



CONFERENCE: MAY 5-7 | **EXHIBITION: MAY 6-7**
BAIRD CENTER ■ MILWAUKEE, WI

www.electricalwireshow.com

Know Before You Go

We look forward to seeing you at the Electrical Wire Processing Technology Expo 2026, the industry's premier event for wire harness manufacturing!

Here are some things to help you prepare for your visit.

Baird Center – North Building

All events will take place in the North Building of Baird Center, 405 W. Kilbourn Avenue, Milwaukee, WI.

Street Level Entrance: The main street level entrance for EWPTe is on the corner of Kilbourn Avenue and N Vel R. Phillips Avenue. Once you enter the building, take the escalator to Level 3 and proceed to Registration, located in Exhibit Hall E.

Hilton Guests: Enter Baird Center through the Hilton Skywalk, located on Level 4 of the hotel. Once inside Baird Center, take the single escalator down and remain on Level 2 until you reach the Skybridge, located near the South Building escalators. Cross the skybridge to enter the North Building. After you cross the Skybridge, take the escalators on your left to Level 3 and proceed to Registration, located in Exhibit Hall E.

Hyatt Guests: Enter Baird Center through the Hyatt Skywalk, located on Level 2 of the hotel. Once inside Baird Center, immediately proceed up the escalators to your left to Level 3 and proceed to Registration, located in Exhibit Hall E.

Parking: The Baird Center Garage offers indoor parking with easy access to all events at Baird Center and surrounding locations. You can purchase parking passes in advance on [Baird Center's website](#). Please utilize the Kilbourn Avenue Entrance Garage for EWPTe. For additional parking areas or to search nearby available parking use the Interstate Parking App which is available on the Apple App or Google Play Stores.

Registration – North Building, Third Floor, Exhibit Hall E

Tuesday, May 5	8:00 am – 5:00 pm
Wednesday, May 6	7:00 am – 6:00 pm
Thursday, May 7	7:00 am – 2:00 pm

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 – North Building, Third Floor, Exhibit Halls D&E

Tuesday, May 5	Exhibits Not Open
Wednesday, May 6	9:00 am – 5:00 pm
Thursday, May 7	9:00 am – 3:00 pm

Event Schedule at a Glance

Tuesday, May 5

8:30 am-3:30 pm Professional Development Courses | 200 Level Meeting Rooms

Wednesday, May 6

8:00 am-8:45 am Keynote Session | Room N106

Manufacturing Constrained Design: Accelerating U.S. Innovation from Concept to Scale,
Miles Arnone, CEO, Re:Build Manufacturing

8:45 am

Ribbon Cutting Ceremony | Exhibit Hall Entrance | **Sponsored by Southwire & Weidmuller**

10:00 am-11:00 am Networking Morning Refreshment Break | Exhibit Hall Lounge

10:00 am-4:00 pm Technical Conference Sessions | 200 Level Meeting Rooms

2:00 pm-3:00 pm Networking Afternoon Refreshment Break | Exhibit Hall Lounge | **Sponsored by Cetec ERP**

5:00 pm-7:00 pm After Hours Party | Exhibit Hall Lounge | **Sponsored by Komax**

Thursday, May 7

8:00 am-9:00 am Networking Breakfast with Exhibitors | Exhibit Hall Lounge

9:30 am-12:00 pm Technical Conference Sessions | 200 Level Meeting Rooms

10:00 am-11:00 am Networking Morning Refreshment Break | Exhibit Hall Lounge

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

Internet Access: Baird Center offers free wireless internet service throughout the facility.

Lost and Found: Show Office, Exhibit Hall E Lobby across from Registration

Sensory Rooms

Baird Center sensory rooms were specially designed to create a safe, comfortable and controlled environment for people who are feeling over stimulated and need to decompress. These therapeutic spaces are located on the 200 level and rooftop level of the North Building.

Taxis, Uber & Lyft

Are easily accessible at the Convention Center, major hotels and other downtown locations.

Concessions and Food Tents

Food Tents Located at the end of aisle 100 in Hall D

- Wednesday, May 6 and Thursday, May 7 | 11:00 am – 3:00 pm

Hall D Concession:

- Monday May 4 and Tuesday, May 5 | 11:00 am – 2:00 pm (Exhibitors Only)
- Wednesday, May 6 and Thursday, May 7 | 11:00 am – 3:00 pm

The Lounge MKE Market

Located on the N100 street level near the Kilbourn Street entrance, it is an option for quick grab-to-go items including soft drinks and coffee.

Emergency Situations

In the event of a serious emergency (Fire, Police, Medical), please use a house phone to contact Baird Center Public Safety to report the location and type of emergency. The public safety officer will follow up with the appropriate emergency services agency. For medical emergencies, please stay with the individual until help arrives.

Visit WHMA/Global Electronics Association | Booth 829

- Learn how WHMA/Global Electronics Association standards, education and training, advocacy, and solutions can help you and your company Build Electronics for a Better World.
- Spin to Win: Spin the wheel for a chance to win great prizes including a WHO training course, an IPC/WHMA A-620-E Standard, an iPad, a \$200 Amazon gift card, and more!
- **WHMA Membership Discount Offers:** Save 25% on your First Year's Membership! Sign up for multiple years to save more!

2026 Cable & Wire Harness Competition - Regional Qualification USA | Booth 100

Introduced in the United States for the first time, the Cable & Wire Harness Competition (CWH) will take place during the EWPTE – Electrical Wire Processing Technology Expo 2026 in Milwaukee, Wisconsin.

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.

Participants will compete under timed conditions (60 minutes) using identical materials and tools, with results evaluated by certified IPC judges.

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](#) 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 the show 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 stay up to speed with the latest schedule updates to receive important text alerts.



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](#) to ensure a positive experience for everyone.

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 the WHMA/IPC Show Office.

Wire Expo Operations Summit & Exhibits

The Wire Association International Inc. (WAI) will host its biennial Wire Expo on May 6–7, 2026, co-located with the Wiring Harness Manufacturer’s Association (WHMA) / Global Electronics Association’s Electrical Wire Processing Technology Expo (EWPTTE).

Bringing these two events together creates a comprehensive industry experience, uniting the full wire and cable ecosystem under one roof. This co-location offers valuable opportunities for manufacturers, suppliers, distributors, and end-users to explore the entire value chain, discover emerging technologies, build strategic partnerships, and drive industry advancement.

To enhance accessibility and collaboration, WAI will grant EWPTTE 2026 attendees’ access to the Wire Expo show floor using their EWPTTE badges.

Save the Dates!

Electrical Wire Processing Technology Expo

Conference: May 4-6, 2027 | Exhibition: May 5-6, 2027

Conference: May 9-11, 2028 | Exhibition: May 10-11, 2028

Conference: May 8-10, 2029 | Exhibition: May 9-10, 2029

WHMA’s Annual Global Leadership Summit | February 3-5, 2027 | Tempe, AZ

WHMA’s Annual Global Leadership Summit is an executive networking conference that attracts more than 200 leaders from wire harness manufacturers, OEMs, and suppliers serving the wiring harness and cable assembly industry. The event focuses on helping executive management improve their business operations while providing valuable networking opportunities with other industry executives.

For more information visit: annualconference.whma.org

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