Power Research Institute (EPRI), will bring these issues front and center. Kurt Yeager's *'The Path to Perfect Power'* focuses on this "21st Century reinvention" by focusing on local power distribution networks where the greatest performance improvement opportunities exist. This focus on community electricity service quality and entrepreneurial innovation will create immediate economic benefits to customers and all other electricity stakeholders.

**Electric West** remains the **only independent trade show** specifically for electrical design, construction, and maintenance professionals. The show floor is your once-a-year opportunity to see the full spectrum of equipment, products and services showcased by responsive suppliers who listen to your needs, and answer your questions. It's your most convenient opportunity to make head-to-head comparisons and **find exactly what you need.**

**Electric West** serves your industry by providing the necessary forum to drive critical innovations. Year after year, **Electric West** is the industry gathering place where electrical design engineers, electrical maintenance professionals and installers can come together to learn and discuss the business and technical issues that are driving today's decisions.

The **Electric West 2010 Conference Program** reflects our commitment to bringing thought leaders and industry experts together to provide electrical professionals with valuable content and day-to-day know-how to do your job better, more safely, and more profitably. We offer Professional Development Hours (PDH) to licensed professional engineers for all Power Quality Seminars through the National Council of Examiners for Engineering & Surveying (NCEES). In addition, many of the seminars in the Electric West program also provide CEU credits.

Since 1989 **Electric West** has drawn thousands of participants year after year to build their business skills, technical abilities and bottom lines.

For the latest show information and to register, please visit [www.electricshow.com](http://www.electricshow.com).

**Take advantage of our pre-registration discount! Register by February 12, 2010!**

We hope you will join us in March!



*Rita Ugianskis*

Rita Ugianskis-Fishman  
Group Show Director  
*Electric West*



*Michael Eby*

Michael Eby  
Editor-in-Chief  
*EC&M*

# Special Events & Travel Information

## Keynote Address: The Path to Perfect Power March 16 ~ 9:45-10:45 AM ~ Free to all participants



### Kurt Yeager

*Executive Director of the non-profit Galvin Electricity Initiative and retired President and CEO of the Electric Power Research Institute (EPRI)*

Kurt Yeager will present the case for the need to transform the infrastructure and regulated monopoly business model for electricity service. This "Electronet" transformation is indeed essential to achieving a sustainable energy, economic, and environmental future for our nation, as underscored by the DOE Smart Grid Stimulus Initiative.

The focus of this "21st Century reinvention" must, first and foremost, be on the local power distribution networks where the greatest performance improvement opportunities exist. This focus on community electricity service quality and entrepreneurial innovation will create immediate economic benefits to customers and all other electricity stakeholders that are a multiple of the costs, and with essentially unlimited upside potential.

Join Kurt for a frank, sometimes controversial discussion on why and how you can enter into and succeed on the Path to Perfect Power.

## Ask the Experts ~ March 17, 9:45-10:45 AM FREE to all participants

Join host Sam Wheeler, and our panel of Industry Experts for a topical information discussion. Attendees will have the opportunity to submit questions through the Website – [www.electricshow.com](http://www.electricshow.com) prior to the show. The Ask the Experts panel will end with questions from attendees at Electric West.

## Travel Information

Electric West has secured discounted hotel rates for Electric West participants at the Las Vegas Hilton, this year's headquarters hotel. To make your travel reservations:

Visit the travel page of [www.electricshow.com](http://www.electricshow.com)

Contact the Electric West Travel Desk at 800-359-9949 or 312-527-7300 or Email [electricshow@ttgonline.com](mailto:electricshow@ttgonline.com)

Easy Group Reservations: Immediate confirmations for each member, online access to manage block, apply individual payments.

The hotel reservation deadline is **February 19, 2010.**

### TOP REASONS TO BOOK YOUR HOTEL THROUGH OFFICIAL HOUSING

No Pre-payment required: Only a payment guarantee is needed at the time of booking. Pay when you check out.

- Support Your Event Organizer: Stay within the Official Housing Block and contribute to the continued success of the event.
- Personalized Customer Service: Convenient customer service before, during, and after the event.

**PLEASE NOTE:** Our low hotel rates can only be booked through Electric West Official Housing powered by Travel Technology Group. Be Aware: If other companies contact you for bookings, they are not endorsed by Electric West.



# Conference Program

**“Year after year, we always come away with a new idea to streamline our business.”**

*~ Rich Applegate, VP Electric Division, Applegate Johnston, Inc.*

## Learn New Skills & Get the Credits You Need to Stay Current!

The **Electric West** Conference brings together the leading experts in their respective fields to present the latest developments. Professional advancement courses, seminars, technical sessions and workshops provide the tools you need to become more efficient, work faster, more profitable, and stay ahead of the competition.

Many **Electric West** sessions offer CEU credit, and all Power Quality & Reliability sessions offer Professional Development Hour (PDH) credit under the auspices of RCEPP and EC&M seminars\*. The program is organized with the direct involvement of the editors of *EC&M* magazine and EC&M University to meet the needs of electrical contractors, consultants, engineers, plant managers, and other electrical professionals. Professional Advancement Courses (PACs) are offered the day before the Exhibit Hall opens. These full- and half-day programs offer participants an opportunity to immerse themselves in a topic of interest.

**Electric West** courses are taught by industry experts, including renowned NEC® authority, Mike Holt, who will cover the National Code Changes.

## Electric West Conference Program by Tracks

**Session codes in red designate Power Quality Educational programming**

Business Practices & Profitability	Measurement and Testing
<b>PAC5:</b> How to Enjoy a Solid Profit Margin During Every Economic Climate <b>Monday, March 15, - 8:30am – 5:00pm</b> <i>M. Lynn Jacob, Business Success Coach, MLJ Coaching International</i>	<b>T3:</b> Tips for Selecting Test and Measuring Instruments for Electrical Technology <b>Tuesday, March 16, - 8:30am - 9:30am</b> <i>Ted James, Professor, Pasadena City College</i>
<b>PAC8:</b> Essentials of Electrical Estimating <b>Monday, March 15, - 2:00pm – 6:00pm</b> <i>Michael Hughes, Estimating Manager, Bergelectric Corporation</i>	<b>W2:</b> Ground Testing: Matching Instrumentation & Techniques to Applications <b>Wednesday, March 17, - 8:30am – 9:30am</b> <i>Jeffrey R. Jowett, Applications Engineer, MEGGER®</i>
<b>T1:</b> Estimating & Onscreen Digital Takeoff Technology <b>Tuesday, March 16, - 8:30am – 9:30am</b> <i>George Hague, President &amp; CEO, ConEst Software Systems</i>	<b>W11:</b> Grounding System Design for Critical Facilities <b>Wednesday, March 17, - 1:00pm – 2:00pm</b> <i>John Howard, Vice President – Business Development, Lyncole XIT Grounding</i>
<b>T9:</b> Project Productivity Workshop <b>Tuesday, March 16, - 1:00pm – 4:30pm</b> <i>David Brown, President &amp; Founder, D. Brown Management</i>	<b>W19:</b> Tips and “Tricks of the Trade” for Performing Electrical Maintenance <b>Wednesday, March 17, - 2:30pm – 4:30pm</b> <i>Ted James, Professor, Pasadena City College</i>
<b>W10:</b> Key Problem Areas for Contractors Moving to Public Works <b>Wednesday, March 17, - 1:00pm – 2:00pm</b> <i>David Brown, President &amp; Founder, D. Brown Management</i>	<b>TH7:</b> Electric Utility Billing: What you don’t know CAN cost you! <b>Thursday, March 18, - 8:30am – 12:00pm</b> <i>Michael L. Last, Electrical Engineer - Consultant</i>
<b>W14:</b> The 7 Cardinal Sins of a Facility Audit That Cost You Plenty <b>Wednesday, March 17 - 1:00pm – 2:00pm</b> <i>Ronald Glaser, President, Phase Services, Inc.</i>	
<b>W17:</b> Risk Management for the Electrical Contractor <b>Wednesday, March 17, - 2:30pm – 4:30pm</b> <i>Giovanni Marcelli, Founder &amp; CEO, Accubid Systems</i>	
<b>W20:</b> Are Outdated Business Processes Putting Your Entire Business at Risk? <b>Wednesday, March 17, - 2:30pm – 4:30pm</b> <i>Marty Hilsenteger, CEO, Singletouch Corporation</i>	

*\*The number of PDHs granted is based on the length of sessions attended. EC&M Seminars is provider No. N0002*

# Electric West Conference Program by Tracks

## Power Quality & Reliability

**PAC4:** Surge Protective Devices: Why You Need It, How to Get the Right Unit in the Right Location with the Right Installation - IEEE certified for 8 PDH or .8 CEU Credits

**Monday, March 15, - 8:30am - 5:00pm**

*Thomas W. Butcher, Vice President Technical Services, Surge Suppression Incorporated*

**PAC9:** Power Quality and Harmonics

**Monday, March 15, - 2:00pm - 6:00pm**

*Michael Lowenstein, President, MZL Enterprises*

**PAC10:** Power Quality Solutions for Higher Uptimes and a Greener Environment

**Monday, March 15, - 2:00pm - 6:00pm**

*Doug Dorr, Program Manager, EPRI - PEAC*

*Vladimir Basch, Independent Consultant*

**T4:** Lowering Your Facility Budget Through Cleaner Power: A Case Study

**Tuesday, March 16, - 8:30am - 9:30am**

*Ron Glaser, President, Phase Services, Inc.*

**T5:** Large Scale Energy Storage for DC Power Systems/Power Distribution with Dual Bus for Computers Energy Storage - New Power Quality Techniques

**Tuesday, March 16, - 8:30am - 9:30am**

*Richard Baugh, P.E., ABS, Inc.*

**T6:** All You Need to Know About Surge Protective Devices

**Tuesday, March 16, - 8:30am - 9:30am**

*Donald Grove, Application Engineering Manager, Schneider Electric/SqD*

**T7:** From Power Quality to Consumer-based Demand Response: The Promise of Smart Grid and the Communications Required to Support It

**Tuesday, March 16, - 8:30am - 9:30am**

*Tony Burge, Senior Product Manager, GE Digital Energy - MDS*

**T13:** Metering & Monitoring 1

**Tuesday, March 16, - 1:00pm - 4:30pm**

*Sim Gurewitz, Regional Manager, E-Mon, LLC*

*Andreas Eberhard, Vice President Technical Services, Power Standards Lab*

**T14:** Energy Efficiency: A Sure Fire Opportunity for Post Recession Growth

**Tuesday, March 16, - 1:00pm - 4:30pm**

*Les Webster, Vice President - General Manager, Precision Paragon Lighting, Inc.*

**W7:** A Better Understanding of Harmonic Distortion: A Case Study

**Wednesday, March 17, - 8:30am - 9:30am**

*John Nelson, President, NEI Electric Power Engineering, Inc.*

**W8:** Seeing Cost Savings in IR Thermography Programs for Electrical Applications

**Wednesday, March 17, - 8:30am - 9:30am**

*Todd Faulkner, District Sales Manager, FLIR Infrared Cameras*

**W16:** Harmonics for Facilities Engineers and Managers

**Wednesday, March 17, - 1:00pm - 2:00pm**

*Michael Z. Lowenstein, President, MZL Enterprises*

**W21:** Eaton Panel Discussion: Targeting Authenticity - The Fight Against Counterfeit Electrical Products

**Wednesday, March 17, - 1:00pm - 2:00pm**

**Moderator:** *Jerry Whitaker, President, Electrical Sector, Americas Region Eaton Corporation*

**Panelists:** *Brett Brenner, President, Electrical Safety Foundation International (ESFI)*

*Tom Grace, Manager, Anti-Counterfeiting Initiatives, Eaton's Electrical Sector*

*Clark Silcox, Legal Counsel, National Electrical Manufacturers Association*

*(NEMA) Underwriter's Laboratories*

## Power Quality & Reliability *continued*

**W22:** Metering & Monitoring 2

**Wednesday, March 17, - 2:30pm - 4:30pm**

*Robert Thomas, Founder, Rx Monitoring Services, LLC*

*Ross Ignall, Product Manager, Dranetz-BMI*

**W23:** Short-Term, Long-Term Energy Storage Methods for Standby Electric Power Systems

**Wednesday, March 17, - 2:30pm - 4:30pm**

*John DeDad, President, DeDad Consulting, LLC*

**W24:** Energy Storage

**Wednesday, March 17, - 2:30pm - 4:30pm**

*Vladimir Basch, Independent Consultant*

*Doug Dorr, Project Manager, EPRI-PEAC*

*Brad Roberts, Power Quality Systems Director, S&C Electric*

*David Nichols, Stationary Power Product Manager, Copper Development Association*

**TH6:** Power Quality Technology and Case Studies

**Thursday, March 18, - 8:30am - 12:00pm**

*David Brender, National Program Manager, Copper Development Association*

*Nash Medora, Senior Managing Engineer, Exponent*

*Andy Taylor, President, Applied Power Technologies, Inc.*

**TH8:** Smart Grid & Energy Programs

**Thursday, March 18, - 8:30am - 12:00pm**

*Matt Gibbs, Nexant*

*Rich Lechner, Vice President, IBM Energy and Environment*

## Lighting

**PAC1:** Enhance Customer's Homes with Lighting Control

**Monday, March 15, - 8:30am - 1:00pm**

*Richard Scholl, President, Worthington University*

**W1:** Update on LED Light Source Technology

**Wednesday, March 17, 8:30am - 9:30am**

*Joseph Knisley, Senior Consulting Editor, Electrical Construction & Maintenance*

## Design

**PAC2:** Design and Save Energy in Electric Motor Applications

**Monday, March 15, - 8:30am - 1:00pm**

*Mohan Ray, Sr. Facilities Design Engineer, Northrop Grumman Corporation*

**W6:** Implementing Industry Accepted Standards to Prevent the Restoring, Repairing and Replacement of Electrical Equipment (PRRR)

**Wednesday, March 17 - 8:30am - 9:30am**

*George Ziegler, President, SPGS, Inc.*

**W12:** The Copper Rotor Motor: Energy Efficient Motors and the Role of the Copper Rotor Motor

**Wednesday, March 17 - 1:00pm - 2:00pm**

*Richard deFay, Manager, Electrical Applications Education, Copper Development Association*



# Electric West Conference Program by Tracks

## Code Changes & Standards

**NEC1:** Understanding Important NEC® Requirements  
*CEU Credit Course*

**Monday, March 15 - 8:30am – 5:00pm**

*Mike Holt, President, Mike Holt Enterprises*

**NEC2:** Grounding versus Bonding *CEU Credit Course*

**Tuesday, March 16 - 8:30am – 5:00am**

*Mike Holt, President, Mike Holt Enterprises, Inc.*

**PAC6:** IAEI's Analysis of Changes - 2011 NEC® *CEU Credit Course*

**Monday, March 15 - 8:30am – 5:00pm**

*Keith Lofland, Director of Education, Codes, and Standards,  
International Association of Electrical Inspectors*

**T8:** IAEI's Swimming Pools and Similar Installations  
*CEU Credit Course*

**Tuesday, March 16 - 1:00pm – 4:30pm**

*Keith Lofland, Director of Education, Codes, and Standards, International Association  
of Electrical Inspectors*

**T10:** Advanced NEC® Calculations

**Tuesday, March 16 - 1:00pm – 4:30pm**

*Edward Gorginian, Owner, Learn NEC®*

**W15:** Understanding and Using the 2009 UL White Book and  
Certification Directory

**Wednesday, March 17 - 1:00pm – 2:00pm**

*Lanny McMahon, Field Evaluation Engineer, UL Laboratories*

**TH1:** Dwelling Calculations

**Thursday, March 18 - 8:30am – 12:00pm**

*Edward Gorginian, Owner, Learn NEC®*

**TH2:** Introduction to Standard and "Green" Wiring Strategies for  
Distributed Audio, Home Theater and Home Automation

**Thursday, March 18 - 8:30am – 12:00pm**

*Steve Borich, President, Imagine Audio*

## Safety

**W4:** Electrical Safety for Contractors and Service Personnel

**Wednesday, March 17 - 8:30am – 9:30am**

*Dennis K. Neitzel, Director, AVO Training Institute, Inc.*

**W9:** NFPA 70E Electrical Safety Requirements: Selection &  
Use of FR Clothing & Equipment

**Wednesday, March 17 - 1:00pm – 2:00pm**

*Steven J. Owen, President, National Code Seminars*

**W18:** Understanding the Electrical Safety Requirements  
of NFPA 70E

**Wednesday, March 17 - 2:30pm – 4:30pm**

*Dennis K. Neitzel, Director, AVO Training Institute, Inc.*

## Renewable Technologies / Green Business

**PAC3:** Renewable Energy + Energy Storage = Intelligent Grid 2.0

**Monday, March 15 - 8:30am – 1:00pm**

*Gene Wolf, P.E., FIEEE, Lone Wolf Engineering, LLC*

**PAC7:** Launching and Growing Your Solar Business:

Business and Technical Alternatives for Electrical Contractors

**Monday, March 15 - 8:30am – 5:00pm**

*Matt Ziskin, Director of Marketing and Strategic Project Business Development,  
SunWize Technologies, Inc.*

*Luc Collin, Product Manager, SunWize Technologies, Inc.*

**T2:** Growth Opportunities for Electrical Contractors in the Solar Industry

**Tuesday, March 16 - 8:30am – 9:30am**

*Rhone Resch, President & CEO, Solar Energy Industries Association*

**T11:** Solar & PV System Basics and Residential Market Overview

**Tuesday, March 16 - 1:00pm – 4:30pm**

*Garret Boykin, Director of Renewable Energy, ESSCO Renewable Energy*

**T12:** Energy Storage: The Missing Link of Renewable Energy –  
Panel Discussion

**Tuesday, March 16 - 1:00pm – 4:30pm**

**Chair:** Gene Wolf, Lone Wolf Engineering

**Panelists:** Chris Hickman, Sr. Vice President, ICE Energy  
EPRI: Kinetic / Chemical

**W3:** Worker Certifications for Renewable Energy

**Wednesday, March 17 - 8:30am – 9:30am**

*Ezra Auerbach, Executive Director, North American Board of  
Certified Energy Practitioners (NABCEP)*

**W5:** How to Successfully Enter the Commercial Solar Installation  
Business: A Case Study

**Wednesday, March 17 - 8:30am – 9:30am**

*Jeff White, Grid-Tie Sales Manager, SunWize Technologies*

*Jeff Sveiven, Project Manager/Estimator, Scott & Sons Electric*

**W13:** Marketing Your Solar Business

**Wednesday, March 17 - 1:00pm - 2:00pm**

*Carmen Smith, Distributed Trade Marketer, BP Solar*

**TH3:** Photovoltaic Codes and Standards: Past, Present and Future

**Thursday, March 18 - 8:30am – 12:00pm**

*James Egan, Manager of Engineering & Field Operations  
PerfectPower, Inc.*

## Residential/Industrial/ Commercial Applications

**TH4:** Beyond Bid Day: Using Your Estimating Department  
as a Project Management Tool

**Thursday, March 18 - 8:30am – 12:00pm**

*Stanley Shook, President – Chief Estimator, TakeOff16, Inc.*

**TH5:** Conductors and Terminations

**Thursday, March 18 - 8:30am – 12:00pm**

*Christel Hunter, Senior Engineer, Alcan Cable*

**“The information gathered at Electric West proved to be of great value not only to me personally, but to my organization. The business contacts alone were worth the price of the conference.”**

~ Edmond Hill, Cablesplicer Crew Chief, Seattle City Light

# Exhibit Hall

## Exhibit Hall Hours:

**Tuesday, March 16** — 11AM - 5PM

**Wednesday, March 17** — 10AM - 5PM

**Thursday, March 18** — 10AM - 1PM

**The Exhibit Hall at Electric West is your best place to learn about the latest products the electrical design and maintenance industry has to offer:**

Batteries & Power Storage Systems	Fittings, Conduit & Cable	Protective Devices
Boxes & Enclosures	Grounding Systems	Renewable Energy Products & Services
Building & Home Automation	Handheld Test Equipment	Solar, Wind, Geothermal
Business Equipment & Services	Home Automation-Low Voltage Wire	Safety Equipment & Apparel
Circuit Protection	Instrumentation & Test Equipment	Signaling Systems
Conduit, Raceway & Wireways	Lamps, Lighting Fixtures & Controls	Software/Systems
Connectors & Terminating Devices	Measuring, Testing, Locating Equipment	Switching Equipment Tools: Power & Hand
Construction Site Equipment	Meters/Metering Systems	Transformers & Insulating Fluids
Datacom & Fiber Optic Communications	Motors & Motor Controls	TVSS
Energy Management	Power Distribution Equipment	UPS
Facility Management Systems	Power Monitoring & Conditioning Equipment	VFDs
Fasteners, Hangers & Accessories	Power Quality Products & Services	Wire & Cable
Fire, Safety & Security Systems	Power Sources: Generator & Stand-by	Wiring Devices

## Electric West Exhibitors as of November 16, 2009

ACR Systems, Inc.	Extch Instruments	Reloc Wiring Systems
AEE Solar	Fantech, Inc.	Ripley
AEMC Instruments	FCI - BURNDY Products	Salisbury by Honeywell
Accu Pull Corporation	FLIR Infrared Cameras	Schaffner EMC inc.
Alcan Cable	Gensco Equipment	SIBA Fuses LLC
American Connectors, Inc.	Greenlee A Textron Company	Singletouch
Amprobe	Gripple, Inc.	Solar Depot, LLC
Arlington Industries	groSolar	Solon Manufacturing Co.
Bad Dog Tools	Harger Lightning & Grounding	Specified Technologies, Inc.
Bark Conduit Bodies	Hioki USA Corporation	Strip Technology, Inc.
Bridgeport Fittings, Inc.	Ideal Industries, Inc.	Summit Technology / Z Meters
Byram Laboratories, Inc.	Independent Electrical Contractors	SunWize Technologies, Inc.
Cablafil Legrand	Industrial Machinery Digest	Surge Suppression Incorporated
Carhartt	Integrated Metering Systems	T&R Electric Supply Company Inc.
Cembre, Inc.	Intercom Expert	Tasco, Inc.
Cementex Products, Inc.	King Innovation	Technology Research Corporation (TRC)
Certified Insulated Products	Klein Tools, Inc.	Telogy
CITEL, Inc.	KLK USA	ThinkSolar
Conduit Repair Systems, Inc.	Knipex	TIKA Energy Management
Condux International, Inc.	L.H. Dottie Company	Topaz Lighting & Electric
Conergy, Inc.	Magnelab, Inc.	Tri-Vise LLC
ConEst Software Systems	McCormick System, Inc.	UEi
Current Tools, Inc.	Megger	Underground Devices, Inc.
Dabmar Lighting, Inc.	Milwaukee Electric Tool Corporation	Underwriters Laboratories Inc.
Davis Wholesale Electric	Northwest Lighting Systems Company	Unirac, Inc.
DEHN, Inc.	Oldcastle Precast Enclosure Solutions	Vest-Tech, Inc.
Diogen Lighting	Pacific Crest Transformers, Inc.	Vision Infosoft Corporation
Dranetz-BMI	Panasonic Home & Environment	Vista Professional Outdoor Lighting
EC&M	Paragon Lighting, Inc.	Volutone Distributing Company
Eclipse Tools	Pencell Plastics, Inc.	WAGO Corporation
EFI Electronics	Post Glover LifeLink	Westgate Manufacturing, Inc.
Electrical Career Specialists	Power Monitors, Inc.	Wiremaid USA
Engravers Solutions	Quick Switch	Xantrex Technology, Inc.
ERICO	Quickpen International	Yokogawa Corporation of America

## Interested in Exhibiting at Electric West?

**Jerry Busker • Sales Manager**

**Phone: (203) 358-4135 • Email: [jerry.busker@penton.com](mailto:jerry.busker@penton.com)**

# Registration Options

**Register by February 12, 2010 and SAVE!**

## **Premium Pass – Experience Electric West its fullest!**

**\$905 by 2/12/10 • \$985 after 2/12/10**

- 4 days of invaluable conference programming (Monday – Thursday)
- 3 days of exhibits (Tuesday – Thursday)
- Admission to Special Events including the Keynote Address and Ask the Experts Panel

## **Three-Day Conference & Exhibits**

**\$775 by 2/12/10 • \$875 after 2/12/10**

- 3 days of invaluable conference programming
- 3 days of exhibits
- Admission to Special Events including Keynote Address and Ask the Experts Panel

## **Two-Day Conference & Exhibits**

**\$615 by 2/12/10 • \$715 after 2/12/10**

- 2 days of invaluable conference programming
- 3 days of exhibits
- Admission to Special Events including Keynote Address and Ask the Experts Panel

## **One-Day Conference & Exhibits**

**\$415 by 2/12/10 • \$465 after 2/12/10**

Only have 1 day to spend at Electric West? This is the option for you.

## **Exhibits Only**

**FREE (\$55 onsite)**

Don't have time to attend the conference sessions, but want to check out the latest in electrical design and maintenance products and services? Includes admission to Special Events including the Keynote Address and Ask the Experts Panel.

## **Group Discounts Are Available**

Take 15% off Premium Pass or 3-Day Conference pricing when you register 3 or more persons from your company together. Register online and use 'Add Another Registrant' in Step 4.

*For groups of 10 or more, please visit the show website **www.electricshow.com** for more information.*

## **Registration is EASY!**

Go to the registration page of **www.electricshow.com** or use the registration form in this brochure.

Be sure to register by **February 12, 2010** and use the Promotion Code on the registration form to take advantage of special pricing!

**Do you have a colleague who will also benefit from all that Electric West has to offer?  
Be sure to tell them to register for Electric West by February 12, 2010 so they can  
take advantage of the special discounts!**

*Electric West is backed by the Electrical Construction and Maintenance Magazine (EC&M) the industry's technical authority for 140,000+ electric professionals and by Electrical Wholesaling, the independent voice of electrical distributors.*



Conference: March 15-18, 2010 • Las Vegas Convention Center • Las Vegas, NV  
Professional Advancement Courses: March 15, 2010 • Exhibit Hall: March 16-18, 2010 • [www.electricshow.com](http://www.electricshow.com)

## Four Ways to Register:

1. Online: [www.electricshow.com](http://www.electricshow.com)

2. Fax: 508-759-4552

3. Phone: 800-927-5007 or 508-743-0105

4. Mail:

Electric West - c/o CDS

107 Waterhouse Rd. • Bourne, MA 02532

Trade Only: No one under 18 admitted.

## 1. General Information

All badges will be picked up onsite. Please complete the below information. (Copy form for additional registrants.)

FIRST NAME	LAST NAME		
TITLE	COMPANY		
STREET ADDRESS			
CITY	STATE	ZIP/POSTAL CODE	COUNTRY (OUTSIDE THE U.S.)
TELEPHONE		CELL PHONE*	
FAX		EMAIL**	
*By providing my cell number, I am giving the Electric West Show and its exhibitors/sponsors permission to contact me via cell or text regarding registration, emergency situations, updates and promotional materials.			
**By providing my email address, I grant Penton Media permission to contact me via email regarding my Electric West registration, event updates, and promotions from Electric West Exhibitors and associated Penton Media publications.			
<input type="checkbox"/> Please contact me about special needs.			

## 2. Profile Information

### 1. Your Title or Job Function (Check ONE only)

- |                                                                 |                                                  |
|-----------------------------------------------------------------|--------------------------------------------------|
| A <input type="checkbox"/> Electrical Engineer                  | L <input type="checkbox"/> Design Engineer       |
| B <input type="checkbox"/> Chief Electrician                    | M <input type="checkbox"/> Sales Engineer        |
| C <input type="checkbox"/> Electrician                          | N <input type="checkbox"/> Electrical Supervisor |
| D <input type="checkbox"/> Electrical Contractor                | O <input type="checkbox"/> Maintenance Engineer  |
| E <input type="checkbox"/> Estimator                            | P <input type="checkbox"/> Cable Installer       |
| F <input type="checkbox"/> Project Director                     | Q <input type="checkbox"/> Network Installer     |
| G <input type="checkbox"/> Facilities Manager                   | R <input type="checkbox"/> Sales/Marketing       |
| H <input type="checkbox"/> Electrical Inspector                 | S <input type="checkbox"/> Manufacturer's Rep.   |
| I <input type="checkbox"/> Plant Engineer/Other Plant Personnel | T <input type="checkbox"/> Purchasing            |
| J <input type="checkbox"/> President, Owner, Partner, Officer   | U <input type="checkbox"/> Other _____           |

### 2. Your Industry Group (Check ONE only)

- |                                                                      |                                                          |
|----------------------------------------------------------------------|----------------------------------------------------------|
| A <input type="checkbox"/> Contracting                               | I <input type="checkbox"/> Government                    |
| B <input type="checkbox"/> Electric Utility                          | J <input type="checkbox"/> Data/Telecom                  |
| C <input type="checkbox"/> Consulting/Architectural Engineering Firm | K <input type="checkbox"/> Repair & Service              |
| D <input type="checkbox"/> Healthcare Facility                       | L <input type="checkbox"/> Manufacturer's Agent          |
| E <input type="checkbox"/> Commercial Building                       | M <input type="checkbox"/> Wholesaling                   |
| F <input type="checkbox"/> Transportation                            | N <input type="checkbox"/> Banking/Finance               |
| G <input type="checkbox"/> Manufacturing                             | O <input type="checkbox"/> ESCO (Energy Service Company) |
| H <input type="checkbox"/> Institutional                             | P <input type="checkbox"/> Other _____                   |

### 3. Purchasing Influence (Check ONE only)

- A ☐ Final Say   B ☐ Recommend   C ☐ Specify   D ☐ Other \_\_\_\_\_

### 4. Company's Estimated Annual Electrical Equipment/Services Expenditures – That You Influence (Check ONE only)

- |                                                  |                                                      |
|--------------------------------------------------|------------------------------------------------------|
| A <input type="checkbox"/> Less than \$249,999   | D <input type="checkbox"/> \$1,000,000 - \$1,999,999 |
| B <input type="checkbox"/> \$250,000 - \$499,999 | E <input type="checkbox"/> \$2,000,000 - \$4,999,999 |
| C <input type="checkbox"/> \$500,000 - \$999,999 | F <input type="checkbox"/> \$5,000,000 or more       |

### 5. Do you wish to Receive/Continue to Receive EC&M FREE?

- A ☐ Yes   B ☐ No

(Signature required) \_\_\_\_\_ Date \_\_\_\_\_

### 6. How would you like to receive your copy of EC&M?

- A ☐ Digital   B ☐ Print

## 3. Registration Options

All options listed below include entry into Exhibit Hall and Keynote Presentation

		EARLY RATE by Feb. 12	AFTER Feb. 12
<input type="checkbox"/> <b>Premium Pass</b> Includes the entire 4 day conference. Make your conference selections in Step 4.		\$905	\$985
<input type="checkbox"/> <b>3-Day Conference</b> Select the 3 days you plan to attend; then make your conference selections in Step 4.	<b>Day(s) Selection:</b> Check off the day(s) you plan to attend here, based on the registration option you checked at left.  <input type="radio"/> Monday, March 15 <input type="radio"/> Tuesday, March 16 <input type="radio"/> Wednesday, March 17 <input type="radio"/> Thursday, March 18	\$775	\$875
<input type="checkbox"/> <b>2-Day Conference</b> Select the 2 days you plan to attend; then make your conference selections in Step 4.		\$615	\$715
<input type="checkbox"/> <b>1-Day Conference</b> Select the day you plan to attend; then make your conference selections in Step 4.		\$415	\$465
<input type="checkbox"/> <b>Exhibit Hall Only</b> Includes admission to Exhibit Hall, March 16-18, 2010, plus Keynote Presentation.		FREE with this form	\$55 On-site (March 15-18, 2010)

TOTAL AMOUNT DUE \$ \_\_\_\_\_ \$ \_\_\_\_\_

## 4. Conference Selections

### Monday, March 15, 2010

- |                   |                                |                                |                                 |                                |                                |
|-------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|--------------------------------|
| 8:30 AM – 5:00 PM | <input type="checkbox"/> PAC 4 | <input type="checkbox"/> PAC 5 | <input type="checkbox"/> PAC 6  | <input type="checkbox"/> PAC 7 | <input type="checkbox"/> NEC 1 |
| 8:30 AM – 1:00 PM | <input type="checkbox"/> PAC 1 | <input type="checkbox"/> PAC 2 | <input type="checkbox"/> PAC 3  |                                |                                |
| 2:00 PM – 6:00 PM | <input type="checkbox"/> PAC 8 | <input type="checkbox"/> PAC 9 | <input type="checkbox"/> PAC 10 |                                |                                |

### Tuesday, March 16, 2010

- |                   |                                |                             |                              |                              |                              |                              |                              |  |  |
|-------------------|--------------------------------|-----------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|--|--|
| 8:30 AM – 5:00 PM | <input type="checkbox"/> NEC 2 |                             |                              |                              |                              |                              |                              |  |  |
| 8:30 AM – 9:30 AM | <input type="checkbox"/> T1    | <input type="checkbox"/> T2 | <input type="checkbox"/> T3  | <input type="checkbox"/> T4  | <input type="checkbox"/> T5  | <input type="checkbox"/> T6  | <input type="checkbox"/> T7  |  |  |
| 1:00 PM – 4:30 PM | <input type="checkbox"/> T8    | <input type="checkbox"/> T9 | <input type="checkbox"/> T10 | <input type="checkbox"/> T11 | <input type="checkbox"/> T12 | <input type="checkbox"/> T13 | <input type="checkbox"/> T14 |  |  |

### Wednesday, March 17, 2010

- |                   |                              |                              |                              |                              |                              |                              |                              |                              |
|-------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| 8:30 AM – 9:30 AM | <input type="checkbox"/> W1  | <input type="checkbox"/> W2  | <input type="checkbox"/> W3  | <input type="checkbox"/> W4  | <input type="checkbox"/> W5  | <input type="checkbox"/> W6  | <input type="checkbox"/> W7  | <input type="checkbox"/> W8  |
| 1:00 PM – 2:00 PM | <input type="checkbox"/> W9  | <input type="checkbox"/> W10 | <input type="checkbox"/> W11 | <input type="checkbox"/> W12 | <input type="checkbox"/> W13 | <input type="checkbox"/> W14 | <input type="checkbox"/> W15 | <input type="checkbox"/> W16 |
| 2:30 PM – 4:30 PM | <input type="checkbox"/> W17 | <input type="checkbox"/> W18 | <input type="checkbox"/> W19 | <input type="checkbox"/> W20 | <input type="checkbox"/> W21 | <input type="checkbox"/> W22 | <input type="checkbox"/> W23 | <input type="checkbox"/> W24 |

### Thursday, March 18, 2010

- |                    |                              |                              |                              |                              |                              |                              |                              |                              |
|--------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| 8:30 AM – 12:00 PM | <input type="checkbox"/> TH1 | <input type="checkbox"/> TH2 | <input type="checkbox"/> TH3 | <input type="checkbox"/> TH4 | <input type="checkbox"/> TH5 | <input type="checkbox"/> TH6 | <input type="checkbox"/> TH7 | <input type="checkbox"/> TH8 |
|--------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|

## 5. Method of Payment

Registrations will not be processed without payment or if made with declined or invalid credit cards.

☐ Check # \_\_\_\_\_ enclosed (Make payable to Electric West)

Credit Card (check one): ☐ American Express ☐ MasterCard ☐ VISA

CARD NO. \_\_\_\_\_ EXP. DATE \_\_\_\_\_

CARDHOLDER NAME (PRINT) \_\_\_\_\_

SIGNATURE (REQUIRED) \_\_\_\_\_

Cancellation/Downgrade Policy: Electric West/Power Quality will offer a full refund less a \$75 administrative fee, as follows: refund requests must be received in writing, postmarked or fax stamped no later than February 12, 2010. Downgrades are accepted at any time with the \$75 fee. Refunds will not be issued to No-Show Registrants. Substitutions permitted.