



# International League of Electrical Associations

## Watt's New....

May 12, 2008

### Trade Show News

#### North Central Electrical League

NCEL hosted the Upper Midwest Electrical Expo on April 9-10, 2008 in Minneapolis, Minnesota. The event was a huge success with over 10,000 attendees from various electrical fields.

#### Show highlights:

- 348 Booths - sold out exhibit floor!
- 400 electrical manufacturers exhibited
- 36 Distributor sponsored busses attended
- 26,000 invitations were distributed to industry
- 140 Lead retrieval scanners ordered via Conexsys
- 718 room nights at the Headquarters Hotel
- 159 people paid to attend technical sessions
  - 15 sessions offered NEC CEU's, PDH's, BICSi RCDD's, etc
- 94 New products displayed with 4 award winners
  - Award winners voted on by Expo attendees who cast ballots
- 302 people attended the NCEL Breakfast
  - 3 keynote speakers

EXPO 2010 scheduled for April 14 & 15, 2010.

#### Electrical League of Indiana

ELI is still catching their breath after hosting the Indiana Electrical Expo on April 23, 2008 at the Indiana State Fairgrounds. Their one-day event was a success with over 1,000 exhibitor and attendees.

#### Show highlights:

- 130 Exhibit booths on show floor
- The kick-off breakfast and LED luncheon were both sell-outs at 175 attendees
- Overview seminars on NFPA 70E, NEC changes, Fall protection, and NEC Impacts on Grounding & Bonding were held throughout the day

Attendance was down as the beautiful weather actually hurt them. The show has normally been held October or November.

Want to know more about the Trade Shows?  
Come to the conference and get the answer to these  
and hundred's of other questions!

**July 23-26, 2008 in San Francisco, CA**

Conference Registration Packets have been emailed  
and can be found at [www.ileaweb.org](http://www.ileaweb.org).  
Make Room Reservations by June 20th!

#### Nebraska-Iowa Electrical Council

The 2008 Nebraska-Iowa Trade show was deemed a success by the exhibitors. Our show is every three years, so it's always a bit of a knee-knocker to see if the attendees remember us. We had about 1,500 attendees, which is good for our show given our population. The thing that exhibitors commented about was the quality of the attendees. We had good support from the vendors in selling out the space and had a good number of busses sponsored by the supply houses.

There are four shows in the Midwest. Some are every two years and some are every three years. In 2008, they all hit the same year. However, it appears that all four shows were successful. Among other things, it's a tribute to the factories that they supported all four shows. I visited with three exhibitors who had attended all four shows and they were uniformly happy with the attendance and the quality of the attendees.

One of the things that we were excited about was the turnout of Iowa contractors. Iowa just started a state licensing law. In addition to licensing, Iowa will require 18 hours of continuing education every three years. We've struggled to grow our membership in Iowa since we didn't have much demand for code classes. At the trade show we offered a six-hour code class and about half of the attendees at the class were from Iowa. We think this bodes well for future membership growth in Iowa.

With the next trade show in 2011, we're looking forward to increased attendance from Iowa people. (I can't believe I just typed 2011. It seems like last week we were worried about Y2K!)

I look forward to comparing trade show notes with people at this year's ILEA Conference in San Francisco.

*As submitted by Skip Morris*

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