

**Know Before You Go**

We look forward to seeing you at the Electrical Wire Processing Technology Expo 2024 which will feature the largest gathering of exhibitors to date! Here are some things to keep in mind to help you prepare for your visit.

**Baird Center**

All events will take place at the Baird Center, 400 W Wisconsin Ave, Milwaukee, WI 53203.

**Registration Hours**

Tuesday, May 14 7:00 am – 5:00 pm Upper Level

Wednesday, May 15 7:00 am – 6:00 pm Upper Level

Thursday, May 16 7:00 am – 2:00 pm Upper Level

**VIP Express Line – *WHMA Members Only***

Exclusively for WHMA members, the VIP Express Line guarantees expedited badge pickup on site. This dedicated service streamlines the arrival process, ensuring members can effortlessly breeze through registration and swiftly access all the event has to offer. It's our way of enhancing the experience for our valued WHMA community, providing convenience and efficiency right from the moment you arrive.

**Exhibit Hall Hours**

Tuesday, May 14 Exhibits Not Open

Wednesday, May 15 9:00 am – 6:00 pm Upper Level

Thursday, May 16 8:00 am – 2:00 pm Upper Level

**Event Schedule at a Glance**

Tuesday, May 14

10:00 am-5:00 pm Professional Development Courses | Mezzanine Level (200 meeting rooms)

Wednesday, May 15

8:00 am-8:45 am Keynote Session | Room 202ABC

8:45 am Ribbon Cutting Ceremony | Exhibit Hall Entrance

9:00 am-10:00 am Networking Morning Refreshment Break | Exhibit Hall Lounge

9:00 am-10:00 am Mimosa Bar | Exhibit Hall Lounge

9:30 am-4:00 pm Technical Conference Sessions | Mezzanine Level (200 meeting rooms)

2:00 pm-3:00 pm Networking Afternoon Refreshment Break | Exhibit Hall Lounge

5:00 pm-7:00 pm After Hours VIP Party | Exhibit Hall Lounge

Thursday, May 16

7:00 am-8:00 am Networking Breakfast with Exhibitors | Exhibit Hall Lounge

9:00 am-10:00 am Networking Morning Refreshment Break | Exhibit Hall Lounge

9:00 am-10:00 am Bloody Mary Bar | Exhibit Hall Lounge

9:30 am-12:00 pm Technical Conference Sessions | Mezzanine Level (200 meeting rooms)

1:00 pm-2:00 pm Networking Afternoon Refreshment Break | Exhibit Hall Lounge

**Parking:** Find the closest parking areas or access nearby available parking through the Interstate Parking app available on the Apple App or Google Play Stores.

**Taxis, Uber & Lyft** are easily accessible at the Convention Center, major hotels and other downtown locations.

**Internet Access:** The WCD offers free wireless internet service throughout the facility.

**Lost and Found**: Show Office, Exhibit Hall Lobby near registration

**Baggage & Coat Check:** Complimentary baggage and coat check will be available in the exhibit hall lobby on Wednesday from 8:00 am-5:00 pm and on Thursday from 8:00 am-2:00 pm.

**Food Outlets**

**Concession Stands** in the back of the exhibit hall will be open on show days from 11:00 am-2:00 pm.

**CONFLUX** located on the street level near the main entrance

**Smart Market** located in the lobby outside exhibit hall B

**Agenda Planner**

Get the most out of your time at EWPTE! Make your show experience more productive and efficient than ever before with the agenda planner! It’s an easy way to schedule and keep track of your activities at the show. Update your profile in just a few minutes to see attendee matches to maximize your networking.

Log in to your [personal agenda planner](https://n2b.goexposoftware.com/events/ewpte24/goExpo/user/listSeminars.php)and start adding events, meetings, appointments along with exhibitors and products you want to see, plus much, much more:

* Export your planner/schedule to your calendar or use the app
* Find other attendees with similar interests
* Schedule appointments with other attendees and exhibitors
* Save time - use your personalized schedule as your trip report
* View EWPTE exhibitors; navigate the floor plan and plan your booth visits
* Contact exhibitors directly before the show

**Download the Official Show App** – Available for IOS and Android!

Download the official EWPTE mobile app to access and manage your schedule through the agenda planner, get the most up-to-date information on the conference, explore the show floor and to stay up to speed with the latest schedule updates to receive important text alerts.



**Connect with WHMA/IPC!** Visit us at booth #1425 to learn how WHMA/IPC standards, education and training, advocacy, and solutions can help you and your company Build Electronics Better.

**WHMA Membership Discount Offers**

First-Time Membership: New members can enjoy a 50% discount off their first year's membership fees

Three-Year Membership: Sign up for a three-year membership and receive a 15% discount

Two-Year Membership: Sign up for a two-year membership receive a 10% discount

**Code of Conduct:** We believe our community should be truly open to everyone. As such, we are committed to providing a friendly, safe, and welcoming environment for all and as such, all event participants are expected to follow our [code of conduct](https://www.electricalwireshow.com/event-information/code-conduct) to ensure a positive experience for everyone.

**Emergency Situations:** In the event of a serious emergency (Fire, Police, Medical), call Public Safety at x6165 to report the location and type of emergency. The public safety officer answering your call will follow up with the appropriate emergency services agency. In the case of medical emergencies, please stay with the individual until help arrives.

**Suitcasing Policy:** WHMA/IPC does not permit solicitation from non-exhibiting companies. Any individual observed participating in activities to solicit or sell products to event attendees or exhibitors without having a booth at the event will be asked to leave immediately. Please report suitcasing activities to IPC Show Management immediately.

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**Thank you to our Event Sponsors & Supporters!**

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Exhibitor Appreciation Bloody Mary Bar VIP After Hours Party

**Assembly Telsonic Ultrasonics Komax**

 Conference Meeting Rooms, Pens & Notepads

 **Wire & Cable Technology International**

 Exhibitor Breakfast

**Baird Center, WHMA/IPC and Wire & Cable Technology International**

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**Wire & Cable Technology International** | **Wiring Harness News**

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**Follow WHMA/IPC on Social Media!**

Be sure to use the official event hash tag #EWPTE2024 on your social media posts!

