



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Electrical Wire Processing Technology Expo (EWPTTE) Named in Trade Show Executive's Top 100 List of Fastest Growing Shows

BANNOCKBURN, Ill., USA, February 28, 2024 – IPC/WHMA and Baird Center

announce that Electrical Wire Processing Technology Expo (EWPTTE) 2023 has been recognized as a top 100 fastest growing show in the United States for net square footage and number of exhibiting companies by *Trade Show Executive*.

EWPTTE, the cable and wire harness industry's exclusive trade show, drew in a total of 3,049 attendees in 2023, an 18 percent increase over 2022. The EWPTTE 2023 experience was equally positive for the 185 exhibitors (up 19 percent from 2022) who showcased their products and services spanning 43,400 net square feet of show floor space (up 17 percent from 2022) and generated a total of 12,063 leads according to the lead data count, a 35 percent increase over leads in 2022.

According to the Center for Exhibition Industry Research (CEIR), there are approximately 13,000 tradeshows held annually in the United States each year. "It's an honor for EWPTTE to be recognized as a top U.S. tradeshow," said Alicia Balonek, IPC senior director of trade shows and events. "In the past two years that IPC/WHMA have managed the show, EWPTTE has seen both exhibitor growth and overall net-square

footage growth. Being ranked in the top 100 is a tremendous accomplishment not only for the show, but for IPC, WHMA and Baird Center and we couldn't be more proud."

With an even larger show floor than 2023, EWPTTE 2024 will feature the industry's leading suppliers and product innovators, giving attendees exclusive access to new technologies and new suppliers to help find solutions to challenging wire problems. "Baird Center is about to debut a \$456 million expansion, doubling the square footage of the convention center in May 2024. The show has even more room for growth when it moves to this space in 2025," said Megan Seppmann, vice president of sales for the Wisconsin Center District, owners and operators of Baird Center. "My colleagues and I cannot wait to welcome attendees, exhibitors and guests into the beautifully renovated and expanded facility."

At EWPTTE 2024, there will also be a range of professional development courses with content designed to deliver new information, skills, and techniques related to the cable and wire harness industry. Technical conference sessions presented by engineers, researchers, academics, technical experts, and industry leaders will provide new technical data, significant results from experiments and case studies, and share new techniques and trends of interest.

EWPTTE 2024 will be held at Baird Center May 14-16, 2024, in Milwaukee, Wis.

For more information, visit www.electricalwireshow.com.

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About WHMA

The Wiring Harness Manufacturer's Association (WHMA) was established in 1993 to serve and dedicate their resources to the global cable and wire harness industry. WHMA is the ONLY trade association exclusively representing the cable and wire harness manufacturing industry including manufacturers, their suppliers and customers. (www.whma.org)

About IPC

IPC (www.IPC.org) is a global industry association based in Bannockburn, Ill., dedicated to the competitive excellence and financial success of its 3,200+ member companies which represent all facets of the electronics industry, including design, printed board manufacturing, advanced packaging, electronics assembly and test. As a member-driven organization and leading source for industry standards, training, industry intelligence and public policy advocacy, IPC supports programs to meet the needs of an estimated \$2 trillion global electronics industry.

About Baird Center

Baird Center is an iconic venue currently undergoing a massive \$456M expansion, doubling its size to 1.3 million total square feet by May 2024. The result will be an exciting new era of accessibility, innovation and unrivaled event experiences.