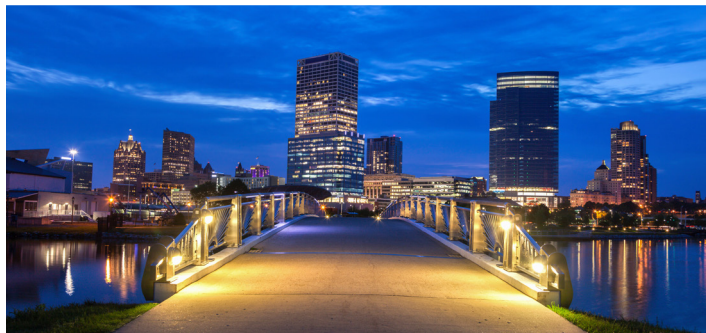


Next Stop: Milwaukee



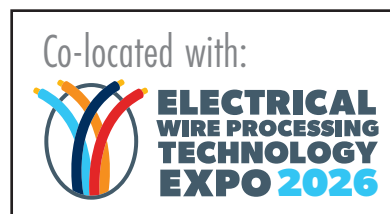
What will you bring to the table?



Exhibiting at Wire Expo 2026 is your chance to share your products, innovations, and marketing message with valuable customers and new prospects from the Greater Milwaukee region.

Convenient travel and simple setup help you focus on what matters most. Discover shared interests. Build prized relationships. And be present when interaction leads to action.

Wire Expo booth assignments begin **10/2/25**
Contact sales@wirennet.org.



MAY 6-7, 2026
BAIRD CENTER
MILWAUKEE, WI

WIREEXPO26.COM

OFFICIAL PUBLICATION: **WIRE JOURNAL[®]**
INTERNATIONAL

ORGANIZED BY:  THE WIRE ASSOCIATION INTERNATIONAL, INC.



EXHIBITING AT WIRE EXPO

Join the growing list of companies—representing all sectors of metal and fiber—that will exhibit at Wire Expo.

Wire Expo attendees

Wire Expo attendees, most with purchasing influence, represent the ferrous, nonferrous, and electrical segments of the industry including:

Automotive | Appliance | Communications | Construction | Electronics
Environmental and reclamation | Fasteners | Furnishings and housewares
Manufacturing | Medical instrumentation

Event location

Baird Center

400 W. Wisconsin Ave., Milwaukee, WI 53203

Venue details at: <https://bairdcenter.com/>

Exhibit days

Tuesday, May 5, 2025 9:00 a.m.- 5:00 p.m.

Wednesday, May 6, 2025 9:00 a.m.- 3:00 p.m.

Space rental cost

8 ft. x 10 ft. in-line booth = US \$3,450

Includes: Carpet, pipe and drape back wall (8ft) and side walls (3ft), skirted 6-foot table, 2 chairs, wastebasket, company ID sign, 120v electrical service, 200 lbs. of freight service in and out of the facility.

14 ft. x 16 ft. island booth = US \$13,800

Includes: Carpet, 2 x skirted 6-foot tables, 4 chairs, wastebasket, company ID sign, 120 v electrical service, 400 lbs. of freight service in and out of the facility.

How exhibit space is assigned

Prior to October 2, 2025: Submit your Wire Expo 2026 contract by September 30, 2025, including your preferred booth location(s) and full payment in advance. The assignment and final confirmation of your location will be on October 2, 2025. Booth assignments are based on WAI's "Point System," which allows companies with the highest accumulation of points from prior years of exhibiting to choose their space first.

After October 2, 2025: Space assignments are made on a first-come, first-served basis if licenses are accompanied by full payment.

Promotional opportunities

Advertising

Print and digital advertising is available in the *Wire Journal International*, the *Official Show Program* and on-line. Contact the WAI Sales Department for details.

Official publications | Media

WIRE JOURNAL[®] INTERNATIONAL

Wire Journal International (WJI) is the official publication of the Wire Expo 2026, and the leading technical publication for the wire and cable industry. The *Official Show Program* includes information about exhibits, technical & educational programs, plant tours, and other activities. Display advertising and exhibitor's booth descriptions are offered in both publications. Contact the WAI Sales Department.

Sponsorships

A broad range of sponsorships is available to enhance visibility and extend your company's brand exposure. Contact the WAI Sales Department for options.

WAI Sales Department

71 Bradley Road | Suite 9

Madison, Connecticut, USA 06443-2662

Tel.: (001) 203-453-2777

Shannon Timme, Director of Sales

(x. 126) stimme@wirenet.org

Anna Bzowski, Director of Int'l Sales and Business Dev.

(x. 116) abzowski@wirenet.org

Apply now to exhibit!

Contact sales@wirenet.org.

Organizer website: www.wirenet.org

Show organizer

The Wire Association International (WAI), Inc., founded in 1930, is a worldwide technical society for wire and cable industry professionals dedicated to the promotion, collection, and dissemination of technical, manufacturing, and general business information and trends in the industry. Throughout the year WAI organizes and produces events such as the Interwire and Wire Expo trade shows, an online Industry Search, and annual International Technical Conferences.

Its publications and technical products include *Wire Journal International* (WJI), the annual *WJI Reference Guide*, *Off-the-Press Newsletter*, and educational videos as well as a host of technical handbooks and webinars. View products, services, and membership details at: www.wirenet.org.

ORGANIZED BY:



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INTERNATIONAL

