



Upper Midwest Electrical EXPO

April 14 & 15, 2010

Minneapolis Convention Center, Minneapolis MN

2901 Metro Drive, Suite 203 Bloomington, Minnesota, 55425

Phone: 952-854-4405 Toll: 800-925-4985 Fax: 952-854-7076 Web: NCEL.ORG

2010 EXPO COMMITTEE

EXPO Chair

Tony Blinkhorn
Rouzer Sales Co.

Advisor

Mike McDermeit
Petersen-Finn Inc.

Manager

Dale Yohnke
North Central Electric League

Committee

Gary Brusacoram
BrusacoramUSA

Jim Grahek
Burndy Products

Burt Holm
Pulse Products

Sarita Woods
North Central Electric League

EXPO Dates & Times

Wednesday, April 14
10:00 am - 6:00 pm

Thursday, April 15
10:00 am - 4:00 pm

EXPO Website

www.ncel.org

EXPO Manager Email

dale@ncel.org



EXPO Sponsored by:

North Central Electrical
Manufacturers Club

EXPO Managed by:

North Central Electrical League

2010 Upper Midwest Electrical Expo Stats

During a difficult economy with many electricians, engineers and architects out of work, tight credit markets, and a sluggish economy, we had:

Total EXPO Attendance = 8,933

- Contractors, Builders & Journeyman = 3,106
- Apprentice Electricians & Students = 1,389
- Distributors & Wholesalers = 1,112
- Industrial, Commercial & Institutional = 783
- Engineers, Designers & Architects = 620
- Utilities & Power Suppliers = 341
- Inspectors & Building Officials = 89
- Manufacturers, Agents & Reps = 1,493

What made the 2010 EXPO one of our best?

- 9,277 leads were generated via 135 lead retrieval scanners.
- 40,826 Visitors to our Expo Webpage preceding the Expo ~ A RECORD!
- 331 Exhibit Booth 10' x 10' spaces ~ SOLD OUT FOR THE FOURTH TIME!
- 420 Electrical Manufacturers exhibited products at the Expo ~ A RECORD!
- 32 Distributor busloads of customers from ND, SD, Wisconsin & Minnesota!
- 27,000 invitations were distributed throughout the Upper Midwest.
- 27 U.S. States and three foreign countries were in attendance ~ A RECORD!
- 687 room nights at our headquarters hotel ~ the Minneapolis Hilton.
- 197 Technical Session registrants earned numerous certifications ~ A RECORD!
- 137 New & Green Products were on display at the Expo ~ A RECORD!
- 225 attended NCEL's breakfast with WCCO-TV's Mark Rosen as our keynote.