



BACK TO EXPO PRODUCTIONS INC.

## EXHIBITOR INFO



After the toughest year in decades?emerge more competitive & profitable than ever!At the National Electrical Wire Processing Technology Expo you'll meet buyers looking to your products and services for solutions to their problems.In just two days, you will be able to meet with more key buyers that you could in a month of "cold calling".

Since 2001, this show remains dedicated to serving the needs of the electrical wire industry (wire harnessing, wire/cable processing and related industries). If you provide the equipment, instruments, tools, materials and supplies used in wire & cable harness assembly, inspection and repair?then this is the Show for you!

### TARGET MARKETING:

In 2011, the attendance was over 1,700 representing 45 states and 15 countries. To ensure that a quality audience of decision makers come to the Exposition, an aggressive attendee promotion campaign will be implemented. The marketing campaign includes:

- A highly selective direct mail blitz using lists acquired from trade magazines, our own show research, association lists and other industry sources.
- Email blasts to prospective attendees and exhibitors.
- Advertisements in major trade magazines and business trade journals.
- Nationally placed publicity before, during and after the exposition.
- Promotional materials to distribute to your customers to increase the awareness of your company's participation.

### REACHING BUYERS FOR YOUR SERVICES:

You will meet buyers including Presidents, CEOs, Purchasing Managers, Manufacturing Engineers, Design Engineers, Plastic Engineers, Mold Makers, Plant Foremen, Job Shops & other industrial professionals in the business who will be looking to you and your products/services for solutions to their problems. This is the ONLY trade show in the wire processing industry that showcases electronic cable assemblies, cord sets, wiring harnesses and other industry related products.

### EDUCATIONAL & TIMELY SEMINARS:

The latest advances in electrical wire processing technologies, new techniques and new products will be discussed in educational seminars. Leading electrical wire processing professionals will share their knowledge during the seminars that will be held each day. These seminars are a popular bonus for attendees who have come to see your products at the Expo. At the last Expo, all seminars were standing room only. Certificates will be awarded to those who attend. We welcome exhibitor involvement and ideas regarding seminar speakers and topics. Please call us with any suggestions.

### EXHIBITOR ADVISORY COMMITTEE:

An exhibitor Advisory Committee has been intact to provide an avenue for open communication between exhibitors and Show Management. The 2011 group consists of:

- Mike Mason – Grayline Inc
- John Szczepanski – KM USA
- Tim MacAlpine – Komax Corp
- Bil Degrace – Mechtrix Corp
- Phil Hulstedt – Mechtrix Corp
- Rich Schwartz – Schaefer Megomat
- Charlie Ross – Schleuniger Inc
- Bucky Mueller – Tri-Tech Kodera Machine
- Mike McNulty – Wire & Cable Technology International
- Kathy Freund – Wiring Harness News
- Marilyn Magowan – Wiring Harness News

[SEMINAR SCHEDULE](#)

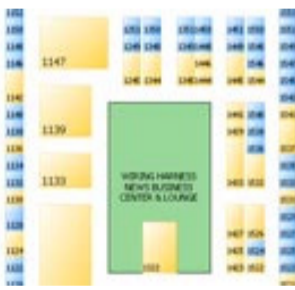
[SHOW SPONSORS](#)

**2012 SHOW DATES & TIMES:**  
**Wednesday, May 9 9:00am - 4:00pm**  
**Thursday, May 10 9:00am - 3:00pm**



**2012 SHOW LOCATION**  
**FRONTIER AIRLINES CENTER**  
**HALLS A & B**  
 400 W Wisconsin Ave.  
 Milwaukee, Wisconsin 53203

**CONTACT**  
 800-367-5520 | 262-367-5500



[EXPO FLOOR PLAN](#)



[EXHIBITOR LISTING](#)



[EXPO PROSPECTUS](#)



[TRAVEL & HOTEL INFO](#)

As always, we are here to answer any of your questions.

*Cheryl*



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