



NEMRA™

NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

MARKETING TERRITORIES GUIDELINE

NEMRA is often asked to provide a list of “traditional” marketing territories utilized by independent representatives and their manufacturers.

Unfortunately, there is no hard and fast map with delineated boundaries, because each rep and manufacturer approaches the market a little bit differently. There are many reasons for this:

- The needs of the customer (a chain or industrial customer wants one rep to handle all their business);
- A representative has a salesperson located in an area that makes sense for a different territory boundary;
- A customer prefers a particular agency...

The list can go on and on but you get the idea. The bottom line is that the territory is what the representative and manufacturer agree it is, and what they delineate in their written contract. All that being said, the following list of generally accepted Electrical Industry Market Territories (below) should be of help as long as you keep in mind that some reps cover larger or smaller increments, and that actual boundaries are set by mutual agreement. NEMRA recommends that you use county lines so that manufacturers can correlate sales to Metropolitan Statistical Areas (MSA's).

NOTE: Some representatives cover multiple territories, i.e. many Ohio reps cover Kentucky; many Indiana and Kentucky reps will frequently cover southern Ohio and Southern Indiana, etc.

Electrical Industry Marketing Territories Guidelines

- **New England** Can include all six states, but some treat CT as a totally separate territory; some also include NY, north of the city and east of the Hudson River, in the NE territory
- **Connecticut** (See note on New England) If this split is made, some also include Western MA and New York, as noted above.
- **Upstate New York** Usually all of New York to far south, approximately 50 miles from NY City
- **Metropolitan New York / Northern New Jersey** Usually includes Long Island, all of NYC, and the NY counties surrounding NYC. Some make far Northwestern NJ counties part of Eastern PA. The NJ North/South split is a negotiated boundary.
- **Eastern Pennsylvania / Delaware / Southern New Jersey** The NJ North/South split is negotiated, as is the East/West split of PA (see above re: Northeastern NJ counties)
- **Western Pennsylvania / West Virginia** The East/West split of PA is negotiated. Some consider West Virginia as a separate territory and divide WV with the panhandle as part of Western PA.
- **Maryland / District of Columbia** Usually includes the Northern VA counties that border Washington DC
- **Virginia** See note above
- **Central Ohio / Northern Ohio / Southern Ohio** Ohio can be considered one, two or three territories depending on the representative/manufacturer agreement
- **Carolinas** Usually includes both North and South Carolina, but some representatives only cover one or the other
- **Eastern Tennessee** The negotiated line is usually somewhere West of Nashville.
- **Georgia** Many Georgia representatives also cover Alabama and the Florida panhandle
- **Alabama** Some Louisiana representatives also cover a portion of Southwestern Alabama
- **Florida** Florida can be one, two, or three territories (North, Central, or South) depending on the representative/manufacturer agreement. The Florida panhandle is frequently part of the Alabama territory.
- **Kentucky** Frequently also covered by representatives in Indiana and Ohio.
- **Eastern Missouri / Southern Illinois** The East and West Missouri, and North and South Illinois split are a matter of negotiation.
- **Western Missouri / Kansas** See note above
- **Indiana** Frequently also covers negotiated areas in Kentucky and Ohio
- **Michigan** The Upper peninsula of Michigan is frequently part of the Wisconsin territory
- **Illinois** Some Illinois representatives also cover Wisconsin. Illinois is frequently divided North and South. (see Eastern MO above)
- **Wisconsin** Frequently includes the Upper peninsula of Michigan
- **Upper Midwest** Usually includes Minnesota, North and South Dakota, and western Wisconsin.
- **Iowa / Nebraska** Usually both states, but some representatives only cover one or the other
- **Western Tennessee** The negotiated line is usually somewhere West of Nashville. Some Western Tennessee representatives also covers Northern Mississippi.

- **Louisiana / Mississippi** (See note above)
- **Arkansas**
- **South Texas** The negotiated line is usually somewhere south of Waco and Odessa. Many South Texas representatives also cover El Paso.
- **North Texas** The negotiated line usually includes Waco and Odessa. Many Texas reps also cover El Paso and Oklahoma)
- **Oklahoma** (see note above)
- **Colorado** (also known as Rocky Mountain) Many Colorado representatives also cover Wyoming and Montana.
- **Montana** Some Montana representatives also cover Idaho and Wyoming.
- **New Mexico / El Paso** Also frequently combined with Arizona (see note about El Paso in Texas)
- **Utah** Frequently includes Idaho
- **Nevada** Is often divided many ways; North (Reno) and South (Las Vegas) with representatives in each or both territories. It is also covered by representatives headquartered in Arizona, Southern and/or Northern California.
- **Arizona** See notes about New Mexico and Nevada.
- **Southern California** The California south split is a negotiated boundary. Many representatives cover both North and Southern California
- **Northern California** The California north split is a negotiated boundary, many reps cover both North and Southern California.
- **Oregon** Some Oregon representatives also cover Washington, Alaska, Montana and Idaho.
- **Washington** Some Washington reps also cover Oregon and Alaska.
- **Hawaii** Also covered by some Western U.S. based representatives.
- **Alaska** See note on Washington above.
- **Puerto Rico**

For further information, please contact NEMRA Headquarters. We may be able to assist you in researching representative territories and how to determine which territory outline would best suit your marketing objectives.