



**ELECTRIC**  
**EXPO**  
**2026**

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# **EXHIBITOR** **PROSPECTUS**

**OCTOBER 21-22, 2026**  
**KING OF PRUSSIA, PA**

# WELCOME MESSAGE

On behalf of the Electrical Association of Philadelphia, I'm excited to invite you to be part of the Philadelphia region's most dynamic trade show for the electrical, lighting, and HVAC industries. Electric Expo happens just once every two years, making this a powerful opportunity to connect with top contractors, engineers, and decision-makers. This event is more than a showcase, **it's a strategic platform to grow your brand and generate real results.**

We look forward to helping you make a lasting impact on the show floor and beyond.

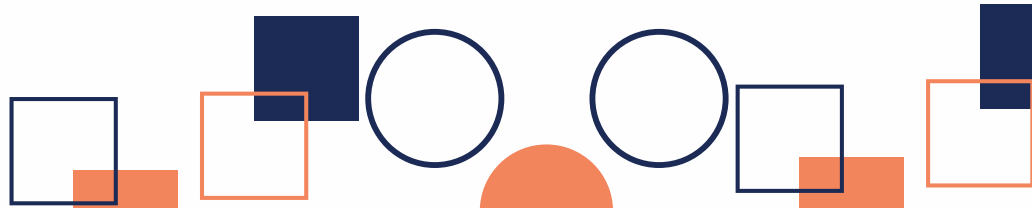


**Sarah Hagy**  
Executive Director & CEO  
The Electrical Association  
of Philadelphia

## ELECTRIC EXPO ADVISORY GROUP

Thanks to the many volunteers who help us make this show a success!

- Jared Gross, Joseph E. Biben Sales Corp. (Co-Chair)
- Brendan Powell, Kunz-Powell & Associates, Inc. (Co-Chair)
- Keith Anderson, Graybar Electric
- Janet Benvenuto, Cooper/Billows Electric Supply
- Tom Colligan, CM3 Building Solutions, Inc.
- Shane Connery, Denney Electric Supply
- Randy McDowell, Middle Bucks Institute of Technology
- Ed Pollart, Pollart Sales and Service
- Gabe Schill, Locust Electric Sales
- Betsy Smith, HiReli, LLC
- Scott Stilley, eSite Systems, LLC





# 2,000+ ATTENDEES

## ONE POWERFUL PLATFORM.

Join us for Electric Expo 2026, the Greater Philadelphia area's only large-scale trade show dedicated to the electrical, lighting, and HVAC industries. Whether you're launching new products, growing brand visibility, or building new relationships, this is where the right connections happen.

## WHY EXHIBIT

Connect with over **2,200 qualified attendees** who are decision-makers and influencers:

- Electrical, HVAC, and Data Contractors
- Lighting Designers and Specifiers
- Engineers (Electrical, Energy, Systems)
- Property & Facility Managers
- Inspectors and Safety Professionals
- Students, Apprentices, and Educators
- Utility and Transportation Authorities
- Distributors and Manufacturers' Representatives

This is your opportunity to:

- Generate high-quality leads
- Demo products face-to-face
- Enhance local brand presence
- Strengthen relationships with existing customers and partners

# BOOTH PACKAGE & PRICING

All booths are 10' x 10'\* and include:

*\*except as otherwise indicated*

- 6' skirted table, two chairs, pipe and drape dividers
- Carpet and complimentary Wi-Fi
- 20-amp power strip
- Walk-in show materials and unlimited exhibitor badges
- Post-show attendee list (full mailing + emails where permitted)

## Early Bird Rates (through March 31, 2026):

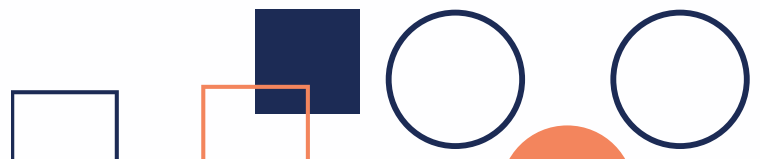
- EAP Member: \$2,200
- Non-Member: \$2,600
- EAP Member Display Vehicle Space+: \$6,600
- Non-Member Display Vehicle Space+: \$7,800

## Regular Rates (As of April 1, 2026):

- EAP Member: \$2,550
- Non-Member: \$2,950
- EAP Member Display Vehicle Space+: \$7,650
- Non-Member Display Vehicle Space+: \$8,850

*+All Display Vehicles over 21' must book a minimum of 10' x 30'.  
No exceptions.*

***Is Your Manufacturers' Representative an EAP Member? If the answer is yes, you are eligible for Member Rates!***



# EXHIBITOR QUALIFICATIONS

Exhibit booths are available to companies that manufacture products or provide services directly supporting professionals in the electrical, lighting, and HVAC industries. This includes:

- Manufacturers of tools, equipment, systems, and components used in installation, service, or infrastructure
- Manufacturers' Representatives authorized to promote these products in the industry
- Power Systems Providers offering backup power, generators, switchgear, and related solutions may exhibit under the manufacturer's brand name
- Industry-Specific Software & Technology Providers offering tools for estimating, design, compliance, workforce management, energy monitoring, or jobsite efficiency.



Companies outside these parameters may be reviewed on a case-by-case basis.

# BOOST YOUR VISIBILITY

With over 200 exhibiting brands on the show floor, standing out takes strategy. Our Visibility Boost options are designed to increase foot traffic, generate buzz, and keep your company top-of-mind—before, during, and after the show.

## 1. Standout Spotlight Package: \$750

### **Be seen—before and during the show.**

In a hall of over 200 booths, even great displays can get lost in the crowd. Our Standout Spotlight Package is a curated set of promotions designed to elevate your presence without a high price tag. Get featured across email, printed materials, and signage—keeping your brand top of mind from inbox to show floor.

Includes:

- Featured spot in a shared pre-show email (Company name, link to website, 2-3 sentences about your company) sent to over 2,000 industry professionals
- Digital advertisement featured on 22 floor monitors around the floor
- Printed “Exhibitor to Watch” callout in the printed show guide
- “Featured Exhibitor” tabletop sign at your booth

## 2. Exclusive Pre-Show Spotlight E-Blast: \$550

### **Make your message impossible to miss.**

Send your custom message to over 2,000 industry professionals and attendees. Whether it's a product launch, show floor giveaway, or demo invitation, this exclusive eblast is yours alone. Limited availability—first come, first served.

## 3. Advertise in the Show Guide *Starting at \$375*

### **Get Noticed by Decision Makers**

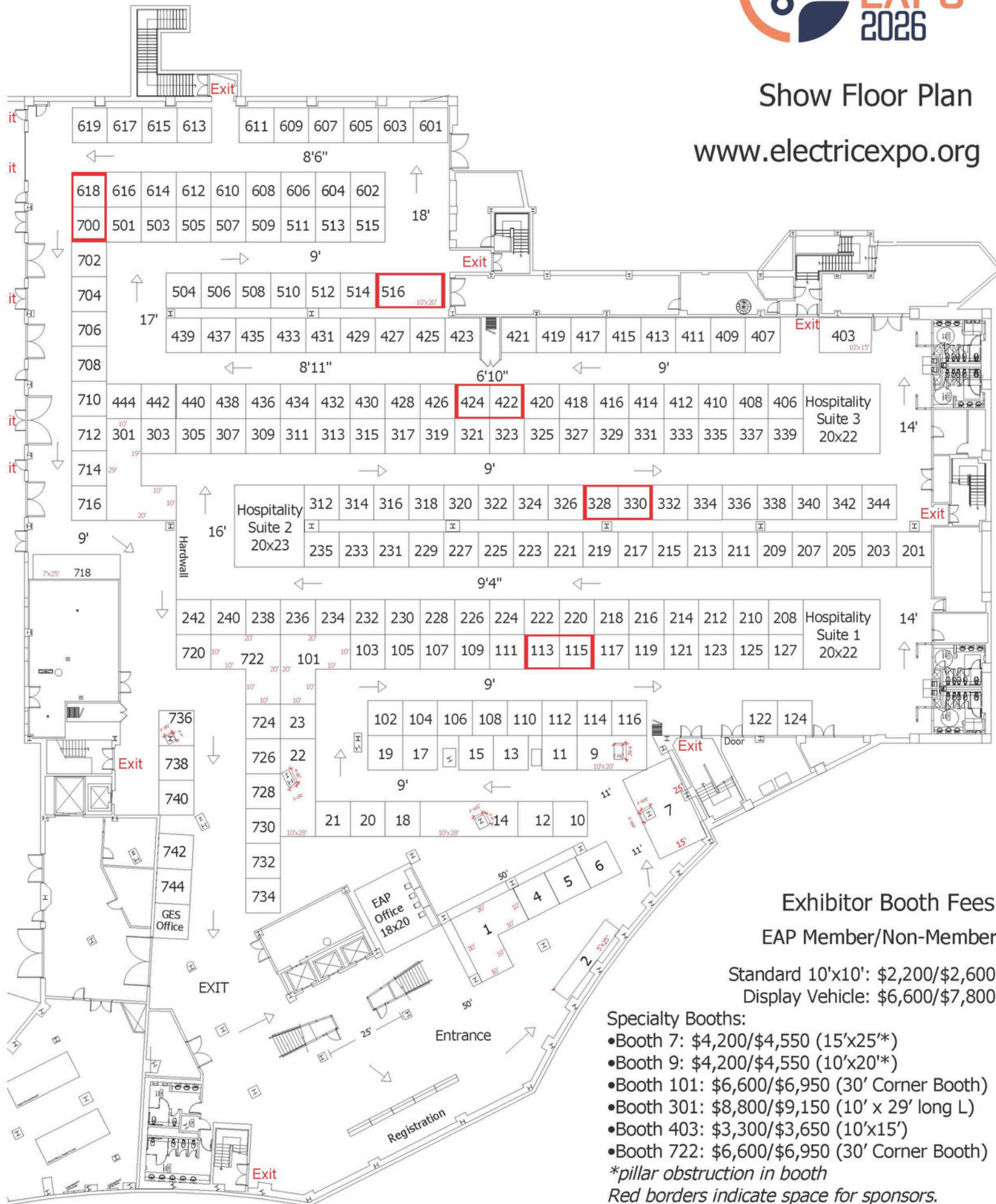
Our full-color printed Show Guide is distributed to every attendee. Place your ad alongside the floorplan and session listings for visibility that lasts beyond the show. Options include:

- Business Card Ad: \$375
- Quarter-page: \$475
- Half-page: \$675
- Full-page: \$1,175



## Show Floor Plan

[www.electricexpo.org](http://www.electricexpo.org)



### Exhibitor Booth Fees

EAP Member/Non-Member

Standard 10'x10': \$2,200/\$2,600

Display Vehicle: \$6,600/\$7,800

### Specialty Booths:

- Booth 7: \$4,200/\$4,550 (15'x25'\*)
- Booth 9: \$4,200/\$4,550 (10'x20'\*)
- Booth 101: \$6,600/\$6,950 (30' Corner Booth)
- Booth 301: \$8,800/\$9,150 (10' x 29' long L)
- Booth 403: \$3,300/\$3,650 (10'x15')
- Booth 722: \$6,600/\$6,950 (30' Corner Booth)

\*pillar obstruction in booth

Red borders indicate space for sponsors.

# APPLY TO EXHIBIT

OCTOBER 21-22, 2026  
WWW.ELECTRICEXPO.ORG

## ✓ Step 1: Submit Your Application

Complete the online [Exhibitor Application Form](#). You'll be asked to provide basic company details, product categories, and your preferred booth. A \$300 deposit is required at the time of application.

## ✓ Step 2: Application Review

Our team will review your submission within 3–5 business days to ensure your company aligns with Electric Expo's industry qualifications.

## ✓ Step 3: Confirmation & Next Steps

Once approved, you'll receive a confirmation email with important exhibitor resources, event deadlines, and your next payment schedule. Companies not meeting exhibitor criteria will be notified and issued a full refund of any deposit paid.

## ✓ Step 4: Booth Assignment

Booth spaces are assigned based on a combination of application date, booth preferences, and competitor conflicts. Final booth assignments will be shared by August 14, 2026.





# IMPORTANT CONTACTS

Name	Description	Contact
Mair Malfara	Exhibits & Logistics	(215) 870-7143
Sarah Hagy	Sponsorship & Marketing	(215) 200-6404
Matt Deibert	General Questions	(610) 825-1600 x1



# HOSTED BY

## THE ELECTRICAL ASSOCIATION OF PHILADELPHIA

### Powering the Region's Electrical, Lighting, and HVAC Industries

For more than a century, the Electrical Association of Philadelphia has advanced the professionals who keep our region running. EAP empowers the industry by:

- Delivering expert-led training in safety, code updates, and technical advancement
- Creating peer-to-peer connections that strengthen business and elevate standards
- Fueling growth through industry insights, leadership development, and collaboration
- Showcasing innovation through cornerstone programs like Electric Expo

**We're not just supporting the industry—we're helping shape its future.**



(610) 825-1600



[electric@eap.org](mailto:electric@eap.org)



P.O. Box 1947, Blue Bell, PA



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