



Upper Midwest Electrical EXPO

April 18 & 19, 2012

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: www.NCEL.org

2012 EXPO COMMITTEE

EXPO Chair

Jim Grahek, CSP
Burndy

Advisor

Tony Blinkhorn, CPMR
Rouzer Group Inc.

Manager

Dale Yohnke
North Central Electrical League

Committee

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AJB Sales

Pam Bednarz
Siemens Industry

Scott St. Marie
R.L. Mlazgar Associates

Stephanie Baudhuin
Brady Corporation

Sarita Woods
North Central Electrical League

EXPO Dates & Times

Wednesday, April 18
10:00 am - 6:00 pm

Thursday, April 19
10:00 am - 4:00 pm

EXPO Website

www.ncel.org

EXPO Manager Email

dale@ncel.org

2012 Upper Midwest Electrical EXPO Stats

A statistical summary of the 2012 Upper Midwest Electrical EXPO is below. Thanks for your generous support and participation in making another successful EXPO!

Total 2012 EXPO Attendance = 9,875

Contractors, Builders & Journeyman = 3,479
Distributors & Wholesalers = 1,385
Apprentice Electricians & Students = 1,070
Industrial, Commercial & Government = 729
Engineers, Designers & Architects = 477
Utilities & Power Suppliers = 356
Misc., No Category & Others = 285
Inspectors & Building Officials = 205
Manufacturers, Agents & Reps = 1,889

What made the 2012 EXPO one of our best?

- 3,052 first-time attendees participated in their first EXPO ~ A RECORD!
- 341 exhibit booths sold ~ FIFTH CONSECUTIVE SELLOUT ~ A RECORD!
- 439 electrical manufacturers exhibited products ~ A RECORD!
- 230 New, Green & Made In USA Special Products displayed ~ A RECORD!
- 11,139 leads were generated via 155 scanners ~ A RECORD!
- 221 Technical Session registrants earned certifications ~ A RECORD!
- 46,403 visits to our Expo webpage ~ A RECORD!
- 35 Distributor sponsored bus loads of customers from ND, SD, WI & MN
- 29,500 invitations were distributed throughout the Upper Midwest
- 26 U.S. States and two Canadian Provinces were in attendance
- 588 room nights at our headquarters hotel, the Minneapolis Hilton
- 229 attended NCEL's breakfast with sports author Ross Bernstein



EXPO Sponsored by:

*North Central Electrical
Manufacturers Club*

EXPO Managed by:

North Central Electrical League