



71th Annual IEEE IAS PCIC Conference

September 16-19, 2024
Hyatt Regency Orlando

For more information

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February 22, 2024

On behalf of the Orlando Local Conference Committee and the city of Orlando, I would like to extend a warm and open invitation to attend the 71th annual PCIC technical conference at the Hyatt Regency Orlando Hotel on International Drive September 16-18, 2024.

This letter and its attachments are being sent to you because you are a valued and important piece of the PCIC experience. Your contributions help make this conference a tremendous event for our attendees whether you are a financial sponsor, sending attendees, hosting a hospitality event, or entertaining in your suite.

The Local Committee also appreciates your insights provided over the past several years which helped encourage PCIC leaders to establish the Sponsorship Subcommittee. In 2024, PCIC Orlando will again be the first local conference committee to utilize the PCIC Sponsorship Subcommittee to coordinate our communication with you, our sponsors. We are striving to make your engagement with the PCIC local committees seamless as we move forward.

We are presenting this information to you to consolidate all the available information regarding the hotel, logistics, hospitality, and other means to contribute.

In closing, your continued support of PCIC as an attendee and contributor will be utilized to make this a wonderful experience for our attendees, as well as you and your respective companies through networking and showing appreciation to your valued clients...both existing and new!

Donald Dunn, P.E., IEEE Fellow, ISA Fellow
PCIC 2024 Local Conference Committee Chair



1) Key contacts

- a) Sponsorship Subcommittee
 - i) Chair – Nehad El-Sherif
MNKYBR Technologies Inc.
(306) 370-0301
nehad.e.el-sherif@ieee.org
- b) Facilities
 - i) Chair – Tim Driscoll
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2) Sponsorship Recognition Levels

- a) In an effort to recognize those who sponsor the conference by 1) hosting a social event or hospitality suite at the conference hotel, and/or 2) provide financial sponsorship, a tiered sponsorship program has been developed:

Level	Benefits	Amount
Bronze	<ul style="list-style-type: none"> • Recognition at the Wednesday luncheon 	Less than \$1,000
Silver	<ul style="list-style-type: none"> • Bronze level benefits • Recognition at the Wednesday luncheon 	\$1,000 to \$2,499
Gold	<ul style="list-style-type: none"> • Silver-level benefits • Recognition on PCIC conference Website and LinkedIn page 	\$2,500 to \$4,999
Platinum	<ul style="list-style-type: none"> • Gold-level benefits • Greeters at sponsored events 	\$5,000 to \$9,999
Diamond	<ul style="list-style-type: none"> • Platinum-level benefits • Priority on hospitality suites, meeting rooms, and sponsorship opportunities at future conferences 	\$10,000 or more

- b) The above levels include the total vendor expenditure on hospitality suites (minus F&B) and eligible monetary and in-kind sponsorship.
- c) If two vendors have the same request, preference will be given to the vendor with the higher sponsorship amount.
- d) Vendors hosting social events will receive a \$5,000 credit toward sponsorship recognition level, qualifying them to Platinum Sponsorship Level.



3) Hospitality spaces

- a) Hospitality Local Committee contact:
 - i) Chair – Nehad El-Sherif
- b) Hospitality is an opportunity to meet with conference attendees, allowing you to build relationships and showcase your products and abilities. This year hospitality can be conducted in either meeting room space or a hotel suite. These spaces will be available through the PCIC committee for a cost. To attract attendees, some vendors opt to offer attention-grabbing items such as marketing materials, live music, caricature artists, photo booths, etc.
- c) An 'event' is one where all PCIC attendees are invited to socialize, eat and drink. Sales marketing is not allowed at an event, however a sign stating who sponsored the event will be displayed and your company representatives are allowed to attend and mingle with the crowd. Event space is provided free of charge.
- d) Hospitality Meeting Rooms and Hotel Suites can be arranged and paid for through the Vendor Hospitality team of the Orlando local committee. Food and beverage for hospitality and events can be provided by the hotel at standard hotel catering rates (contact information will be provided).
 - i) The local committee has Four (4) different types of suites available for use by those wanting a suite instead of a meeting space for their hospitality function. All suites have a bedroom on both sides of the Parlor area. The hospitality suite types available are:
 - 1) Four (4) Penthouse Suites
 - 2) Six (6) Presidential Suites
 - 3) Thirteen (13) Hospitality Suites
 - 4) Two (2) Skyline Rooms
 - ii) Pictures of the suites and their layouts are in the Hospitality Suites & Events Package attachment.



4) Exclusive Sponsor and Co-sponsor Levels for PCIC Events

a) Sponsorship Local Committee contacts:

i) Chair – Nehad El-Sherif

Breakfasts	Sponsor	Co-sponsor
Monday – First Time Attendee Orientation Breakfast	\$2,500	\$1,250
Monday – Attendee Breakfast	\$5,000	\$2,500
Tuesday – Attendee Breakfast	\$5,000	\$2,500
Tuesday – Women Professionals Breakfast	\$2,500	\$1,250
Wednesday – Attendee Breakfast	\$5,000	\$2,500
Thursday – Tutorial Attendee Breakfast	\$2,500	\$1,250
Lunches	Sponsor	Co-sponsor
Tuesday – Attendee Grab & Go Lunch	\$5,000	\$2,500
Tuesday – Emeritus Grab & Go Lunch	\$2,500	\$1,250
Tuesday – YEDS Grab & Go Lunch	\$2,500	\$1,250
Thursday – Tutorial Attendee Grab & Go Lunch	\$2,500	\$1,250
Technical Sessions - Coffee Breaks	Sponsor	Co-sponsor
Monday – Morning	\$2,000	\$1,000
Monday – Afternoon	\$2,000	\$1,000
Tuesday – Morning	\$2,000	\$1,000
Wednesday – Morning	\$2,000	\$1,000
Wednesday – Afternoon	\$2,000	\$1,000
Thursday – Tutorial Morning	\$1,500	\$750
Thursday – Tutorial Afternoon	\$1,500	\$750
Guest Hospitality Refreshments	Sponsor	Co-sponsor
Monday – Morning	\$1,000	\$500
Monday – Afternoon	\$1,000	\$500
Tuesday – Morning	\$1,000	\$500
Tuesday – Afternoon	\$1,000	\$500
Wednesday – Morning	\$1,000	\$500
Wednesday – Afternoon	\$1,000	\$500

b) Events highlighted in yellow are offered to longtime supporters first, but may become available to additional sponsors.

c) Vendors who have previously contributed get first choice.

d) Hospitality Suite and Meeting Room Costs will be considered monetary sponsorship and will count toward sponsorship recognition level.



5) In-kind Sponsorship Examples

a) Sponsorship Local Committee contacts:

i) Chair – Nehad El-Sherif

Attendee Amenities
Metallic logo cups
Check in gift bag
Coffee Mugs
Water Bottles
Shipping Conference Mailer
Attendee Tote Bags
Chocolate Bars
Guest Amenities
Guest Tote Bags
Guest Gift Bags
Guest Spa Day Sponsorship
Guest Tour Lunch Sponsor
Guest Cookbooks
Guest Tour Bus Refreshments
Guest Coffee Mugs
Guest Water Bottles

- b) Vendors who have previously contributed get first choice.
- c) In-kind items with company logos are considered marketing material and will not be counted in calculating the vendor’s sponsorship recognition level. These vendors will be recognized separately at the Wednesday Luncheon.
- d) In-kind items not included in the above list are welcome.
- e) In-kind items with the PCIC conference logo may require additional time consideration for ordering.



6) Shipping Logistics

- a) The receiving dock is on the back side of the Windermere ballroom on convention level.
- b) There are door accesses to the Convention level at Windermere Ballroom, Celebration Rooms, and Regency Ballroom (i.e., no elevators).
- c) There is no temporary storage available at the receiving dock, so shipments will have to be moved from the receiving dock upon arrival with no delay
- d) We will have a room (tentatively Rainbow Spring I) dedicated for storing shipments as they arrive.
- e) Shipping and receiving instructions are in the Shipping & Receiving Instructions attachment.

7) Vendor Etiquette

- a) Conference attendees work hard during the day, but after the technical sessions conclude there's time to unwind, reconnect with old friends, and network through after-hours socializing. PCIC Social Events are open at no additional charge to all attendees that have registered for the full Conference along with their guests.
- b) Make sure to check your Social Calendar and the Conference App for updated information.
- c) If you are hosting an event or a hospitality suite, please review the PCIC Rules for Vendor Etiquette.
- d) Scope**
 - i) The purpose of these rules is to maintain the PCIC at a high professional level. Vendor participation is encouraged and welcomed to emphasize the technical and professional aspects of the PCIC Conference. Conduct shall be in accordance with the following to prevent any conflicts with the PCIC Conference program.
- e) Pre-Conference Advertising**
 - i) Vendors are encouraged to send email invitations to potential PCIC Conference attendees for vendor-sponsored functions such as dinners, receptions and hospitality suites, provided these functions meet the



requirements of this section and such email notifications do not include advertising of products and services within the same notification.

- ii) Vendors are permitted to send email notifications of tutorials and technical papers the vendor is participating in, provided such email notifications do not include advertising of products and services within the same notification. The email notification should also include information about the PCIC Conference, including the PCIC Conference logo, dates and location, and shall include the title, paper number and full list of authors as indicated in the PCIC Conference technical program.

f) Hospitality Rooms

- i) Vendor hospitality rooms are allowed and are a means of entertaining customers, making and renewing acquaintances, and for commercial discussions on an individual basis.
- ii) All vendor personnel participating in the vendor's hospitality room(s) shall be registered as attendees of the PCIC Conference.
- iii) The principal member responsible for the vendor's hospitality room(s) shall be a member of IEEE in good standing and a member of the Industry Applications Society (IAS) of which the PCIC is a Committee.
- iv) Vendors shall not receive guests to hospitality rooms during official PCIC Conference program hours, including the time set aside for PCIC events such as technical meetings, subcommittee meetings, banquets, luncheons, social functions, or like affairs.
- v) At least one-half hour before official PCIC Conference affairs, vendors shall close their hospitality room(s) to guests, including those already present. The room(s) shall not reopen until such PCIC Conference affairs are officially closed.
- vi) An attempt shall be made to close all hospitality room(s) by a reasonable hour so as not to interfere with the following day's program.
- vii) To provide a more pleasing and professional appearance, hospitality room identification will be listed by the Local Conference Committee in the Registration area. An identifying sign will be provided by the Local Conference Committee for use at the hospitality room location. All signs



are to be returned to the Local Conference Committee at the end of the PCIC Conference.

- viii) Literature and products for demonstration and discussion on a personal and individual oriented basis in hospitality room(s) must be consistent with the technical communication objectives of the PCIC Conference.
- ix) All vendors that are to have a hospitality room(s) open to general attendance shall give prior notification to the Local Conference Committee, as suite assignments within the PCIC Conference hotel are to be managed by the Local Conference Committee.
- x) All vendors that are to have a hospitality room(s) open to general attendance shall have a representative attend the Pre-Conference Vendor Meeting.

g) Vendor Off-Site Entertainment

- i) Vendor luncheons, social functions, and other vendor coordinated activities shall not conflict with the times allotted to the official Conference program, and official PCIC Conference luncheons, banquets, and social functions.
- ii) At no time during the PCIC Conference (Monday, Tuesday, and Wednesday 8:00 am – 5:00 pm, and Monday 6:00 – 7:30 pm) shall any company (including subsidiaries) take more than 25 registrants (not including guests, PCIC Emeritus, visiting dignitaries, or host company personnel) away from the PCIC Conference hotel(s) for any purpose.

h) Commercial Advertising and Conduct

- i) No commercial displays, including signs, posters, banners, etc. shall be displayed on common Conference premises.
- ii) Group oriented displays of commercial equipment or product presentations will not be allowed outside vendor hospitality rooms.
- iii) Commercial products shall be confined to hospitality rooms in order to emphasize the official technical nature of the Conference.
- iv) Commercial literature shall be distributed only in hospitality rooms.
- v) Commercial/promotional literature shall not be included in Conference attendee registration packets. Logos and names of contributing companies are permitted as approved by the Conference Chair.



i) Delivery of Flyers to Hotel Rooms

- i) Distribution of material to PCIC attendees' hotel rooms will be done only by the hotel staff.
- ii) The Local Conference Committee is tasked to administer this activity based on the Local Committee guide.

j) Non-Compliance Penalty

- i) Vendors who violate the requirements of this section may be subject to one or more of the following penalties, to be decided by the PCIC Advisory & Awards (A&A) Subcommittee:
 - (1) Vendor removed from consideration for Conference hospitality rooms.
 - (2) Vendor removed from consideration for Conference contribution role.
 - (3) Vendor authors removed from consideration for future technical paper selection.

8) Attachments

- a) These documents are provided as separate attachments to the email.
 - i) 2024 PCIC Orlando Sponsorship Recognition Levels
 - ii) Hospitality Suites & Events Package
 - iii) 2024 PCIC Orlando Events & In Kind Sponsorship Opportunities
 - iv) Shipping & Receiving Instructions
 - v) Shipping Label
 - vi) Delivery Route
 - vii) PCIC Conference Etiquette Rules for Vender Entertainment