The NECA SHOW is THE event for the $160 billion electrical construction industry that brings power, light, and communication technology to buildings and communities across the U.S.

**WHAT HAPPENS AT THE NECA SHOW**

The **POWERFUL** Leaders in Electrical Construction Meet Here  
The **DISRUPTION** in Electrical Construction is Happening Here  
The **ENERGY** in Electrical Construction Connects Here  
The **FUTURE** of Electrical Construction is Here

**FIND IT ALL IN LAS VEGAS SEPTEMBER 14 –17, 2019**

“The NECA Show has assembled the best products in the nation on one floor.”  
THE POWER OF THE NECA SHOW

This brochure will:
- Outline the value of the NECA Show
- Demonstrate the strength of our audience
- Prove the buying power of our attendees
- Explain the type of attending companies
- Validate the importance of participating in the NECA Show
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.

- 9 out of 10 are likely to purchase a product or service seen at the NECA Show
- 95% of attendees rated the NECA Show “Excellent or Very Good”
- 73% of NECA Show attendees either make the final decision or are part of the decision-making team on the purchase of products & services
- 51% of NECA Show attendees do not go to any other trade show
- 96% are likely to recommend the NECA Show to an industry colleague

Source: 2017 NECA Attendee Survey and Registration Statistics
Attendees come from all 50 states and 37 countries

*based on 2014-2017 data

“If you walk through the NECA Show for four hours, you will pick up something new that you'll be using within the next year.”

Walter Parkes, O'Connell Electric Company
"The 2017 NECA Show in Seattle has been one of the best yet for Milwaukee Tool. Our partnership with NECA continues to be very successful at both the national and local level.”

Bill Hughes, Sr. Vice President, Milwaukee Tool

### COMPANY SIZE

<table>
<thead>
<tr>
<th>Company Size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>100+ Employees</td>
<td>45.96%</td>
</tr>
<tr>
<td>20 - 99 Employees</td>
<td>25.92%</td>
</tr>
<tr>
<td>10 - 19 Employees</td>
<td>13.45%</td>
</tr>
<tr>
<td>1 - 4 Employees</td>
<td>14.67%</td>
</tr>
</tbody>
</table>

Source: 2017 Registration Statistics

### NECA Member Type

- **Commercial Industrial / Institutional, other Non-Residential**: 89%
- **Service & Maintenance**: 66%
- **Residential**: 40%

Source: 2018 NECA Member Profile
SAMPLING OF PREVIOUS ATTENDEES:

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 • 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

- See & Purchase New Products & services: 66%
- Educational Sessions: 49%
- Expert Speakers: 45%
- Networking: 41%

Source: 2017 NECA Attendee Survey and Registration Statistics

ABOUT ELECTRICAL CONTRACTORS

- 93% work in Traditional Power & Lighting
- 69% of electrical contractors do Design / Build or Design / Assist work which accounts for 43% of their annual revenue
- 63% Specify Lighting & Controls products
- Firms with 100+ employees use BIM 74% of the time

Source: 2018 Electrical Contractor Profile, prepared by Renaissance Research for ELECTRICAL CONTRACTOR Magazine
LOW VOLTAGE WORK

Did you know that 95% of electrical contractors work on low voltage projects in these areas too:

- Audiovisual
- Cabling Network Design
- Data Centers
- Electronic Safety & Security
- Outside Plant
- Project Management
- Structured Cabling
- System Integration
- Voice & Data
- Wireless

- 72% work in Automation / Controls
- 63% work in Power Quality
- 59% do Sustainability work
- 51% do Communication Systems / Connectivity work
- 51% work on CII Automation / Controls
- 46% work on Residential Automation Controls

Source: 2018 Electrical Contractor Profile, prepared by Renaissance Research for ELECTRICAL CONTRACTOR Magazine
• **74%** of electrical contractors have a “High” or “Medium” ability to influence the overall design and specifications with building owners and design team members.

• **73%** of firms receive incomplete plans and specs

• Firms with 100+ employees use BIM **72%** of the time

• Firms with 10+ employees use BIM **40%** of the time

• **Top reasons** for originally selecting a brand or for brand substitution:
  1. Price
  2. Availability
  3. Compatibility with existing systems

*Source: 2018 Electrical Contractor Profile, prepared by Renaissance Research for ELECTRICAL CONTRACTOR Magazine*
PRODUCTS & SERVICES NEEDED

Back up power/Generators • Boxes & Enclosures • Building Automation & Controls • Computer Hardware & Equipment • Conduit Standoff • Conduit, Raceway, Wireway • Connections & Terminations • Energy Efficiency • Energy Storage • Energy Audits • Energy Co-Generation • Energy Electrical Vehicle Charging • Energy LEED Projects • Energy Lighting Retrofits • Fasteners, Hangers, Clamps, & 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 & 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 & Cable • Switches & Switchgear • Testing Equipment • Tools • Training • Transformers • Transmission & Distribution Equipment • Underground Equipment (other) • Vehicles & Vehicle Equipment
SHOW FLOOR EDUCATION

NECA understands the trade show floor is a virtual classroom of products, services, information, company experts and solutions our audience can put to immediate use in the office, in the shop, or on the job. That’s why we now offer 70+ short, concise, and very important education sessions.

Ranging from 18-minute Tech Talks to 50-minute Technical Workshops, the 2019 NECA Show has 70+ education sessions taking place directly on the show floor. Be sure to visit our website to learn more about these special areas and how you can get involved:

- TECHTOPIA, all Things Digital and Disruptive
- Product Presentation Theater, hosted by ELECTRICAL CONTRACTOR Magazine
- Lighting & Controls Theater
- Technical Workshops
- NECA Health Zone
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.

See necaconvention.org for complete details
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

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 at necaconvention.org.
2019 SPACE RATES & UPGRADES

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

Includes:
• Pipe and drape, booth signage
• Three (3) exhibitor badges per each 10’x10’ booth
• Lunch all three days for exhibit personnel
• Free show passes for clients
• Website, show guide and mobile app listing

Upgrade your booth package and get year-round exposure and benefits. Statistics prove that exhibitors with Booth Package Upgrades get 3-4x more attendee traffic.

PLATINUM BOOTH PACKAGE UPGRADE $650
• Video capabilities for your online company profile
• All gold package upgrade benefits plus added categories and online description

GOLD BOOTH PACKAGE UPGRADE $350
• 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
QUICK FACTS
Mandalay Bay • Las Vegas

Set-Up / Move-in:
Friday, Sept. 13, 2019 - 8:00am – 5:00pm
Saturday, Sept. 14, 2019 - 8:00am – 5:00pm

Show Hours:
Sunday, Sept. 15, 2019 - 11:30am – 5:00pm
Monday, Sept. 16 2019 - 11:30am – 4:00pm
Tuesday Sept. 17, 2019 - 9:00am – 1:00pm

Tear Down / Move-out:
Tuesday Sept. 17, 2019 - 1:00pm – 9:00pm
Wednesday, Sept. 18, 2019 - 8:00am – noon

RESERVE YOUR SPACE TODAY
Visit www.necaconvention.org

Questions?
Contact Julie Duda
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