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**Location for  
Expo:**

St. Charles  
Convention Center

## **STEP FORWARD PROGRAM –2026 Electrical Expo Manufacturers with the Engineering & Architectural Community**

Connecting Manufacturers with the Engineering & Architectural  
Community

### **Why Manufacturers Participate:**

The Step Forward Program gives exhibiting manufacturers direct  
access to Engineers and Architects—before, during, and after  
Expo.

#### Participation includes:

##### *Powerful Visibility*

Meet engineering and architectural professionals at multiple  
touchpoints.

Your company name and booth number featured on a special  
show card engineers/architects use during their Expo visits.

Highlight two key products on the back of the card—driving  
targeted booth traffic.

Inclusion in Expo promotional materials.

##### *High-Value Incentives*

Receive 10 FREE two-day seminar coupons (approx. \$1,800  
value) to share with engineers/architects of your choice.  
(Not valid for Code Conference.)

After Expo: receive two \$50 gift cards to personally deliver to  
assigned participating engineers or architects—an easy  
relationship-builder.

##### *Requirements*

Must be an Expo exhibitor with a full booth.

Program fee: \$500 per manufacturer.



## **Why Engineers & Architects Participate**

Step Forward offers Design Professionals exclusive access, education, and incentives—at no cost.

### *Professional Growth*

Attend Expo seminars for FREE and earn PDHs and LUs.

### *Product & Industry Access*

See and evaluate products firsthand on the Expo floor.

Meet directly with manufacturer experts and technical personnel.

### *Extra Perks*

Automatic entry into a \$250 prize drawing when visiting all participating booths.

Eligible for gift card drawings provided by Step Forward manufacturers.

## **Simple Enrollment**

Manufacturers: Complete the participation **form by March 15,**

visit: <https://electricalboardofmissouriandillinois.growthzoneapp.com/ap/contribute/MrDkKjLx>

or scan QR code:



This will allow seminar coupons to be sent before registration opens in April.

Questions?

Contact EBMI at [info@electricalboard.org](mailto:info@electricalboard.org)

636-305-6434