

# ELECTRICAL EXPO FINAL REPORT

**The answer is 4,669**

We had **3,682 attendees** at the show on March 18<sup>th</sup> & 19<sup>th</sup>. In addition, 987 exhibitor personnel worked the booths for a total of 4,669. The attendee figure decreased by 107 from the 2005 Expo, but considering the flooding we experienced in our region, this is still a very good number.

## **THANKS!!!**

There are so many people to thank and companies to recognize for their participation in making the Electrical Expo a success. I have to use the April Flash to finish thanking everyone.

**EBMI Officers and Board of Directors** - Thanks for your support and assistance throughout the Expo.

**AMEREN** – This was the second Expo that Ameren was our exclusive sponsor of the show. This continued commitment is very much appreciated. Several employees were selected to lead various committee this Expo. This involvement lead to more widespread participation within the company.

**EXPO COMMITTEE** - Overseeing the operations of a major event such as the Electrical Expo were our six Co-Chairs and subcommittee chairs. This subcommittee assisted the staff in organizing the activities associated with the Expo.

### **Expo Co-chairs representing segments**

Distributors: Jim Briscuso – Rexel  
Engineers: Jim Heisserer - Ross & Baruzzini  
Contractors: Ken Keeney - Pyramid Electrical  
Contractors  
Mfg. Reps: Tom Luedde – Ajax Electrical Sales  
Manufacturers: Daryl Vander Weerd –  
Eaton Corporation  
Utility: Dennis Weisenborn - Ameren

### **SUB-COMMITTEE CHAIRS**

Engineers & Architects:

Craig Hansen - William Tao & Associates  
Andy Kerkemeyer - Woolpert

Distributors: Larry Sokolowski - Anixter

Education Seminars Charlie O'Connell - Jacobs Civil

Industry Awards Nancy Martin - Martin Electrical Sales

National Electrical Week Luncheon – Cathi Reader –  
Frost Electric Supply

New Products Terry Sater – City Electric Supply

Show Promotion Susan Davis - Ameren  
Jim Reinhardt - Fletcher Reinhardt  
Virgil Wilke - Cooper B-Line

**EXHIBITORS** - We appreciate all the exhibitors that participated in Electrical Expo 2008. We had 244 booths, an increase of 9 booths over 2005. The Electrical Representatives Organization (ERO) exceeded their allotment and ended up securing 97 booths.

**LUNCHEON AND SEMINAR SPEAKERS** Over 220 people attended the opening luncheon to hear Bill Dampf of Let's Talk Success Presentations motivate them to be "Just a little bit better". We also thank all the seminar speakers for their time and effort in preparing the material for their presentations. Over 430 people attended the 6-hour NEC Conference. The Grounding had 292, Ameren Service Manual had 178, LEED had 148 and Generators had 196. Several other seminars were over 100 attendees. Attendance for all seminars reached 1908 compared to 1638 in 2005.

**VOLUNTEERS** - Annie and I thank all of our wonderful volunteers that assisted us during the Expo. We could not offer all the activities without the help of our volunteers. They helped in the Show Office, seminars, new product area, Ameren-Ranken Learning Center, luncheon, judging for the awards program, the student program and the EBMI booth as well as the NASCAR and Shooting Gallery exhibits. Everything ran very smoothly because of their efforts on our behalf.

## **CONGRATULATIONS TO THE AWARD WINNERS**

### **NEW PRODUCT**

1<sup>st</sup> Place – Southwire Co. - Simpull Thhn

2<sup>nd</sup> Place – Pass & Seymour/Legrand  
PlugTail Wiring Device

### **Single Booth Category**

1<sup>st</sup> Place – Rack-a-Tiers      2<sup>nd</sup> Place – Legendary Lighting

### **2-3 Booths Category**

1<sup>st</sup> place - Ideal industries      2<sup>nd</sup> Place – Cooper Lighting

### **Island Booths (4 or more booths)**

1<sup>st</sup> Place - Eaton Electrical      2<sup>nd</sup> Place – FabickCAT

**AMEREN-RANKEN LEARNING CENTER** This was a new feature at the Expo. We thank Ameren for the financial support and Ranken Technical College for providing the computers

needed for this Learning Center. Students and faculty of Ranken also lead training sessions on a number of topics during the Expo.

**EXTEND YOUR REACH Student Program** This was another new feature of the show. Thanks to the following companies that sponsored tabletops during the Student program.

Ameren	McClure Engineering
Aschinger Electric	Rexel
French Gerleman	Ross & Baruzzini
Guarantee Electrical	Siemens Energy & Automation
Jacobs	Western Extralite

Special thanks to Roger Oertli, Dave Schepers and Keith Cooper for providing some insight on what students should expect as they enter the work force as well as helpful advice to increase their value to a prospective company.

**DISTRIBUTOR PARTNERS** provided free parking for the 2008 attendees who pre-registered for the Expo. They were responsible for the NASCAR and Shooting Gallery exhibits during the Expo. The Tuesday winner of the 3-Lap Ride along with a Richard Petty instructor is Chase Shelton of the Hillsboro R-3 School with a 29.865 time and the Wednesday winner of the ride along is Brad Barth of Meyer Electric with a 29.778 time.

At the Shooting Gallery on Tuesday evening, Kathi Kombrink of Cablofil won a \$50 gift card to Bass Pro Shop with a point total of 13,700 and Clint Vessells of MidAmerica Electric won \$25 gift card with a point total of 13,475. On Wednesday, Scott Brecher of Paragon Lighting won a \$50 Gift Card to Bass Pro Shops with a point total of 22,275 and Michael Mitchell of Bric won \$25 gift card with 13,800 points.

The following distributors also assisted the exhibitors during the announced move-in hours by providing three material handlers to take literature to their booths.

Anixter	French-Gerleman
Brennan Tools & Fastening	Frost Electric Supply
Butler Supply	Graybar Electric
Cape Electrical Supply	Houston Wire & Cable
Centrex Electrical Supply	Metro Electric Supply
City Lighting Products	Rexel Electrical & Data Com Products
Crescent Electric Supply	Springfield Elec. Supply
Fletcher-Reinhardt Co.	Western Extralite Co.

**Special thanks to all the distributors that brought employees and customers to the Expo by bus or vans.**

Butler Supply - Columbia, MO (Bus)  
- Farmington, MO (Bus)  
- Fulton, MO (Bus)  
- Effingham, IL (Van)  
- Mexico, MO (Bus)  
- Washington, MO (Bus)

- Washington/Sullivan, MO (Bus)

CED/Philips & Co - Columbia, MO (Van)

DeCota Electric - Cape Girardeau, MO (Van)

Frost Electric Supply - Columbia, MO (Van)

Heintz Electric Supply - Quincy, IL (Bus and 2 Vans)

Springfield Electric Supply – Mt. Vernon, IL (Van)  
Springfield, Il (Bus)

**STEP FORWARD PROGRAM  
FOR ARCHITECTS & ENGINEERS**

The following participated in a special program directed to the design community. Each participant was given 10 - two day seminar passes to hand out to the architect or engineer of their choice. This committee worked closely with the seminar committee to ensure that our seminars were of interest to the design community. We thank the following exhibitors that participated in this program.

Appleton/FISHCO Group

Carlson / Schaeffer Marketing Group

Cooper Bussmann

Cooper Crouse-Hinds

Cooper Lighting/Lighting Associates

Cummins Mid-South

Cyberex / Power Source Midwest

E-Mon / Meglio and Associates

Eaton Corporation

Emerson Network Power/Electronic Support Systems

ERICO/ERITECH DIV./ Martin Electrical Sales

Fabick Power Systems

GE Consumer & Industrial

Juno Lighting – Luminaire Lighting LTD.

Leviton Manufacturing Co., Inc.

Lutron Electronics, Inc./ Vector Electrical Sales

Meltric Corporation / Martin Electrical Sales

Milbank Mfg. Co. / Meglio & Associates

Philips Lighting Company

Ruselectric/Power Source Midwest

R. Stahl, Inc. / Meglio & Associates

Tyco Thermal Controls, Commercial Wiring Div. / Schaeffer Marketing Group

The winner of the drawing for visiting all of the participants' booths was **Mike Yount** of Yount Engineering and Design in Mexico, MO. Mike receives a check for \$250.

**PRE-SHOW ADVERTISERS** These advertisers allow us to print 10,000 pre-show brochures that provides prospective attendees a list of manufacturers exhibiting, schedule of seminars, new products and the many other activities associated with the show.

**COVER ADS**

**Cooper Industries  
Electrical Connection  
French Gerleman**

**Full Page Ads**

Ameren  
Butler Supply  
Crescent Electric Supply  
Cummins Mid-South  
Emerson Network Power

**Half Page ad**

CK Power  
Fabick CAT  
Federated Insurance  
Graybar Electric  
Ross and Baruzzini

**Quarter Page ad**

Electro Savings Credit Union - Guarantee Electrical Company