

## PEARL Trade Show Committee Report

In January, the PEARL Board of Directors approved the list of Trade Shows that PEARL will exhibit at in 2010. For your information, PEARL will be attending (or has attended) the following conferences:



- **PowerTest - InterNational Electrical Testing Association** - Booth #322, February 15-18, 2010, Hyatt Regency, Long Beach, CA
- **IRA Investment Recovery Association Recovery Seminar & Trade Show**, February 22-24, 2010, Astor Crowne Plaza Hotel, New Orleans, LA
- **IEEE PES Transmission and Distribution Conference & Exhibition**, April 19-22, 2010, Ernest Morial Convention Center, New Orleans, LA
- **Electrical Safety and Reliability Conference & Exhibition**, April 24-26, 2010, Westin Tabor Center, Denver, CO
- **APWA International Public Works Congress & Exposition** - Booth #426, August 15-17, 2010, Boston Convention & Expo Center, Boston, MA
- **NECA National Electrical Contractors Association Convention and Trade Show** - Booth #1137, October 2-5, 2010, Boston Convention & Expo Center, Boston, MA
- **Finepoint Circuit Breaker Test & Maintenance Training Conference** - Booth #87, October 4-8, 2010, Omni William Penn Hotel, Pittsburgh, PA
- **IEC Electric Expo** - Booth #410, October 27-28, Phoenix Convention Center, Phoenix, AZ
- **NEMA Illuminations**, November 5-6, 2010, Breakers Hotel, Palm Beach, FL

We can always use more volunteers when it comes to manning the PEARL booth. And before you think, "There's another expense," I'd like to point out a few benefits to attending a trade conference on behalf of PEARL.

- You get to attend the conference and promote your company without spending up to \$2300 for booth space, plus the cost of a booth, shipping, etc.
- You get to wear your company gear and hand out your business cards as you tell visitors about PEARL and why your company is a member.
- You get to network with other PEARL members, and maybe turn an unknown competitor into a profitable business partner.
- Pick a show near your office and chances are you'll see old customers while meeting a few new customers without big travel costs.
- With a few new customers and business contacts, you'll have a better understanding of the value that PEARL brings to you.

Business has been tight for all of us in recent years, but that's just the time you need to look at better ways of doing business, add new customers, and find valuable suppliers. Trade shows are one of the best ways of doing this because everyone's right there. It might take one of your salesmen a month or more to make the same number of contacts you can make in a single day of manning the PEARL booth. This opportunity isn't just for people on the Board or folks on the Trade Show Committee. This opportunity is available to all of us, and I hope you can take advantage. If you see a conference listed above that's not too far from your office, give me a call.

Looking forward to hearing from you soon,

Stuart Jackson, PEARL Director  
Trade Show Committee Chair, and  
President of Instel Power, Simpsonville, SC  
1- 864-963-1856, [sjackson@instelpower.com](mailto:sjackson@instelpower.com)