

## Email to Exhibitors with Expo Details and Booth Assignments

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**From:** Andrea Conrad  
**Sent:** Thursday, January 8, 2026  
**Subject:** 2026 Electric Operations Expo Details and Booth Assignments

We are looking forward to the 2026 Electric Operations Conference & Expo (EOCE) next week. Thank you for exhibiting at the tradeshow on Thursday, 1/15. The Trade Show has sold out, and we have already received more than 300 conference registrations. We appreciate your support in making this a successful and worthwhile event for our municipal and electric cooperative employees!

**Note: This email is being sent to the primary contact listed on your registration, not necessarily the rep(s) who will be exhibiting at your booth. Please forward to others in your organization as needed.**

The event will be held at the Kalahari Resort and Conference Center, which is located at 1305 Kalahari Drive in Wisconsin Dells. **Upon arrival, follow signs to EOCE26 Exhibitor Registration to check in.**

- 5:00-7:00 p.m. Wednesday, 1/14: Welcome Reception. This is a great opportunity to network and socialize with conference attendees. Two representatives from each exhibitor are invited to attend.
- 3:30-8:00 p.m. Wednesday, 1/14: Exhibitor Registration and Set Up ... OR
- 6:30-9:30 a.m. Thursday, 1/15: Exhibitor Registration and Set Up.
- You will have access to the Expo spaces to set up your display at any point during these times on Wednesday and Thursday. We cannot accommodate set up outside of these times because of restrictions in the contract with Kalahari. The Expo spaces will be locked at 8 p.m. on Wednesday and will reopen again at 6:30 a.m. on Thursday morning.
- 9:30 a.m.-2:30 p.m. Thursday, 1/15: Electric Operations Expo. Breakfast and lunch will be available; your exhibitor nametag is your meal ticket.
- 2:30 p.m. Thursday, 1/15: Exhibitor display break-down.

**Booth Assignments:** can be accessed [here](#), with a numbered Exhibit Hall layout [here](#). The person you check in with at registration can help direct you to your booth location upon arrival.

**Shipping:** If you'll be shipping your display items to the Kalahari directly, please follow the instructions [here](#).

**Door Prizes:** contributing a door prize is a great way to connect with conference attendees and promote your brand (make sure to attach your business card!). Attendees will have an opportunity to win a door prize if they fill in their Expo Bingo card by receiving a stamp from you when they visit your booth throughout the day on Thursday. Door prizes do not need to be sent to the Kalahari ahead of time; they will be collected at registration. Be prepared to tell us the approximate value of the item you're donating.

**Attendee Roster:** the current list of conference attendees can be accessed through the "display roster" link [here](#).

Please reach out if you have any questions or concerns. We are looking forward to a great event and will see you next week!

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