



# NECA 2021 NASHVILLE

**NECA CONVENTION AND TRADE SHOW**

**October 9–12, 2021**

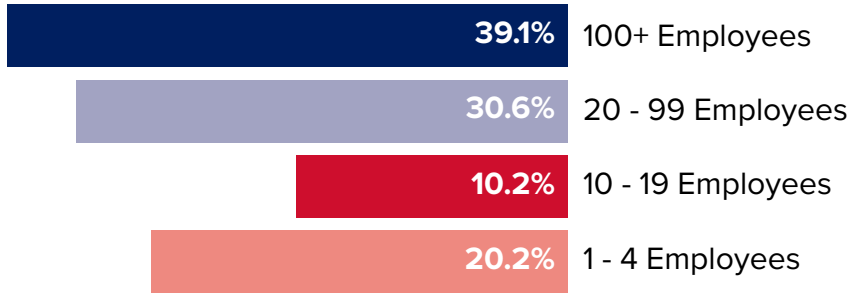
**Music City Center • Nashville, TN**



*Presented by the National Electrical Contractors Association*

# DID YOU KNOW?

The NECA Convention has solutions for every business size



Source: 2019 Registration Statistics

“I have attended every convention since 1993. From each and every convention I have attended, I have taken away at least one thing to apply to my business that has more than paid for the cost of the convention. Sometimes it was a new tool or new type of innovative material that I saw on the convention floor. Sometimes it was an idea from a seminar that I attended. For the life of me, I can’t understand why all contractors don’t attend every year.”

—Phil Rose, President, Roman Electric Company

**9 out of 10**  
Very Likely or  
Likely to purchase  
a new product or  
service seen at the  
NECA Show



**8 out of 10**  
firms plan to train  
key personnel



Attendees come from all **50** states and  
**22** countries.



**70+**  
hours of education  
are available to  
attendees

**99%**  
attendees ranked  
NECA 2019 as  
*Excellent* or *Very  
Good* (up 10% over  
2018)

# THE NECA SHOW BY THE NUMBERS

The NECA Show will prepare you for the future of the electrical construction industry. You'll find a wide range of free education on the trade show floor with sessions on everything from leadership to growing your business to the latest innovations. Learn from the experts, see and touch the newest products and services and plan for tomorrow. This is the place to learn how electrical professional's work is changing.



**1000s**  
of products and  
innovations



**30+**  
opportunities  
for learning



**185+**  
Showstopper  
Showcase  
entries



**100s**  
of industry  
experts



**250+**  
electrical  
industry  
exhibitors

**“A number of years ago, I came across a service that ended up saving us hundreds of thousands of dollars. You can't go wrong attending the NECA Show!”**

—Victor Salerno, O'Connell Electric Company, Inc.

# NECA EDUCATION

## PRECONVENTION WORKSHOPS

*In-depth education on the topics you need most.*

Each year, NECA offers in-depth workshops before the start of the Convention that take a deep dive on the topics you need most. From communications to leadership to safety these classes provide you with the tools you need to be successful.

*Preconvention workshops are an add-on to your NECA Convention experience and require a separate registration.*

## CONVENTION EDUCATION

*Lessons learned. Best practices. Leading for tomorrow.*

With dynamic speakers from across the globe and electrical professionals just like you, the NECA Convention will challenge the way you think, help you improve your processes and help you build a brighter future for you and your company.

**The full schedule of educational sessions and descriptions will be available at [necaconvention.org](http://necaconvention.org).**





“I attend the NECA convention for the educational opportunities and networking with peers. The speakers provide motivation for your business and personal success and the Convention offers a relaxed place where NECA contractors can sit and discuss problem issues without the pressures of being at the office.”

—Steve Sauer, Erickson Electric Company, Inc.



# TRADE SHOW EDUCATION

## Leadership Workshops

The process for becoming a better leader never stops! To help all attendees grow their skills, a slate of leadership sessions will be presented on the show floor.

## Technology Workshops

Before you can blink, the next technology solution that can save your business time and money will be here. Innovative exhibitors and industry experts will bring you the technology you need to stay ahead.

## Construction Solutions Workshops

Every problem has at least one—if not hundreds—of possible solutions. These sessions will get you thinking, present new ideas and help you find solutions to the most common electrical contracting problems.

**Trade Show Education sessions will be held throughout the NECA Show, right on the show floor. All attendees are welcome.**



## Monday General Session

### John Rich

Country Music Star, Entrepreneur  
Monday, October 11 • 10:00–11:30 am

John Rich's ability to capture the American zeitgeist in song has made him one of the most successful and prolific entertainers in the music business today. Today, Rich is applying his talents to his latest venture, a lifestyle brand called Redneck Riviera that launched in 2014 with an apparel line geared to what he dubs the "Red, White, Blue and Rowdy" crowd. Join Rich for a candid Q&A and an exclusive performance to kick off the day at NECA 2021 Nashville.



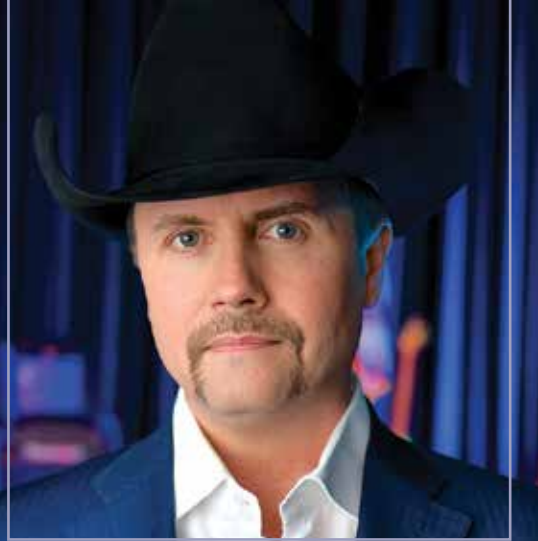
## Opening General Session

### Archie Manning

Former NFL Player, Philanthropist,  
Entrepreneur  
Sunday, October 10 • 10:15–11:30 am

Archie Manning is recognized as an ambassador of goodwill and a molder of people. During his 14-year NFL career, he set most Saints passing records, played in two Pro Bowls, and was the NFC's most valuable player in 1978. You will be inspired by his story, sense of humor, warm personality and drive.

Photo courtesy Fox & Friends



## Closing General Session

### Daymond John

Founder of FUBU, Star of Shark Tank  
Tuesday, October 12 • 1:15–2:30 pm

From his successful role on ABC's smash hit, Shark Tank, to his status as a Presidential Ambassador for Global Entrepreneurship, Daymond John has become globally recognized for his commitment to promoting and supporting entrepreneurs. Join us as he shares his goal-setting and achievement strategies so you can make positive changes in all areas of your life!

Monday General Session

## NECA Project Excellence Awards

Monday, October 11 • 10:00–11:30 am

In 2020, 18 companies were recognized as winners of the third annual NECA Project Excellence Awards. These awards are an acknowledgment of the extraordinary work performed throughout the year by NECA contractors in 12 different project categories. Make sure to visit [www.necapea.com](http://www.necapea.com) to view all of the winners.



Closing Celebration

## The ALL-STAR JAM

featuring Don Felder, Steve Augeri and Eddie Montgomery

Tuesday, October 12 • Doors: 7:00, Music 8:15

The All-Star Jam features Don Felder, former lead guitarist of the Eagles, Steve Augeri, former Journey lead vocalist, and Eddie Montgomery, of country duo Montgomery Gentry, all backed by the house band Sixwire. This high-energy show will be packed with your favorite classic rock and country hits, with each special guest performing greatest hits and favorite covers. It's a party from start to finish!

Photo: Silver Oak Winery, Joe Lunnardi/Electric Inc., Santa Rosa, CA



Opening Reception

## Down Home Reunion

Saturday, October 9 • 7:30–9:30 pm  
Milwaukee Tool Afterparty • 9:30–10:30

Put on your cowboy boots and don't forget your hat because we're headed down to Broadway—the Heart of Nashville—for a Welcome Reception at the iconic Wildhorse Saloon and brand new One Fourteen! Begin your evening on 2nd Ave. with a full street party, live country music, carnival games and delicious street treats. Join the Milwaukee Tool Shed Band at the Wildhorse Saloon or head to One Fourteen to discover intimate performances, listen to the classics or taste a little whiskey or moonshine.



# NECA NASHVILLE HYBRID EVENT



Some of the things that 2020 taught us are that our members like to learn in different ways and not everyone is able to travel to attend programs. In light of that, we're excited to offer new virtual and hybrid options for NECA 2021 Nashville!

At a NECA Convention it has never been possible to take advantage of *everything*. With multiple education sessions running at once, trying to get around the trade show floor, and catching up with other NECA members, you always miss something. NECA 2020 Live brought us closer to providing you with everything and we're excited to make **ALL** of NECA 2021 Nashville available in a hybrid format so you can get the best of Nashville live and in person **AND** ensure you don't miss anything by catching up virtually.



# VIRTUAL TRADE SHOW

There's more to attending NECA 2021 Nashville virtually than education and speakers. It's also about conducting business. You need products, services and integrated technology solutions to keep your business as efficient and profitable as possible. NECA hosts the best exhibit hall in the industry, and that remains true virtually!

*On the NECA 2021 Nashville virtual show floor, you will be able to:*

- Attend education classes
- See new product demonstrations by exhibitors
- Peruse the Showstopper Showcase
- Interact with exhibiting company representatives
- Make appointments to discuss your specific business needs with vendors
- Chat with others through text or video
- Download product info into a digital briefcase
- Learn about integrated technology that will streamline your business
- Enter for a chance to win big prizes
- Share your opinions in our annual survey

Exhibitors Index
3M
ABB
Agora Systems, Inc.
American Linear Lighting
American Technical Publishers
AnchoRock Safety Software
Austin Lane Technologies, Inc.
Autodesk Construction Cloud
BICSi
Bluebeam, Inc.
Border States Electric
BulldOps





Photo courtesy Jake Matthews, Nashville Convention & Visitors Corp.



# SCHEDULE OF EVENTS

## THURSDAY, OCTOBER 7

6:00 pm

Academy of Electrical Contracting Reception

## FRIDAY, OCTOBER 8

7:30 am–5:00 pm

Registration

9:00 am

Academy of Electrical Contracting Meeting

## SATURDAY, OCTOBER 9

7:00 am–5:00 pm

Registration

7:00 am–8:00 am

District 10 Breakfast

8:00 am–9:00 am

Board of Governors Breakfast

9:00 am–12:00 pm

Board of Governors Meeting

1:30 pm–3:30 pm

ELECTRI International Electrical Contracting  
Innovation Challenge

3:30 pm–5:00 pm

Business Development Seminar

7:00 pm–7:30 pm

NECAPAC Reception

7:30 pm–9:30 pm

Opening Reception at Wildhorse Saloon

9:30 pm–10:30 pm

Afterparty sponsored by Milwaukee Tool

## SUNDAY, OCTOBER 10

7:30 am–5:30 pm

Registration

8:00 am–9:50 am

Convention Education

10:15 am–11:30 am  
10:30 am–5:00 pm  
11:30 am–5:00 pm  
1:00 pm–2:30 pm

Opening General Session  
Showstopper Showcase  
NECA Show/Education Workshops  
ELECTRI Council Meeting

## MONDAY, OCTOBER 11

7:30 am–4:00 pm  
8:00 am–9:50 am  
10:00 am–11:30 am  
10:30 am–4:00 pm  
11:30 am–4:00 pm  
2:00 pm–4:00 pm  
4:00 pm–5:00 pm  
5:30 pm–7:00 pm

Registration  
Convention Education  
General Session  
Showstopper Showcase  
NECA Show/Education Workshops  
WIN Roundtable  
WIN & Future Leaders Reception (invitation only)  
ELECTRI International Reception (invitation only)

## TUESDAY, OCTOBER 12

7:30 am–1:00 pm  
8:00 am–8:50 am  
8:00 am–1:00 pm  
9:00 am–1:00 pm  
1:15 pm–2:30 pm  
7:00 pm

Registration  
Convention Education  
Showstopper Showcase  
NECA Show/Education Workshops  
Closing General Session  
Closing Celebration (doors open at 7, music at 8:15)

*schedule subject to change*



# NECA SHOW: THE INDUSTRY SOLUTION CENTER



The **NECA Show** has evolved into the event for **Power, Light, Energy and Communication Technology**. It is the largest show in North America, and we're still growing. Electrical professionals will find solutions for the shop, the office, or the jobsite by:

- Talking with company execs from **250+ exhibitors**
- Attending any of the **trade show education** workshops: Construction Solutions, Technology and Leadership
- Visiting the **Showstopper Showcase** (newest products) sponsored by ELECTRICAL CONTRACTOR magazine to see what's been introduced in the market within the last 12 months
- Learning how to streamline your company in the **NECA Innovation Zone**.
- Enjoying Nashville tunes in the **Songbird Café** sponsored by **Schneider Electric**
- Catching up with friends in the **NECA Sports Zone** sponsored by **Southwire**

## NECA Show hours:

Sunday, October 10	11:30am – 5:00pm
Monday, October 11	11:30am – 4:00pm
Tuesday, October 12	9:00am – 1:00pm

# EXHIBITOR LIST

## 3M

## ABB

Adrian Steel Company  
Agora Systems, Inc.  
AIDA Corporation  
Alliant Insurance Services  
American Conduit  
American Polywater Corporation  
American Technical Publishers, Inc.  
Amprobe  
Applied Software  
Arlington Industries  
Atkore  
Austin Lane Technologies, Inc  
Autodesk Construction Cloud  
B&B Technology, Inc.  
BD ELECTRICAL  
Border States  
Brady Corporation  
BREX Lighting  
**Buckingham Mfg.**  
BuildOps  
Bulldog Manufacturing LLC  
Burndy  
CAB (Cambria County Association  
for the Blind and Handicapped)  
Candels Estimating & Training  
Cerro Wire LLC  
Chalfant Manufacturing Company  
CMiC  
COINS  
Conest Software Systems  
Construction Financial Management  
Association (CFMA)  
Contractors Choice Inc.  
Corellian Software

Crescent Electric Supply

Current Tools, Inc.

DADO

## Day & Night Solar

DeepHow

DEWALT

EAE USA

Eaton

ECM Industries

ELECTRI International

Electrical Contractor Magazine

Electrical Safety Foundation Intl.  
(ESFI)

Electrical Training Alliance formerly  
the NJATC

Electri-Flex Company

Emerald Transformer

Emergent Safety Supply

Empire Level

Energy Storage & Microgrid Training  
& Certification - ESAMTAC

Enespro, PPE

Estimating 101

EZ Electrical System Solutions, LLC

Faster and Better Products Inc.

## Federated Insurance

Ferret Tools

FLIR

Fluke Corporation

Foundation Software

FSR, Inc.

Functional Devices, Inc.

Gexpro

GlenGuard

Granite Industries

## Graybar

## Greenlee Tools, Inc.

GTP Services, LLC

Hammond Power Solutions

Harger Lightning & Grounding

Harness Software

Hilti

Ideal Electrical

Illumagear, Inc

IML North America

Intermatic Incorporated

IPL MacroTrac

iTOOLco

Jameson, LLC

JCL Energy

Klein Tools, Inc.

KNIPLEX Tools LP

Kolbi Pipe Marker Co.

L.H. Dottie Company

LaborChart

Lakeland Industries

Leica Geosystems

LENOX TOOLS

Leviton Mfg. Co., Inc.

Lind Equipment

Little Giant Ladder Systems

LPB - A Division of ReCon

Maddox Industrial Transformer, LLC

Mag Daddy LLC

Manufactor/VIZZ

Material Management Software, Inc.

MB Metal Technologies LLC

McCormick Systems, Inc.

Miller Safety Consultants

## Milwaukee Tool

Miro Industries Inc

Modular Power Solutions (MPS)

Morris Products, Inc

Mount Vernon Mills

Msuite

National Real Estate Advisors

NECA Member Services

Nehrwess, Inc.

NFPA (National Fire Protection  
Association)

Orbit Industries, Inc.

OTEX Protective

Panduit Corp.

Patriot Industries

Penn Aluminum International LLC

Phoenix Support Systems

Pinnacle Infotech Inc.

Platt Electric Supply, Inc.

Power Prefab

Power Quality Professionals

PRIMEX

Prize Booth - NECA

## Procore

Prophix Software

Protec Equipment Resources

Regal Ideas/Telesteps

Resa Power

Rexel, Inc.

Rosendin Electric

## Schneider Electric

ServiceTrade

Siemens Industry, Inc.

simPRO Software

Snake Tray

Sonepar USA

Songbird Café

## Southwire

SP Products

Specified Technologies, Inc.

Spectar

Stanley X

Surehand, Inc.

T & R Electric Supply

T&D Powerskills

ToolWatch Corp.

Trimble

Tyndale Company

U-Mark, Inc.

## United Rentals

VFC Lightning Protection

Visit Austin

Voltec Power & Lighting

Wago Corporation

WEICON GmbH & Co. KG

WESCO-Anixter

Western Tube, a division of  
Zekelman Industries

Westex: A Milliken Brand

Wheatland Tube, a division of  
Zekelman Industries

Work Force Pro



Premier Partners in **RED**



## NECA Gives Back

NECA is teaming up with Folds of Honor this year. This organization exists to provide scholarships to spouses and children of America's fallen and disabled service members. The Silent Auction is back and we ask that you open your hearts and your wallets for this important mission.

*"I wear the Folds of Honor because I'm a Proud American. I love this country and I know that we have everything great in this country because of our veterans and our active duty. God Bless America. God Bless Folds of Honor."*

—John Rich



## Pause for Paws

Did you know research has shown that simply petting a dog lowers the stress hormone cortisol, while the social interaction between people and their dogs actually increases levels of the feel-good hormone? The "Pause for Paws" project on the show floor helps contractors have a little fun with puppies and small dogs while helping NECA give back to a Nashville area animal shelter. Many thanks to Graybar for sponsoring this popular event.



## Apprentice Appreciation Day

Apprentices, training directors and instructors are invited to attend NECA Apprentice Appreciation Day. We have planned a special program for apprentices working at all levels of electrical construction from first year to fifth year featuring top-notch speakers Ron Bailey and Nic Bittle.

Following the program, all participants can visit the NECA Show floor for FREE, including all of the education on the Show Floor!

## CUSTOMIZE YOUR EXPERIENCE WITH A LA CARTE AND WEEKEND PACKAGES!

We're making it easier than ever to access education, networking and the new products and technologies you need to help your business grow. In addition to full Convention registration, NECA members can choose a weekend package that encompasses a range of offerings. Also, members and nonmembers alike can fully customize their time with the a la carte menu!

### Weekend Package (NECA members only)

Saturday and Sunday events, including Opening General Session, Opening Reception, Convention Education, NECA Show, Trade Show Education, Showstopper Showcase, lunch on the Show floor and Daily Prize Drawing Tickets **\$650**

### A La Carte

- Preconvention Workshops **Workshop prices vary**
- Convention Education (all three days) **\$675**
- NECA Show only (includes Trade Show Education and Showstopper Showcase) **\$100**
- Lunch on the NECA Show floor (per day) **\$30**
- Opening Reception and Closing Celebration tickets sold on site (*limited availability*)



## REGISTERING FOR NECA 2021 NASHVILLE: IT MAKES PERFECT BUSINESS SENSE

Where else can you participate in educational sessions geared to the needs of NECA contractors, connect with manufacturers and service providers you rely on, and meet up with your fellow contractors? Only at NECA 2021 Nashville. You get all that information and face-to-face networking in just three days, meaning fewer days out of the office, lower travel costs and immediate results ... at a savings of more than \$1,000!

### Member registration fee for NECA 2021 Nashville includes:

Business Development Seminar	\$145 value
1,750 minutes of Convention Education sessions	\$700 value
Online Streaming of Convention Education sessions	\$700 value
Three lunches on the NECA Show floor	\$90 value
Opening Reception with heavy hors d'oeuvres and beverages	\$350 value
Closing Celebration	\$235 value
Three General Sessions	\$365 value
14 hours of exclusive NECA Show access	\$250 value
1,800 minutes of workshops on the NECA Show floor	\$105 value

<b>Full member registration</b>	<b>\$1,280</b>
Value of NECA 2021 Nashville	\$2,940
<b>Member savings</b>	<b>\$1,660</b>

# HEALTH & SAFETY

NECA National's Legal, Risk Management and Safety teams are involved with Meetings and Convention as we continue to monitor the pandemic and plan for a safe and successful Convention and other live events and conferences.

Our commitment to safe and healthy travel will not wane. For example, with regard to Convention, we will maintain consistent communication with the City of Nashville and our destination partners to solicit regular updates on changes to pandemic health and safety protocols. At a minimum we will be in compliance with local safety protocols.

We will work with onsite partners to properly utilize space, particularly outdoor facilities, so as to maximize ability for social distancing. We will rely on Legal, Safety and Risk Management to consistently update CDC and TSA travel and pandemic related health and safety information.

We will create a "Know Before You Go" guide for our convention and meetings. Moving forward, this guide will have a pandemic section for attendees to assist in planning and decision-making for our events.

Travel and live meetings during the current pandemic may not be for everyone, and there is simply no way to eliminate all risk. However, rest assured that NECA National is taking the health and safety of its attendees very seriously, and our commitment to mitigating risk is a priority for the organization.





# NECA 2021 HOUSING

- 1 AC Hotel by Marriott Nashville Downtown  
410 Rep. John Lewis Way S.
- 2 Grand Hyatt Nashville  
1000 Broadway
- 3 Hilton Nashville Downtown  
121 4th Avenue S.
- 4 JW Marriott Nashville  
201 8th Avenue S.
- 5 Omni Nashville  
250 Rep. John Lewis Way S.
- 6 Renaissance Nashville Hotel  
611 Commerce St.
- 7 Sheraton Grand Nashville Downtown  
623 Union St.
- 8 The Westin Nashville  
807 Clark Pl.



**NECA Registration & Housing: CMR**  
1-800-368-6322  
1-415-979-2291 International

A fee will apply for rooms not booked through CMR.

## FEES

### EARLY REGISTRATION (ON OR BEFORE AUGUST 31, 2021)

	REGISTRANT	SPOUSE	VIRTUAL ONLY
Member	\$1,280	\$665	\$250
Non-member	\$1,950	\$1,950	\$450

### REGULAR REGISTRATION (BEGINNING SEPTEMBER 1, 2021)

	REGISTRANT	SPOUSE	VIRTUAL ONLY
Member	\$1,480	\$865	\$300
Non-member	\$1,950	\$1,950	\$500

Full Convention registration includes: Opening Reception, Convention Education, Trade Show Education, NECA Show, lunch all three days of the NECA Show, admittance to General Sessions and Closing Celebration.

Full Convention registration includes online streaming of select Convention Education courses.

Registering for the Full Convention also entitles you to admission to the NECA Show all three days as well as any of the Convention Education sessions at no additional charge.

### REGISTERING CHILDREN

Registration for children attending the NECA Show must be completed online. Children may visit the NECA Show floor all three days, but must be registered and accompanied by a responsible adult at all times.

### CHILD PRICING

Child 16+	\$455
Child 7–15	\$100
Child 6 and under	\$0

For more information visit [NECAconvention.org](https://NECAconvention.org)

# REGISTRATION, PAYMENT AND CANCELLATION INFORMATION



All registrations must be made online at [www.necaconvention.org](http://www.necaconvention.org) or by telephone (1-800-368-6322).

Course availability is based on number of registrants.

**For registration support or assistance contact:**

**NECA Registration & Housing  
c/o Convention Management Resources  
639 Isbell Road, Suite 330  
Reno, NV 89509  
1-800-368-6322 tel • 1-415-293-4745 fax  
<https://reg.cmrus.com/necaannual/support.aspx>**

**Cancellation policy:** Cancellations in this section refer to the cancellation of the registration in its entirety.

- Cancellations received on or before **August 31, 2021** will receive a full registration refund.
- All full meeting, weekend packages, and Convention Education registration (including individual guest registrations) cancellations received between **September 1 and September 22, 2021** will be refunded in full minus \$100 processing fee.
- Paid NECA Show cancellations (main attendee and individual guests) received between **September 1 and September 22, 2021** will be refunded minus \$50.00 processing fee.
- Cancellations received after **September 22, 2021** will not be refunded.

Cancellations must be made in writing via email [necasupport@cmrus.com](mailto:necasupport@cmrus.com) or fax to **415-293-4745, Attn: NECA Registration.**

**Refunds:** Check refunds will be issued six to eight weeks after the convention date. Refunds will **NOT** be issued for cancellations received after **September 22, 2021**. Credit card refunds will be processed within six to eight weeks after receiving the cancellation.

**No-Shows:** Refunds will **NOT** be issued to participants who do not attend the Convention and do not cancel their registration by **September 22, 2021**.

# QUICK FACTS

**What to wear:** business casual, comfortable shoes recommended

**Opening Reception:** Wildhorse Saloon/One Fourteen; serving heavy hors d'oeuvres, open bars; casual attire

**Closing Celebration:** Music City Center; casual attire; open bars

**Airport:** Nashville International Airport

**Convention Center:** Music City Center



Photo courtesy Wolf Hoffmann/Nashville Convention & Visitors Corp.

## NECA Premier Partners





**MARK YOUR CALENDAR FOR OCTOBER 9–12!**

Registration opens July 14, 2021  
Early registration ends August 31, 2021



1201 Pennsylvania Ave. NW, Suite 1200  
Washington, DC 20004  
[www.necaconvention.org](http://www.necaconvention.org)

For a full schedule of events, visit  
[www.necaconvention.org](http://www.necaconvention.org)