

For Immediate Release

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Electric West 2011 Attracts Quality Attendees in a Challenging Economy

Feedback from Attendees and Exhibitors Overwhelmingly Positive

March 8, 2010 (Stamford, CT) – Electric West 2011 in Long Beach (February 22-24) attracted quality attendees and more exhibit hall attendees than Electric West 2010. Overwhelming feedback from both exhibitors and attendees was that Electric West 2011 was a very productive and worthwhile show.

In its 23rd year, Electric West continued to be the essential destination for professionals in the electrical design, construction & maintenance industry. The 2011 event featured three days of cutting-edge sessions, Professional Advancement courses, an exhibit hall delivering companies that define the electrical industry, a Keynote Address on electrical safety, and an Ask the Experts panel.

Electric West is the largest independent trade show in the western United States serving the electrical design, construction and maintenance industry. Traditionally an event serving professionals from the electrical contracting, servicing and repair segment of the electrical industry, Electric West has expanded its focus to include information of critical importance to electrical engineers and consultants who oversee the design and development of electrical products, software and services, and plant and facility managers who are responsible for power quality and energy efficiency.

The show floor featured long-time exhibitors as well as new exhibitors showcasing the latest technologies. Many exhibitors said Electric West 2011 exceeded their expectations in attracting high caliber attendees year after year. Tina Meyer from PG LifeLink said, “We had more leads the first day than in the entire show last year.” Shirley Green from InterCoast Colleges told us, “This was the first time we participated in Electric West. We are very happy we did, the contacts we made are great!” Chris Phipps from DC Power Systems mentioned that “the show brought more buying contractors to our booth than other, larger shows.”

[Click here to find out more about Electric West 2011 exhibitors.](#)

Electric West’s conference program included more coverage of code-related issues, renewable energy and green business practices, bringing a fresh perspective on industry topics. Forty two regular sessions and eight workshops were offered at Electric West in addition to the special events offerings.

The Keynote address by Mary Capelli-Schellpfeffer, MD, MPA - Principal, CapSchell, Inc. and Medical Director, Loyola Occupational Health Service was riveting. She presented surprising statistics on electrical injury reporting through the centuries to the present, while displaying frightening photographs of documented injuries. Dr. Mary's passion for providing safe operations of electrical systems couldn't have been more clear. She challenged the audience to join her to create safer environments in the future to combat the electrical safety challenges the industry faces.

The Ask the Experts session on Thursday was led by the audience questions and focused on several thought-provoking issues – will home and small commercial based power production become a reality?; the use of DC power in data centers; and the increase of new PV, wind and geothermal projects. Attendees certainly took advantage of the opportunity to ask their questions of the six industry experts on code, lighting, power storage, energy and more.

Other special events included a well-attended Lunch n' Learn program on Plug-In Electric Vehicles. Dick Cromie, Program Manager of Advanced Technology, Southern California Edison Company presented PEV adoption forecasts, along with detailed insight on how this new future will provide opportunities such as charging station installation and maintenance.

[To learn more about the Electric West 2011 Special Events, Show Features and Conference Sessions click here.](#)

Electric West 2012 will take place February 21-23 at the Las Vegas Convention Center. Professional Advancement courses will be held February 21, and exhibits will be open February 22-23. For more information please visit www.electricshow.com.

Companies wishing to participate in Electric West 2012 should contact:
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For inquiries about the conference program or general inquiries please contact Florence Torres, Show Manager & Conference Director, Florence.torres@penton.com

For more information and to register, visit the Website at www.electricshow.com.

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