

Conference Metrics

(As of 10/7/25)

Attendance:

1,422:

- 740 Reps Registered
- 35 CEMRA Reps Registered
- 563 MFG Registered
- 43 Spouses
- 22 Industry Guests
- 13 Service Providers
- 4 MFG Showcase

Modular Suites Reserved:

10X10

- 31 Reserved

10X20

- 38 Reserved

20X20

- 22 Reserved

20X30

- 0 Reserved

Group Sales Meetings:

Scheduled:

- 26 MFG have booked meetings



NEMRA26
Power Tomorrow, Today

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 9th (8:00 AM EST - 5:00 PM EST)
- Tuesday, February 10th (8:00 AM EST - 6:00 PM EST)

Distributor Topics of Conversations

NEMRA
NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

Distributor Engagement Guide

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

Target Markets
Which customer segments do you aim to target? Understanding your target market helps us tailor our approach and align our resources accordingly.

Goals
What are the corporate goals for the upcoming year, and how can we align our efforts and manufacturers to support those objectives? Let's collaborate to ensure our strategies are in sync.

Collaboration Opportunities
Any upcoming events where we can add value? We're ready to strengthen our collaboration.

Branch Performance Insights
What KPIs matter most to local branches, and how can we help improve them? We're here to support branch success.

Challenges Faced by Branches
What challenges do local branches face, and how can we help? We're committed to improving efficiency and performance.

Support Needs
What resources do local branches need to enhance effectiveness? We're here to help.

Bring Visual Aids
Use brochures, samples, or visuals to clarify points, boost engagement, and effectively showcase your value and capabilities.

Engage in Problem-Solving
Offer proactive solutions, showcasing your resourcefulness and connections. We're ready to collaborate and overcome obstacles together.

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 9th (8:00 AM EST - 5:00 PM EST)
- Tuesday, February 10th (8:00 AM EST - 6:00 PM EST)

Contractor Topics of Conversations



The infographic is titled "NEMRA Contractor Engagement Guide" and is set against a blue background. It features a dark blue header with the NEMRA logo and title. Below the header, there are several white boxes with black text and icons, each representing a key engagement strategy. The strategies include: Introduction, six numbered topics of conversation (Project Challenges, Info Gaps, Training, Installation Issues, Communication, Resources Needed), Highlight Your Support, Showcase Success Stories, Offer Value-Added Services, Solve Problems Together, Use Visual Aids, and Collaborate for Success. Each strategy box includes a brief description and a small icon.

NEMRA
NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVE ASSOCIATION

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



NEMRA26
Power Tomorrow, Today

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*



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.

