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.

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.

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.

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.

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 Aug. 26th** before the Expo opens.

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. _____

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.

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.

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

What are the deadlines?
Your document indicates two deadline types:
- **Pre-show brochure inclusion** deadline March 31st
- **Final Expo entry** deadline June 30th
  (This can be updated for the 2026 Expo calendar.)
Both are **no-exceptions** deadlines.

What should I do if I'm unsure whether my product qualifies?
Contact the EBMI office:
Phone: **636-305-6434**
Email: **info@electricalboard.org**