ELECTRICAL WIRE PROCESSING Technology EXPO 2027

CONFERENCE: May 4-6, 2027
EXHIBITION: May 5-6, 2027
Baird Center | Milwaukee, WI

WIRING THE FUTURE TOGETHER



2027 Exhibitor Prospectus

ELECTRICALWIRESHOW.COM | #EWPTE2027

Produced By:

WHMA Wiring Harness Manufacturer's Association

Global Electronics Association™

BAIRD CENTER

About The Electrical Wire Processing Technology Expo (EWPTE)

The Electrical Wire Processing Technology Expo (EWPTE) is the premier event for the wire harness manufacturing industry, focusing on electrical wire harnesses, coil winding, and cable processing. This exclusive event brings the industry together to access new technologies, find solutions to complex wire challenges through training and education, and network with industry leaders and subject matter experts.

Featuring the industry's leading suppliers and manufacturers, EWPTE provides access to innovative products, services, and solutions designed to address the most challenging wire issues.







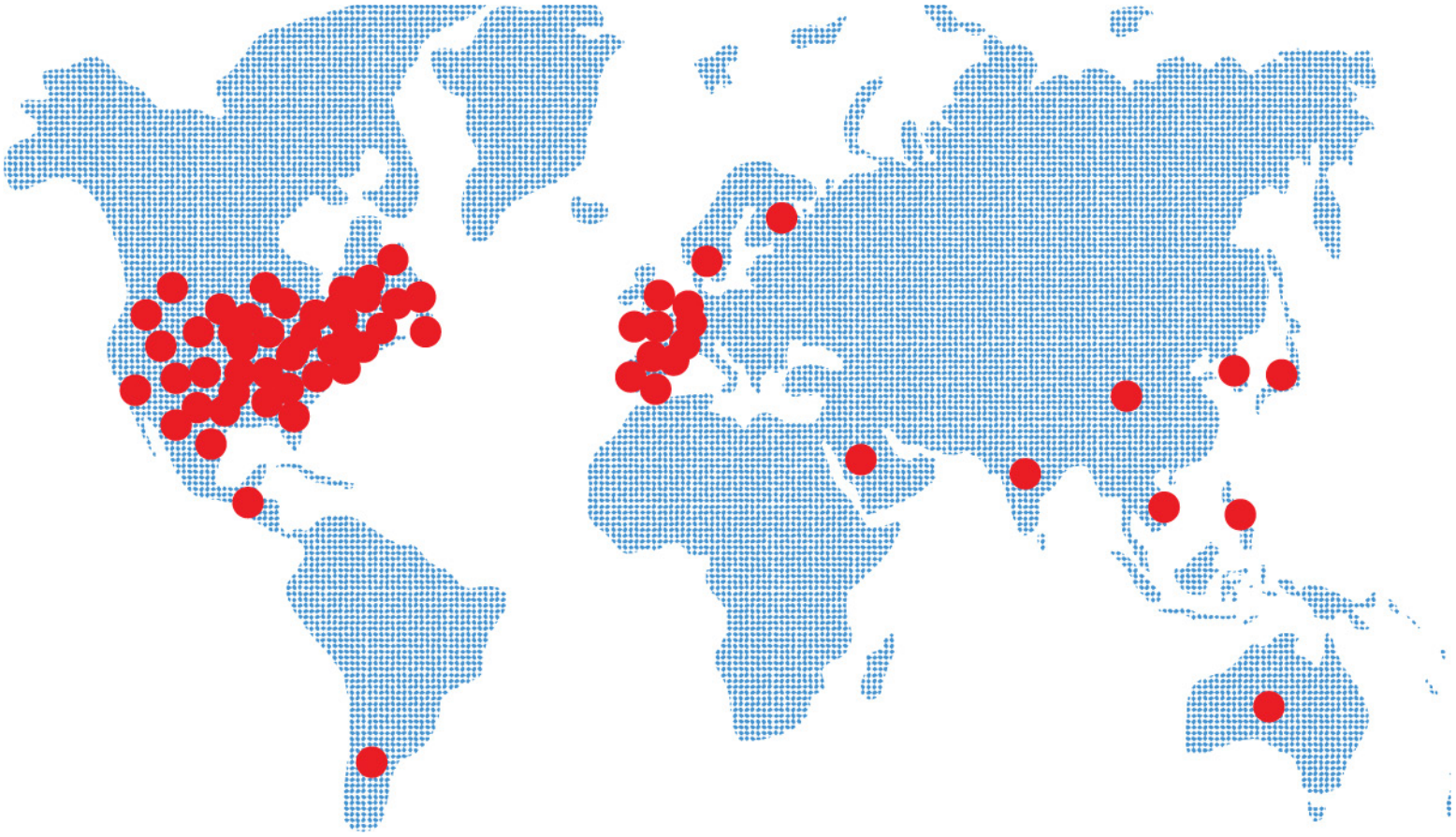
Reserve Your Space at EWPTE

TO RESERVE A BOOTH

Visit: www.electricalwireshow.com or contact: Alicia Balonek, Senior Director Trade Shows & Events at AliciaBalonek@electronics.org, + 1-847-597-2898, or Kim DiCianni, Director, Trade Shows & Events at KimDiCianni@electronics.org, +1-847-597-2823.

TOTAL LEADS GENERATED BY EXHIBITORS: **13,356**

3,140 visitors from 23 countries



Over 200 EXHIBITORS covering more than 47,000 NET SQUARE FEET of exhibit space





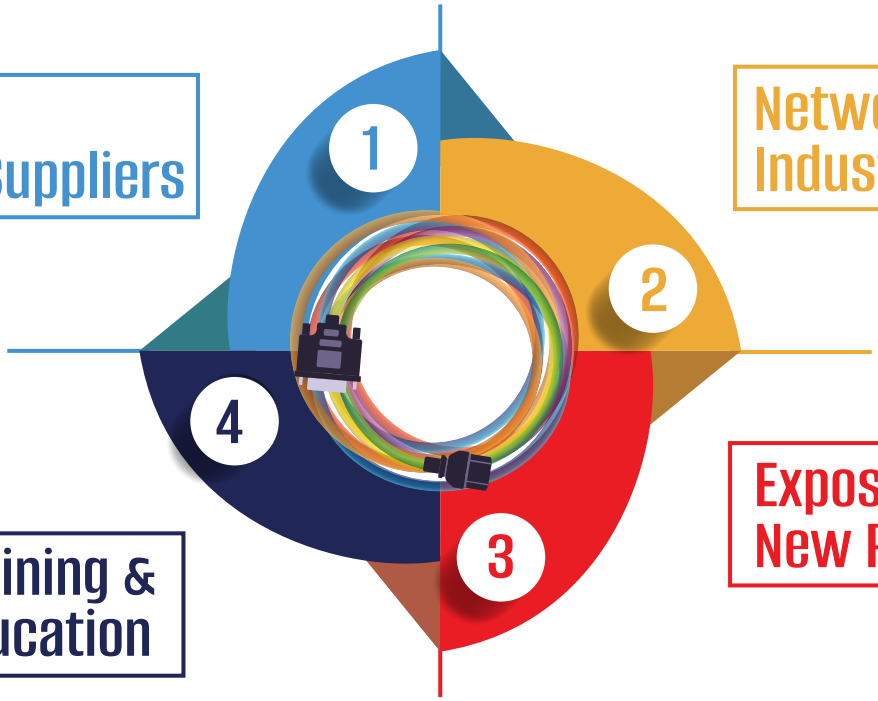


CONNECT WITH HIGHLY QUALIFIED ATTENDEES

- **Management & Executive Leadership**
  President, CEO, VP, Director, and Manager — 45%
- **Engineers & Technical Professionals**
  Evaluating Products and Solutions — 25%
- **Buyers & Influencers**
  Involved in purchasing decisions — 70%
- **Planning to Purchase**
  Within the next 12 months — 50%
- **Purchasing Influence Say**
  EWPTE influences purchasing decisions — 68%
- **Product Discovery**
  Attend to Discover New Products and Technologies — 76%

TOP REASONS FOR ATTENDING EWPTE

1. Find New Suppliers
2. Network with Industry Experts
3. Exposure to New Products
4. Training & Education



ATTENDEE MAIN INTERESTS

- Wire Harness Manufacturing
- Assembly
- Emerging Technologies
- Quality, Reliability and Testing
- Operator Training





ATTENDEES PLANNING TO BUY

42% OF ATTENDEES

INDICATED THEY WILL BE MAKING A PURCHASE WITHIN 6 MONTHS.



78% OF ATTENDEES

IDENTIFY THEMSELVES AS KEY BUYERS OR INFLUENCERS



ATTENDEE TESTIMONIALS

> EWPTE helped me find new suppliers! It also helped get up to speed with any new developments and technological advancements made in the last year. Every company that sells Electrical and Wire related products should have a booth here to market their capabilities and products!
>
> *– Ketan Savale, Purchasing Manager, North American Lighti*

> I was able to find a new supplier for tough-to-find materials, just-in-time for our production needs. I was able to source equipment and compare vendor options that meet my specific needs live in-person. I was able to demo Vendor prototype products not yet available to the public.
>
> *- Bill Givney, Director of Engineering, Company Elite Vehicle Solutions*

ATTENDEE TESTIMONIALS

"I did have a great time at the event, I saw some new technology, connected with some new wire processing machine suppliers that I have never heard of before."

– *EWPTE 2026 Attendee*

"*We found other sources for products we use and got to see some products I didn't know existed.*"

– *EWPTE 2026 Attendee*

"The show was great, I found new technologies, new suppliers, and connected on some great business opportunities I had not considered"

– *EWPTE 2026 Attendee*

LOCATED AT THE NEWLY EXPANDED BAIRD CENTER



The Electrical Wire Processing Technology Expo 2027 returns to Milwaukee, Wisconsin, a city with much more to offer than its famous beer, brats and cheese curds.

Explore Milwaukee's vibrant arts and cultural scene, professional sports, live music venues and wide variety of restaurants. Whether you are extending your stay or looking for something to do after the show, Milwaukee offers plenty of opportunities to experience the city.

Start planning your visit at **www.visitmilwaukee.org**.



OUR COMMITMENT TO ENSURE QUALIFIED ATTENDEES

EMAIL | WEBSITE & MOBILE APP | VIDEO | PUBLIC RELATIONS
DIRECT MAIL | PRINT & WEB ADVERTISING | SOCIAL MEDIA
DIGITAL ADVERTISING | PODCAST EPISODES



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