

#1 Event for Power, Light and Communication Technology



Exhibitor Prospectus

San Diego Convention Center
San Diego, CA



Presented by the National Electrical Contractors Association

Growth = Opportunity



The US electrical construction market is expected to reach \$283.74 billion by 2028, a 3.94% compound annual growth rate (CAGR) according to a new study conducted by Arizton Advisory & Intelligence. The rise in 5G technology, demand from data centers, shift toward clean energy, and demand for EV charging infrastructure contribute to the US electrical contractors market growth. Electrical contractors are responsible for designing, installing, maintaining, and repairing electrical systems and components in residential, commercial, and industrial work.



The NECA Show is where industry leaders come to find the products, services, and education they need to meet customer expectations while managing safety and profitability. Their scope of work has expanded with the advancements in digital technologies. Be sure your solutions are on display for thousands of decision-makers to see in San Diego.

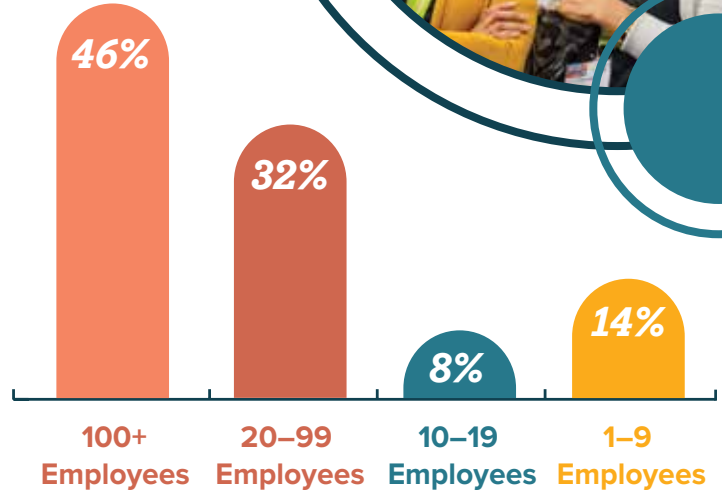
Attendee Power

#1 Reason attendees came to Austin:
“to see and purchase new products”

96% of attendees rank the NECA Show
as excellent or very good

“Over the years
the NECA Show has
become an integral part of our
contractor marketing and sales
strategy. It’s like making hundreds of
sales calls in one location, in 3 days.
It also enables us to keep-up on what the
competition is doing. And lastly, it’s fun!”

—Tom Degnan, *Leviton*

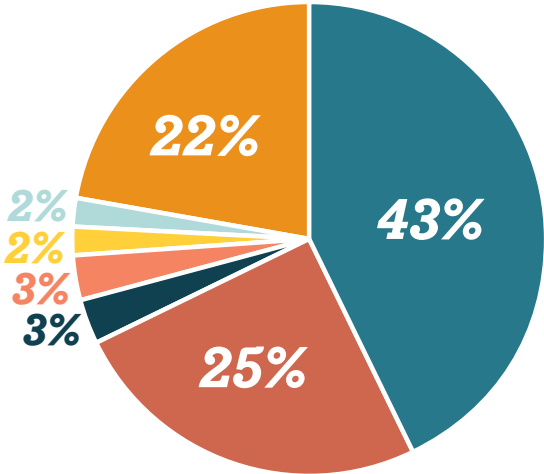


Size of Attending Firms

(NECA 2022 Austin Attendee Survey Results)



Our Attendees



- Owner, President, Key Executive
- Project Manager/Supervisor/Foreman/Purchasing Agent
- Other
- Journeyman
- Training Instructor
- Apprentice
- Distributor

(NECA 2022 Austin Attendee Survey Results and Registration Statistics)

“The NECA Show not only allows our teams to garner new leads but it also provides an opportunity to strengthen the relationship we have with the NECA membership. Nothing is better than conversing face-to-face with a partner and discussing how we can continue to make them more productive and profitable. I highly recommend attending if this is not already on your calendar.”

—Brian Calcagno,
Procore



Of attendees are highly likely or somewhat likely to purchase a product or service seen during the last NECA Show.



Of attendees perform service and maintenance work.

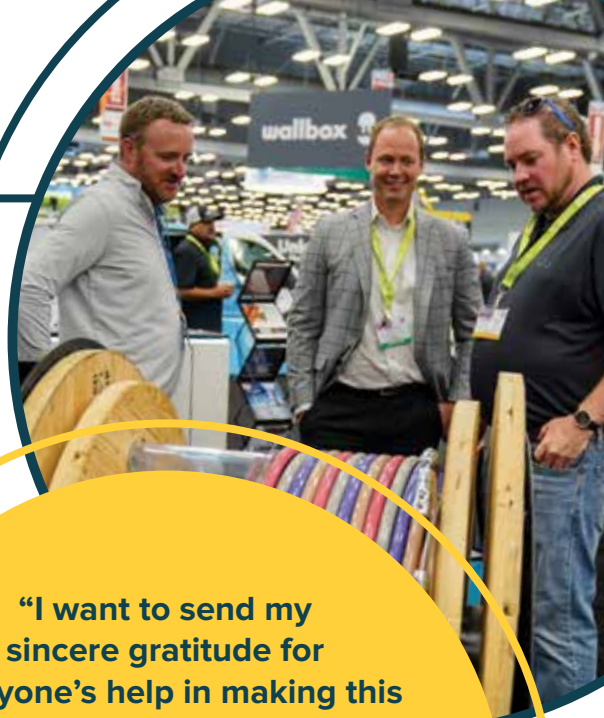
Our Members

Types of work NECA Contractors perform:

 **96%** Commercial/Industrial
Institutional

 **82%** Residential

 **88%** Non-Building (Utility,
Parking Structures,
Runways, etc.)



“I want to send my sincere gratitude for everyone’s help in making this 3M’s most successful NECA event ever. I view it as the “Tipping Point” when our organization saw firsthand the vast opportunities and benefits of our partnership with NECA.”

—Jeff Darby, 3M

The Scope of Work Has Changed



93% Work on traditional power/lighting

40% Perform electric vehicle charging equipment work



89% Perform specific lighting work

75% Work on automation/control systems



66% Perform power quality

96% Of attendees perform some type of low voltage work



68% Perform sustainability work

54% Perform communications systems/connectivity work



53% Backup power/ups

48% Work on residential automation controls

74% Work in the “other” category, primarily in maintenance service and repair

The Business Model Has Changed Too

80%

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

33%

Design build/design assist

49%

Firms of 100+ employees have a man-hour requirement for women, minorities or veterans in order to bid projects

19%

Maintenance/service/repair

48%

Say they are required to have a prequalified standards and safety program in place in order to submit a bid

26%

Bid time and materials

28%

Traditional bid/build basis

(CII and Residential combined. 2022 Profile of the ELECTRICAL CONTRACTOR, conducted by Renaissance Research for ELECTRICAL CONTRACTOR magazine)



What They Need



Automation Controls • Back-up power/ Generators • Boxes & Enclosures • Building Automation & Controls • Computer Hardware & Equipment • Conduit Standoff • Conduit, Raceway, Wireway • Connections & Terminations • Data Centers • Energy Efficiency • Energy Storage • Energy Audits • Energy Co-Generation • Energy Electrical Vehicle Charging • Energy LEED Projects • Energy Lighting Retrofits • Fasteners, Hangers, Clamps, & Supports • Fiber Optics • Fire/Life Safety • Grounding & Bonding • High Voltage Transmission & Distribution Equipment • Heavy Equipment • IoT • Lamps • Lighting • Lighting Controls • Live Line Tools & Equipment • Medium Voltage Splicing • Microgrids • 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 • Smart Grid Technology • Software Estimating, Management, BIM, other • Solar Energy/PV • Structured Wiring & Cable • Substation • Sustainability • Switches & Switchgear • Systems Integration Equipment • Technology • Testing Equipment • Tools • Training • Transformers • Underground Equipment (other) • Vehicles & Vehicle Equipment • Wind Generation



Our History

2013 Washington, DC

Attendance: 5,111
Net Sq. Ft.: 66,930

2014 Chicago

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

2015 San Francisco

Attendance: 6,543
Net Sq. Ft.: 86,000

2016 Boston

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

2020 Virtual

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

2019 Las Vegas

Attendance: 8,546
Net Sq. Ft.: 109,100

2018 Philadelphia

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

2017 Seattle

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

2021 Nashville

Attendance: 6,711
Net Sq. Ft.: 97,100

NECA 2022 AUSTIN

Total Participants: 7,497
Total Professional Attendees: 4,622
Total Apprentices: 315
Total Children/Staff: 302
Total Exhibitor Personnel: 2,258
Total Net Sq. Ft.: 110,310



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 Electrical 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 • OechsnerElectric • 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 • Rydalch 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





Trade Show Education

Trade show education has always been an important element of the NECA Show. We know that manufacturers and distributors have some of the industry's best R&D. 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 how you can get involved.

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

**“I want
to thank everyone
for your help with the
NECA Show in Austin. ABB
had a VERY successful week. The
customer service from the NECA
team helped us in every aspect of
operations, pre and post marketing,
to a standing room only education
session plus the Closing Celebration.
The week could not have gone
any better. Congratulations on
an amazing job!”
Al Colquitt, ABB Inc.**

Powerful Sales Tools

41,692

Attendees viewed exhibitor listings on the official mobile app in advance and onsite



52,251

Additions to were made to individual attendee planners in the app which allowed them to maximize their convention experience.

25

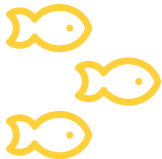
Showstopper winners presented by ELECTRICAL CONTRACTOR magazine (all Showstopper winners are featured in the January issue)

181

Showstopper showcase entries

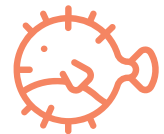
40,480

Views of the education session list and searches



40,000+

Verified attendee leads were generated via exhibitor lead retrievals





Proven Marketing Tools

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
- Digital marketing
- Promo email marketing
- Social media marketing
- Mobile app and website ads
- ELECTRICAL CONTRACTOR magazine show issue advertising
- ELECTRICAL CONTRACTOR magazine show guide advertising
- Local charity involvement

Visit NECAshow.org to learn more!



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 100 square feet
- 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



Quick Facts

San Diego Convention Center San Diego, CA

Show Hours:

Sunday, Sept. 29, 2024: 11:30am–5:00pm

Monday, Sept. 30, 2024: 11:30am–4:00pm

Tuesday, Oct. 1, 2024: 9:00am–1:00pm

RESERVE YOUR SPACE TODAY

Visit www.necashow.org

Questions?

Contact Katie Carey at 202-991-6289

exhibitsales@necanet.org



“The opportunity to exhibit at the NECA trade show is outstanding for Eaton to share its latest product and service solutions with NECA contractors and all attendees. The trade show offers Eaton staff the chance to connect with key customers and other industry partners to better understand their challenges and gather important feedback on industry trends.”

—Jeff Lewis, *Eaton*