

# Conference Metrics

(As of 10/14/25)

## Attendance:

**1,469:**

- 761 Reps Registered
- 37 CEMRA Reps Registered
- 582 MFG Registered
- 47 Spouses
- 22 Industry Guests
- 15 Service Providers
- 5 MFG Showcase

## Modular Suites Reserved:

**10X10**

- 32 Reserved

**10X20**

- 40 Reserved

**20X20**

- 21 Reserved

**20X30**

- 0 Reserved

**Magnolia Rooms**

- 3 Reserved at \$10k each

## Group Sales Meetings:

**Scheduled:**

- 38 MFG have booked meetings



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# *Distributor One-on-One Meetings*

Distributor participants will be available for one-on-one meetings Monday and Tuesday

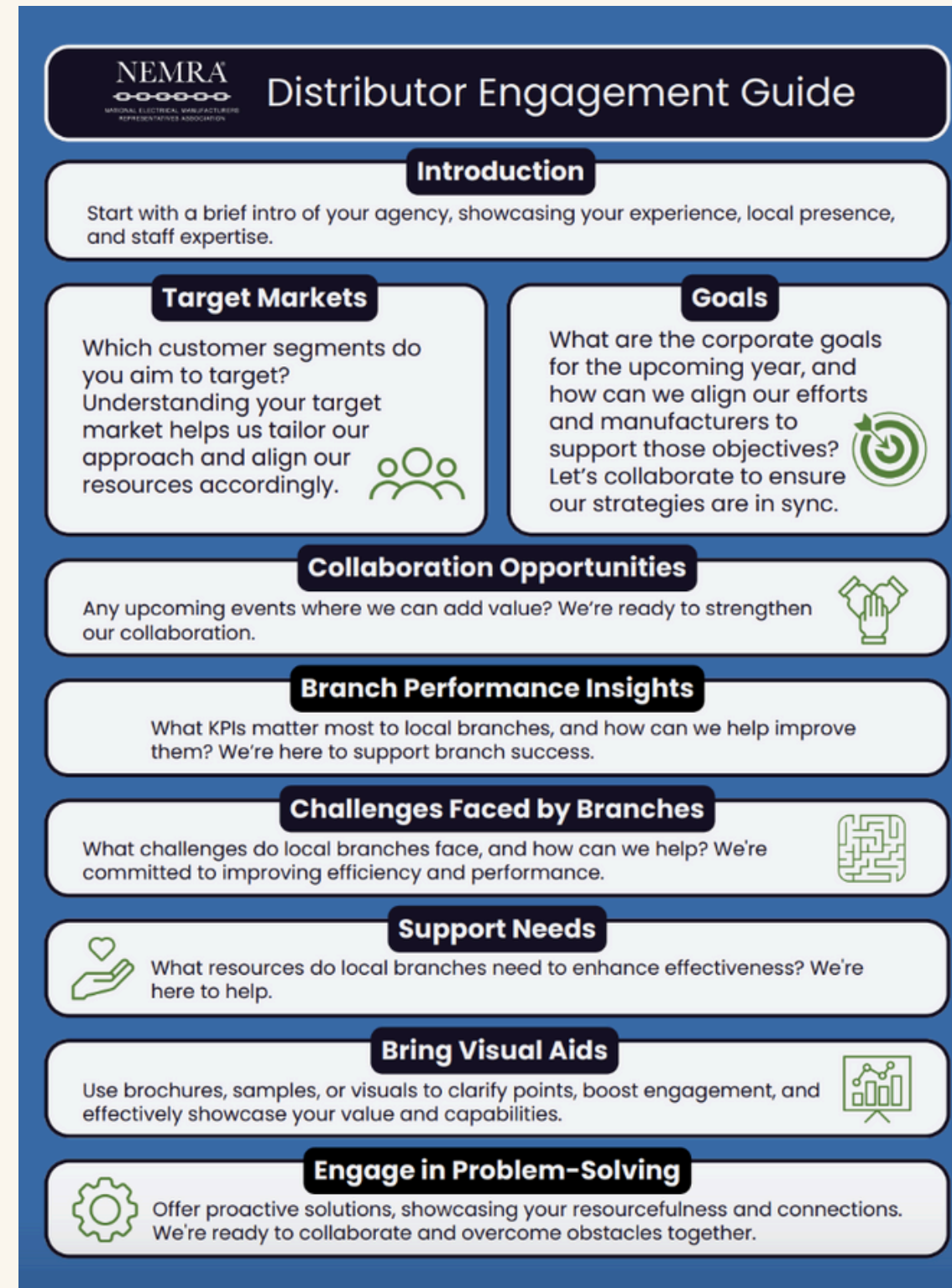
## **Distributors Attending:**

- AD
- CED
- City Electric Supply
- Graybar
- Rexel
- Sonepar
- Wesco
- Winsupply

## **Schedule**

- Monday, February 9<sup>th</sup> (8:00 AM EST - 5:00 PM EST)
- Tuesday, February 10<sup>th</sup> (8:00 AM EST - 6:00 PM EST)

# Distributor Topics of Conversations



# *Contractors One-on-One Meetings*

Contractors participants will be available for one-on-one meetings Monday and Tuesday


## **Contractors Attending:**

- ArchKey
- ERMCO
- Miller Electric
- Morrow Meadows

## **Schedule**

- Monday, February 9<sup>th</sup> (8:00 AM EST - 5:00 PM EST)
- Tuesday, February 10<sup>th</sup> (8:00 AM EST - 6:00 PM EST)

# Contractor Topics of Conversations



## Contractor Engagement Guide

### Introduction

Start with a brief intro of your agency, showcasing your experience, local presence, and staff expertise.

**1. Project Challenges:** What issues are you facing due to labor shortages?

**2. Info Gaps:** What product information do you need?

**3. Training:** Where does your team need more training or resources?


**4. Installation Issues:** Any problems with product installation? How can we help?


**5. Communication:** Preferred method for updates-meetings, online, or other?

**6. Resources Needed:** What additional tools would help?

### Highlight Your Support

We provide on-site assistance, troubleshooting, and quick access to product information to keep your projects on track.







### Showcase Success Stories

We have a proven track record of supporting similar projects with successful outcomes, and we're ready to replicate that success for you.

### Offer Value-Added Services

Beyond our core services, we provide technical support, training, and project management assistance to ensure your success.






### Solve Problems Together

We proactively tackle challenges with innovative solutions, working closely with you to ensure optimal outcomes.

### Use Visual Aids

Our brochures, product samples, and presentations make it easy to understand how our offerings benefit your projects.





### Collaborate for Success

We're eager to work with you to achieve the best outcomes for your team and projects.



# Scheduling Your Time



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## SUNDAY, FEBRUARY 8, 2026

- 3 - 6 PM Registration Open
- 5:30 PM Reception – Super Bowl Social
  - \*Kick off NEMRA26 with us Sunday night at the Super Bowl Social! Enjoy the big game on big screens, great food, drinks, and time to connect with reps, manufacturers, and peers.

## MONDAY, FEBRUARY 9, 2026

- 7 - 8 AM Grab 'n Go Breakfast
- 7 - 8 AM Powering Horizons Networking Breakfast
- 8 - 8:50 AM Powering Horizons - Elevating Talent Across the Industry
  - \*An interactive panel discussion designed to guide agencies in developing strategies for talent expansion and diversification.
- 8 - 5 PM One-on-One Meetings
  - \*Reps/Manufacturers, Distribution & Contractors
- 8 - 5 PM Expo/Service Provider Floor Open
- 12 - 12:50 PM General Session - Plugged into Opportunity
  - \*How AI is Powering the Next Generation of Electrical Construction, led by Josh Bone, Executive Director of ELECTRI International
- 4 - 4:50 PM Contractor Currents - What's Shifting & What it Means
  - \*A Roundtable Dialogue on Labor, Project Management & the Future of Construction.
- 5 - 6 PM NEMRA & NEMMY Awards Ceremony

## TUESDAY, FEBRUARY 10, 2026

- 5:45 AM NEMRA Education Foundation 5K - Powered by Purpose
- 7 - 8 AM Grab 'n Go Breakfast
- 8 - 6 PM One-on-One Meetings
  - \*Reps/Manufacturers, Distribution & Contractors
- 8 - 8:50 AM POS Unplugged - Real Talk from the Field
  - \*A Ground-Level Dialogue on What's Working, What's Broken & What Needs to Change.
- 8 - 5 PM Expo/Service Provider Floor Open
- 9 - 4 PM Professional Headshots Available
- 4 - 4:50 PM Future Proof - Shaping the Next Era of Reps & Manufacturers
  - \*Insights from the MOTF & ROTF Study, and What They Mean for Your Business Tomorrow.

## WEDNESDAY, FEBRUARY 11, 2026

- 7 - 8 AM Grab 'n Go Breakfast
- 8 - 9 AM AM Sessions
  - Service Provider (4 Sessions)
  - \*Offered on a first-come, first-served basis.
- 8 - 12 PM One-on-One Meetings
  - \*Reps/Manufacturers



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# NEMMY Awards

*New for 2026: The Manufacturer's Choice and Demand Generation categories will now feature a **Small Rep Division** (15 or fewer employees) to better recognize outstanding performance among firms making a big impact.*

## Rep's Choice Award

Nominated by a rep agency, this award recognizes the manufacturer that advances their value proposition to their reps by demonstrating a commitment to the partnership..

## Manufacturer's Choice Award

Nominated by a manufacturer, this award recognizes the rep firm that uses the Power Pact concepts to continually improve their agency and its alignment with manufacturers.

## Partnership of the Year Award

This award recognizes a rep-manufacturer team that demonstrates how they developed a more strategic plan/approach to create a more powerful and profitable partnership.

## Demand Generation

Nominated by a manufacturer, this award recognizes the representative who excels in driving customer interest and engagement through innovative and effective strategies.