



ELECTRICAL EXPO 2011

ATTENDANCE PROMOTION

The Show Promotion Committee's goal is for 5,000 people to attend Electrical Expo 2011 on March 1-2, 2011 at the St. Charles Convention Center. This is a NEW VENUE for the Expo!!

For this to happen, we need assistance from all segments of the industry in promoting this Expo. Our best marketing tool is word of mouth advertising. This is where YOU and your personnel can help us. Your company's personnel come in contact with any number of people every day. ENCOURAGE THEM TO MENTION THE ELECTRICAL EXPO WITH EVERYONE THEY COME INTO CONTACT WITH THROUGHOUT THE DAY. You may even wish to be part of our "Take 5" Attendance Promotion Campaign! It's simple.... Complete the Take 5 form and fax it to EBMI **prior to February 14th**. Then, make sure you and your 5 industry associates (none from the same company) register and attend the show. Once we verify that all on your list were scanned at the Expo, your name will be entered into drawing for \$3,000 worth of prizes after the Expo. See Take 5 info attached for complete rules!! In addition, we will award one lucky attendee EACH day \$500 and you do NOT have to be present to win!! Please call Bill Regan, EBMI at 636/305-6434 for additional Expo information.

Promotional materials for Electrical Expo 2011 are available for distribution to your customers. To order this material, simply complete the form below. Please let us know the amount of materials needed:

SEMINAR BROCHURES _____
TICKETS _____

MAIL TO: NAME _____
 COMPANY _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE (____) _____ FAX (____) _____
 e-mail address _____

PLEASE COMPLETE AND FAX TO THE EBMI OFFICE AT 636-305-6430.

ELECTRICAL EXPO 2011 CO-CHAIRS

Keith Cooper – McClure Engineering
Greg Fowler – J.F. Electric
Gary Gotsch – Aschinger Electric
Dave Meglio – Meglio & Associates
Jim Reinhardt – Fletcher-Reinhardt Co.
Dennis Weisenborn – Ameren
Virgil Wilke – Cooper B-Line