



**Sponsored by:**



**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](http://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" x 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" x 11" posterboard on stand
2. 8.5" x 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**