



MAXIMIZING YOUR CONFERENCE

GET READY FOR NEMRA25




NEMRA
25
IT STARTS WITH US
FEB 2-5, 2025 | ORLANDO, FL

Group Manufacturer Sales Meetings

The Importance and Relevance

Virtual meeting to bring clarity and understanding of corporate goals led by Manufacturers:

- **Topics**
 - Mission / Vision
 - Strategic Plan
 - New Initiatives / Products
 - Resources Available
 - Market Expectations
- **Virtual Schedule**
 - Tuesday 12/10–Wednesday 12/11
 - 12:30 PM EST – 4:15 PM EST
 - Tuesday 1/7 – Wednesday 1/8
 - 12:30 PM EST – 4:15 PM EST

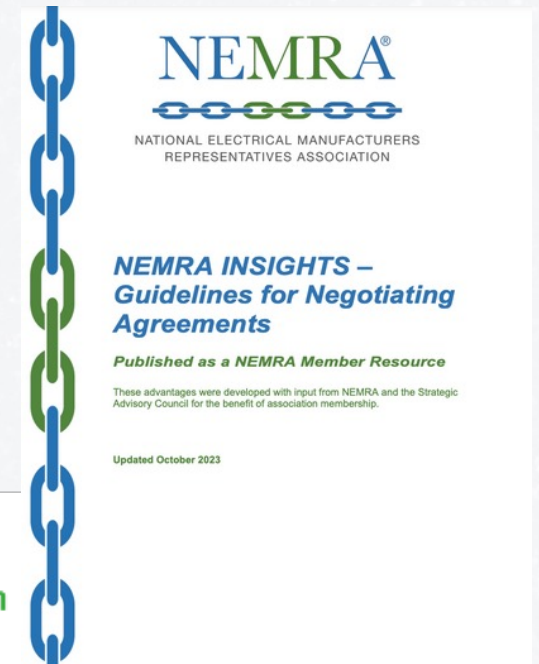
One on One's

The Importance and Relevance

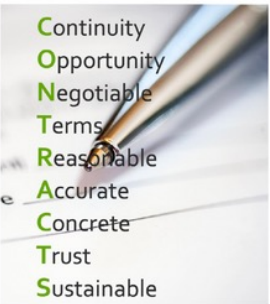
Pre-booked private business review sessions with top executives led by Representatives:

- **Topics**

- Mission / Vision
- Strategic Plan / Goals
- Market Position / Market Expectations
- 5 Pillars of the Rep of the Future
 - Product Expertise
 - Demand Generation
 - Planning
 - Marketing
 - Technology
- Define Your Value
- Dollarize Your Business



Defining the Value of the Business



- Continuity
- Opportunity
- Negotiable
- Terms
- Reasonable
- Accurate
- Concrete
- Trust
- Sustainable

- ✓ Key Elements
- ✓ Discovery Checklist
 - Allows the contract to be adjusted/customized and includes clauses, special circumstances that are in agreement to both parties.
- ✓ Dollarize Your Value

Distributor One-on-One Meetings

Distributor participants will be available for one-on-one meetings throughout Monday–Wednesday.

Invited Distributors

- Graybar
- Sonepar
- Wesco
- CED
- Rexel
- AD/IMARK
- City Electric

Schedule

- Monday Feb 3rd
 - 9:15 AM EST – 6:00 PM EST
- Tuesday Feb 4th
 - 8:15 AM EST – 6:00 PM EST
- Wednesday Feb 5th
 - 8:15 AM EST – 6:00 PM EST

Contacts will be provided for scheduling meetings



Modular Meeting Space

All modular meeting space during NEMRA25 will be in Cypress Ballroom.

Modular meeting space can be reserved through conference registration on a first come, first serve, basis beginning **12:00 PM EST Tuesday September 17, 2024**

Options

- 4 sizes, configure your modular space to meet your needs
- Customizable branding, furniture, AV, Food & Beverage service
- # of meeting attendees will indicate the correct size modular to host all comfortably
- Larger suites provide space to display featured products



Conference Resources

Resources for Scheduling Effective Meetings



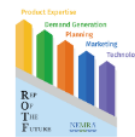
Contracts
Whitepaper

VIEW
WHITEPAPER



Define Your
Value

VIEW PDF



Rep of the
Future 5
Pillars PPT

DOWNLOAD
PPT



Guidelines
for
Scheduling
Effective
Meetings

VIEW
GUIDELINES



Strategies to
Maximize
Your
Experience

VIEW
STRATEGIES



PPT Template
for NEMRA
Reps

DOWNLOAD
PPT



The Perfect
Meeting
Checklist

VIEW
CHECKLIST

All resources available at:
<https://www.nemra.org/nemra25-conference/>

This Year at NEMRA25

You Won't Want to Miss...

- Welcome Party with Live Band
 - Sponsored by **ABB**
- Member Connection Lounge
 - Network, connect, and recharge in a dedicated space with lounge seating, charging stations, beverages, and snacks.
- 5K Fun Run
 - All proceeds benefit the Gary Sinise Foundation
- Free Professional Headshots
 - Courtesy of NEMRA



Maximizing Your Value

NEMRA25 PRICING DETAILS

- *Registration Fees*
 - Representative: \$495
 - Manufacturer: \$695
- *Orlando World Center Marriott Room Rate*
 - \$275 per night
- *Modular Rates*

• 10x10:	\$3,200
• 10x20:	\$5,200
• 20x20:	\$6,700
• 20x30:	\$8,200

Scheduling Your Time

Sunday – 2/2

7–8 AM EST

- Faith and Fellowship

9–5 PM EST

- MRERF/IPA: Grow Sales with Reps

2–5 PM EST

- Sales Mastery: Sales Management

3 PM EST

- NEMRA25 Registration Opens

6–9 PM EST

- NEMRA Welcome Party with Live Band

Monday – 2/3

5:45 AM EST

- 5K Fun Run for Gary Sinise Foundation

8–9 AM EST

- Contractor Panel Discussion

9:15–6 PM EST

- One-on-One Meetings

Tuesday – 2/4

7–8 AM EST

- NEMMY Awards and President’s Message

8:15–6 PM EST

- One-on-One Meetings

Wednesday – 2/5

7–8 AM EST

- Women in Business Leadership Fireside Chat

8:15–6 PM EST

- One-on-One Meetings

Professional Development

**SALES
MASTERY**



SESSION

**SALES
MANAGEMENT**

ORLANDO, FL

- Sunday – 2/2 (2–5 PM EST)
- Instructed by Dr. Jeffrey Magee
- Earn 3 CEUs
- \$795
- ***For all Sales Leaders***

IPA  MRERF

Grow Sales with Reps

- Sunday – 2/2 (9–5 PM EST)
- Instructed by MRERF/IPA
- Earn 7 CEUs
- \$1,295
- ***For Manufacturers Only***


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Contractor Panel Discussion

Monday – 2/3, 8 – 9 AM EST

The conversation will revolve around the significance of data standards and how their integration can streamline project timelines and address labor challenges stemming from insufficient data.

Panel Discussion

- 45-minute discussion
- 15-minute Q&A

Facilitator

- David Long, *CEO, NECA*

Contractors

- Steve Stone, *CEO, ArchKey Solutions*
- David Peterson, *President and CEO, Ermco*
- James MacDonald, *Executive VP for Commercial, Service, Technology Solutions, and Regional Operations, Miller Electric Company*



Women's Fireside Chat

Wednesday – 2/5, 7 – 8 AM EST

Hear from women who have propelled their careers in the electrical industry. They'll share their stories about how they became leaders in the industry, how they are inspiring women to pursue opportunities of leadership and are working to advance a more diverse industry.

Facilitator

- Rachel Sherwood, *Partner, Ewing-Foley*

Panelist

- Danna Stone, *VP Marketing, Graybar*
- Christy Tilton, *Head of U.S. Professional Trade Sales, Signify*
- 3rd Panelist confirming soon



Don't Forget the NEMMY's

Your chance to be recognized and/or to recognize your partners.

Categories

- Rep's Choice Award
- Manufacturer's Choice Award
- Partnership of the Year

New for 2025

- Demand Generation

Submissions open September and can be completed through the NEMRA website.



QUESTIONS?

Kathy Coppi, Manager, NEMRA
Conference & Events
kcoppi@nemra.org

Mark Your Calendars – Registration Opens
Tuesday, September 17th at 12:00 PM EST

