



## FEBRUARY 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!

### [Cable & Wire Harness Competition](#)

Introduced in the United States for the first time, the Cable & Wire Harness Competition (CWH) will take place this year during EWPTE!

This competition invites skilled technicians and harness assembly specialists to demonstrate their expertise in wire preparation, crimping, splicing, and assembly — all under the exacting requirements of IPC/WHMA-A-620, the industry standard for cable and wire harness assemblies. [Learn More about the Competition](#)

### [Opening Keynote Announced](#)

Miles Arnone, CEO of Re:Build Manufacturing  
Wednesday, May 6 | 8:00 am-8:45 am

Manufacturability for Design: Accelerating U.S. Innovation from Concept to Scale

### [Complimentary Marketing Materials](#)

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

Additionally, please take advantage of the VIP invitations available in the Exhibitor Resource Center to invite your valued customers and prospects to the show.

Don’t forget to leverage social media to build awareness and invite your network. Let them know you’ll be at the show and be sure to use the event hashtag **#EWPTE**.

### [Become a Supporting Sponsor](#)

Take advantage of this highly visible opportunity which includes: your company logo prominently displayed on: the event website, printed show directory and Exhibit Hall entrance unit. As an added benefit, One Pre-Show banner email banner ad is also included.

[Secure this Opportunity Today!](#)

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

**Due: March 6, 2026**

The show directory will include a description of your company’s products and services, your company logo, and the opportunity to select product categories. These categories provide a search feature that helps attendees easily find the products and services they are looking for.

Log in to the [Exhibitor Resource Center](#) to update your listing.

### [Show Directory Advertising](#)

**Due March 6**

Complement your show directory listing by placing an ad in the printed show directory for added visibility during and after the event.

### [Additional Advertising Opportunities](#)

**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 Advertising Today!](#)

### **Upcoming Deadlines**

Advance Rate for Lead Retrieval	March 25
Advance Rate for Compressed Air & Plumbing	March 31
Advance Rate for Electrical	March 31
Advance Rate for Audio Visual	March 31