

## FINAL REPORT ON ELECTRICAL EXPO 2005

**The answer is 4,825!!!**

We had 3,789 attendees at the show on March 22<sup>nd</sup> & 23<sup>rd</sup>. In addition, 1,036 exhibitor personnel worked the booths for a total attendance of 4,825. This is an increase over the 2002 total of 4,431. (Complete breakdown of attendees enclosed).

The Expo committee welcomes any feedback on the show. We are always open to new ideas and will consider all comments and suggestions. We tried several new ideas and will be evaluating their success or what needs to be done to improve them for the next Expo. The initial feedback is that Electrical Expo 2005 was a very good show for our exhibitors and attendees. The Expo committee will review all the activities to determine where we head for the next Expo. We are seeking feedback from our exhibitors, attendees and volunteers to help us in planning our next Electrical Expo in 2008. If you have any comments or suggestions, I ask that you e-mail these to me at [bill@sleb.org](mailto:bill@sleb.org). These comments will be reviewed by the Expo committee at their recap meeting.

***THANKS!!!***

There are so many people to thank and companies to recognize for their participation in making Electrical Expo a success.

**SLEB Officers and Board of Directors** - Thanks for the tremendous support you provided the staff as we addressed the many challenges of an Expo year.

**AMEREN** - Electrical Expo 2005 marked the first time we had an exclusive sponsor for our show. Their acceptance of our offer to be exclusive sponsor was just the start. Their support and active participation is very much appreciated. We look forward to working with the Ameren personnel on Electrical Expo 2008.

**EXPO COMMITTEE** - Overseeing the operations of the Electrical Expo were our five co-chairs and the subcommittee chairs. These subcommittees assist the staff in organizing the various activities at the Expo. They suggested many of the new ideas that we tried this year.

Expo Co-chairs representing segments:

Engineers:	Jim Heisserer, Ross & Baruzzini
Mfg. Reps:	Mike Meglio, Meglio & Associates
Contractors:	Roger Oertli, Guarantee Electrical
Distributors:	Tim Schaeffer, Graybar Electric
Manufacturers:	Jeff Spadaro, Rockwell Automation

Subcommittee Chairs

Architect & Engineers:

Keith Cooper, McClure Engineering  
Craig Hansen, Wm. Tao & Associates

Distributors:

Jim Briscuso, Rexel United  
Steve Butler, Butler Supply

National Electrical Week Luncheon:

Rodger Hollenbeck, Albers Mfg. Co.

Industry Awards:

Nancy Martin, Martin Electrical Sales

Seminars:

Charlie O'Connell, Jacobs Civil  
Bob Pinson, Frost Electric Supply

Show Promotion:

Bruce Baldwin, Frost Electric Supply  
Lacey Bernard, Thomas & Betts

**EXHIBITORS** - As contracts were received, we listed the exhibitors participating in Electrical Expo 2005 in our newsletter. We increased booth space by 35 booths over the 2002 show. The Electrical Representatives Organization (ERO) exceeded their allotment for booth space and ended up securing 84 booths.

**DISTRIBUTORS** partnered to provide free parking to 2005 attendees who pre-registered for the Expo. They also provided the \$500 that was drawn each night. **Jim Broombaugh** of KMC Electric won the \$500 on Tuesday and **Ophis Mills** from the Ameren Labadie Plant won the \$500 on Wednesday evening. These distributors help the exhibitors during the announced move-in hours by providing three material handlers to take literature to their booths. We thank the distributors for their assistance in promoting the Expo to their customers.

Brennan Tools & Fastening  
Butler Supply, Inc.  
Centrex Electrical Supply  
City Lighting Products  
Crescent Electric Supply Co.  
French Gerleman  
Frost Electric Supply Co.

Grainger  
Graybar Electric Co., Inc.  
Metro Electric Supply  
Rexel United  
Shannon O'Tools & Supply Co.  
United Rentals Aerials  
Western Extralite

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

Butler Supply - Fulton/Mexico, MO (Bus)

- Columbia, MO (Bus)
- Farmington, MO (Bus)
- Lebanon, MO (Bus)
- Laurie, MO (Van)
- Kaiser, MO (Van)
- Effingham, IL (2 Vans)
- Maryville, IL (Bus)
- Washington, MO (Bus)
- Washington/Sullivan, MO (Bus)

CED/Philips & Co - Jefferson City/Osage Beach, MO (2 Vans)  
Columbia, MO (2 Vans)

DeCota Electric - Sikeston, MO (Van)  
Cape Girardeau, MO (Van)

Graybar Electric - Peoria, IL (Bus)

Heintz Electric Supply - Quincy, IL (Bus and Van)  
Keokuk, IA (Van)

Springfield Electric Supply - Mt. Vernon, IL (Van)

**STEP FORWARD PROGRAM  
FOR ARCHITECTS & ENGINEERS**

The following participated in a special program directed to the design community. Each participant was given 10 - one 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.

Ameren

APC (American Power Conversion) / Rollie Johnson Inc.

Cooper Bussmann

Cooper Crouse-Hinds

Cooper Lighting/Lighting Associates

Cummins Power Generation/Cummins Mid-South

Eaton Electrical

Emerson Network Power/Electronic Support Systems  
ERICO/Martin Electrical Sales  
Fabick CAT  
General Cable Corp./Schaeffer Sales  
GE Consumer & Industrial  
Holophane  
Hubbell Wiring Devices - Kellems  
Leviton Manufacturing Co., Inc.  
Lutron Electronics, Inc./ Vector Electrical Sales  
MGE UPS Systems/R. G. Computer Power  
The Okonite Co.  
Philips Lighting Company  
Protect Connect Co. / Schaeffer Marketing Group  
Rockwell Automation  
Russelectric/Power Source Midwest  
Quazite - Strongwell / Vector Electrical Sales  
S & C Electric  
Siemens Energy and Automation  
Daniel Woodhead/Brad Harrison / Martin Electrical Sales

**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  
French Gerleman  
St. Louis Electrical Connection**

**Full Page Ads**

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

**Half Page ad**

Crescent Electric Supply  
ECC Supply  
The Okonite Company  
Ross and Baruzzini

**Quarter Page ad**

Fabick CAT - Federated Insurance - Guarantee Electrical Company

**LUNCHEON AND SEMINARS SPEAKERS** - Over 260 people attended the opening luncheon to hear Dr. Howard Wall of the Federal Reserve Bank and Steven Johnson of the RCGA discuss the U.S. and Regional Economy. We also thank all the seminar speakers for their time and effort in preparing the material presented in their seminar program. Over 460 people attended the 6-hour NEC conference. The Grounding and OSHA Electrical Safety seminars each attracted over 200 participants. Attendance for all seminars was 1638 compared to 807 in 2002.

**VOLUNTEERS** - Annie and I thank all of our wonderful volunteers that assisted us during the Expo. The Expo could not take place without the hours given by our volunteers - we can't thank you enough!! They help in the Expo office, seminars, new product area, demo area, judging for our awards program, luncheon, registration for the \$500 drawing and the SLEB Booth. Everything ran very smoothly because of their efforts on our behalf.

**CONGRATULATIONS TO WINNERS OF BEST BOOTHS AND NEW PRODUCT**

**Category - 4 or more booths**

- 1<sup>st</sup> place - Eaton Electrical
- 2<sup>nd</sup> Place - American Power Conversion/RJI

**Category - 2-3 booths**

- 1<sup>st</sup> place - Panduit
- 2<sup>nd</sup> Place - Ideal Industries/FISHCO Group

**Category - Single booth**

- 1<sup>st</sup> place - The Watt Stopper
- 2<sup>nd</sup> Place - Pass & Seymour/FISHCO Group

**New Product Awards**

- 1<sup>st</sup> place - Fluke Corp./Martin Electrical Sales  
Product: 3 Phase Power Quality Analyzer
- 2<sup>nd</sup> Place - American Power Conversion/RJI  
Product: InfraStruXure High Density

**SEMINARS** - We added four additional seminars for this Expo. Once again, the Code Conference was very well attended. We registered 474 individuals for this 6-hour seminar. We thank the IAEEI-St. Louis Chapter for coordinating this conference with SLEB.

The majority of the seminars were well attended. Grounding and OSHA-Electrical Hazards each had over 200 participants while six other seminars had attendance of 75 or more. We believe these seminars add to the overall educational experience for our Expo attendees. The seminar program attendance figure totals 1638 compared to 807 in 2002.

We thank all the presenters for their time and effort in preparing for their seminars.

**SHOW PROMOTION** - We handed out 25,000 EXPO memo pads across the region. This was a new promotional item for us and it worked very well. Ameren's sponsorship allowed us to purchase an additional 10,000 memo pads for distribution. In addition, 40,000 seminar brochures and 80,000 Expo tickets were either mailed or handed out across the region.

**FINAL THOUGHTS** - Electrical Expo 2005 certainly pulled together the various segments of our industry for the benefit of everyone in this region. While the Expo committee organized the activities associated with the Expo, we had many individuals assist us in promoting the Expo to their employees and customers. The involvement by so many energized this event and helped to make **Electrical Expo 2005** one of our best shows ever. It was nice to see so many friendly faces attend the Expo. We hope the two-day event met your expectations and that you will plan to participate in 2008.

---

**LIST OF ATTENDEES - ON SALE FOR \$25 TO EXHIBITORS**

**Please e-mail me the listing of attendees from Electrical Expo 2005.**

\_\_\_\_\_

Name	Company
------	---------

email address \_\_\_\_\_

**Form of Payment**

\$25 Check (Enclosed)       Credit Card (Call SLEB with info)

**Fax (314-966-8020) or mail this form to SLEB, 3700 S. Lindbergh - St. Louis, MO 63127**