



WCISA[®]
*Wire and Cable Industry
Suppliers Association*[®]

1867 West Market Street
PO Box 5452
Akron, OH 44313 USA
Tel: +1 330 864 2122
Fax: +1 330 864 5298
E-mail: info@wcisaonline.org
Web Site: www.wcisaonline.org

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Re: **WCISA**[®] Survey Report – Wire Expo 2008

In June 2008, WCISA[®] sent a survey to its members regarding the Wire Expo 2008 trade show held in Pittsburgh, PA, USA, June 9-11, 2008. A total of 33 responses were received, and the results are as follows:

- Did you exhibit at Wire Expo 2008 in Pittsburgh? **Yes: 88%**, No: 12%
- Overall, considering your costs and efforts in Pittsburgh, were you satisfied with the Wire Expo 2008 trade show? Yes: 39%, **No: 46%**, No Answer: 15%
- Will you exhibit at future Wire Expo trade shows? **Yes: 55%**, No: 33%, No Answer: 12%
- Should WCISA endorse future Wire Expo events? Yes: 30%, **No: 60%**, No Answer: 10%
- Would you like to see future Wire Expo trade shows continued or eliminated? Continued: 42%, **Eliminated: 58%**

Of the respondents that did not exhibit (4), all of them voted **No** to the following question: Was Wire Expo 2008 a good trade show?

The survey also contained the following question: What suggestions/changes would you offer in order to improve future Wire Expo trade shows? Several responses to this were received, and they are presented below. Each bullet point represents one respondent, and I edited company names out, and some minor editing was done to improve clarity:

- The Activity at the show was very low inside the exhibition hall. Perhaps this show can be combined with another.
- Have Wire Expo combine with IWCS/Focus event for one annual show.
- Continue to move this small show around the country every other year. Possibly move the time to later in the year so it is not so close to Wire Düsseldorf.
- Eliminate Expo and concentrate on Interwire.
- To keep or not to keep was an overwhelming aisle topic. Why not just keep this survey exercise as a poll on whether to keep or drop Wire Expo? I vote to eliminate. If majority interest remains, then a serious look at how to give it a make-over would be warranted. But for now a straight yes or no might be the most logical way to first proceed.
- It was an excellent show for us. We see both customers and suppliers and it's also an opportunity for our sales people to get together with suppliers for additional product training. Pittsburgh is a great city for the show.
- The Show to us is regarded as a Regional Event, and we would consider not attending based on Market conditions. Of course, location also plays a role. The Expo could be a good tool to bring the Market to smaller venues with good customer density (Philadelphia, Charlotte, Dallas, Pittsburgh) or

perhaps to try a flier on something different (Vegas, Chicago) that might attract people looking for a destination event. During good times, we support either concept. The cost is not significant relative to Interwire, of course, so a modestly attended event with more social time for networking is fine with us relative to expense.

- I found the show to be very useful. It enabled me to see many existing customers and make contact with some new and potential customers. This will prove to be much less expensive than visiting all of the customers individually. We received some very important inquiries which we feel very strongly that the contacts made as a result of exhibiting in EXPO 2008 will result in orders in the future. As an exhibitor and WCISA member, I was very pleased with the turn out and the contacts I made. More importantly I had the opportunity to ask customers what they felt about Expo 2008. Universally they considered it a good and productive forum because they could visit all their potential suppliers in one place. In a tight economy this forum can be a big cost savings to our customers. Suppliers/exhibitors, of which I am one, are rarely satisfied with turn out, cost, and payback as a result of exhibiting, but we need not lose sight that we are there for our customers and not for ourselves. We all know that in a slow economy getting the most for every dollar spent is important. I believe very strongly that my money was well spent and will yield payback. I think we should work to continuously improve Expo to best serve our customers and continue to support this forum. Clearly there are areas which can be improved. I have personally suggested and written about combining Expo and InterWire with IWCS, Fasteners, Coil Winding and many other complimentary shows. Strengthening the product and providing more value to the customers will attract more people and the exhibitors will be pleased with the turn out.
- Get attendees, change locations. The show is getting smaller and smaller every year. They advertise the show as 350 exhibitors, when there are under 300.
- I answered as yes [to the question of exhibiting at future Wire Expos] in duress. I hate to say yes, but it is that old catch 22 that I do not want to be the only one within my market segment not there. Additionally, I support the trade association active within my industry, for better or worse. The show could be improved if it were consolidated with IWCS, but financially and politically that will be difficult to make happen, I imagine. With current demand and attendance, perhaps IWCS and Interwire is all this market can support. Perhaps we are good at that level. I would hate to consolidate the shows only to have a new one appear on the radar. If WICSA could garner support to establish and maintain support for only these shows within North America, vendors of this region could focus on efforts with other markets or market segments with that otherwise dedicated resources currently tied up with these poor value venues. I do not like the WAI idea to reduce Wire Expo to the tabletop show as it originally was. I think WAI needs to get out of the small to medium size trade shows, they should focus on making the one show, Interwire a good venue. I think this may be all they can handle. I would support the WAI chapters doing regional get-togethers as done in New England, perhaps the WAI can package that and take it on the road, but to make it a "Wire Expo", is a mistake and dilutes all other efforts.
- Our company situation relative to the Wire Industry is very unique. We have not been successful in the overseas trade shows, so we only exhibit state-side. And, without traveling sales reps, the Wire Shows represent our best exposure opportunity. Since our position is unique, I am abstaining from the endorsement vote. The option of having the off-year show be based on local chapters is intriguing.
- It is not hard to be satisfied if your expectations are not great. It was a short trip for us by car. The industry in North America is suffering for many reasons and to judge this show in the current slump does not seem to be in the best interest of the industry. Perhaps the timing of the show could warrant consideration. For us it is too close to the show in Germany, especially if you send your freight home by ship.
- Wire Expo should not be eliminated nor continued under the same format. WCISA should not endorse this event unless changes are made. The Expo is becoming a regional event and participants should recognize that. With the cost of traveling ever increasing these events will become more regional. Smaller venues and consider making it a two day exhibition. Pittsburgh and

Cleveland happen to be good areas for our company, so we do see many of our customers and prospective customers there.

- Better locations, more of a destination (Vegas, Orlando or New Orleans).
- WCISA and The Wire Association should join forces and put on one event per year.
- One of the main problems with Wire Expo is the poor locations. In addition, our company also attends Fabtech and Casmi. I would recommend Wire Expo combine with Fabtech, if possible.
- Convention center and format was good. Traffic from current customers and potential new leads was very weak. Outcome did not justify expenses incurred. Wire Expo has become a trade show in which exhibiting companies support but do not benefit with increases sales growth. We would consider eliminating this show from the budget. Interwire should continue with Dusseldorf as well.

WCISA is a nonprofit corporate membership organization of North American-based suppliers of machinery, materials and accessories used for making all type of wire and cable. WCISA's mission is to promote its member's products and services by providing its members with representation, networking/social opportunities and services at wire and cable trade events and conferences.

For a complete list of WCISA members and their products and services as well as WCISA activities, visit www.wcisaonline.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael J. McNulty". The signature is stylized and cursive, with a large initial "M" and "J".

Michael J. McNulty,
WCISA Executive Director