



## DECEMBER EXHIBITOR NEWSLETTER

We look forward to welcoming you to the **Electrical Wire Processing Technology Expo (EWLTE)**—the cable and wire harness manufacturing industry's premier event for manufacturers, suppliers, and customers.

### Official Event Hotels

Despite our ongoing efforts to secure a room block at the Hilton Milwaukee, we were unsuccessful. At this time, we do not have any rooms available at this property. However, if the situation changes, we will update the details on the event website's [hotel information page](#) accordingly.

We encourage you to book early through our housing block for the best availability and pricing from the full list of [Milwaukee hotels](#) offering discounted rates for EWLTE.

### Complimentary Marketing Materials

To help you promote your participation at EWLTE, we created a variety of [banners](#) for your company website and for your sales team to include in their emails.

### Meeting Rooms

We have a limited number of meeting rooms available to exhibitors for one-on-one customer meetings, staff meetings, or simply as a private space for your team to take a break from the busy show floor. Meeting rooms are only available to contracted exhibitors and can be requested by completing the [meeting room request form](#).

### Advertising Opportunities

#### e-Brochure Digital Ads: Orders and Artwork Due January 2

Increase your brand awareness by reaching the largest audience possible through a digital ad in the conference e-brochure. Your digital ad is expected to achieve **500,000 plus impressions** from a global audience. Full, half and quarter page ad options are available.

### Pre-Show Email Banner Ads

Promote your company and increase visibility to thousands of potential attendees and customers before the show even begins! These banner ads are included in all official Electrical Wire Processing Technology Expo email promotions, reaching more than 60,000+ qualified buyers.

[Secure Your Advertising Today!](#)

### NEW This Year! Ribbon Cutting Ceremony Sponsorship

Be part of the celebration that kicks off the Electrical Wire Processing Technology Expo! This highly visible sponsorship puts your brand front and center during the official Ribbon Cutting Ceremony—where industry leaders, media, and attendees gather to open the show floor. Sponsors will receive prominent recognition during the ceremony, logo visibility in pre-event and onsite promotions, and the opportunity for a company representative to participate in the ribbon-cutting ceremony and photos.

Only Two Exclusive Opportunities Available:

- Wire/Cable Provider Sponsor
- Wire/Cable Cutter Provider Sponsor - **SOLD**

### Become a Supporting Sponsor!

Increase your company's visibility, elevate your brand presence, and position your organization as a key partner in the industry by becoming a supporting sponsor.

Benefits include logo prominently displayed on:

Event website, Printed show directory and Exhibit Hall entrance unit. Plus: One banner ad included in a pre-show email.

[Secure Your Sponsorships Today!](#)

### Expand Your Connections in advance of EWLTE!

As a valued EWLTE exhibitor, we invite you to join industry leaders at the [WHMA Annual Global Leadership Summit](#), taking place **January 27-29, 2026, in Las Vegas**.

This exclusive executive-level event brings together owners, decision-makers, and senior leaders from across the wire harness industry for three days of powerful networking, strategic discussions, and collaborative learning. It's the perfect opportunity to strengthen relationships with existing customers, connect with new partners, and gain insights that can help drive your business forward—all before EWLTE 2026.

### Coming Soon!

- Exhibitor Registration
- Online Exhibit Hall
- Exhibitor Service Manual