



REGISTRATION POLICY

REGISTRATION

The following registration rules and regulations are developed in partnership with the governing committees for The Utility Expo. Any exceptions to these rules and regulations must be approved by said governing bodies prior to implementation of the exception.

By registering, you agree to comply with all Show Rules and Regulations, all Registration Policies, health & safety policies put forth by The Utility Expo, the state of Kentucky, the city of Louisville, the Kentucky Exposition Center.

The registrant consents to The Utility Expo's collection, storage, sale and any other use of data on this form. This includes data gathered from any attendee badges equipped with an identification device or similar technology. The registrant consents to receive all mail, fax, email or phone communications from show management regarding important show information or updates for The Utility Expo. The registrant grants Exhibition Management permission to record and make any use of audio/visual materials of all attendee activities at The Utility Expo. Registrant shall not take photographs and/or videos within an exhibit without the exhibitor's permission.

Merchandise, literature, giveaways, and roller bags are not permitted on the show floor during show hours. Individuals or companies that have not purchased exhibit space may not solicit business or engage in outreach to exhibition registrants within or near exhibit areas. Any individual or company found to be conducting business or engaged in public outreach as outlined in the aforementioned manner is in violation of these rules and shall be removed from the Exhibition.

Exhibition Management reserves the right to remove and bar any registrant from the Exhibition for conduct deemed objectionable by Exhibition Management.

WELCOMING & SAFE COMMUNITY

The Utility Expo is committed to establishing a welcoming and safe community of participants at live events. To achieve this, we ask that all participants follow these community guidelines, including, but not limited to:

- Interact with respect and consideration.
- Create a safe environment for all.
- Avoid demeaning, discriminatory, or harassing behavior, materials, and speech - both spoken and written.
- Follow the rules and policies of the meeting, event, venue, hotel, or other contracted facilities.

Any participant that is the subject of, or witness to, behavior in violation of these guidelines, should notify The Utility Expo show management so that appropriate action can be taken.

If The Utility Expo show management or its vendor partners receive reports that a participant has failed to abide by these guidelines, then show management or, if authorized, its vendor partners may take whatever actions deemed appropriate, including expulsion from the event without refund and disqualification from attending future events.

ADMISSION & SHOW BADGE

Registration for admission is required to attend The Utility Expo. Registrants 18 years or older must pay the admission fee. Children under 18 years receive complimentary admission but must register due to security concerns and be always accompanied by an adult. Identification showing proof of age may be required. Children under the age of 18 are only allowed onto the show floor on official show days during official show hours and must be accompanied by an adult. All registrants (including children) must wear a badge to be admitted onto the show floor.

Every registrant shall receive an official show badge. Badge must be worn at all times to gain entry to The Utility Expo. Attendee badge classifications allow entrance to the exhibits during official show hours only. Any exceptions to the rule must be approved by Exhibition Management. Badges are the property of The Utility Expo and must be surrendered upon request by Exhibition Management.

A general attendee badge is \$99 and several promotional discounts will be offered from the time registration opens through the Advance Discount Deadline for exhibitor badges. Price increase deadlines are at midnight, Eastern Standard time on the deadline day. Registration will open on Tuesday, May 13, 2025.

Exhibiting companies are granted the opportunity during the Early Bird discount period to pre-purchase badges for booth staff at the lowest available rate and assign names by the deadline of September 23, 2025. Once the quantity of badges has been selected and payment has been completed, the badges will be automatically applied as staff is registered. Unused badges are not refundable, but name substitutions are allowed on or prior to September 23, 2025.

Type	Early Bird Price	Early Bird Discount Deadline	Advance Price	Advance Discount Deadline	Standard Price
*Exhibitor Invited Guests and Dealers	\$25	Through 8/22/2025	\$39	Through 10/6/2025	\$69
**Exhibitor Invited Guests and Dealers	\$39	Through 8/22/2025	\$59	Through 10/6/2025	\$79
Exhibit Staff	\$15	Through 8/22/2025	\$39	Through 10/6/2025	\$69

**This is an exclusive discount available to exhibitors who wish to purchase a badge for guests of the exhibiting company or dealership staff.*

***This is an exclusive discount available only from exhibitors to their guests and dealerships which is available to share to the exhibiting company's network of contacts to help promote the event.*

ONSITE BADGE PICKUP

Bring your confirmation onsite to the Badge Pick-Up counters at the Louisville International Airport or at the Kentucky Expo Center. When the QR code is scanned, your badge will automatically print. Any education sessions purchased during registration will be embedded in your badge. If you wish to purchase educational sessions onsite, this can be completed at the Registration Help Desk in North Lobby at the Kentucky Exposition Center.

A Photo ID (driver's license, passport or government issued photo ID) will be required to pick up a badge at all registration counters or Help Desk areas.

Attendees or exhibitors not registered in advance must complete the onsite registration process and submit payment to gain access to the show floor.

NON-EXHIBITING VENDOR POLICY

Attendees are employed by companies that are potential buyers or specifiers for Exhibitors' products and services and therefore do not engage in selling activities. Do not register as an Attendee if your company does not purchase or specify Exhibitors' products and services.

Companies who are providers of products and/or services to the utilities and construction industries (including but not limited to earthmoving, lifting, mining, trucking, hauling, land clearing, safety products, and infrastructure support, as well as components for these types of equipment) that are interested in attending The Utility Expo but not participating as an exhibitor, may be considered a Non-Exhibiting Vendor (NEV).

Member* Company	Non-Member Company
<ul style="list-style-type: none">• Admission Fee is \$399 per registrant• Allowed access on all Official Show Days• Return admittance as NEV allowed for future shows	<ul style="list-style-type: none">• Admission Fee is \$599 per registrant• Allowed access on all Official Show Days• Return admittance as NEV allowed for future shows

* Member companies of AEM

NEVs who register to attend will be reviewed and approved by Show Management to gain access to the show floor. If it is discovered that a company has not been correctly identified as NEV during the registration process, Exhibition Management reserves the right to either apply the appropriate registration fee or cancel the registration record with no refund.

The NEV policy has been established under the direction of The Utility Expo Management Committee for purposes of protecting The Utility Expo exhibitors, their Show investment, and maintaining the integrity of the Show.

EXHIBITOR APPOINTED CONTRACTOR (EAC) REGISTRATION

If your company has been hired by an exhibitor to provide services (such as display installation and dismantling, models, photography, audio visual, etc.) and need to access the exhibit floor, please refer to the Show Rules & Regulations (pages 12-13) regarding how to register as an EAC. Registered EACs are provided access to the exhibition during installation and dismantling periods only (not on official show days).

INSTALLATION & DISMANTLE ACCESS

Exhibitors, their employees, and all non-official contractors will be required to wear I&D or exhibitor staff credentials throughout the installation/dismantling periods and Exhibition badges during Official Exhibition Days. This will assist in maintaining security and keeping unwarranted personnel out of the exhibit halls. All exhibit staff or I&D credentials can be picked up onsite in the designated areas.

CANCELLATION, SUBSTITUTION & REFUNDS

- Show Badge/Entrance to exhibits (including exhibitor pre-purchased badges that are not used) and education sessions are non-refundable. Name substitutions are allowed through September 23, 2025.
- Promotional discounts cannot be applied by show management or customer service once the registration and/or education purchase has been completed (paid).
- Promotional discounts are only available to attendees – discounts do not apply to non-exhibiting vendors, exhibitors, or media.
- Lost or misplaced badges will be charged the original amount paid to reprint.

**Policy is subject to change*