

EXHIBITOR PROSPECTUS

OCTOBER 5-7, 2027 | LOUISVILLE, KY



Connect with 22,600+ Utility Industry Professionals at North America's
Fastest-Growing, Award-Winning Utility Construction Show

exhibitors@aem.org | 866-236-0442 | www.theutilityexpo.com

The Gathering Place for the Utility Industry

Held every two years, The Utility Expo is the #1 utility construction trade show in North America, attracting 22,600+ industry professionals and more than 1,000 manufacturers across 1.5 million square feet of exhibit space.

As one of the largest trade shows in the U.S., The Utility Expo's popularity is attributed to equipment test drives, interactive product demonstrations, industry-leading education, and has been awarded as the "Gold 100" Trade Show, winning top honors as the largest biennial exhibition.

Exhibiting at The Utility Expo is the best way to connect with prospects, and it returns in 2027 with more products, demos, and opportunities than ever.

SHOW DATES & HOURS

October 5 | 8:30AM – 5PM
October 6 | 8:30AM – 5PM
October 7 | 8:30AM – 2PM

SHOW LOCATION

Kentucky Exposition Center
Louisville, Kentucky, USA

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2025 Show Highlights



2025 was the largest utility construction show in history, featuring indoor and outdoor exhibits with 1,000 exhibitors on over 34+ acres.

2025 Highlights

22,600+
REGISTRANTS

700+
EDUCATION SESSION TICKETS SOLD

1.5+
MILLION NET SQUARE FEET OF EXHIBITS

1,084
EXHIBITORS FROM 15 COUNTRIES
including 290 New-To-The-Show

73
REGISTERED MEDIA
and 35 PR Consultations

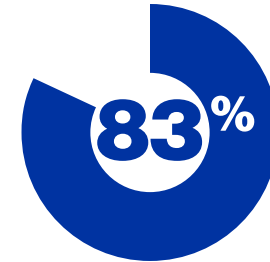
Why Exhibit?



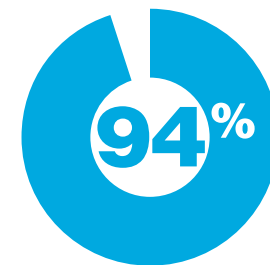
At The Utility Expo, connect face-to-face with asset managers, fleet and equipment leaders, procurement teams, and operations supervisors responsible for getting the work done. These are decision-makers actively evaluating equipment, tools, and technology for real projects, real budgets, and real operating environments.

Through hands-on demos and in-person conversations, you'll generate higher-quality leads, accelerate buying decisions, and drive measurable ROI. When the utility construction market comes together in Louisville, there's no better place to sell, showcase, and win business.

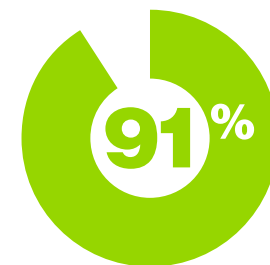
- ✓ Reach Key Decision Makers
- ✓ Launch New Products
- ✓ Boost Brand Visibility
- ✓ Get Face-to-Face Connections
- ✓ Gain Digital & Media Exposure
- ✓ Generate Leads



83%
of exhibitors agree to strongly agree the show is a high-quality exhibition that benefits their company.



94%
indicated face-to-face customer contact is important to their success.



91%
plan to exhibit in 2027.

Who Attends?

Among the 22,600+ professionals who attend The Utility Expo are field operations personnel, fleet managers, engineers, and executives from various utility industries, including electric, water, gas, telecom/ cable, and renewable energy.

Attendee Job Roles



Attendee Product Interest



Attendee Primary Type of Business



Who Attends? *continued*

“ We wound up focusing on purchasing a piece of equipment we weren't really looking at due to a demo. ”

Eric L. — Dirt Moves, Inc.

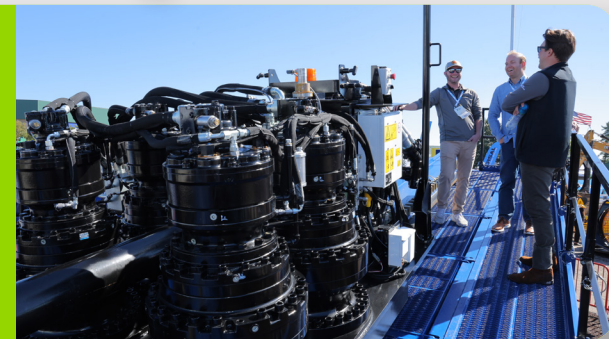


“ We were able to find equipment solutions to replace antiquated equipment. ”

Lisa H. — Duquesne Light Company

“ We found many new potential products that we will stock in our stores centered around fiber and power pulling equipment. ”

Corey S. — AIS Construction Equipment

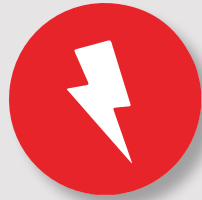


Who Attends? *continued*

Industry Segments



DRINKING WATER



ELECTRIC DISTRIBUTION



ELECTRIC TRANSMISSION



NATURAL GAS DISTRIBUTION



NATURAL GAS TRANSMISSION



STORMWATER



TELECOMMUNICATIONS



WASTEWATER



ALTERNATIVE POWER

Attendees come with purchasing power and a clear mission.

OVER 70%
OF ATTENDEES PLAN TO PURCHASE AS A RESULT OF ATTENDING

83%
HAVE INFLUENCE ON PURCHASING DECISIONS

93%
ATTEND TO SEE A SPECIFIC EXHIBITOR/COMPANY

97%
ATTEND TO SEE NEW PRODUCTS

83%
ATTEND TO MEET WITH TECH EXPERTS

Exhibit Rates

2027 PRICING

SPACE RATES *(per square foot)*

AFFILIATION	INDOOR	OUTDOOR (1,200 – 10,000 SF OR LESS)	OUTDOOR (10,001 SF OR MORE)
AEM Member	\$22.00	\$3.40	\$2.80
Non-Member	\$31.50	\$5.90	\$5.90

There is a 1,200 sq ft. minimum for outdoor space.

NOT SURE IF YOU'RE AN AEM MEMBER?

Start the online application in the AEM Portal to check your membership status.

PAYMENT SCHEDULE

1st PAYMENT DUE		FINAL PAYMENT DUE	
50% of total cost	With application	Remaining 50%	May 28, 2027

Applications received after **May 28, 2027**, will require payment in full upon application.

SPACE PLACEMENT

If you submit your space application before **June 5, 2026**, and your booth meets the eligible requirements, the formula below will be used to calculate your company's priority points for the priority space assignment process (does not guarantee a specific booth location). **Applications received after June 5, 2026**, will not be included in the priority space assignment process and will be assigned on a first-come, first-served basis by Show Management.

$$\begin{array}{c} \text{(Years of} \\ \text{Membership)} \\ \mathbf{X 2} \end{array} + \begin{array}{c} \text{(Total Sq. Ft.} \\ \text{in 2025 Show)} \\ \mathbf{\div 100} \end{array} = \begin{array}{c} \text{(Priority} \\ \text{Number)} \end{array}$$

ELIGIBLE FOR LIVE SPACE DRAW APPOINTMENTS

$$\begin{array}{c} \text{Application \&} \\ \text{Deposit submitted} \\ \text{BEFORE June 5,} \\ \text{2026} \end{array} + \begin{array}{c} \text{All outdoor booths} \\ \text{with 20+ priority points} \\ \mathbf{400+ sq ft indoor booths} \\ \text{with 20+ priority points} \end{array}$$

Exhibitor Benefits

WHITE-GLOVE SERVICE INCLUSIONS

These included exhibitor benefits deliver a white-glove service designed to maximize your exhibition success.

- **Exhibitor Webinars:** Our Customer Success Team will host webinars in advance of the show to support your planning questions.
- **Product & Technologies Promotion:** Use your profile in the online directory to showcase new products and technology.
- **Exhibitor Marketing Kit:** Free, customizable social media graphics, banners, an email template and landing page.
- **Custom Promotional Codes:** Unique promo codes to invite your customers and dealers at a discounted price.
- **Media Services:** Submit a press kit to the newsroom or schedule a press conference in your booth.
- **Account Success Advisors:** Exhibitors are assigned a dedicated Account Success Advisor for personalized support.

Space cost does not include Exhibitor Show Badges. Review the **Exhibitor Package Plan** in the Rules & Regulations to see what's included with space cost (page 9).

OPTIONAL UPGRADES

For an additional fee, these enhancements can help you stand out, connect with attendees, and create memorable experiences. Plan to include these in your budget for the best results.

- **New Product Pitches to Media**
- **Lead Retrieval Options**
- **Directory Upgrades & Add-On's**
- **Meeting Rooms & Events**
- **Sponsorship Opportunities**



Apply for your 2027 exhibit space at The Utility Expo
by contacting your Account Success Advisor.



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