

COAL-GEN CONFERENCE & EXPOSITION 2011

Sponsorships are still available for COAL-GEN 2011, but are going fast. Maximize your exposure at COAL-GEN with an event sponsorship package.

All sponsorship packages include the following value added items (except the Exhibit Floor Giveaway):

- Upgraded company listing in the online and printed Show Guide to 75 word description and company logo
- Daily recognition via PA announcements on exhibition floor
- If provided, company literature inserted into attendee bags – one page, two-sided 8.5 x 11 piece (max. 80 lb. stock)
- Recognition in "Thank You" ad in an issue of Power Engineering magazine
- Recognition on "Sponsorship Thank You" signage on show site
- Recognition in preliminary event guide, website and on-site show guide

The following packages are still available for COAL-GEN 2011:

- Event Sponsor
- Golf Sponsor
- Attendee Badge Holders
- Conference Proceedings CD-ROM
- Hotel Key Cards
- Conference Notepad & Pens
- Fast Track Registration
- Official Show Guide
- Opening Reception
- Registration & Badge Mailing
- Silver Package
- Harley-Davidson Giveaway
- Networking Reception Sponsor

To reserve your exhibit space or for more sponsorship information, please contact:

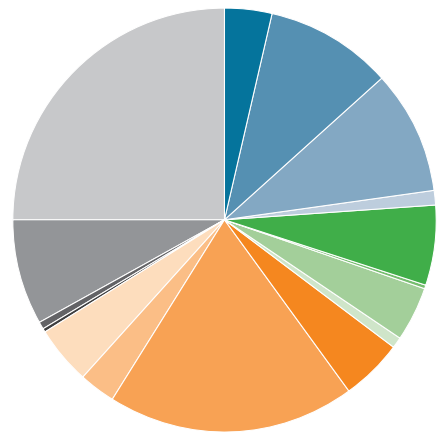
Bill Langenheim
 Phone: 918-832-9256
 Fax: 918-831-9875
 Cell: 918-636-6686
 Email: bill@pennwell.com

Exhibitor Services Information

SueEllen Rhine
 Exhibit Services Manager
 Office: 918-831-9786
 Fax: 918-831-9834
 Email: sueellenr@pennwell.com

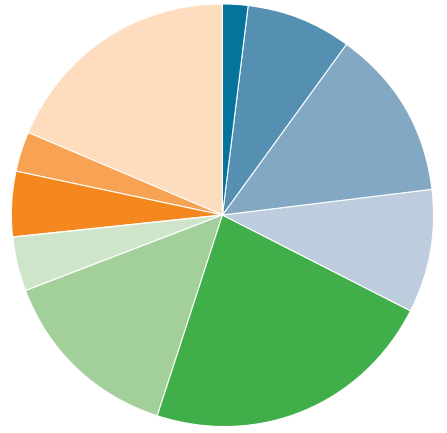
www.coal-gen.com

2010 EVENT DEMOGRAPHICS*



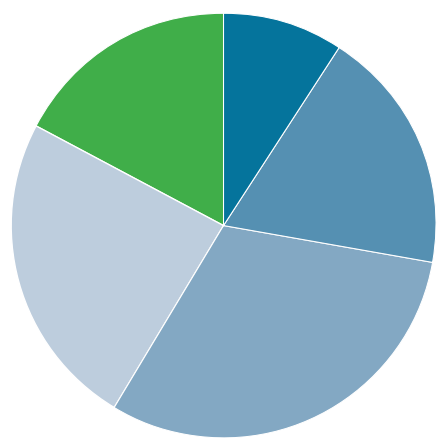
Type of Company Attendee Works For

Chemical Products	3.8%
Consulting Firms	9.6%
Fabrication Metal Products	9.6%
Government Local / State / Federal	1.0%
Independent Power Company	6.1%
Institutional Power Plants	0.4%
Investor owned Electric Utility	4.1%
IT and Software Provider	0.9%
Machinery Electrical and Electronic	4.7%
Original Equipment Manufacturer	18.8%
Primary Metals and Mining	2.9%
Public Utility	4.4%
Pulp and Paper	3.0%
Rural Electric / Electric Cooperative	6.0%
Other Industries	8.0%
Other Services	24.9%



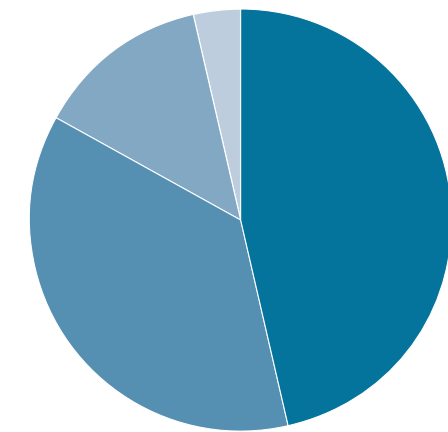
Annual Volume of Purchase

Under \$19,999	2.0%
\$20,000-\$99,999	8.1%
\$100,000-\$499,999	13.2%
\$500,000-\$999,999	9.2%
\$1,000,000-\$4,999,999	22.7%
\$5,000,000-\$19,999,999	14.0%
\$20,000,000-\$49,999,999	4.2%
\$50,000,000-\$100,000,000	5.0%
More than \$100,000,000	3.1%
Not applicable	18.5%



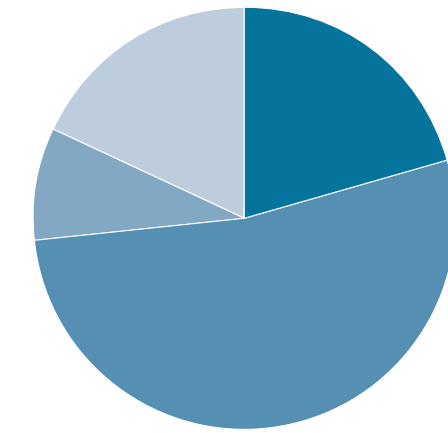
Job Type

Owner/CEO	9.2%
Upper Management	18.6%
Middle Management	30.8%
Sales / Marketing	24.1%
Employee	17.2%



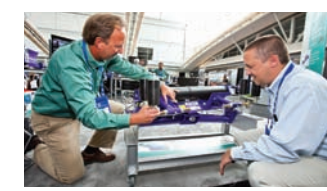
Role in Purchase of Products & Services

Final decision	20.7%
Recommend	52.6%
Specify	8.7%
No role	17.9%



Number of Sales Leads Generated at COAL-GEN

1 - 3	46.6%
4 - 10	36.6%
11 - 20	13.4%
21 - 50	3.4%



*All statistical information taken from COAL-GEN's onsite survey conducted by Turnkey Surveys, an independent research firm.