



ELECTRICAL WIRE PROCESSING TECHNOLOGY EXPO 2025

CONFERENCE: | EXHIBITION:
MAY 6-8 | **MAY 7-8**
BAIRD CENTER • MILWAUKEE, WI

HARNESS

CONNECTIONS

Produced by:



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February Exhibitor Newsletter

Opening Keynote – Exhibitors Welcome!

We are excited to announce that Brian Schneider, an engineering manager for routed systems at **Harley-Davidson Motor Company**, will deliver the keynote address, “Modern Technology Meets Legacy: Harley Davidson’s Wire Harness Integration,” on Wednesday, May 7. Brian will provide insight into the technology advancements of Harley-Davidson motorcycles, the impacts of wire harness construction, and how Harley-Davidson integrates advanced wire harness technology to meet modern customer demands while preserving the iconic look, sound, and feel that define the brand.

Complimentary Marketing Materials

To help you promote your presence at EWPTe we have created banners for you to use. We welcome our exhibitors to [download](#) and use any of these marketing materials.

Exhibitor Service Manual - Coming Soon!

Shepard Exposition Services is in the process of upgrading their Exhibitor Services Portal, known as ExhibitorPro, to enhance and streamline your online ordering experience. We expect to have the EWPTe exhibitor manual launched by the end of the month.

Exhibitor Registration – NOW OPEN

Save time on-site and [register](#) your booth personnel online in advance of the show!

Baird Center Exhibitor Store – NOW OPEN

The Baird Center [Exhibitor Store](#) is now open to being placing orders for electrical, rigging, compressed air and audio visual. Please note the rate schedule for these services:

Advance Rates:	Now through April 6
Standard Rates:	April 7 through April 23
Floor Rates:	April 24

Show Directory Listings/Online Exhibit Hall – Due March 7

Ensure your full company profile is accessible online and included in the printed Show Directory. Please don’t assume last year’s information has been automatically or correctly transferred. If your [company profile](#) is incomplete or blank, only your company name and address will be displayed online and printed in the show directory.

Show Directory Ads – Due March 7

The show directory serves as a lasting reference and trusted buying resource long after EWPTe ends. Don’t miss the opportunity to [place an ad in the show directory](#) to keep your brand in front of key industry players all year round!

Preshow Email Banner Ads

Promote your company and increase visibility to thousands of potential attendees and customers before the show even begins! These [banners ads](#) are incorporated into all official Electrical Wire Processing Technology Expo e-mail promotions.

Advertisement Boards – Due March 7

[Advertisement Boards](#) showcase your company's message with a custom-designed 2-sided meter board strategically positioned along the Main Aisle of the exhibit hall.

NEW Sponsorship Opportunities!

Daily Networking Refreshment Breaks with Morning Mocktails and Afternoon Bevi Beverages.

Morning Mocktails are crafted with refreshing flavors and are perfectly designed for a delightful, alcohol-free pick-me-up. The Bevi Hydration Station offers a customizable selection of still and sparkling water infused with natural flavors offering an eco-friendly way to hydrate.

Only two opportunities for this exclusive sponsorship are available – [Secure Your sponsorship Today!](#)