

# NECA 2018

PHILADELPHIA  
SEPTEMBER 29–OCTOBER 2



**2018 EXHIBITOR PROSPECTUS**

Pennsylvania Convention Center



[NECAconvention.org](http://NECAconvention.org)

*Presented by the National Electrical Contractors Association*

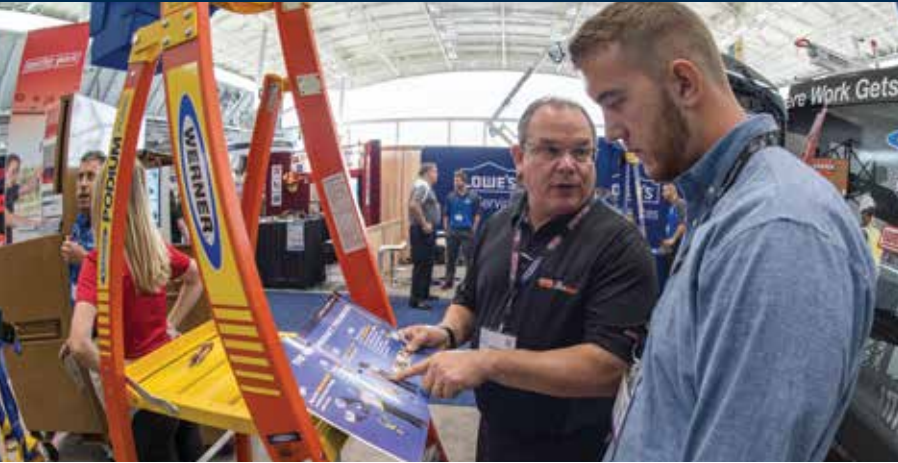
A stylized illustration of a bell, rendered in a light beige color. The bell is decorated with several red stars. A white electrical wire is shown running down the side of the bell. In the background, there are faint outlines of buildings and a bar chart with three bars of increasing height.

# Still #1

The National Electrical Contractors Association (NECA) is the voice of the \$130 billion electrical construction industry that brings power, light, and communication technology to buildings and communities across the US. Electrical contractors count on NECA to deliver the resources that help them make better business decisions, provide excellent customer service, and take advantage of innovative technology.

The NECA Show is the annual forum where thousands of electrical professionals meet to discover the latest solutions for improved efficiencies and profits. This is the place they come to learn about new services to offer their clients. The NECA Show is open to the entire industry and it is still the most important event in the electrical construction industry. It is held in conjunction with the NECA Convention, which is primarily for NECA member firms.

# The Place to Meet Face-to-Face



The NECA Show creates the right environment for serious conversations with customers and prospects. Studies conducted by Forbes Insight and Harvard Business Review prove that more than 8 out of 10 executives prefer face-to-face meetings when making major business decisions vs. web-conferences, video-conferences, phone calls, and other virtual meetings.

“The NECA Show is the industry’s best forum for everything electrical. It is about so much more than traditional power. Our clients require our services for alternative energy needs and we find many of the resources at the NECA Show. I like the fact that I can talk directly with engineering experts to determine a products’ true capabilities. My team looks forward to the NECA Show every year.”

—Mike Joyce  
CEO, Zenith Systems

THE NECA SHOW

# What Electrical Contractors Need



Backup Power/Generators  
Boxes and Enclosures  
Building Automation and Controls  
Computer Hardware and Equipment  
Conduit Standoff  
Conduit, Raceway, Wireway  
Connections and Terminations  
Energy Efficiency  
Energy Storage  
Energy Audits  
Energy Co-Generation  
Energy Electrical Vehicle Charging  
Energy LEED Projects  
Energy Lighting Retrofits  
Fasteners, Hangers, Clamps and Supports  
Fire/Life Safety  
Grounding & Bonding

Heavy Equipment  
Lamps  
Lighting & Controls  
Live Line Tools & Equipment  
Low Voltage Data Centers  
Low Voltage Fiber Optics  
Low Voltage Systems Integration  
Medium Voltage Splicing  
Motors & Motor Controls  
Outside Line Substation  
Outside Line Transmission and Distribution  
Outside Line Underground  
Outside Line Vehicles & Equipment  
Personal Protective Equipment  
Power (Traditional)  
Power Quality & Distribution  
Pre-Fabrication

Rental Equipment  
Safety Equipment  
Security Systems  
Site Access/Temporary Roads  
Software Estimating, Management, BIM, other  
Solar Energy/PV  
Structured Wiring and Cable  
Switches and Switchgear  
Testing Equipment  
Tools  
Training  
Transformers  
Transmission and Distribution Equipment  
Underground Equipment (other)  
Vehicles & Vehicle Equipment

# Who Attends



Thousands of electrical construction decision makers from across the nation and around the world: C-level executives, Project Managers, Purchasing Agents, Supervisors, Foreman, Safety Directors, Estimators, Inspectors, Apprentices, Journeymen, and Distributors



Our attendees come from all 50 states and 21 countries



57% do not attend any other trade show



68% of NECA Show attendees either make the final decision on the purchase of products & services or they are part of the decision-making team



94% of attendees rated NECA 2016 Boston "Excellent or Very Good"



2016 exhibitors generated 22,234 leads through attendee engagement

Source: 2016 NECA Attendee Survey and Registration Statistics

# Previous Attendees Include:

Abbott Electric • Ace Electrical Contractors • Alcan Electrical & Engineers • Allison-Smith • A.L.M. Electric • American Electrical Construction • Bana Electric • Blackwater Electric • Brown Electrical • Bruce & Merrilees Electric • Cache Valley Electric • Cavanaugh Electrical Contracting • Chapel Electric • Chapel-Romanoff Technologies • Christenson Electric • Cleveland Electric • Coastal Electric Corp • Cogburn Bros Electric • Coghlin Electrical Contractors • Collins Electrical • Connelly Electric • Contra Costa Electric • Cranston Electric • Crescent Electric • Cupertino Electric • D. Suehiro Electric • Dagostino Electronic Services • Delta Services • Dixie Electric • Driscoll Electric • Dynalectric • Eckardt Electric • Eldor Contracting • EMCOR Construction Services • ERMCO • Ferguson Electric Construction Co • Ferry Electric • Fisk Electric • Fuller Electric • Grand-Kahn Electric • Granite City Electric • Grant-Neil Electric • Gulf Electric Company • Hewitt Young Electric • Hilscher-Clarke Electric • Holmes Electric • Industrial Electric • Industrial Power and Lighting • JBL Electric • J Ranck Electric • John Mills Electric • Kelso-Burnett • Kilian Electrical Service • KND Licensed Electrical Contracting & Services • Lan-Tel Communications • Lighthouse Electric • M. L. Schmitt • Massbay Electrical Corp • Miller Electric • Mona Electric Group • Morgan Mechanical Contractors • Morrow-Meadows • Napp Electric • Nelson Electric • O'Connell Electric • Oneida Electrical Contractors • Ostrow Electrical Company • Pacific Lighting and Electrical • Palmeri Electric • PAR Electrical Contractors • Patterson Company • Paulson Electric • Pieper Electric • Prime Electric • Progressive Electric • Pueblo Electrics • Quanta Services • Rivers Plumbing & Electric • Roman Electric Company • Romanoff Electric Co LLC • Rosendin Electric • Royal Electric Construction • S & L Electric • Sachs Electric • Sequoyah Electric • Shaw Electric • Shelley Electric • Southern Contracting • Sprig Electric • T & T Electric • Thompson Electric • Tirone Electric • Tri-City Electric Company • Tricomm Services • United Electric • Universal Electric • Valley Electrical Consolidated • Wasatch Electric Div. of Dynalectric • West Side Hammer Electric • Wheeler Electric • W R O'Neal Electric • Yates Electric Service • Yellowstone Electric • York River Electric • Young Electric • Zwicker Electric

# Why They Attend

★ 68%

See & Purchase New  
Products & Services

★ 40%

Networking

★ 39%

Education  
Sessions

★ 31%

Expert Speakers

★ 29%

Location

*Source: 2016 NECA Attendee  
Survey and Registration Statistics*

## Breakdown of NECA Members

84%

Commercial Industrial/Institutional, Other Non-Residential

60%

Service & Maintenance

37%

Residential

*Source: 2016 NECA Member Profile*



# DID YOU KNOW...

- **73%** of electrical contractors do Design / Build or Design / Assist work which accounts for 43% of their annual revenue
- **94%** work in Traditional Power & Lighting
- **42%** work in HVAC (including controls)
- Almost **60%** specify and install Lighting
  
- **95%** work on Low Voltage projects
  - **73%** work in Automation / Controls
  - **68%** work in Power Quality
  - **53%** work on CII Automation / Controls
  - **47%** work on Residential Automation Controls
  - **57%** do Sustainability work
  - **57%** do Communication Systems / Connectivity work



# ELECTRICAL CONTRACTORS MAKE BUYING DECISIONS

## ELECTRICAL CONTRACTORS HAVE A “HIGH” LEVEL IN BRAND CHOICE

- **75%** of electrical contractors have a “High” or “Medium” ability to influence the overall design and specifications with building owners and design team members.
- Top reasons for originally selecting a brand or for brand substitution
  1. Price
  2. Availability
  3. Compatibility with existing systems
- **72%** of firms receive incomplete plans and specs
- **74%** of electrical contractors have “high” or “medium” ability to influence the overall electrical design or specifications with building owners and other design team members.

## BUILDING INFORMATION MODELING

- Firms with 100+ employees use BIM **72%** of the time
- Firms with 10+ employees use BIM **40%** of the time

*2016 Electrical Contractor Profile Study; prepared by Renaissance Research & Consulting, Inc.*

# NEED FOR MORE TRAINING

**78%** of Electrical Contractors plan to invest in more training, within the next 12 months, in the following areas:

- 71% NEC Changes
- 58% Lighting
- 49% Grounding & Bonding
- 44% Automation / Controls
- 42% Safety
- 40% Sustainable / Energy

*2016 Electrical Contractor Profile Study; prepared by Renaissance Research & Consulting, Inc.*



# HOW WE GET THEM TO THE SHOW

## National Ad & Editorial Campaign (print and digital)

ELECTRICAL CONTRACTOR Magazine (85,000+)  
Electrical Advertiser (80,000+)  
Electrical News (80,000+)  
Electrical Products & Solutions (30,000+)  
Electrical Solutions (70,000+)  
Today's Industrial Products & Solutions (85,000+)  
tED Magazine (25,000+)  
The Utility Source (80,000+)

## Print Brochures, Flyers and Posters

Convention & Show Brochure (26 pgs.)  
Electrical Contractor Magazine (8 pgs.)  
Save the Date Postcard  
Posters for the Office  
Targeted Mailers (multiple)  
Free Admission coupons

## Digital Campaign

Email  
Facebook  
Flickr  
Free Admission eCoupons  
Instagram  
NECA This Week  
Twitter  
Vimeo

## Press

Business Newswire  
NECA Member  
Community  
Other Industry  
Organizations  
Regional Business Media  
Websites

# Exhibitor Exclusives

## Technical Workshops

Our Technical Workshop program is your opportunity to present industry trend or innovation (not product specific) to major buyers and decision-makers. Each year, exhibitors are invited to submit topics for committee consideration. 18 sessions will be presented during NECA Show Hours.

Price: Complimentary if chosen

## NECA Presentation Theater

We are expanding the Presentation Theater in 2018. Exhibitors may purchase an 18 minute "TED Talk" type timeslot which can be product specific. The Presentation Theater is situated immediately adjacent to the Showstopper Showcase.

Price: \$500 per timeslot

## NECA Showstopper Showcase & Awards

The Showstopper Showcase and Awards is the industry's longest running recognition program. Electrical Contractor magazine has presented the prestigious NECA Showstopper winners for close to 30 years. The Showstopper Showcase and Awards is designed to identify the industry's newest innovations in products and services.

Price: \$325 - \$395

See [necaconvention.org](http://necaconvention.org) for complete details.



NECA has sponsorship opportunities that will help you achieve any of these goals and more. Our aim is to deliver an enhanced attendee experience combined with meeting your company's goals and objectives. Check out our complete list of sponsorship opportunities online.

### Choose From

- Opening Reception Offerings
- Closing Celebration Sponsor
- Email Marketing
- Book Signings
- Sports Bar on the show floor
- TECHTOPIA, the digital and disruptive technology pavilion
- Website Banners
- Play to Win traffic builder
- Attendee Surveys
- And much more

# There are Many Reasons to be a Sponsor. What's Yours?

- Branded Equity Building
- Drive Sales
- Strengthen Customer Relations
- Generate New Leads
- Support NECA
- New Product Announcements
- Test New Ideas



## 2018 Space Rates & Upgrades

Inline Rate (100–300sf):	\$34.50psf
Corner Rate (100 - 300sf):	\$36.50psf
Island Rates:	\$37.00psf

Each booth comes with pipe and drape, booth signage, three (3) exhibitor badges per each 10'x10' booth (additional exhibitor badges are available at \$65 each), lunch all three days for exhibit personnel based on the same formula as exhibitor badges, FREE show passes for clients, and a Web site listing. Note that carpet is not included, but is mandatory. All exhibitors MUST provide carpet for the booth. Important! Exhibitor Insurance Protection is now mandatory. Proof of current insurance is REQUIRED to participate in NECA 2018 Philadelphia.

A non-refundable payment MUST accompany your completed application in order to be processed.

### **RESERVE YOUR SPACE TODAY**

Visit [www.necaconvention.org](http://www.necaconvention.org)  
Questions? Contact Julie Duda at 770-632-0044  
or [julduda@necanet.org](mailto:julduda@necanet.org)

# Increase Your Visibility

Don't wait, upgrade your booth package and get year-round exposure and benefits. Reach your customers and prospects throughout the year. Statistics prove that exhibitors with Booth Package Upgrades get 3-4x more attendee traffic.

## PLATINUM BOOTH PACKAGE UPGRADE \$550

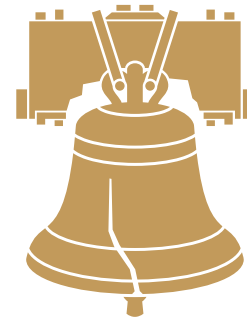
- Video capabilities for your online company profile
- Expanded online profile description (1500 HTML characters)
- Company logo on website listing and printed show guide listing
- Increased Brand Listings (up to 1000 HTML characters)
- Expanded Press Release uploads to a maximum of fifteen (15)
- Increased to twenty (20) category listings

## GOLD BOOTH PACKAGE UPGRADE \$300

- Expanded online profile description (1000 HTML characters)
- Company logo on website listing and printed show guide listing
- Increased Brand Listings (up to 500 HTML characters)
- Expanded Press Release uploads to a maximum of ten (10)
- Increased to ten (10) category listings



PRICING AND OPTIONS



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**Questions:**

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[NECAconvention.org](http://NECAconvention.org)

**NECA**

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**Suite 1100**

**Bethesda MD 20814**



“The NECA Convention and Show provides expert classroom learning and the best industry networking. The trade show gives me time to talk directly with manufacturer executives and engineers with a wide array of products and services specific to our needs. My management team attends the NECA Show. I hope to see you there.”

—LeeAnn Cochran, CEO, Cochran, Inc.