



# ELECTRICAL WIRE PROCESSING TECHNOLOGY EXPO 2024

CONFERENCE: MAY 14-16 | EXHIBITION:  
MAY 15-16

BAIRD CENTER | MILWAUKEE, WI

## 2024 EXHIBITOR PROSPECTUS

HARNESS THE

FUTURE

[ELECTRICALWIRESHOW.COM](https://ELECTRICALWIRESHOW.COM) | [#EWPTE2024](https://twitter.com/EWPTE2024)

Produced by:



LEAD | EDUCATE | CONNECT

# 2024 EXHIBITOR PROSPECTUS

## ABOUT THE ELECTRICAL WIRE PROCESSING TECHNOLOGY EXPO (EWPTE)

**The Electrical Wire Processing Technology Expo (EWPTE)** is the wire harness manufacturing industry's exclusive event for electrical wire harness, wire, coil winding and cable processing. It's where the industry comes together to access new technologies find solutions to challenging wire problems through training and education and network with industry leaders and subject matter experts.



Featuring the industry's leading suppliers and manufacturers, EWPTE is where the industry comes together to access new technologies, innovative products and services and to help you find solutions for challenging wire problems.



## RESERVE YOUR SPACE AT IPC EWPTE

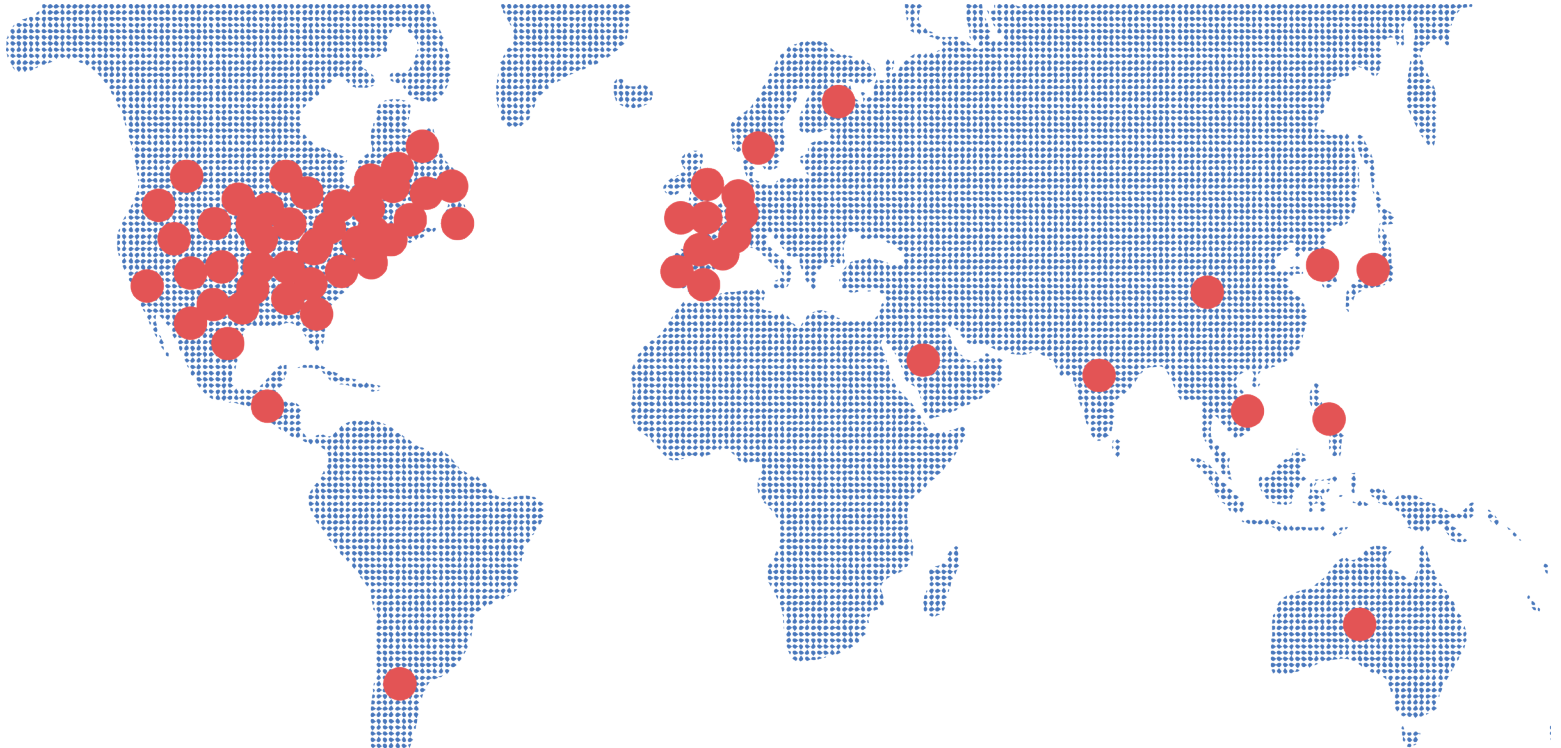
### TO RESERVE A BOOTH

Visit: [www.electricalwireshow.com](http://www.electricalwireshow.com) or contact: **Alicia Balonek**, Senior Director Trade Shows & Events at [AliciaBalonek@ipc.org](mailto:AliciaBalonek@ipc.org), + 1-847-597-2898, or **Kim DiCianni**, Director, Trade Shows & Events at [KimDiCianni@ipc.org](mailto:KimDiCianni@ipc.org), +1-847-597-2823.

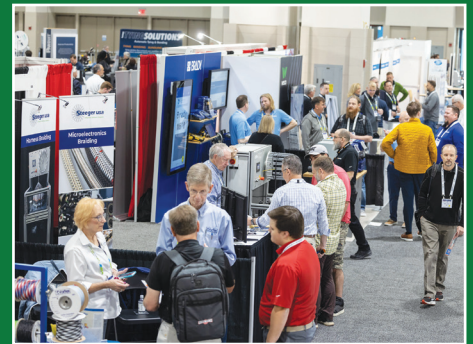
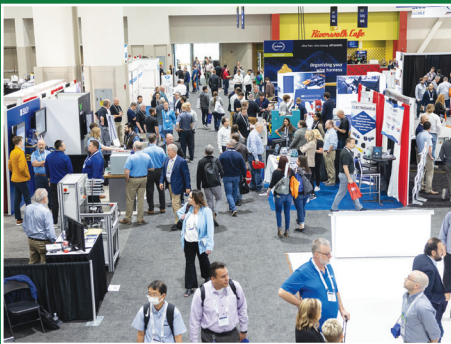
**83%** OF ATTENDEES

**identify themselves as  
KEY BUYERS or INFLUENCERS**

EWPTTE 2023 welcomed **3,049** total visitors from **23** countries

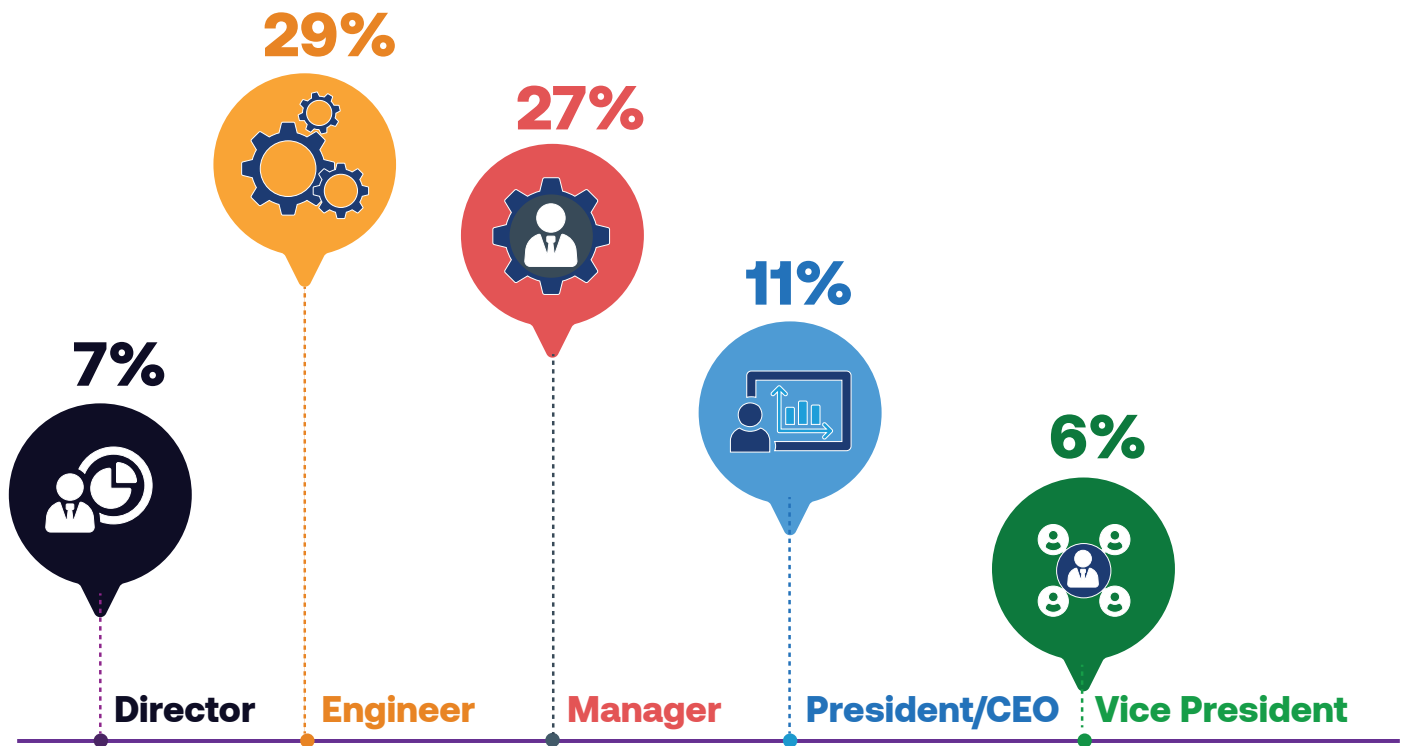


**The 2023 event welcomed 184 exhibitors encompassing  
43,400 net square feet of exhibit space.**



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CONNECT WITH HIGHLY QUALIFIED ATTENDEES



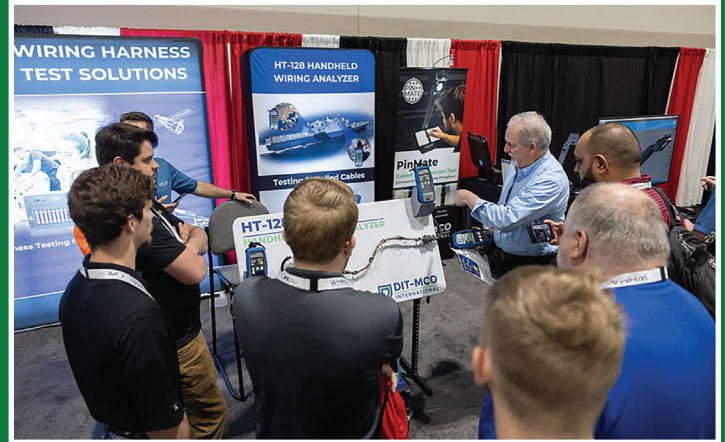
## TOP REASONS FOR ATTENDING EWPTE

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



## ATTENDEE MAIN INTERESTS

- Wire Harness Manufacturing
- Emerging Technologies
- Assembly
- Quality, Reliability and Testing
- Factory of the Future
- Operator Training
- Advanced Packaging



## ATTENDEES PLANNING TO BUY

**52%**

OF ATTENDEES INDICATED THEY WILL BE MAKING A PURCHASE WITHIN 6 MONTHS.

**25%**

WILL BE MAKING A PURCHASE WITHIN 6-12 MONTHS.

# 2024 EXHIBITOR PROSPECTUS

## EXHIBITOR TESTIMONIALS



Our EWPTE experience this year was very good. We had our best lead results there ever and met with multiple current customers. The opportunity to show our newest product was well received. We plan to double our booth size for 2024.

– Carol Jensen, NORTHWIRE, INC.



“The overall show experience met and, in some cases, exceeded our expectations. We could list many things that made the show great. What really matters... We more than doubled our leads from any show previously. Thank you IPC/WHMA staff for a job well done!

– Greg Wasko, Mecal by Starn



We have exhibited at EWPTE for many years, and this has always been a great show to attend, meet new potential customer's while re-uniting and exchanging new ideas with our existing customer base. This year was exceptional! We had the two busiest show days in our years of exhibiting that generated a higher amount of quality leads from potential customers than we have previously

– Brian Betti, LPMS-USA



## ATTENDEE TESTIMONIALS

“

We found a couple new vendors. One was something we weren't looking for, but it will work great for our business. We came looking to see new machines and found what we needed. We like to be able to see all the options in one place, on one day.

– Melvin Biri, SwRI

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“

The EWPT 2023 show is a well-planned informational trade show which offers a wide variety of vendors and engaging technical conferences

– Leonard J. Dompke, Simplex System Controls, Inc.

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“

We came to see the new technology and new procedures. We were not disappointed in this aspect as we found 3 new machines that we are in the process of trying out or getting quotes on. Along with that we were looking for new suppliers for parts for our machines, in that aspect we found 5 that we are starting a relationship with. I can not wait to go back and see what else the show has in store for us.

– Steven Goff, C&G Wiring

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# 2024 EXHIBITOR PROSPECTUS

LOCATED AT THE NEWLY EXPANDED BAIRD CENTER



The Electrical Wire Processing Technology Expo 2024 will take place in Milwaukee, Wisconsin. Milwaukee isn't just all beer, brats, and cheese curds! Although those are delicious! Milwaukee has a diverse cultural art scene, world class sports facilities, a variety of exquisite restaurants for foodies, and music theaters galore. Start planning your visit to Milwaukee at [www.visitmilwaukee.org](http://www.visitmilwaukee.org).





## OUR COMMITMENT TO ENSURE QUALIFIED ATTENDEES

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