



MARCH 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!

[VIP Passes](#)

Inviting your customers is one of the most effective ways to maximize your ROI at EWPTE. It gives you the opportunity to drive qualified traffic directly to your booth, strengthen existing relationships through face-to-face engagement, and create new sales opportunities in a focused environment.

To access the VIP Passes, log in to your [Exhibitor Resource Center](#). Once logged in, click the Register Now button to open your company’s registration page. Under the Invite a Customer tab, you can customize and send VIP passes.

[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.

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**.

[Onsite Advertising Opportunities – Last Call!](#)

Your company’s custom-designed, two-sided ad board will be placed in a high-traffic area in the exhibit hall, delivering your message directly to purchase-authorizing professionals. This is a prime opportunity to increase your brand visibility beyond your booth, reinforce your presence with key buyers, and capture attention from attendees actively exploring solutions. With limited inventory remaining, this is your final chance to secure premium exposure and maximize your impact at EWPTE. [Secure Your Ad Board Today!](#)

[Attendee Lists](#)

Companies that exhibit at the event have the exclusive opportunity to order a copy of the pre-registered and post-show verified attendee lists for the event. Complimentary for WHMA/Global Electronics Association Members.

Pre-show List: Available April 10
 Post-show List: Available May 26
[Order you lists today!](#)

[Changes to Shepard’s Material Handling Rates](#)

- Exhibitors will now be billed **per pound**, eliminating the per-hundredweight calculations making charges easier to understand, estimate, and budget.
- There’s **one simple rate**, whether your materials are crated or uncrated.
- The **same rate applies** for advance warehouse and show site deliveries, providing shipments arrive on schedule.
- The **200-lb minimum has been eliminated** - you only pay for what you ship.
- The rate **includes reweighs, special handling, and marshalling yard fees**, helping avoid unexpected add-ons
- **PLEASE NOTE: A certified weight ticket from your carrier is required for all shipments.**

[Move-In Deadline – Plan Your Travel Accordingly!](#)

All booths must be occupied and fully set by 5:00 PM on Tuesday, May 5. Advance notice is required for late move-in. Booths not set by 5:00 PM without prior notice will be considered abandoned and repurposed accordingly. Please send notification of late move-in to: KimDiCianni@electronics.org.

Marshalling Yard All carriers, including privately owned vehicles (POVs) must first check-in at the [marshalling yard](#) and will be dispatched to the docks when dock space becomes available.

[Privately Owned Vehicles \(POVs\)](#)

<u>Allowed POVs Include:</u>	<u>Not Considered POVs:</u>
Passenger Automobiles	Trailers of any kind
Mini Vans	Step Vans
SUVs	Box Trucks
Pick-up Trucks	Full Size and Sprinter Vans

The Baird Center permits self-service POV dock load-in/load-out. Fifteen (15) minutes is allowed per exhibitor vehicle for unloading/loading providing your shipment qualifies as POV and can be completed within the allotted time.

Upcoming Deadlines

Advance Rate for Electrical	March 31
Advance Rate for Audio Visual	March 31
Advance Rate for Internet	March 31
Shipping/Target Confirmation	April 10
Target Change Requests	April 10
Advance Rate for Shepard Exposition	April 10
EAC Notification	April 10