



About the Program

The **Associate Member** program is for consultants, manufacturers, and distributors of utility equipment and supplies, as well as service providers and other companies seeking to support public power. An Associate Membership opens the door to a variety of valuable benefits, including trade show space, sponsorship and advertising opportunities, member communications, and access to MEUW events and utility members.

2026-27 Membership

- The 2026-27 membership year is Oct. 1, 2026, through Sept. 30, 2027.
- Companies pay a flat rate to join and receive booth space for the trade show at the **Electric Operations Conference & Expo*** on Jan. 14, 2027, in Wisconsin Dells (or an alternate benefit of their choosing).
- The flat rate for 2026-27 dues increases on Dec. 1, 2026.
- Space at the trade show is first-come, first-to-select and is limited. The event sold out in the past two years, so early sign-up is suggested.

* **EOCE** is an annual event organized by MEUW and the Wisconsin Electric Cooperative Association (WECA).

Flat-rate for 2026-27 dues is **\$650** if paid Sept. 1–Nov. 30, 2026, or **\$700** anytime after Dec. 1, 2026. Full payment by credit card is collected at the time of enrollment.

Key Dates

Sept. 1 – 30, 2026

Priority Enrollment (Renewal)

Current Associate Members may renew their membership and register for trade-show space† and add-ons

Oct. 1 – Nov. 30

Early Enrollment (First-time or Lapsed Members)

Companies joining for the first time will be asked to complete a brief application and pay a one-time \$25 administrative fee to establish access to MEUW's online members-only portal.

Dec. 1 and beyond

General Enrollment

Dec. 18, 2026

Final day to reserve trade-show booth space (space permitting)

Jan. 8, 2027

Associate Members exhibiting at EOCE27 will receive booth space confirmations and other details for trade show

Jan. 13 – 14

Electric Operations Conference & Expo

Welcome Reception is Wednesday, Jan. 13, from 5 – 7 p.m.
Trade show is Thursday, Jan. 14, from 9:30 a.m. – 2:30 p.m.

May 12 – 14

MEUW 97th Annual Conference

Lake Lawn Resort, Delavan (Lake Geneva area)

† Companies that do not wish to exhibit at the January Expo have the option of advertising (in e-newsletters or on the website) or sponsoring one of the association's marquee events (including the Foreman's Roundtable or Accounting & Customer Service Seminar).

Visit our Website for more details about the program and to register your company.



We're here to help

Please call us with questions about the MEUW Associate Membership program or the sign-up process: (608) 837-2263 or office@meuw.org