



The Electrical Board of Missouri and Illinois host an Electrical Expo at the St. Charles Convention Center in St. Charles, Missouri. The trade show is held every three years. All segments of the industry participated for this event! This Expo offered industry associates the opportunity to see new products available that may benefit them; educational opportunities; meet with various vendors one-on-one and see “hands-on” demonstrations of the various products. **Ameren was once again the exclusive sponsor of Electrical Expo 2023.** The 2023 Expo was held on August 23-24, 2023 (Wednesday-Thursday).

Highlights from Expo 2023 (compared to 2020-covid year: 2017, 2014 & 2011):

- **206 booths of various electrical products/services from manufacturers across the country; expo was sold out since January and had 5 on the waiting list. Included in the booth cost: one 120 volt electric outlet, blue speckled carpet and vacuuming on both show dates.**
(206 booths in 2020); (206 booths in 2017); (205 booths in 2014); (209 booths in 2011)
 - **2,239 attendees for the 2 days; 770 exhibitor personnel for a total of 3,009 for the Expo. (See Expo Report for breakdown of those attending); These totals do NOT include the 507 who attended BOTH DAYS of the show. In the past, our attendance included them. (For the first time in 2023, we didn't mail out badges and sent QR Codes to all attendees/exhibitors to scan/print their badge at the Expo. We were able to keep the website online registration up until show time. (1,349 attendees for the 2 days; 756 exhibitor personnel for a total of 2,105 for expo -March 11-12, 2020 – covid shut down the world right after the show.)**
(2,435 attendees for the 2 days; 768 exhibitor personnel for a total of 3,203 for 2017.)
(2,663 attendees and 764 exhibitor personnel for a total of 3,427 for 2014)
(2,590 attendees and 802 exhibitors for total of 3392 in 2011)
- **12 distributor partners for the Expo;**
(11 distributor partners in 2020); (12 distributor partners in 2017); (14 distributor Partners in 2014);
(17 distributor partners in 2011)
- **3 buses were brought in from Butler and Cape. Because it was online registration only, it's difficult to know how many attendees came in with their buses.**
(3 buses and 3 vans with 174 attendees from outlying areas in 2020.)
(3 buses and 7 vans with 153 attendees in 2017)
(6 buses brought in 222 attendees in 2014)
(7 vans (15 or less) and 3 buses for 155 attendees in 2011)
- **In addition to Missouri and Illinois, we had attendees from 18 other states;**
(8 other states in 2020); (17 other states in 2017); 12 other states in 2014); (19 other states in 2011)
- **315 attended our eight-hour National Electrical Code Conference Seminar on August 24th;**
(312 in 2020) (348 in 2017); (390 in 2014); (427 in 2011)
- **Many attendees heard several of the 19 seminars plus the Code Conference offered during the 2 day event, which averaged over 178 in each of the seminars (attendees may have attended multiple seminars on each day); pdh's, lu's and Jefferson County/City of St. Louis educational requirements were offered for the various seminars. Room 101 (smaller room) averaged 45. Total for seminars & Code Conference was 2,764. We added 7 additional seminars.)**
(1,716 Total attendance for all 13 seminars, plus code in 2020.)
(1,895 Total attendance for all 11 seminars, plus code in 2017)
(2,063 Total attendance for all 12 seminars in 2014, plus code in 2014)
(2189 in 2011; however, we had 16 seminars, plus code in 2011)
- **Step Forward Program – had 22 manufacturers for the Expo to encourage architects/engineers participation;**
(19 in 2020); (22 in 2017); (15 in 2014); (17 in 2011)
- **New Product Showcase – 73 new product entries for 2023 which were showcased in open area by Compass Café and escalators as the seminar personnel came downstairs to expo.**
(97 in 2020); (101 in 2017) (86 in 2014) (66 entries in 2011 which were located in a private room off the lobby area.)



- Awards at the show: 2 Outstanding New Products; 5 single booth awards for “excellence in booth display”; 3 – two or more booths award for “excellence in booth display; Winners were announced at the show on Wednesday about 4:45 p.m. and in the September FLASH.

• **Other Features for 2023:**

Online Distributor contest to give added incentive to distributors to promote expo to their customers. Top 4 distributors won cash prizes and Butler Supply was the top vote winner and received a plaque at the expo. 1444 pre-registering online by August 1st deadline and selected one of the EXPO distributor partners. (While we had a deadline of August 1st for pre-registration, we kept our online registration open all during the expo, so they could register even before attending the expo if needed. Onsite registration was also available.)

(718 out of the 1444 pre-registering online selected one of the Expo distributor partners); (1171 out of the 2124 pre-registering online selected one of the EXPO distributor partners.) (1067 out of the 1770 pre-registering in 2017 selected one of the expo distributors; 1117 out of the 1904 pre-registering online selected one of the Expo distributor partners in 2014. Attendees could choose OTHER as well as many heard about Expo through Ameren, EBMI mailings, etc.)

To encourage PRE-REGISTRATION AND attendance at the show, distributor partners offered these attendees an opportunity to win 48 - \$50 gift cards. EBMI randomly drew from the 1444 who pre-registered and who had their badge scanned/printed at the Expo. Each distributor was given an opportunity to take this gift card out to that attendee.

(1770 pre-registered in 2020.) (1170 preregister (not all bus attendees pre-registered in 2017). (1904 pre-registered in 2014 and gave away 14 - \$100 gift cards.)

Show Promotion Committee did an attendance prize drawing IN Booth #115 offering 4-\$50 Visa gift cards each hour. A total of 409 people participated in the 2-day drawings. Attendees could sign up each hour, but had to check the board each hour in this booth to see if they won and pick up their gift card at the expo. Could only win once.

(In 2020, we had 558 participate in the drawing, held in booth #115. In 2017, we had 762 people participating in the drawing, held in the lobby. In 2014, we had 513 total participate in drawing for both days.)

As you can see, there were several ways to win a gift card at the Electrical expo, but you had to attend. Over \$7,000 in gift cards was offered to attendees during and after the Expo through Step Forward, Attendance Prizes and Distributor Pre-registration.

Once again, thanks to our Technology Partners, Ameren, Eaton and J.F. Electric, who supported the EXPO by providing wifi throughout the convention center during the two days of the show.

Ameren EV test drive/ride alongs:

The Ameren plug-in electric vehicle (PEV) test drive event was held on Wednesday, August 23rd from 1:30 -4:30 p.m. and Thursday, August 24th from 10:30 a.m. – 3:00 p.m. at the end of the lobby area of booths. Reach Strategies helped to coordinate this event. We put their registration link on our website so attendees could sign up early.

(In 2020, they held this event as well. Even with covid and thunderstorms in afternoon, they had 53 test drives and 14 passenger rides for a total of 67 PEV experiences. Participating dealerships included: Plaza Jaguar of St. Louis, Audi West County, Autohaus BMW and Mini of St. Louis. Test drive vehicles included a Jaguar I-Pace, Audi e-tron and BMW i3 (x2). Static display vehicles included the Jaguar I-Pace and Mini Cooper countryman.)