

EXHIBITOR PROSPECTUS

OCTOBER 7-9, 2025 | LOUISVILLE, KY



Connect with 21,000+ Utility Industry Professionals at the Award-Winning,
Fastest Growing Utility and Construction Show in North America

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 and construction trade show in North America, bringing together more than 21,000 industry professionals and over 900 industry-leading manufacturers over 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 to the Kentucky Exposition Center October 7-9, 2025, with more products, demos, and opportunities than ever.



2023 1.50 million ft²
2021 1.40 million ft²
2019 1.26 million ft²
2017 1.24 million ft²
2015 1.21 million ft²
2013 1.15 million ft²

CONTENTS:

1 About The Utility Expo

2 2023 Show Highlights

3 Why Exhibit?

5 Who Attends?

7 Apply for Exhibit Space

2023 Show Highlights



2023 was the largest utility and construction show in history, featuring indoor and outdoor exhibits with 900+ exhibitors on over 34+ acres.

2023 Show Data Highlights

21,000+
REGISTRANTS

657
EDUCATION SESSION TICKETS SOLD

1.5+
MILLION NET SQUARE FEET OF EXHIBITS

927
EXHIBITORS FROM 16 COUNTRIES
including 206 New-To-The-Show

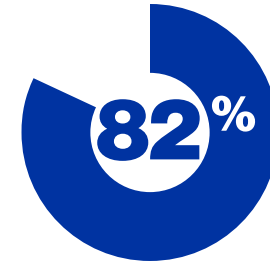
100
GLOBAL MEDIA
from 21 Countries

Why Exhibit?

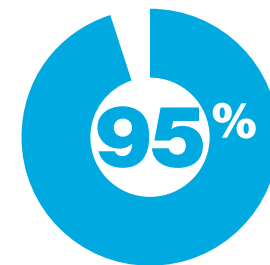


Connect with utility industry decision-makers, including CFOs, COOs, executive vice presidents, fleet, asset, and equipment purchasing managers by sharing your company's new ideas, new solutions, and new products with hands-on demonstrations and face-to-face communication.

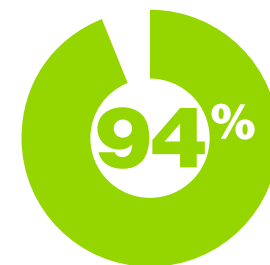
The entire utility construction industry comes together in Louisville, where you'll generate more leads, more sales, brand awareness and achieve higher ROI. These valuable connections can only come at The Utility Expo.



82%
of exhibitors agree to strongly agree the show is a high-quality exhibition that benefits their company.



95%
indicated face-to-face customer contact is important to their success.



94%
plan to exhibit in 2025.

Why Exhibit? *continued*

Build Brand Awareness & Generate Sales Leads

Our Show Management team provides various marketing opportunities before, during, and after the show to help you create the most impactful exhibition experience possible. They'll provide access to the data you need to help you in the planning stages and throughout the event to drive traffic to your booth. With our team's guidance, you'll have the following opportunities:

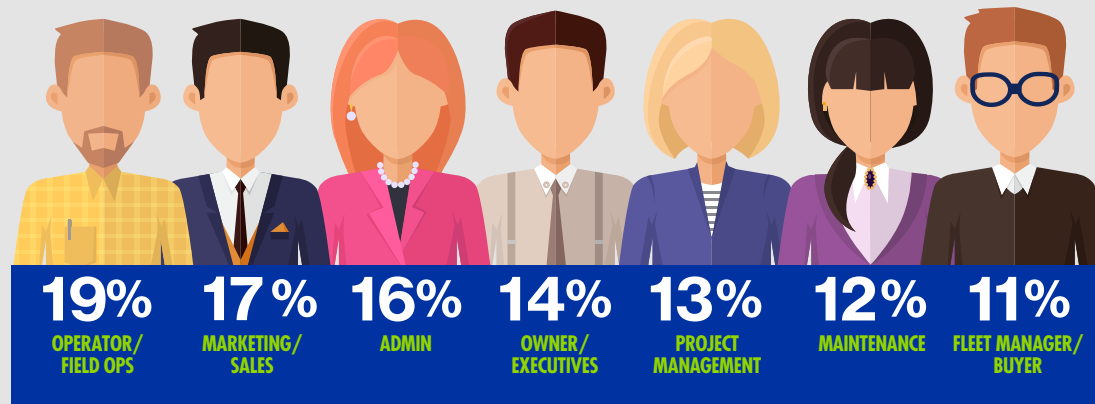
- **FREE New Product Promotion:** Showcase your new technology to thousands of attendees before the show. **90% of attendees come to see new products.**
- **FREE Demo Listing:** Promote your demonstration on the Demo Scheduler to registered and prospective attendees before and during the show. **55% of attendees said the demo impacted their purchase decision.**
- **FREE Customized Email, Banners, and Social Posts:** Use free email templates, banners, and social posts to inform your customers and prospects that you'll be at The Utility Expo.
- **Access to Online Leads:** Choose from various directory listing package upgrades to access leads, and add photos, videos, and social media links.
- **Sponsorship Opportunities:** Gain brand exposure, industry connections and new prospects with cost-effective branding, experiential, digital, and thought-leadership sponsorship opportunities. **Sponsorship opportunities will be available Spring of 2025.**



Who Attends?

Among the 21,000+ professionals who attend The Utility Expo are field operations personnel, fleet managers, engineers, and executives from various utility industries, including electric, stormwater/wastewater, gas, telecom/cable, and more.

Job Role



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

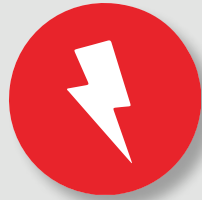


Who Attends? *continued*

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.

73%

HAVE INFLUENCE ON PURCHASING DECISIONS

90%

ATTEND TO SEE A SPECIFIC EXHIBITOR/COMPANY

90%

ATTEND TO SEE NEW PRODUCTS

80%

ATTEND TO MEET WITH TECH EXPERTS

OVER 70%

OF ATTENDEES PLAN TO PURCHASE AS A RESULT OF ATTENDING

Apply for your 2025 exhibit space at The Utility Expo
by contacting your Account Success Advisor.



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