

INTERWIRE TRADE EXPOSITION



MEET INTERWIRE

Now in its 4th decade, INTERWIRE is the largest and longest running trade show for wire and cable in the Americas.

INTERWIRE showcases the proven innovations, triumphs, and best manufacturing practices defined by the global wire & cable manufacturing community.

In the 40 years since its debut, INTERWIRE consistently interests and excites new and returning participants from nearly 50 countries who meet to explore operating machinery, new services, supplies, and production techniques set out on the world stage.

MEET BUYERS & INFLUENCERS

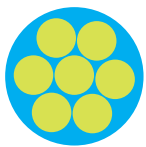
Know your audience. You'll greet company presidents; operations and plant managers; and procurement, quality assurance, research, and facility maintenance personnel, 90% of whom have purchasing influence over capital expenditures. INTERWIRE attendees are savvy, planning their visit to take full advantage of the marketplace and the chance for face-to-face dialog.

SELL MACHINERY & SUPPLIES

Wire and cable making machinery is introduced, reviewed, and sold at INTERWIRE. The biennial trade show—which features an ever-changing landscape of new exhibiting companies and product introductions—draws the attention of leaders throughout the global industry.

The biennial exposition coincides with the Wire Association International's 91st Annual Convention to deliver a timely look at advancements in each segment of the industry. Convention activities and educational programs round out the INTERWIRE experience.

LEARN MORE 



GEORGIA World Congress Center
EXHIBITS May 11 - 13 > 2021
CONFERENCE May 10 - 13 > 2021
INTERWIRE21.COM

“*INTERWIRE is such a great venue to meet with a concentration of customers and network with wire industry peers. Some talk about the expense of attending trade shows, I see it as an investment. Customer needs change quickly, this is another opportunity to remain ahead of their dynamic improvements.*”

David Ferraro, President | Carris Reels

“*I am always looking forward to the INTERWIRE show since it is the only trade show specific to our market in the USA. Great place to meet customers and leaders in our industry.*”

Constantine Grapsas, President | AIM Inc.

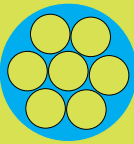


OFFICIAL PUBLICATION: **WIRE JOURNAL**
INTERNATIONAL



THE WIRE ASSOCIATION INTERNATIONAL, INC.
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HOW TO BUY A STAND



CONTRACT DEADLINE: **MARCH 10, 2020**

INTERWIRE POINTS MEETING: **MARCH 12, 2020**

2021

EXHIBITING DETAILS

BEFORE MARCH 12, 2020

Stand selection is governed by an official points system allowing companies with the highest accumulation of points from prior years of exhibiting to choose exhibit space first during the INTERWIRE Points Meeting on March 12, 2020. See points at www.interwire21.com

AFTER MARCH 12, 2020

Stand assignments are made on a first-come, first-served basis if licenses are accompanied by deposit.

WHO SHOULD EXHIBIT

Suppliers to and manufacturers of: wire; cable; and fastener, formed and fabricated wire products. Historically, exhibiting companies have represented all sectors of metal and fiber.

EXHIBIT DATES & HOURS

Exhibit move-in is scheduled on Monday, May 10, 2021. Straight-time labor and drayage charges apply.

Exhibits are open:

Tuesday, May 11 - 10:00 a.m.- 5:00 p.m.
Wednesday, May 12 - 10:00 a.m.- 5:00 p.m.
Thursday, May 13 - 10:00 a.m.- 3:00 p.m.

EVENT LOCATION

Georgia World Congress Center
285 Andrew Young Int'l Blvd. NW
Atlanta, Georgia 30313-1591
Tel.: (001) 404-223-4200
Fax: (001) 404-223-4211
Website: www.gwcc.com

SPACE RENTAL COST

\$17.50 USD per sq. ft. for exhibits 800 sq. ft. and larger
\$25.00 USD per sq. ft. for exhibits 100 sq. ft. up to 799 sq. ft.

SHOW CONTRACTOR

Shepard Exposition Services
1531 Carroll Dr. NW
Atlanta, GA 30318
Tel.: (001) 404-720-8600
Fax: (001) 404-720-8750

INTERNATIONAL PAVILIONS

WAI devotes pavilion space on the exhibit floor. China, Italy, and Austria are likely participants.

EXPOSITION OFFICES

For more information contact :
WAI Sales Department
71 Bradley Road
Madison, CT 06443-2662 USA
Tel.: (001) 203-453-2777, ext. 119 or 126
E-mail: bxeller@wirenet.org
or stimme@wirenet.org
Website: www.wirenet.org

THE MARKETPLACE

INTERWIRE offers three days of exhibits to showcase your products & services to the North American market.

FULLY SUPPORTED

Show management continues to work with allied organizations, supporting sponsors, and educational supporters to interest international participants.

Event news is communicated to *Wire Journal International* readers in 100 countries worldwide.

SHOW ORGANIZER

The Wire Association International, Inc., founded in 1930, is a worldwide technical society for wire and cable industry professionals dedicated to the promotion, collection, and dissemination of technical, manufacturing, and general business information and trends in the industry. WAI organizes events such as the Interwire and Wire Expo trade shows, technical workshops and symposiums, an online Industry Search and annual International Technical Conferences. Its publications and technical products include *Wire Journal International (WJI)* and the annual *WJI Reference Guide* as well as *HardWIRED* educational videos, webinars, and DVDs.



80%

Of attendees registered for the exhibits in 2019



47/39

Countries/U.S. states represented in 2019

RELATED HIGHLIGHTS

LIVE PRODUCTION SOLUTIONS DEMONSTRATIONS ON THE EXHIBIT FLOOR

SHOW-FLOOR THEATER > WAI'S 91ST ANNUAL CONVENTION > AREA PLANT TOURS >

FUNDAMENTALS OF WIRE MANUFACTURING COURSE > ALSO ASK ABOUT ADVERTISING & SPONSORSHIPS!



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