



NECA 2024 SAN DIEGO

September 28–October 1, 2024
San Diego Convention Center



Education

NECA 2024 San Diego

“The NECA Convention education sessions are invaluable for electrical contractors. Attendees cannot help but get something from the variety of session topics. The importance of a fresh take on a known topic or exploring a new one cannot be overstated as we try to stay relevant in the ever-changing electrical contracting industry.”

—Mark Melton
Melton Electrical &
Structured Cabling

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.



Choose a track. Or try them all! The choice is yours.

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 & INNOVATION 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 will be held right on the show floor. All attendees are welcome!





Opening General Session

RORKE DENVER

Navy Seal Commander, *New York Times*
Bestselling Author
Sunday, September 29 • 10:00–11:30 am

Commander Rorke T. Denver has run every phase of training for the U.S. Navy SEALs and led special-forces missions in the Middle East, Africa, Latin America, and other international hot spots. He starred in the hit film *Act of Valor*, which is based on true SEAL adventures. His *New York Times* bestseller, *Damn Few: Making the Modern SEAL Warrior*, takes you inside his personal story and the fascinating, demanding SEAL training program. In his second book *Worth Dying For: A Navy SEALs Call to a Nation*, Rorke tackles the questions that have emerged about America's past decade at war—from what makes a hero to why we fight and what it does to us.

Monday General Session

KATIE LEDECKY

Olympic Champion Swimmer—10x Olympic Medalist, 21x World Champion, 14x World Record Breaker
Monday, September 30 • 10:00–11:30 am

One of the most dominant athletes the world has seen and among the most celebrated of her generation, Katie Ledecky is a 10-time Olympic medalist and 19-time World Champion—the most of any female swimmer. A record-shattering, history-making athlete, she has reached undeniable “GOAT” status. Katie became the most-decorated U.S. female athlete for a second consecutive Olympics when she won four medals at the 2020 Tokyo Olympics, making history by winning the gold in the first-ever women's 1500-meter freestyle, and becoming the first to three-peat in the 800-meter freestyle. Four years prior, at the 2016 Rio Olympics, she broke two world records while winning four gold medals and one silver medal, becoming the most successful U.S. female athlete ever at a single Olympics. Her Olympic legend began at the 2012 London Olympic Games, where she was the youngest U.S. athlete at just 15 years old. Showing confidence and maturity beyond her years, she delivered a win in the 800-meter freestyle race, beating out a field of more experienced competitors by four seconds to win her first gold medal.



Closing General Session

ROCCO MEDIATE

Professional Golfer
Tuesday, October 1 • 1:15–2:30 pm

Rocco Mediate began his golf career at Florida Southern College, where he and his close friend, PGA Tour professional Lee Janzen, helped lead Florida Southern to the 1985 Division II national team championship. In 1985, Rocco turned professional. With his golfing career marred by back trouble, he compensated early on by using a long putter. In 1991 he became the first player to win on the PGA Tour using a long putter when he won the Doral-Ryder Open. Rocco has won six PGA Tour and four PGA Tour Champions events, earning over \$23 million dollars. In 2016, Rocco won the Senior PGA Championship. He has been featured in the top 20 of the Official World Golf Rankings and considered to be one of the best putters in golf.

Monday General Session

PROJECT EXCELLENCE AWARDS

Monday, September 30 • 10:00–11:30 am

Join us on Monday to honor the recipients of the seventh annual NECA Project Excellence Awards. These awards are an acknowledgement of the extraordinary work performed throughout the country in 2023 by NECA contractors. Spanning across 13 different project categories, this program continues to grow each year. Last year boasted a record-breaking number of 113 applications and 17 NECA contractor winners. Visit www.necapea.com to view a gallery of all of the winners.

(Photo: Esports Park at Butler University, Electric Plus, Avon, IN, 2023 Educational Project Over \$1 Million entry)



Opening Reception

DANCING IN THE STREETS!

Saturday, September 28 • San Diego's Gaslamp Quarter
7:00–9:00 pm • After Party 9:00–10:00 pm

Catch up with old friends and make new ones in San Diego's famed Gaslamp Quarter as we go Dancing in the Streets! Enjoy food and drink from a wide variety of restaurants and take part in interactive games located around the historic area.

The hub of the party will be the Electric Avenue stage where the Milwaukee Tool Shed Band will play their signature party music all evening.

The Gaslamp Quarter is located directly across from the San Diego Convention Center and within walking distance to many of NECA's hotels which makes it the perfect place to spend your evening dancing the night away!

Closing Celebration

ANCHORS AWEIGH

featuring **KOOL & THE GANG**

Tuesday, October 1 • USS Midway
Doors: 7:00 pm, Music: 8:15 pm

Welcome aboard the USS Midway for a celebration to remember! Your adventure begins as you step into Naval history, following in the footsteps of the 220,000 sailors who served aboard this warship.

Get in the groove on the flight deck with the legendary band **Kool & the Gang!** Party to their number 1 song "Celebration" plus chart-toppers "Ladies Night," "Cherish," and more.

Explore the Midway from pilot house to engine room! Sit in the cockpits of the aircraft Naval aviators flew during the ship's deployments, don your captain's hat and head topside, or visit the engineering spaces below decks. Veteran docents, many of whom served aboard Midway, will be available to answer your questions. Head to the hangar deck and take a ride in a flight simulator for some white-knuckled excitement!

There's something for everyone here, and your adventure aboard USS Midway will be the perfect ending to NECA 2024 San Diego!



APPRENTICE APPRECIATION DAY

Sunday, September 29

Join nearly 1,000 apprentices for the NECA Apprentice Appreciation Day at NECA 2024 San Diego! We have planned a special program for apprentices working at all levels of electrical construction from first year to fifth year. Following the workshop, all participants can visit the NECA Show floor, FREE!



Program highlights:

Speakers include:

- **Jeremy Abrams**, Business Manager, IBEW Union Local 569
- **Kevin Johnson**, Director/CFO, Electrical Training Institute San Diego & Imperial Counties
- **Andy Berg**, Executive Director, San Diego Chapter, NECA
- **Todd Stafford**, Executive Director, electrical training ALLIANCE
- **Steve Richman**, Brand President, Milwaukee Tool

Moderator: **Pete Mastrorocco**, Senior Vice President Education, Events & Partnerships, NECA

Apprentice Success Story

Keynote: Leadership for Apprentices

- **Ron Bailey**, Senior Vice President, Industry Development

Lunch

Apprentices visit the Trade Show Floor

Lunch sponsored by



Schedule/speakers subject to change



NECA Gives Back

The goal of the NECA Adopt-a-School program is supporting children, teachers and their communities. By promoting the electrical industry and helping schools in need, we can support the future of NECA and grow our workforce, all at the same time. This year, NECA **Adopt-a-School** will focus on a San Diego-area school that could use a little extra help. The Silent Auction will be back with sports memorabilia, exotic trips, fine wine and liquor packages, jewelry and more.

Pause for Paws

It's a proven fact that petting an animal can lower stress. The social interaction between people and their pets increases levels of the feel-good hormone, cortisol. Indulge in some puppy love and stress relief at the **Pause for Paws** petting park on the NECA show floor. Every moment spent with these furry companions not only brings happiness but also supports a worthy cause—a San Diego area animal rescue dedicated to making a difference in the lives of animals.



Visit the Sails Pavilion

Considered the center's most iconic space, the Sails Pavilion is one of a kind. Grab your lunch, visit the new **Emerging Innovation Hub: A Product Demonstration Area** and learn more about the latest products in the electrical field. Catch up with colleagues and enjoy a drink at the Sails Café, challenge yourself in the escape room, and stop by the NECA family of booths, including the NECA booth, NECAPAC, ELECTRI International, and the Innovation Podcast booth. Open during NECA Show hours, this space is the perfect complement to our exhibit hall.

Schedule of Events

FRIDAY, SEPTEMBER 27

7:30 am–5:00 pm

Registration

Preconvention Workshops

SATURDAY, SEPTEMBER 28

7:00 am–5:00 pm

Registration

Preconvention Workshops

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

6:30 pm–7:00 pm

NECAPAC Reception (*invitation only*)

6:30 pm–7:00 pm

Innovation Institute Reception (*invitation only*)

7:00 pm–9:00 pm

Gaslamp Quarter Street Party

9:00 pm–10:00 pm

After Party

SUNDAY, SEPTEMBER 29

7:30 am–5:00 pm

Registration

8:00 am–9:50 am

Convention Education

10:00 am–11:30 am

Opening General Session

10:30 am–5:00 pm

Showstopper Showcase

11:30 am–5:00 pm

NECA Show/Education Workshops

5:30 pm–7:00 pm

Academy Reception (*invitation only*)



MONDAY, SEPTEMBER 30

7:30 am–4:00 pm	Registration
8:00 am–9:50 am	Convention Education
10:00 am–11:30 am	General Session
10:30 am–4:00 pm	Showstopper Showcase
11:30 am–4:00 pm	NECA Show/Education Workshops
2:00 pm–4:00 pm	Women in NECA (WIN) Roundtable
4:00 pm–5:00 pm	WIN & Future Leaders Reception (<i>invitation only</i>)
5:30 pm–7:00 pm	ELECTRI International Reception (<i>invitation only</i>)

TUESDAY, OCTOBER 1

7:30 am–1:00 pm	Registration
8:00 am–8:50 am	Convention Education
8:00 am–1:00 pm	Showstopper Showcase
9:00 am–1:00 pm	NECA Show/Education Workshops
1:15 pm–2:30 pm	Closing General Session
7:00 pm	Closing Celebration at USS Midway with Kool & the Gang (doors open at 7, music at 8:15)



THE NECA SHOW: YOUR INDUSTRY SOLUTION CENTER



Still the undisputed leader in the electrical construction industry, the NECA Show continues to grow. The NECA Show puts you face-to-face with manufacturer execs so you can discuss your specific needs for the jobsite, shop, or office. Our goal is to provide the products and services electrical professionals need to stay competitive in the marketplace.

The NECA Show floor is an interactive classroom. This is the place to test new products and learn about solutions that will drive efficiencies and better results.

- Talk with company execs from 350+ exhibitors (now over 100,000 square feet of booths filled with thousands of products and services covering all aspects of the growing electrical construction industry.)
- Attend any of the 36 trade show education workshops: Construction Solutions, Technology and Leadership
- Visit the Showstopper Showcase (newest products) sponsored by ELECTRICAL CONTRACTOR magazine to see what's been introduced in the market within the last 12 months
- Your opinion counts. Stop by the NECA Survey booth and help us continue to improve your convention experience. Who knows? You might even win cash and prizes!
- Relax and listen to cool tunes in the Songbird Café
- Stay on top of the games in the NECA Sports Zone
- Take a break with the puppies at Pause for Paws

NECA Show hours:

Sunday, September 29
Monday, September 30
Tuesday, October 1

11:30am–5:00pm
11:30am–4:00pm
9:00am–1:00pm

Exhibitor List

Exhibitor list as of January 24, 2024

Visit necaconvention.org for the latest exhibitor list.

3M

ABB

Adrian Steel Company

Advanced Test Equipment Rentals

AEMC Instruments

AEON LED Sports Lighting

AerosUSA

AltaVista Strategic Partners

Altec Industries

American Conduit

American Polywater Corporation

American Technical Publishers

Appleton Group

Arcoro

A-Rent Test Equipment

Arlington Industries

Atkore

ATX LED Consultants Inc

Augmenta

Austin Lane Technologies, Inc

Autodesk Construction Cloud

BCS Switchgear, Inc.

Benner-Nawman, Inc.

Bidding Enterprise

Blu Banyan

Border States

Brady Corporation

BRAH Electric

Buckingham Mfg.

BuildOps

busybusy Mobile Time Tracking

CED

Cementex Products, Inc.

Cerro Wire LLC

Cert-In Software Systems, Inc.

Chalfant Manufacturing Company

Champion Fiberglass

ChargePoint, Inc.

Coast Fuel Cards

COINS

Conduit

Conest Software Systems

ConstructionPayroll.com

Contractors Choice Inc.

Crescent Electric Supply

Current Tools, Inc.

Day & Night Solar

DEWALT

Directional Systems

Dispatch

Disston Company

Document Crunch

EasyHeat

Eaton

EC&M Magazine

ELECTRICAL CONTRACTOR
magazine

Electrical Reliability Services, Inc.

Electri-Flex Company

Electronic Power Design (EPD)

ELEGRP

Emerald Transformer

Emerson

Empire Level

Encore Wire Corporation

Enerlites, Inc.

ENG

Engineered Products Company

EPRLive

Ericson Manufacturing Company

Erin Rope Corporation

ESA Fabrication

eSUB Construction Software

E-Z WELD

EZ-CRETE LLC

Federated Insurance

Ferret Tools

Field Materials

FLO

Fluke Corporation

Foundation Software

Functional Devices, Inc.

GK Energy (thailand) Co.,Ltd

GlenGuard

Granite Industries

Graybar

Greenlee Tools, Inc.

Gripple Inc.

Group CBS—AEMC

GTP Software

Hammond Power Solutions

Hampton Electric

Harger Lightning & Grounding

High to Low Voltage

High Voltage Inc.

Hilti

HUBS Inc.

ICM Controls

Ideal Electrical

Infratech

International Tools Inc

IR-TEC America, Inc.

IToolco

Janitza LP

Jonard Tools

Keystone Technologies

Klein Tools, Inc.

KNIPLEX Tools LP

KNX National Group USA

Kojo Technologies, Inc

Kolbi Identification Products

KPA

L.H. Dottie Company

LANPLE INC.

Legrand

Leica Geosystems

Leviton Mfg. Co., Inc.

Light Efficient Design

Lind Equipment

Little Giant Ladder Systems

Livingston Energy Group

LS Cable & System U.S.A., Inc.

Lutron Electronics

Lyncole XIT Grounding

Maddox Industrial Transformer, LLC

Mag Daddy LLC

Material Management Software,
Inc.

MB Cable Co.

MB Metal Technologies LLC

MCA, Inc

McCormick Systems, Inc.

MERSEN USA EP Corp.

Milbank Manufacturing

Milwaukee Tool

Miro Industries Inc

Morris Products, Inc

Motive

National Safety Apparel

NetConnex, LLC

Networx

NFPA

NSI Industries

nVent

OpenSpace

Operix

Orbit Industries, Inc.

Panduit Corp.

Patabid

Patriot Industries

Paulson Manufacturing Corp.

Penn Aluminum International LLC

Picoma

Pinnacle Infotech Inc.

Plumettaz American Corp

Plymouth Rubber Europa S.A.U.

Pole Base

Powell Electrical Systems

Power Probe Group (KPS)

Procore

Production Products, Inc

Professional Plastics

PSP Products

Qube Corporation

RAB Lighting

Rack-A-Tiers Mfg. Inc.

Radix Wire Company

Raken

Remaricable

RESA Power

Retrofit Panel, Inc.

Revizto

Rexel, Inc.

Rhumbix

RIVET Work

RMC—Representative Materials
Co.

Runhood Power Inc.

RVE

RYMCO USA

Safety Technology International

Schneider Electric

Service Wire Co.

ServiceTitan

Siemens Industry, Inc.

SILTEC USA, INC

Sinclair Digital

Siteline

SJS Electric VDC Inc

Slatercom Lighting Solutions

Snake Tray

Softing Inc.

SolaHD

Sonepar USA

Southwire

SP Products

Space Age Electronics

Specified Technologies, Inc.

Steel Tube Institute

StructShare

Summit Technology

Sunbelt—Solomon Solutions

Superior Tray Systems

T & R Electric Supply

The New Flat Rate

TMC Transformers USA Inc.

ToolWatch Corp.

Topcon Solutions

Trimble

Triplett Test Equipment & Tools

Tweddle Group

Tyndale Company

UCL Swift

Ugly's Electrical References

U-Mark, Inc.

Underground Devices Inc.

United Rentals

VEC

Veto Pro Pac

VFC Lightning Protection

Vision InfoSoft

WAC Lighting

Wago Corporation

Walters Wholesale Electric

WESANCO

WESCO

Western Tube

Wheatland Tube

Wiha Tools

Windsor Wire

WorkMax

WSD LED Inc

ZEF Energy

Zekelman

Zuma Payroll

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NECA 2024 Attendee Housing



- | | |
|--|--|
| 1 Andaz San Diego
600 F Street | 8 Manchester Grand Hyatt San Diego
1 Market Place |
| 2 Hard Rock Hotel San Diego
207 Fifth Avenue | 9 Margaritaville Hotel San Diego Gaslamp Quarter
435 Sixth Avenue |
| 3 Hilton San Diego Gaslamp Quarter
401 K Street | 10 Marriott Marquis San Diego Marina
333 West Harbor Drive |
| 4 Hilton San Diego Bayfront
1 Park Boulevard | 11 Omni San Diego Hotel
675 L Street |
| 5 Hotel Indigo San Diego Gaslamp
509 Ninth Avenue | 12 Pendry San Diego
550 J Street |
| 6 InterContinental San Diego
901 Bayfront Court | 13 US Grant Hotel, a Luxury Collection Hotel
326 Broadway |
| 7 Kimpton Alma
1047 Fifth Avenue | 14 The Westgate Hotel
1055 Second Avenue |

NECA Registration & Housing
CMR 1-800-368-6322 • 1-415-979-2291 International
A fee will apply for rooms not booked through CMR.



Registering for NECA 2024 San Diego: 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 2024 San Diego. 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!

Member registration fee for NECA 2024 San Diego includes:

- 1,750 minutes of Convention Education sessions
- Three lunches in the Sails Pavilion
- Opening Reception with heavy hors d'oeuvres and beverages
- Business Development Seminar
- Closing Celebration with open bar
- Daily Prize Drawing tickets
- Showstoppers Showcase
- Three General Sessions
- 14 hours of exclusive NECA Show access
- 1,800 minutes of workshops on the NECA Show Floor



Fees

EARLY REGISTRATION (through August 1)

	REGISTRANT	GUEST
Member	\$1,725	\$1,100
Non-member	\$2,500	\$2,500

REGULAR REGISTRATION (after August 1)

	REGISTRANT	GUEST
Member	\$1,975	\$1,300
Non-member	\$2,500	\$2,500

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

BACK BY POPULAR DEMAND! WEEKEND PACKAGE **\$1,000**

Includes: Opening Reception, 1 day Convention Education, 1 day NECA Show, Opening General Session

REGISTERING CHILDREN

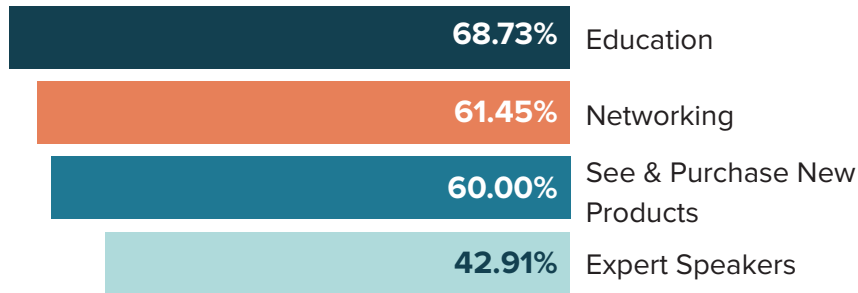
Registration for children attending the NECA Show must be completed online. Children may visit the NECA Show floor all three days, but must be registered and accompanied by a responsible adult at all times.

CHILD PRICING

Child 16+ \$455 • Child 7–15 \$125 • Child 6 and under \$0

Why will your peers attend NECA 2024 San Diego?

Why do you attend the NECA Convention and Trade Show?



"I am always glad I attend NECA conventions—the time and money are worth the investment, year after year, even when I'm faced with a full schedule and long list back home."

—Richelle Caglia,
Electric Motor Shop

Here's what they had to say about the speakers at NECA 2023 Philadelphia:

"Very eye opening. Delivered in a fashion that was understandable and useful."

"Presentation was very well done. Was presented in a way that prompted questions which led directly to answers and reasonings for solutions."

"He did an incredible job of discussing a very sensitive issue within our trade. He was very well spoken and I truly enjoyed his presentation."

"BEST
SPEAKER
I HAVE EVER
HEARD!!"

"Liked the panel with real world scenarios."

"He was a wonderful speaker and very knowledgeable on the topic. He provided multiple resources and was very receptive for follow up requests."

Quick Facts

What to wear: business casual, comfortable shoes recommended

Opening Reception: Gaslamp Quarter street party; casual attire; serving reception-style dinner, open bars

Closing Celebration: USS Midway; casual attire; open bars

Airport: San Diego International Airport

Convention Center: San Diego Convention Center



NECA Premier Partners





REGISTRATION OPENS JUNE 6
EARLY REGISTRATION ENDS AUGUST 1



1201 Pennsylvania Ave. NW
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