The NECA SHOW is where leaders of the $171 billion electrical construction industry convene each year to stay ahead of the ever-changing industry landscape. These electrical contractors bring power, light, and communication technology to buildings and communities across the U.S.

NECA opens its doors each year and invites all aspects of the electrical industry to meet and discuss the growing opportunities in electrical construction.

NECA has the most impressive show in the business.

—Paul Maggi, Fisk Electric Company
IT ALL HAPPENS AT THE NECA SHOW

Thousands of the most powerful leaders in Electrical Construction meet at the NECA Show to:

• Discuss the transformation happening within the industry
• Learn about innovations that are disrupting Electrical Construction work
• Partner with manufacturers and distributors to expand business opportunities for all
• Talk about the serious workforce shortage and strategies to fill the void
• Network with industry peers and share best practices

The NECA Show has great vendor representation and they were very enthusiastic and helpful.
—Gidget Thompsen, Rosendin Electric

THE FUTURE OF ELECTRICAL CONSTRUCTION HAPPENS HERE!
Who attends the NECA Show?

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.

**NECA Show attendees do these jobs:**

- **34%** President/Owner/CEO
- **17%** Vice President/Co-Owner
- **17%** Operations/Services/Manager
- **16%** Sales/Marketing
- **10%** PM/Super/Foreman
- **6%** Estimator/Purchaser

*Based on 2014-2018 data*
Attendees come from all 50 states and 42 countries.

- #1 Reason for attending is to see and purchase new products
- 9 out of 10 exhibitors rated the NECA Show as “Very Valuable” or “Valuable” for meeting new prospects
- More than half of NECA Show attendees do not attend any other trade show

9 out of 10 are likely to purchase a product or service seen at the NECA Show

84.7% Attendees who make the final decision or are part of the decision-making team on the purchase of products & services

96% are likely to recommend the NECA Show to an industry colleague

82% Attendees who rate the Showstopper Showcase (sponsored by ELECTRICAL CONTRACTOR magazine) as “Excellent” and “Very Valuable”

Source: 2018 NECA Attendee Survey and Registration Statistics
Who attends the NECA Show?

**COMPANY SIZE**

- 100+ Employees: 38.51%
- 20 - 99 Employees: 28.70%
- 10 - 19 Employees: 11.00%
- 1 - 4 Employees: 21.70%

**NECA MEMBER TYPE**

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

Sources:
- 2018 Registration Statistics
- 2019 NECA Member Profile
Here’s why Electrical Contractors attend the NECA Show

The NECA Show is an excellent networking opportunity and I enjoyed the vendor presentations.

—Larry Brabham, L R Brabham Inc.

Source: 2018 NECA Attendee Survey

94% Highly Likely or Likely to Purchase a new product or service seen at the NECA Show

46% Education Sessions

41% Networking

36% Expert Speakers
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 • 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
93% work in Traditional Power and Lighting

63% specify Lighting & Controls products

93% of electrical contractors do Design/Build or Design/Assist work which accounts for 43% of their annual revenue

Firms with 100+ employees use BIM 74% of the time

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.

• **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 AND SERVICES NEEDED

Backup 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 actually a huge classroom filled with products, services, information, company experts and solutions our audience can put to immediate use in their business. That’s why we’ve expanded the education classrooms on the NECA 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
- Leadership Workshops
- Technical Workshops
- Technology Systems Integration Workshops
- NECA Health Zone
The Showstopper Showcase and Awards is the industry’s longest running new product recognition program. Electrical Contractor magazine has presented the prestigious NECA Showstopper winners for over 30 years. The Showstopper Showcase and Awards is designed to identify the industry’s newest product and service innovations introduced within the last twelve months.

See necaconvention.org for complete details.

I came for new products and prefab ideas. I found both at the NECA Show.
—Tyler Scholz, Giles Electric Co. Inc.
THERE ARE MANY REASONS TO BE A SPONSOR.
WHAT’S YOURS?

• Build Branded Equity
• Drive Sales
• Strengthen Customer Relations
• Generate New Leads
• Support NECA
• Announcement New Products
• 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 at necaconvention.org.
2020 SPACE RATES & UPGRADES

Inline Rate (100–300sf): $36.00psf  
Corner Rate (100–300sf): $38.00psf  
Island Rates: $38.50psf

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

CO-EXHIBITOR RATE: $650 per subsidiary company

For purposes of the NECA Show, a Co-Exhibitor is defined a subsidiary, brand, or division of the primary contracted exhibiting company. Two non-related companies are PROHIBITED from sharing booth space. Includes: company profile in the online Exhibitor Show Directory and mobile app, and includes the basic package features of: exhibitor booth #, company address, phone number, web address, LinkedIn, Twitter, Facebook URL links, 500 HTML character description of the company’s products or services, five Buyers’ Guide categories chosen by the Co-exhibitor, three press release uploads, availability to enter the Showstopper Showcase, and special pavilion presentations. Separate Contract will be forwarded.
**QUICK FACTS**

**Set-up / Move-in:**
- Friday, Oct. 2, 2020 8:00am–5:00pm
- Saturday, Oct. 3, 2020 8:00am–5:00pm

**Show Hours:**
- Sunday, Oct. 4, 2020 11:30am–5:00pm
- Monday, Oct. 5, 2020 11:30am–4:00pm
- Tuesday Oct. 6, 2020 9:00am–1:00pm

**Tear down / Move-out:**
- Tuesday Oct. 6, 2020 1:00pm–9:00pm
- Wednesday, Oct. 7, 2020 8:00am–noon

**RESERVE YOUR SPACE TODAY**
Visit [www.necaconvention.org](http://www.necaconvention.org)

**Questions?**
770-632-0044
exhibitsales@necanet.org