

The EPRI logo is located in the top left corner. It consists of the letters 'EPRI' in a bold, sans-serif font. The background of the entire page is a dark blue gradient with vibrant, multi-colored wavy lines in shades of purple, blue, green, and yellow, creating a sense of motion and energy. These lines are composed of many thin, parallel lines with small white dots interspersed, giving it a digital or fiber-optic appearance.

EPRI

ELECTRIFICATION 2026

INTERNATIONAL CONFERENCE & EXPOSITION

Powering Progress · June 23-25, 2026 · Baltimore, MD

MARKETING TOOLKIT

www.electrification2026.com

EPRI Presents Electrification 2026: International Conference & Exposition POWERING PROGRESS

June 23–25, 2026 • Baltimore, Maryland

We're excited to welcome you back for Electrification 2026, where global thought leaders and cutting-edge innovators converge to shape the future of energy.

From across the electrification spectrum, we come together to collaborate, learn and lead. This is where ideas spark progress. Where organizations advance their goals. And where inspiration fuels the transformation of tomorrow's energy systems by POWERING PROGRESS.

Join us in Baltimore — and be part of the momentum driving the electrified future.

Thank You for Joining Us — Now Let's Spread the Word!

We're grateful for your participation and are excited to have you on this journey with us. Now let's maximize your impact at Electrification 2026!

To make it easy, we've created a Marketing Toolkit packed with everything you need:

- Newsletter copy
- Social media templates and post ideas
- Website and calendar content
- Event graphics, logos, banner ads, and branding guidelines

» [Bookmark our official website](#) to stay in the loop

» [Join our mailing list](#) for key updates

» Follow EPRI on social media:



» And don't forget to use our official hashtags:

#Electrification2026 **#ElectricTogether** **#PoweringProgress**

Let's make this the most impactful and well-connected Electrification event yet — see you in Baltimore!

Marketing Collateral

EPRI's Electrification 2026 International Conference and Exposition returns June 23–25, 2026 in Baltimore, Maryland. This premier event will once again place attendees at the forefront of innovation across the electrification and decarbonization landscape.

With focused tracks spanning:

- Department of Defense
- Buildings & Technology
- Overcoming Challenges to Industrial Electrification
- Electrified Agriculture – Watts Growing?
- Affordability & Community Engagement
- Transportation
- Alternative Fuels

Electrification 2026 is where insights are shared, solutions are forged, and the future of energy comes to life. Designed for utilities, manufacturers, policymakers, researchers, and community leaders, this conference is your opportunity to connect, collaborate, and lead.

Visit the official website for full details:

www.electrification2026.com

Calendar Listing

EVENT NAME: Electrification 2026 International Conference & Exposition

HOST: EPRI

LOCATION: Baltimore Convention Center, Baltimore, Maryland

DATE: June 23-25, 2026

WEBSITE: www.electrification2026.com

DESCRIPTION: EPRI's Electrification 2026 conference and expo returns June 23-25, 2026 in beautiful Baltimore, Maryland. The event is designed to keep attendees on the cutting edge of developments in electrification and decarbonization. #ElectricTogether #PoweringProgress

Tracks include:

- Department of Defense
- Buildings & Technology
- Overcoming Challenges to Industrial Electrification
- Electrified Agriculture – Watts Growing?
- Affordability & Community Engagement
- Transportation
- Alternative Fuels

This event is tailored for utilities, manufacturers, policymakers, academics, and community members.

Web Banner Ads

Save Images

Click on the image to launch it in a browser window. Then open the file in a PDF program and edit the footer copy appropriately. Any edits made to banners should be in Arial font. Export the banner as an image by going to *File > Export To > Image > PNG*.



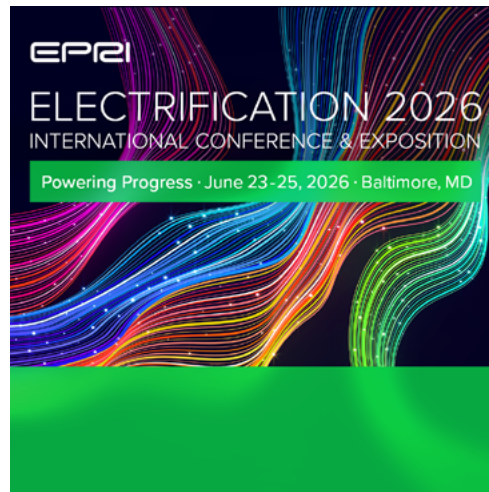
Skyscraper
120 × 600 px



Wide Skyscraper
160 × 600 px



Leaderboard 728 × 90 px



Large Square 1080 × 1080 px



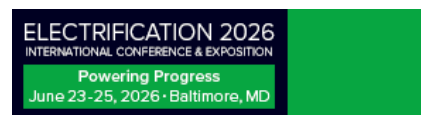
Large Rectangle 336 × 280 px



Medium Rectangle 300 × 250 px



Special 1
260 × 240 px



Special 2
300 × 80 px



Button 1
120 × 90 px



Button 2
120 × 60 px



Microbar
88 × 31 px

LinkedIn Posting Best Practices for Electrification 2026

To maximize reach and engagement, we recommend the following:



Best Posting Times:

Tuesdays, Wednesdays, and Thursdays between 9–11 AM ET



Suggested Strategy:

Schedule your three Electrification2026 promotional posts to go out consecutively throughout the week using the timing above for optimal impact.



Use Hashtags Wisely:

Include 3–5 relevant hashtags per post. Be sure to include our official event hashtags: #Electrification2026 #PoweringProgress



Recycling is Encouraged!

Reposting the same content every 4 weeks can significantly boost visibility. Feel free to rotate and reuse these posts across your network to help us spread the word!



Please consider adding this banner for each LinkedIn post.

Save Image

Click on the image to launch it in a browser window. Then open the file in a PDF program and edit the footer copy appropriately. Any edits made to banners should be in Arial font. Export the banner as an image by going to *File > Export To > Image > PNG*.

Post 1

We're energized about Electrification 2026: Join Us! At **[Company/Organization Name]**, **[we're]** **[I'm]** proud to be a **[sponsor]** **[speaker]** **[exhibitor]** **[attendee]** of the Electrification 2026 International Conference & Exposition, hosted by EPRI June 23-25 in Baltimore, MD #ElectricTogether #Electrification2026

The conference will address the latest questions on electrifying numerous industry sectors, and explore the answers to help advance electrification initiatives and create sustainable solutions. For more information, check out the agenda:

www.electrification2026.com/program

Register today to accelerate together for an electrified future

@EPRI News #ElectricTogether
#PoweringProgress
www.electrification2026.com

Post 2

Want unparalleled access to industry influencers, compelling and insightful agenda sessions, a comprehensive exposition, and multiple networking functions?

[We're] **[I'm]** proud to **[sponsor]** **[speak as part of]** **[exhibit at]** **[attend]** Electrification 2026 #ElectricTogether #PoweringProgress

Come join us for a program that covers industrial electrification, decarbonized transportation, smart buildings, community impacts, national defense, low carbon fuels, grid impacts, and indoor/ controlled environmental agriculture. www.electrification2026.com/program You will have continuous opportunities to learn, share and connect in person with fellow industry professionals,

Register today
www.electrification2026.com/registration
@EPRI News #ElectricTogether
#PoweringProgress

Post 3

We can't wait to meet you in person at upcoming Electrification 2026! As a **[sponsor]** **[speaker]** **[exhibitor]** **[attendee]**, Electrification 2026 helps **[us]** **[me]** stay at the forefront of how we access our energy and #PoweringProgress.

Connect with us at the conference and help expand Electrification's significant benefits. Interested? For full details, including agenda, registration, exhibit, and sponsorship opportunities, visit www.electrification2026.com.

Register today to accelerate together for an electrified future.
www.electrification2026.com/registration

@EPRI News #ElectricTogether
#PoweringProgress

Post 4

#PoweringProgress is not just a slogan — at Electrification 2026 we're diving deep into how our electrified future can deliver economic benefits to empower local communities and uplift all segments of society. As a **[sponsor]** **[speaker]** **[exhibitor]** **[attendee]**, Electrification 2026 helps **[us]** **[me]** see the full picture of electrification and how it will help us solve global challenges like climate change while reducing inequities at the community level.

For more information, check out the agenda:
www.electrification2026.com/program

Register today

General Marketing Posts

Pre Event

We're Energized about Electrification 2026: Join Us June 23-25, 2026 to showcase [brief description of innovations/products/services]. We can't wait to connect with you there!

- Ready to connect with industry leaders at #Electrification2026? [Company Name] will be showcasing [brief description of products/services]. Let's talk about how we can collaborate!
- We're gearing up for #Electrification2026! Here's a sneak peek of what we're bringing to the event. Be sure to visit us at booth [booth number] to learn about [product/service/innovation]. Let's connect and innovate together!
- Ready to spark new connections? [Company Name] will be at #Electrification2026 June 23-25 in Baltimore, MD. Visit us at booth [booth number] to meet our experts, share ideas, and explore new opportunities. Let's collaborate for a brighter future!

During Event

- Things are buzzing on Day 1 at #Electrification2026! We're at booth [booth number] showcasing [brief description of innovations/products/services]. Stop by to learn how we can help you [solve specific problem or achieve specific goal]!
- Day 2 at #Electrification2026 is in full swing! Be sure to stop by booth [booth number] to explore [Company Name]'s [product/service]. We're excited to show you how we can help you [benefit/goal].
- Wrapping up an amazing #Electrification2026! There's still time to visit booth [booth number] today and check out [product/service] from [Company Name]. Let's innovate together!

Post Event

- Thank you to everyone who visited us at #Electrification2026! It was an incredible event, and we loved showcasing the latest in Powering Progress. Missed us? Feel free to reach out at [contact details] to learn more about how our products and solutions!
- What a fantastic experience at #Electrification2026! We had a great time meeting so many amazing people and discussing the future of energy. If you didn't have a chance to stop by our booth, don't worry—let's connect and continue the conversation!
- #Electrification2026 may be over, but the conversation doesn't stop here! Thanks to everyone who visited us to talk about Powering Progress. If you're interested in learning more or have any questions, reach out to us today.

Twitter/X Posting Best Practices for Electrification 2026

To help your posts gain maximum traction, keep the following tips in mind:



Best Posting Times:

9–11 AM ET
6–9 PM ET
These windows are proven to generate the highest engagement on Twitter/X.



Suggested Strategy:

Three Electrification 2026 tweets to post consecutively throughout the week, during the time slots listed above.



Hashtags = Visibility:

Use *up to 3 relevant* hashtags, and always include **#Electrification2026** to stay connected to the broader conversation.



Recycling is Encouraged!

Reposting every 4 weeks helps increase visibility and engagement—don't hesitate to re-share your tweets throughout the campaign period!



Save Image

Click on the image to launch it in a browser window. Then open the file in a PDF program and edit the footer copy appropriately. Any edits made to banners should be in Arial font. Export the banner as an image by going to **File > Export To > Image > PNG**.

Please consider adding this banner for each X/Twitter post. Up to 4 images can be added to each post, so we encourage you to add both this banner and an image of your organization.

Post 1

[We're] [I'm] proud to [sponsor] [speak at] [exhibit at] [attend] @EPRINews' Electrification 2026! #PoweringProgress

Tracks include industry, transportation, buildings, communities, defense, electrofuels, transmission, and agriculture. Register today at electrification2026.com

Post 2

[We're] [I'm] energized to [sponsor] [speak at] [exhibit at] [attend] @EPRINews' Electrification 2026 conference June 23-25 in Baltimore, MD. Connect with other leaders working to #electrify and #decarbonize our society. Register today! #ElectricTogether electrification2026.com

Post 3

This year [we are] [I am] thrilled to [sponsor] [speak at] [exhibit at] [attend] @EPRINews' Electrification 2026! Come connect in person with the leaders working for a future of #electrification and #decarbonization. Register today #PoweringProgress electrification2026.com

Post 4

[We're] [I'm] proud to [sponsor] [speak at] [exhibit at] [attend] @EPRINews' Electrification 2026 conference June 23-25 in Baltimore, MD. Visit us to meet our experts, share ideas, and explore new opportunities. Let's collaborate for a brighter future! electrification2026.com

Thank you again for your support of the Electrification 2026 International Conference & Exposition.

Get excited for Electrification 2026!
Spread the word by sharing [this video](#).

If you have any questions or need additional information about this marketing toolkit, please contact our Communications Lead:

Kristin Battenfield

kristin@kbatcommunications.com

We appreciate your partnership in helping to spread the word!