

# EXHIBITOR FACT SHEET



## **WIRE EXPO** OPERATIONS SUMMIT & EXHIBITS *by The Wire Association International*

JUNE 11-12, 2024

MOHEGAN SUN RESORT & CASINO | UNCASVILLE, CT

## The place to welcome company.

### **Calling all exhibitors**

Expanding your circle of contacts is simplified when you exhibit at a Wire Association gathering. Over two days you can extend a warm welcome to hundreds of valuable customers and prospects—company of all kinds—from the ferrous, nonferrous, and electrical sectors of the industry. Discover shared interests. Build prized relationships. And be there when interaction leads to action.

### **Who you'll meet**

Wire Expo exhibitors include suppliers to and manufacturers of: wire; cable; and fastener, formed and fabricated wire products.

Exhibitors have an audience with CEOs and presidents; plant and general managers; engineers; and purchasing decision makers reviewing the latest services, products, and equipment for their operations.

### **Why exhibit?**

- Gain cost-effective access to the wire and cable network.
- Elevate your company image to stand out from the competition.
- Launch and showcase your products, discuss solutions, and communicate your value proposition.
- Invite regional prospects to meet your team in person for productive discussions.
- Re-connect with existing clients and establish relationships with new prospects.
- Learn from the industry leaders who present pertinent industry advances at the conference.
- Enjoy the energy and fun of networking at one of the best nationally-recognized meeting venues.

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# EXHIBITING AT WIRE EXPO

Join the growing list of companies—representing all sectors of metal and fiber—that will exhibit at Wire Expo.

## Wire Expo attendees

Wire Expo attendees, most with purchasing influence, represent the ferrous, nonferrous, and electrical segments of the industry including:

Automotive | Appliance | Communications | Construction | Electronics  
Environmental and reclamation | Fasteners | Furnishings and housewares  
Manufacturing | Medical instrumentation

## Event location

### Mohegan Sun Resort & Casino

1 Mohegan Sun Blvd., Uncasville, CT 06382

Venue details at: <https://bit.ly/we24-mohegan>

## Exhibit days

Tuesday, June 11, 2024 10:00 a.m. - 5:00 p.m.

Wednesday, June 12, 2024 10:00 a.m. - 3:00 p.m.

## Space rental cost

### 8 ft. x 10 ft. in-line booth = US \$3,200

**Includes:** Carpet, pipe and drape back wall (8ft) and side walls (3ft), skirted 6-foot table, 2 chairs, wastebasket, company ID sign, 120v electrical service, 200 lbs. of freight service in and out of the facility.

### 14 ft. x 16 ft. island booth = US \$12,800

**Includes:** Carpet, 2 x skirted 6-foot tables, 4 chairs, wastebasket, company ID sign, 120 v electrical service, 400 lbs. of freight service in and out of the facility.

## How exhibit space is assigned

**Prior to October 11, 2023:** The first day of booth sales will take place on October 11, 2023, and is based on WAI's "Point System," which allows companies with the highest accumulation of points from prior years of exhibiting to choose their space first. Please submit the Wire Expo 2024 contract by October 9, 2023, including your preferred booth location(s) and full payment in advance to await the assignment and final confirmation of your location on October 11, 2023.

**After October 11, 2023:** Space assignments are made on a first-come, first-served basis if licenses are accompanied by full payment.

## Promotional opportunities

### Advertising

Print and digital advertising is available in the *Wire Journal International*, the *Official Show Program* and on-line. Contact the WAI Sales Department for details.

### Official publications | Media

**WIRE JOURNAL**  
INTERNATIONAL

*Wire Journal International (WJI)* is the official publication of the Wire Expo 2024, and the leading technical publication for the wire and cable industry. The *Official Show Program* includes information about exhibits, technical & educational programs, plant tours, and other activities. Display advertising and exhibitor's booth descriptions are offered in both publications. Contact the WAI Sales Department.

### Sponsorships

A broad range of sponsorships is available to enhance visibility and extend your company's brand exposure. Contact the WAI Sales Department for options.

### WAI Sales Department

71 Bradley Road | Suite 9  
Madison, Connecticut, USA 06443-2662  
Tel.: (001) 203-453-2777

### Shannon Timme, Director of Sales

(x. 126) [stimme@wirenet.org](mailto:stimme@wirenet.org)

### Anna Bzowski, Director of Int'l Sales and Business Dev.

(x. 116) [abzowski@wirenet.org](mailto:abzowski@wirenet.org)



### Apply now to exhibit

Scan the code from your mobile device or visit:

[www.wireexpo24.com](http://www.wireexpo24.com)

Organizer website: [www.wirenet.org](http://www.wirenet.org)

## Show organizer

The Wire Association International (WAI), Inc., founded in 1930, is a worldwide technical society for wire and cable industry professionals dedicated to the promotion, collection, and dissemination of technical, manufacturing, and general business information and trends in the industry. Throughout the year WAI organizes and produces events such as the Interwire and Wire Expo trade shows, an online Industry Search, and annual International Technical Conferences.

Its publications and technical products include *Wire Journal International (WJI)*, the annual *WJI Reference Guide*, *Off-the-Press Newsletter*, and *HardWIRED* educational videos as well as a host of technical handbooks and webinars. View products, services, and membership details at: [www.wirenet.org](http://www.wirenet.org).

ORGANIZED BY:



THE WIRE ASSOCIATION INTERNATIONAL, INC.

OFFICIAL PUBLICATION: **WIRE JOURNAL**  
INTERNATIONAL

