



## JANUARY EXHIBITOR NEWSLETTER

We look forward to welcoming you to the **Electrical Wire Processing Technology Expo (EWPTE)**—the cable and wire harness manufacturing industry's premier event!

### [Exhibitor Service Manual – NOW AVAILABLE!](#)

**Advance Rate Deadline for Shepard Exposition Services: April 10**

To begin placing your orders, please follow these steps:

**If you're a returning user**, log in to [ExhibitorPro](#) with your existing credentials to begin preparing for the event.

**If you're a first-time user**, Visit [ExhibitorPro](#) to activate your account.

1. To activate your account, you'll need to create a password.
2. Click "[Reset Password](#)" to receive an email with a link to set your credentials and log in.

Upon logging in, you'll see a list of all active events associated with your account. Select **EWPTE– 2026** to begin your review.

**Questions?** Contact Shepard's Help Desk  
Phone: +1 866-366-7428 | Email: [orders@shepardes.com](mailto:orders@shepardes.com)

### [Baird Center Exhibitor Store – NOW OPEN](#)

The Baird Center [Exhibitor Store](#) is now open to begin placing orders for electrical, rigging, compressed air and audio visual.

Advance Rates: Now through March 31  
Standard Rates: April 1 through April 16

### [Company Profile for Printed Show Directory](#)

**Deadline: March 6, 2026**

Log in to the [Exhibitor Resource Center](#)

- Enter the primary contact's email address to log in.
- If this is your first time, you'll automatically receive an email with a link to create your password.
- Once logged in, you may add additional team members under Users.

From your dashboard, under Company Profile:

- Update your company listing
- Upload your logo for both online and printed materials
- Select your product categories and related details

### [Exhibitor Registration – NOW OPEN](#)

Save time on-site and register your booth personnel online in advance of the show!

Log in to the [Exhibitor Resource Center](#)

- From the main dashboard, click **Register Now**
- You will be directed to your company's secure registration page

### [Advertising Opportunities](#)

#### **Show Directory Advertising - Due March 6**

The Show Directory is a trusted, year-round resource for attendees seeking suppliers, products, and services. Reserve your ad space today to stay visible all year long.

#### **Pre-Show Email Banner Ads**

These banner ads are included in all official Electrical Wire Processing Technology Expo email promotions, reaching more than 60,000+ qualified buyers.

#### **Advertisement Boards - Due March 6**

Your company's custom designed 2-sided meter board (1 m wide x 2.5 m high) is placed in a high traffic area in the exhibit hall delivering your message to purchase-authorizing professionals.

### [Secure Your Adverting Today!](#)

### [Sponsorship Opportunities](#)

#### **NEW! Ribbon Cutting Ceremony Sponsorship**

This high-visibility sponsorship includes logo recognition in pre-event and onsite promotions, plus participation in the ribbon-cutting ceremony and photos with industry leaders, media, and attendees. One opportunity remains for a Wire Provider which will be used in lieu of the ribbon.

#### **Become 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!](#)