



EXHIBITOR PROSPECTUS

Pennsylvania Convention Center
Philadelphia, PA

A stylized, orange-colored illustration of the Independence Hall building in Philadelphia. The illustration captures the building's iconic features, including its central clock tower with a spire, the bell tower on the left, and the series of arched windows along the main facade. The building is set against a background of light blue, stylized architectural elements that suggest a city skyline.

NECA

PHILADELPHIA

SEPT 29-OCT 2, 2023

#1 EVENT FOR POWER, LIGHT AND COMMUNICATION TECHNOLOGY



POWER YOUR WAY TO MORE SALES

Tap into an unequalled pool of highly qualified electrical professionals who are actively looking for products, technologies, equipment, and solutions at the industry's largest event in North America. Each year, NECA invites the entire industry to see the newest products and services, talk with company execs, and compare competitive products to find the right solution that benefits their firm's efficiency and profitability.

The NECA SHOW is where leaders of the \$202 billion electrical construction industry convene each year to discuss the ever-changing, ever-growing, business climate. Year over year, our attendees' scope of work continues to expand with more power, light, and communication technology opportunities across the U.S. and beyond. The evolution in electrical construction is happening here.

"The NECA Show gives us the ability to interact with contractor customers and talk with anyone from the executive team to project managers. We show them what's new and different. It's a great platform for interactive displays as well as discussions and being able to demo different products." — Rhett Campbell, Atkore

OUR ATTENDEES



#1 REASON ATTENDEES CAME TO NASHVILLE: "TO SEE AND PURCHASE NEW PRODUCTS"

95% of attendees ranked the NECA Show as **Excellent** or **Very Good**

40% attended the NECA Show for first time

40,000+ leads were generated on the NECA Show floor

88% of attendees rated Showstopper Showcase as **Excellent** or **Very Valuable** for finding the newest products and services

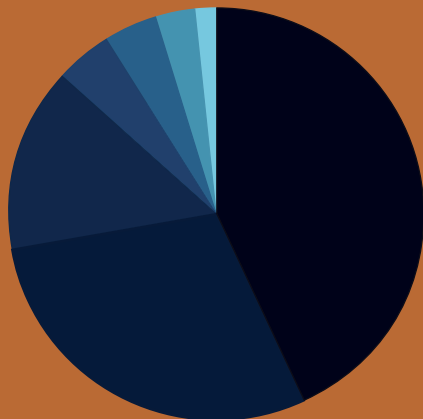
77% of attendees rated the exhibitor-led Trade Show Education as **Excellent** or **Very Good**

64% are **Extremely** or **Very Confident** in the growth of the economy over the next five years

(NECA 2021 Nashville Attendee Survey Results)

"Being at the NECA Convention is fantastic for our company. It gives us the opportunity to connect with our customers that we do business with everyday, and to connect with new customers to help them be more productive, safer, and more efficient."

— Heidi Pratt, Hilti



OUR ATTENDEES

Attendees came from all **50** states and **9** international countries

43%

Owner, President, Key Execs

29%

Project Managers, Supers, Foremen

15%

Other

4%

Journeymen

4%

Apprentices

3%

Training Instructors

2%

Distributors

(NECA 2021 Nashville Attendee Survey Results and Registration Statistics)

BUYING POWER & INFLUENCE

8 out of 10 attendees are either solely responsible for making purchasing decisions or are part of the decision-making team

Top 3 Reasons for Original Brand Selection (in order)

- 🔔 Availability
- 🔔 Price
- 🔔 Compatibility with Existing Systems

85% of attendees are either Highly Likely or Somewhat Likely to purchase a product seen at the NECA SHOW within the next 12 months

(NECA 2021 Nashville Attendee Survey Results)

Electrical Contractors Make Brand Selections:

64% of the time in firms of 1-9 employees

60% of the time in firms of 10+ employees



(2022 Profile of the Electrical Contractor, conducted by Renaissance Research for Electrical Contractor Magazine)

TYPES OF WORK PERFORMED

96% of attendees perform some type of low voltage work

93% work on Traditional Power/Lighting

89% perform specific Lighting work

75% work on Automation / Control Systems

74% work in the “Other” category, primarily in Maintenance Service and Repair

66% perform Power Quality

54% perform Communications Systems / Connectivity work

53% Backup Power / UPS

48% work on Residential Automation Controls

(CII and Residential combined. 2022 Profile of the Electrical Contractor, conducted by Renaissance Research for Electrical Contractor Magazine)



THE BUSINESS MODEL IS CHANGING

80% report receiving incomplete plans or incorrect plans and specs, both of which afford the opportunity to influence a project and its' specs

28% traditional bid/build basics

33% design build/design assist

26% time and materials

19% maintenance/service/repair



"The NECA Show represents a little glimpse into the future of where the industry's going. Even though we have a software product, there's still something to be said about showing it in person and have people testing the product. It's great seeing how their minds have changed over the years as they think about technology as an important part of their business. Being on the NECA trade show floor is critical to our company."
— Jake Olsen, DADO

WHAT THEY NEED

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 • Technology & Testing Equipment • Tools • Training • Transformers • Transmission & Distribution Equipment • Underground Equipment (other) • Vehicles & Vehicle Equipment





OUR EXHIBITORS

79% of exhibitors rated the NECA Show either **Very Valuable** or **Valuable**

96% of exhibitors are **Very Likely** or **Likely** to recommend exhibiting in the NECA Show to an industry co-worker or colleague

Exhibitors found value in NECA Show Sponsorships and exceeded expectations by **207%**



7 in 10 exhibitors introduced new products in the NECA Show



152 new products were entered in the 2021 Showstopper Showcase presented by Electrical Contractor magazine

25 winners were presented with the prestigious Showstopper Showcase award

(NECA 2021 Nashville Exhibitor Survey Results)

"The NECA show is hands down the very best trade show of the year for the Con.doit team. The quality and quantity of leads we generate at the show is head and shoulders above other shows in the industry. My VP and I are always amazed at the level of people that are stopping by our booth. They're owners and presidents and project managers, people that would have taken us months to get on a call or answer an email. We're able to talk to them face-to-face and tell them about our product. I think that really speaks to the caliber of show that NECA puts on. The very best of the best in the industry are there to learn and network. We'll never miss one of their shows for as long as my company exists." — Ian Hoppe, Con.doit

SAMPLE OF PREVIOUS ATTENDEES

5 Points Electrical • A&A Electrical Services Inc. • A & S Electric • A.S.K. Electrical Corp. • Abbott Electric • ABC Electric Co • A-C Electric Inc • Acme Electric Company • ACU Sign Corp • Adman Electric Co • Aetna Fire Alarm Service Co • Aladdin Electric Inc. • Aldridge Electric Inc. • Allison-Smith • All Electric Construction & Communication • Alpine Electric • Alterman Inc • Amaya Electric • American Legacy Construction Group • Anderson Electric • ARC Electric • Ashford Electric & Construction • B&B Electric • B & D Industries Inc • Baker Electric Inc • Battaglia Electric • Beck Electric Company • Beltline Electric Company Inc • Bemrich Electric • Betschart Electric • Big State Electric • Blackwater Electric Co. • Bob Davis Electric • Bockmon & Woody Electrical • Brint Electric • Broadway Electric Service Corp • Bruce & Merrilees Electric • Byron Electric Co. • C3M Power Systems • Cahill Controls • Cannon & Wendt Electric • Capitol Electric • Centennial Electric • Center Line Electric • Central Valley Electric • Century Electric Inc • Chapel Electric • Chapel-Romanoff Technologies • Certified Multi-Media Solutions • Chewning & Wilmer Inc • Christenson Electric • CIR Electrical Construction Corp • Coastal Electric Corp • Coburn Electric • Cochran Inc • Cogburn Bros Inc • Coghlin Electrical Contractors • Collins Electrical • Columbia River Electric Maintenance • Commonwealth Elec Co of Midwest • Connelly Electric • Consolidated Electrical Distributors (CED) • Continental Electric Co • Contra Costa Electric • Cruz Electric • Cupertino Electric • D F Best Co • Dagostino Electronic Services • Davis Pickering & Co • Delta Services • Dixie Electric • Dixon Electric • DL Smith Electrical Construction • Dynalectric • E W Audet & Sons • Engler Electric • Egan Company • Eckardt Electric • Eldor Contracting • Electrical Corporation of America • Electric Plus Inc • ERMCO • ESI Inc • Feazel Electrical Contracting • Ferguson Electric Construction • Ferndale Electric Company Inc • Freestate Elec Construction Co • Ferry Electric • Fielding Electric, Inc. • Fisk Electric • Fitzgerald's Electrical Contracting, Inc • Fraser Morris Electric • Freestate Electric Construction Co • Fuller Electric Corp • G&B Electric • Garnet Electric • Gibson Electric & Tech Solutions • Giles Electric Co Inc • Groff Electric • Guarantee Electric Inc • Gurtz Electric • Hamer Electric • Hatzel & Buehler Inc • Haugland Energy Group • Hawkeye Electrical Contractor • Herbst Electric • Hilscher-Clarke Electric • Hi-Tech Electric Co • Holden Electric Co • Homestead Electrical • Hunt Electric • Hunt Electric • I B Abel Co • Industrial Contractors Skanska • Industrial Electric Co • Inglett & Stubbs • Intrepid Electronic Systems Inc • J & J Electric Inc • J & M Brown Company Inc • J Bathe Electric • J Becher & Associates Inc • J F Electric • J Lombardo Electric • JH Kelly LLC • JMC Electrical Contractor • Joe Dickey Electric • John E Kelly & Sons Electric Construction • John Mills Electric • Kaemmerlen Electric Co • KAI Electric • Kelso-Burnett • Keystone Electric / div. of Zenith Systems • Kilian Electrical Service • Kirby Electric Co Inc • Klaren Electric • KND Licensed Electrical Contracting & Services • Lake Erie Electric • Lakeland Electrical Services • Lanco Electric Inc • Lan-Tel Communications • Laser Electric • Lawson Electric • Lemberg Electric Co • Lighthouse Electric • Linder & Associates • Live Electric • Loeb Electric • Lombardi Electric Inc • Long Electric Company • LVC Companies Inc • M&W Electric • M2 Integration • M3 Electric • Maddox Electric Co • Madsen Electric • Main Electric • Malko Communication Services LLC • Maron Electric Company • Martell Electric • Martin Electric • Massey Electric • Master Electric & Technology Group • Matthew C Bell Electric • Max Electric • Mayberry Electric • Mayer Electric • McCrory Electric Inc • McElroy Electric • McInnis Electric •

McPhee Electric • McWilliams Electric • MDU Construction Services Group • Mead & White Electrical Contractors • Mel-Kay Electric Co • Mid-City Electric Company • Mid-South Electric Contractors • MK Electric • Miller Electric Co • Miller Bros Div Wampole-Miller • Modern Electric Company • Mojave Electric • Mon Valley Electric • Mona Electric Group • Moor Electric • Morrow-Meadows • Morse Electric • Motor City Electric • Mounts Electric • Muska Electric • Mylerson Electric • Nabco Electric • Napp Electric • NEDCO SUPPLY • Nelson Electric • New England Electric Group Inc • Newkirk Electric Associates Inc • Nelson Electric • Network Contracting • Neubauer Electric Inc • New England Electric Group • Niles Electric Group • Northgate Electric Co • Northline Electrical • NOVA Power Systems • Nylund Electric • Oberlander Electric Company • O'Bryant Electric • O'Connell Electric • OEG Inc • Oechsner Electric • Oklahoma Electrical Supply • OlympiaTech Electrical • ONE Electrical Systems • Ordes Electric • Osborne Electrical Company • Owens Electric Co • P1 Construction Group Inc • Pacific Coast Electrical Contractors • Pacific Electrical • Pals Electric • PAR 4 Electrical Contractors • Parsons Electric • Paul's Electric Inc • Paulson Electric • Paynecrest Electric Co • PEC Solutions • Pieper Electric • Porter Electric • Potelco Inc • Preferred Electric Inc • Premier Electrical Corporation • Premise Solutions • Presidential Electric • Prime Electric • Pro-Cal Lighting Inc • Progressive Electric • Progression Electric • Pueblo Electrics • Pyramid Electrical Contractors • Quality Electric Inc • Quanta Services • Red Wire Electric • R E Lesniak Inc • Reliable Electric • Rewald Electric Co • Rick Electric Inc • Rigling Electric • R I S Electrical Contractors • Rick Electric Inc • Riggs Distler & Company, INC. • Rivers Plumbing & Electric • Roland Electric • Roman Electric Company • Rosendin Electric • Royal Electric Construction • Rydallch Electric • S & L Electric • Sachs Electric • Sargent Electric Co • Schaeffer Electric Co • Schmidt Electric Company Inc • Schuler-Haas Electric Corp • Schultheis Electric / TSB Inc • Seaport Energy • Service Electric • Shambaugh & Son • Sharlen Electric Company • Shawyer & Son Inc • Shea electric & Communications • Shelley Electric • Shoals Electric Company, Inc. • Sierra Electric • Sims Electric Inc • Skeels Electric Co • Skyline Electric Company • Southern Contracting • Southland Electric Company Inc • Spectra Electrical Services • Speelman Electric • Sprig Electric • St Andrews Construction Services • Staco Electric Construction • Staff Electric • Standard Electric • Sterling Industrial • Stoner Electric Group • Streff Electric • Strickland Electric • Sturgeon Electric Superior Electric Great Lakes Co • Superior Electric Tenn Valley • Swain Electric • Swan Electric • Swedberg Electric • Sweeney Electric • Systems Tech Div Pieper Elec • Talt Electric • Tapps Electric • Taylor Electric • Tec Electric Co • TeleWiring Inc • Terminal-Andrae Electric • Thayer Power & Communications • The ESCO Group • The Okonite Co • The Superior Group • Thompson Electric Co • Tice Electric Co • Tirone Electric • Totem Electric of Tacoma • Townsend Controls & Electric LLC • Triad Electric Company • Triangle Electric • Tri-City Electric • Turner Electric Co • Union Electric Contracting Co • United Electric • University Electric • Upstate Electric • USI Inc • Valley Electrical Consolidated • Van Ert Electric Company Inc • Vantix Electric • VEC Inc • Walker Telecomm Inc • Walsh Electrical Inc • Ward Electric • Wasatch Electric Div. of Dynalectric • West Side Hammer Electric • Wheeler Electric • W R O'Neal Electric • W T Leone's Tri-Area Electric Co • Wheeler Electric • Whitehead Electric Inc • Wickham Electric Co • Wilcox Electric • Wilhite Electric • Winema Electric • Winger Contracting Co • Woods Electric • Yeager Electric • Young Electric • Zeller Electric • Zenith Systems

THE NUMBERS

2021 Nashville
Attendance: 6,711
Total Professional Attendees: 4,874
Children / Staff: 245
Total Exhibitor Personnel: 1592
Net Sq. Ft.: 97,100

(2021 Registration stats)

2013 Washington DC
Attendance: 5,111
Net Sq. Ft. : 66,930

2015 San Francisco
Attendance: 6,543
Net Sq. Ft. : 86,000

2017 Seattle
Attendance: 6,263
Net Sq. Ft. : 78,900

2019 Las Vegas
Attendance: 8,546
Net Sq. Ft. : 109,100

2014 Chicago
Attendance: 6,626
Net Sq. Ft. : 76,150

2016 Boston
Attendance: 6,320
Net Sq. Ft. : 86,600

2018 Philadelphia
Attendance: 10,223
Net Sq. Ft. : 90,350

2020 Virtual
Attendance: 5,104
Net Sq. Ft. : n/a

TRADE SHOW EDUCATION

The NECA Show floor is filled with products, services, company experts, and solutions electrical professionals need to grow their businesses efficiently and profitably. Trade show education has always been an important element of the NECA Show. Confirmed exhibitors are asked to submit topics for consideration in any of the 36 sessions offered in these focused areas:

- 🔔 Leadership
- 🔔 Technology
- 🔔 Construction Solutions

Be sure to visit our website to learn more about these special areas and how you can get involved.

Questions?
Contact 202-991-6289 or
exhibitsales@necanet.org



“NECA Nashville was more than we expected!

The educational sessions, Innovation Zone, ELECTRI International Student Competition, and product displays by NECA partners were incredible.”

— Jon Howland, Vice President, DEWALT

BOOST YOUR BRAND



Whether you're looking to build brand equity, drive sales, strengthen stakeholder relationships, introduce new products or support NECA, your strategy should focus on delivering an enhanced attendee experience combined with meeting your company's goals and objectives. Consider adding one or more of these:

Sponsor Opportunities • Showstopper Showcase & Awards sponsored by Electrical Contractor Magazine • Email Marketing Mailing Lists • Mobile App and Website Ads • Electrical Contractor Magazine Show Issue Advertising • Local Charity Involvement

Learn more at necashow.org

SPACE RATES & UPGRADES

Inline Rate (100–300sf): \$37.00psf

Corner Rate (100 - 300sf): \$39.00psf

Island Rates: \$39.50psf

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

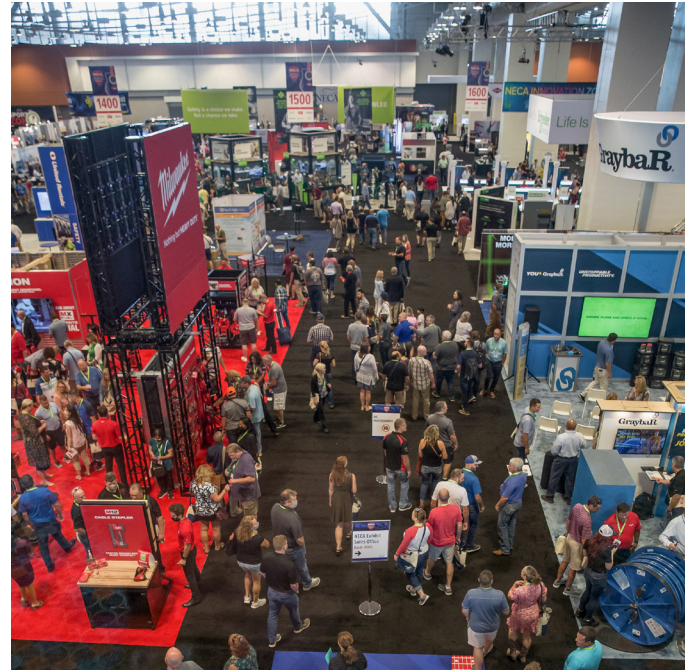
Get year-round exposure and benefits. Statistics prove that exhibitors with Booth Package Upgrades get 3-4x more attendee traffic.

See website or contract for detailed benefits.

Co-Exhibitor Rate: \$750 per subsidiary company

Platinum Booth Package: \$750

Gold Booth Package: \$450





NECA

PHILADELPHIA

SEPT 29-OCT 2, 2023

QUICK FACTS

Pennsylvania Convention Center
Philadelphia PA

RESERVE YOUR SPACE TODAY

Visit www.necashow.org

Questions?

Contact Katie Carey at

202-991-6289

exhibitsales@necanet.org

Set up / Move-in:

Thursday, Sept. 28, 2023 - 8:00am - 5:00pm

Friday, Sept. 29, 2023 - 8:00am - 5:00pm

Exhibit Hours:

Saturday, Sept. 30, 2023 - 11:30am - 5:00pm

Sunday, Oct. 1, 2023 - 11:30am - 4:00pm

Monday, Oct. 2, 2023 - 9:00am - 1:00pm

Tear Down / Move-out:

Monday Oct. 2, 2023 - 1:00pm - 9:00pm

Tuesday, Oct. 3, 2023 - 8:00am - 12:00pm

(note the change in day pattern)