

**GEORGIA WORLD  
CONGRESS CENTER**  
**MAY 9-11, 2023**  
**INTERWIRE23.COM**



The growing interest in and adoption of Industry 4.0 technologies will be featured in presentations and exhibits at INTERWIRE.

“ *There's a lot more awareness of Industry 4.0 today. We've passed the point of talking about buzzwords, and now we're talking about how technology can change user workflows and behaviors...Figure out what you really want to achieve as a business—increasing output, your utilization percentage or your quality score—figure out what really matters and choose the right partners in the right technology building blocks.* ”  
*Willem Sundblad, CEO & Co-Founder | Oden Technologies*

## MEET INTERWIRE

Now in its 4<sup>th</sup> decade, INTERWIRE remains forward moving as the largest and longest running trade show for wire and cable in the Americas.

INTERWIRE showcases the proven innovations, triumphs, and best manufacturing practices defined by the global wire & cable manufacturing community.

In the 40+ years since its debut, INTERWIRE consistently interests and excites new and returning participants from nearly 50 countries who meet to explore operating machinery, new services, supplies, and production techniques set out on the world stage.

## MEET BUYERS & INFLUENCERS

Know your audience. You'll greet company presidents; operations and plant managers; and procurement, quality assurance, research, and facility maintenance personnel, 90% of whom have purchasing influence over capital expenditures. INTERWIRE attendees are savvy, planning their visit to take full advantage of the marketplace and the chance for face-to-face dialog.

## SELL MACHINERY & SUPPLIES

Wire and cable making machinery is introduced, reviewed, and sold at INTERWIRE. The biennial trade show—which features an ever-changing landscape of new exhibiting companies and product introductions—draws the attention of leaders throughout the global industry.

The biennial exposition coincides with the Wire Association International's 93<sup>rd</sup> Annual Convention to deliver a timely look at advancements in each segment of the industry. Convention activities and educational programs round out the INTERWIRE experience.

**LEARN MORE** 

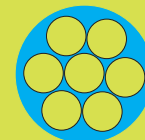


OFFICIAL PUBLICATION: **WIRE JOURNAL<sup>®</sup>**  
INTERNATIONAL



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# HOW TO BUY A STAND



## EXHIBITING DETAILS

### BEFORE MAY 18, 2022

Stand selection is governed by an official points system allowing companies with the highest accumulation of points from prior years of exhibiting to choose exhibit space first during the INTERWIRE Points Meeting on May 18, 2022. See points at [www.interwire23.com](http://www.interwire23.com)

### AFTER MAY 18, 2022

Stand assignments are made on a first-come, first-served basis if licenses are accompanied by deposit.

### WHO SHOULD EXHIBIT

Suppliers to and manufacturers of: wire; cable; and fastener, formed and fabricated wire products. Historically, exhibiting companies have represented all sectors of metal and fiber.

### EXHIBIT DATES & HOURS

Exhibit move-in is scheduled on Monday, May 8, 2023. Straight-time labor and drayage charges apply.

### Exhibits are open:

Tuesday, May 9 - 10:00 a.m. - 5:00 p.m.  
Wednesday, May 10 - 10:00 a.m. - 5:00 p.m.  
Thursday, May 11 - 10:00 a.m. - 3:00 p.m.

### EVENT LOCATION

Georgia World Congress Center  
285 Andrew Young Int'l Blvd. NW  
Atlanta, Georgia 30313-1591  
Tel.: (001) 404-223-4200  
Website: [www.gwcc.com](http://www.gwcc.com)

### SPACE RENTAL COST

\$17.50 USD per sq. ft. for exhibits 800 sq. ft. and larger  
\$25.00 USD per sq. ft. for exhibits 100 sq. ft. up to 799 sq. ft.

### SHOW CONTRACTOR

Shepard Exposition Services  
1531 Carroll Dr. NW  
Atlanta, GA 30318  
Tel.: (001) 404-720-8600  
Fax: (001) 404-720-8750

### INTERNATIONAL PAVILIONS

WAI devotes pavilion space on the exhibit floor. China, Italy, and Austria are likely participants.

### EXPOSITION OFFICES

For more information contact :  
WAI Sales Department  
71 Bradley Road, Ste 9  
Madison, CT 06443-2662 USA  
Shannon Timme - Sales Director  
Tel.: +1-203-453-2777, ext. 126  
Direct: 203-453-7530  
E-mail: [stimme@wirenet.org](mailto:stimme@wirenet.org)  
Website: [www.wirenet.org](http://www.wirenet.org)

CONTRACT DEADLINE: **MAY 16, 2022**

INTERWIRE POINTS MEETING: **MAY 18, 2022**

## THE MARKETPLACE

INTERWIRE offers three exhibit days to showcase your products and services to the North American market.

### FULLY SUPPORTED

Show management continues to work with allied organizations, supporting sponsors, and educational supporters to interest international participants.

Event news is communicated to *Wire Journal International* readers in 87 countries worldwide.

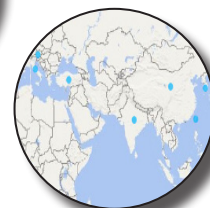
### SHOW ORGANIZER

The Wire Association International, Inc., founded in 1930, is a worldwide technical society for wire and cable industry professionals dedicated to the promotion, collection, and dissemination of technical, manufacturing, and general business information and trends in the industry. WAI organizes events such as the Interwire and Wire Expo trade shows, educational courses, an online Industry Search and annual Conferences. Its publications and technical products include *Wire Journal International (WJI)* and the annual *WJI Reference Guide* as well as *HardWIRED* educational videos, webinars, and DVDs.



**80%**

Of attendees registered for the exhibits in 2019



**47/39**

Countries/U.S. states represented in 2019

## RELATED HIGHLIGHTS

LIVE PRODUCTION SOLUTIONS DEMONSTRATIONS ON THE EXHIBIT FLOOR

SHOW-FLOOR THEATER > WAI'S 93<sup>RD</sup> ANNUAL CONVENTION > AREA PLANT TOURS >

FUNDAMENTALS OF WIRE MANUFACTURING COURSE > ALSO ASK ABOUT ADVERTISING & SPONSORSHIPS!



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