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Location for  
Expo:

St. Charles  
Convention Center

## NEW PRODUCT SHOWCASE –2026 Electrical Expo FREQUENTLY ASKED QUESTIONS (FAQ)

### What is the New Product Showcase?

The Showcase highlights innovative new products introduced after June 30, 2022. It gives attendees, judges, and industry partners a quick way to see the newest ideas before the show floor opens.

### Is there an entry fee?

No. The program is **free** for all Expo exhibitors.

### Who can participate?

Any Expo exhibitor with a qualifying new product may enter. Each booth may submit up to **two** products.

### How many entries are accepted?

The Showcase is **limited to approximately 80 products** on a first-come, first-served basis.

### What counts as a “new” product?

To qualify, your product must:

- Be introduced **after June 30, 2022**
- Be more than a minor update or code-required change
- Offer **unique, game-changing, or innovative** value to the industry

Judges prioritize products new to the **industry**, not just new to your company. EBMI is not liable for loss or damage



Scan QR code or visit [electricalboard.org](https://electricalboard.org) to submit entry. Final Expo entry **deadline** is June 30, 2026  
Pre-show brochure inclusion **deadline**: NOON March 31<sup>st</sup> 2026



## What documentation is required?

You must submit:

1. A completed online entry form
2. A **cut sheet or product literature**
3. A **30-word or less product description** summarizing features and benefits

If the description is missing, the product is **not entered**. EBMI does not write descriptions from literature.

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## What should the 30-word description include?

Your description must provide:

- Basic feature overview
- Benefits to the customer
- Technical uniqueness or engineering improvements
- Energy efficiency (if applicable)

Superlatives like *best*, *first*, *only* are removed. The goal is quick, clear comparison.

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## What will EBMI provide onsite?

EBMI provides:

- A designated 8.5" × 11" display area
- A sign with your **company name, booth number, and product name**

EBMI does **not** provide sign holders and is not responsible for theft.

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## What must exhibitors bring to the Expo?

Choose **one** required display option:

1. 8.5" × 11" posterboard on stand
2. 8.5" × 11" info sheet with picture + bullet points in your stand
3. Cut sheet(s) in your stand
4. Small product sample (no security)

Displays must be set up **between 9:00 a.m. and 1:00 p.m. on setup day** before the Expo opens.

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## Where will the Showcase be located?

Entries will be displayed on tables in the hallway outside the Expo entrance (near escalators and Compass Café).

This area receives heavy foot traffic from seminars and provides maximum visibility.

### Who are the judges?

Judges come from multiple segments of the electrical industry and remain **anonymous** during the judging period.

They review more than 200 booths and 80+ entries, so anonymity ensures impartiality. [\[NEW PRODUC...ITE 2-2023 | Word\]](#)

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### What are judges looking for?

Judging considers:

- Uniqueness to the industry
- Technical quality
- Engineering ingenuity
- Pertinence to the electrical industry

Simple, easy-to-scan displays help them compare entries quickly.

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### Are awards given?

Yes—awards are presented at the Expo for:

- New Product (two awards)
  - Excellence in Booth Display (single-booth and multi-booth categories)
- Winners receive a plaque engraved after the show and are recognized in EBMI communications.
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### What happens if I leave a product sample?

Product samples are allowed, but:

- **There is no security** in the Showcase area
  - EBMI is **not liable** for loss or damage
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### What are the deadlines?

Your document indicates two deadline types:

- **Pre-show brochure inclusion** deadline
  - **Final Expo entry** deadline
- (This can be updated for the 2026 Expo calendar.)

Both are **no-exceptions** deadlines.

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### What should I do if I'm unsure whether my product qualifies?

Contact the EBMI office:

Phone: **636-305-6434**

Email: **[info@electricalboard.org](mailto:info@electricalboard.org)**