WHY THE NECA SHOW?

The NECA Show is clearly the undisputed #1 event in the electrical construction industry. The trade show and attendance keep growing. Satisfaction is high. No wonder the NECA Show is labeled “The Show for Those Who Power the World.”

WHO ATTENDS?

Thousands of C-level executives, Project Managers, Purchasing Agents, Supervisors, Foreman, Safety Directors, Estimators, Inspectors, Apprentice, Journeymen, and Distributors... all who are electrical construction decision makers from across the nation and around the world. Plus, over 300 companies exhibiting thousands of products, services, and emerging technologies that these electrical professionals need in the office and on the job.

WHY EXHIBIT?

THE NECA Show creates a first class environment for face-to-face meetings with highly qualified decision-makers you need to meet.

- 93% of 2013 attendees surveyed said the NECA Show is “excellent” or “very good”
- 72% of 2013 attendees do not attend ANY other trade show
- 8 out of 10 firms have a “high” or “medium” ability to influence the overall electrical design or specifications with building owners or design team members

WHAT ARE THEY LOOKING FOR?

Boxes & Enclosures · Building Automation & Controls · Codes, Standards, Certifications · Computer Hardware & Equipment · Conduit, Raceway & Wireway · Connections & Terminations · Distributor · Energy Efficiency · Fasteners, Hangers, Clamps & Supports · Fire/Life Safety · Grounding & Bonding · Heavy Equipment · Home Automation · Ladders, Lifts & Platforms · Lighting & Controls · Low Voltage: Voice/Data/Video · Fiber Optics · Motors & Motor Controls · Online & Web Services · Outdoor Products · Power Quality & Distribution · Recycling Services · Safety Equipment & Apparel · Security · Services: Financial, Insurance, Retirement, Other · Software · Solar Energy / PV · Structured Wiring/Cabling · Switches and Switchgear · Testing Equipment · Tools · Training · Transformers · Transmission & Distribution Equipment · Underground Equipment · Vehicles & Vehicle Equipment · Wind Energy

“Our mission includes educating the entire industry, elevating the general knowledge level of all electrical contractors, and to expand the depth and breadth of what customers come to expect when they think of ‘electrical contractors’—including lighting assistance, structured cabling, integrated systems, security, and much more.”

—Dennis F. Quebe, Chapel Electric Co. LLC (Dayton OH) and NECA president
EXCLUSIVE TO NECA SHOW EXHIBITORS

- Invitation to submit technical workshop for consideration
- FREE lunch for exhibitor personnel
- Show invitations to invite your customers for FREE admittance
- Enter new products in the NECA Showstopper Showcase and Awards sponsored by Electrical Contractor magazine

IMPORTANT NEW FINDINGS

- 7 in 10 electrical contracting firms performed some Design/Build or Design/Assist work confirming their high level of influence in brand choice

- Top three reasons for brand specification or brand substitution (in order):
  - Availability
  - Price
  - Compatibility with existing systems (new)

- Close to 8 in 10 firms receive incomplete plans and specs, leaving purchase and specification decisions to the electrical contractor

Source: 2014 EC Profile by Electrical Contractor magazine
NECA BY THE NUMBERS

Describe Yourself Professionally

- Owner/Co-Owner/CEO/President: 59%
- Other: 16%
- Other Key Executive: 13.5%
- Project Manager/Supervisor/Foreman: 2.6%
- Apprentice: 2%
- Distributor: 2%
- Inspector: 0.6%
- Journeyman: 2%

How often have you attended the NECA Show?

- 1st Time: 20%
- 10 or more: 40%
- 6–9 Times: 14%
- Twice: 8%
- 3–5 Times: 18%

What is your role in product and service purchase decision-making?

- I am not involved in the purchase of products and services: 18%
- I gather information and report my recommendations: 6.4%
- I am part of the decision-making process: 37.2%
- I make the final purchasing decision: 38.5%

Why do you attend the NECA Show?

- Network with colleagues: 61%
- See & purchase new products: 59%
- Educational sessions: 53%
- Expert speakers: 48%
- Location: 39%
- Social functions: 33%
- Committee meetings: 27%
- Other: 11%

What type of work do you perform?

Do you attend other industry trade shows?

- Yes: 24.4%
- No: 75.4%

All data from the 2013 NECA Show Attendee Survey
The Show for Those Who Power the World

Reserve your booth today! Details available at
NEACONVENTION.ORG

NECA
3 Bethesda Metro Center
Suite 1100
Bethesda, MD 20814
Julie Duda, Exhibition Sales Manager
t 770.632.0044
f 770.632.7922
julduda@necanet.org
www.necaconvention.org