



# MAXIMIZING YOUR CONFERENCE

## GET READY FOR NEMRA25



  
**NEMRA**  
**25**  
IT STARTS WITH US  
FEB 2-5, 2025 | ORLANDO, FL

# Group Manufacturer Sales Meetings

## The Importance and Relevance

Virtual meeting to bring clarity and understanding of corporate goals led by Manufacturers:

- **Topics**
  - Mission / Vision
  - Strategic Plan
  - New Initiatives / Products
  - Resources Available
  - Market Expectations

### **Virtual Schedule**—*Suggested 1-hour time slots*

- Tuesday 12/10—Wednesday 12/11
  - 12:30 PM EST – 4:15 PM EST
- Tuesday 1/7 – Wednesday 1/8
  - 12:30 PM EST – 4:15 PM EST

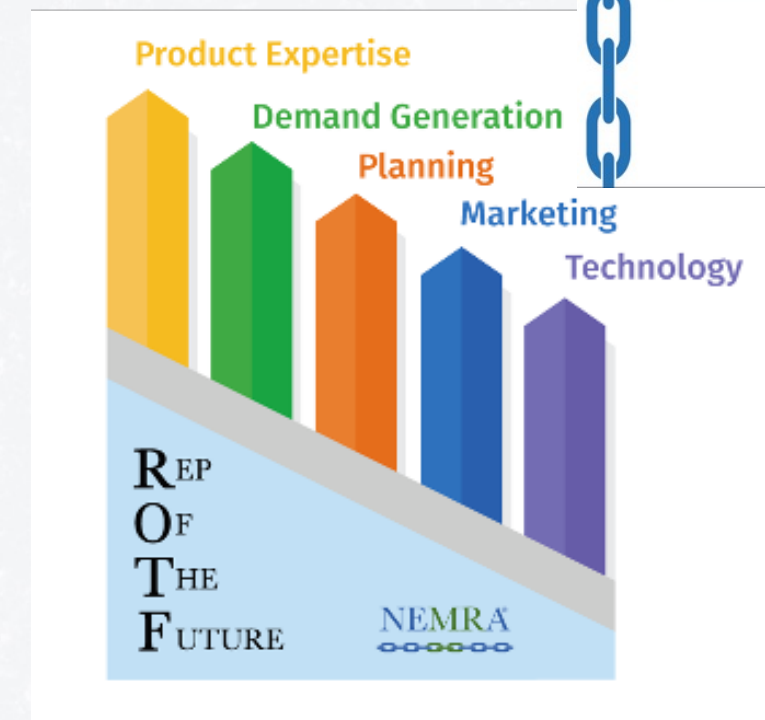
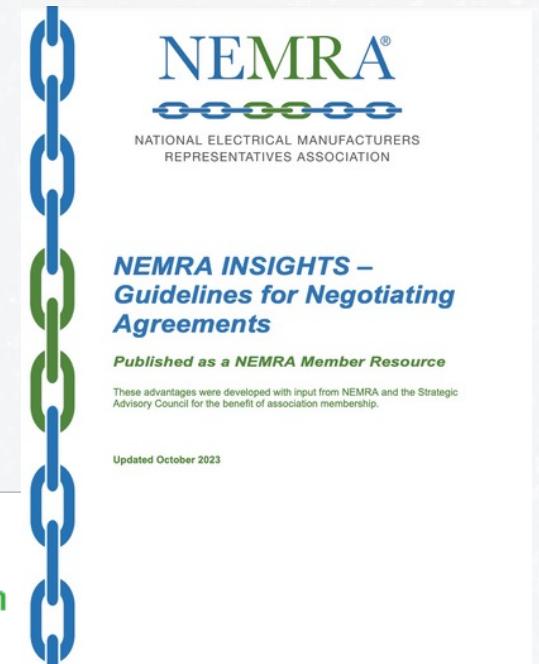
# One on One's

## The Importance and Relevance


Pre-booked private business review sessions with top executives led by Representatives:

- **Topics**

- Mission / Vision
- Strategic Plan / Goals
- Market Position / Market Expectations
- 5 Pillars of the Rep of the Future
  - Product Expertise
  - Demand Generation
  - Planning
  - Marketing
  - Technology
- Define Your Value
- Dollarize Your Business



### Defining the Value of the Business



- ✓ Continuity
- ✓ Opportunity
- ✓ Negotiable
- ✓ Terms
- ✓ Reasonable
- ✓ Accurate
- ✓ Concrete
- ✓ Trust
- ✓ Sustainable

- ✓ Key Elements
- ✓ Discovery Checklist
  - Allows the contract to be adjusted/customized and includes clauses, special circumstances that are in agreement to both parties.
- ✓ Dollarize Your Value

NEMRA  
INSIGHTS

# Distributor One-on-One Meetings

Distributor participants will be available for one-on-one meetings throughout Monday–Wednesday.

## Invited Distributors

- Graybar
- Sonepar
- Wesco
- CED
- Rexel
- Buying Groups (AD/IMARK)
- City Electric

## Schedule

- Monday Feb 3<sup>rd</sup>
  - 9:15 AM EST – 6:00 PM EST
- Tuesday Feb 4<sup>th</sup>
  - 8:15 AM EST – 6:00 PM EST
- Wednesday Feb 5<sup>th</sup>
  - 8:15 AM EST – 6:00 PM EST

**Contacts for scheduling meetings will be released on September 17<sup>th</sup> at 12:00 PM EST.**



# Modular Meeting Space

All modular meeting space during NEMRA25 will be in Cypress Ballroom.

Modular meeting space can be reserved through conference registration on a first come, first serve, basis beginning **12:00 PM EST on Tuesday September 17, 2024.**

## Options

- 4 sizes, configure your modular space to meet your needs
- Customizable branding, furniture, AV, Food & Beverage service
- # of meeting attendees will indicate the correct size modular to host all comfortably
- Larger suites provide space to display featured products



# Conference Resources

## Resources for Scheduling Effective Meetings



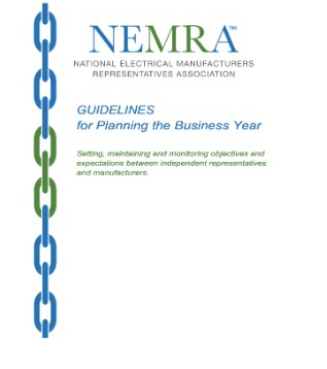
MFR of the Future



Define Your Value



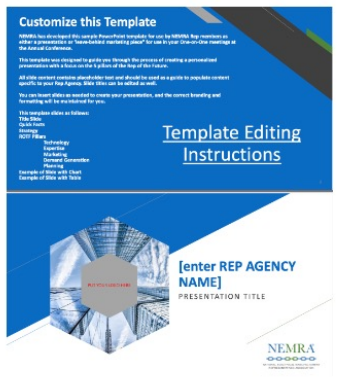
Rep of the Future



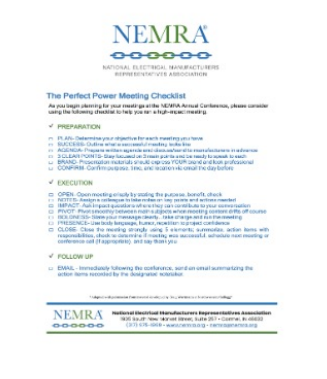
Effective Meetings



Maximize Experience



PPT Template for Reps



Meeting Checklist



NEMRA25 PowerPoint

All resources available at:  
<https://nemraconference.cventevents.com/event/NEMRA25/summary>



# This Year at NEMRA25

## You Won't Want to Miss...

- Welcome Party with Live Band
  - Sponsored by **ABB**
- Member Connection Lounge
  - Network, connect, and recharge in a dedicated space with lounge seating, charging stations, beverages, and snacks.
- 5K Fun Run
  - All proceeds benefit the Gary Sinise Foundation
- Free Professional Headshots
  - Courtesy of NEMRA
- Industry Connections Modular Area
  - Location of Distributor and Contractor one-on-one meetings.



# Maximizing Your Value

## NEMRA25 PRICING DETAILS

### • *Registration Fees*

- Representative: \$495
- Manufacturer: \$695

### • *Orlando World Center Marriott Room Rate*

- \$275 per night

### • *Modular Rates*

- 10x10: \$3,200
- 10x20: \$5,200
- 20x20: \$6,700
- 20x30: \$8,200



# Scheduling Your Time

## Sunday – 2/2

### 7–8 AM EST

- Faith and Fellowship

### 9–5 PM EST

- MRERF/IPA: Grow Sales with Reps

### 2–5 PM EST

- Sales Mastery: Sales Management

### 3 PM EST

- NEMRA25 Registration Opens

### 6–9 PM EST

- NEMRA Welcome Party with Live Band

## Monday – 2/3

### 5:45 AM EST

- 5K Fun Run for Gary Sinise Foundation

### 8–9 AM EST

- Contractor Panel Discussion

### 9:15–6 PM EST

- One-on-One Meetings with Partners, Contractors, Distributors.
- Service Provider Workshops (T.T.S and CMG)
- NECA Training Program

## Tuesday – 2/4

### 7–8 AM EST

- Morning Session: President's Keynote, Strategic MOU Panel Discussion, & NEMMY Awards

### 8:15–6 PM EST

- One-on-One Meetings with Partners, Contractors, Distributors.
- Service Provider Workshops (Repfabric, T.T.S.)

## Wednesday – 2/5

### 7–8 AM EST

- Women in Business Leadership Fireside Chat

### 8:15–6 PM EST

- One-on-One Meetings with Partners, Contractors, Distributors.

# Professional Development

**SALES  
MASTERY**



SESSION

**SALES  
MANAGEMENT**

ORLANDO, FL

- Sunday - 2/2 (2-5 PM EST)
- Instructed by Dr. Jeffrey Magee
- Earn 3 CEUs
- \$795
- ***For all Sales Leaders***

**IPA  MRERF**

*Grow Sales with Reps*

- Sunday - 2/2 (9-5 PM EST)
- Instructed by MRERF/IPA
- Earn 7 CEUs
- \$1,295
- ***For Manufacturers Only***

  
**NEMRA**  
**25**

**IT STARTS WITH US**  
FEB 2-5, 2025 | ORLANDO, FL

# Contractor Panel Discussion

**Monday - 2/3, 8 - 9 AM EST**

The conversation will revolve around the significance of data standards and how their integration can streamline project timelines and address labor challenges stemming from insufficient data.

## Panel Discussion

- 45-minute discussion
- 15-minute Q&A

## Facilitator

- David Long, *CEO, NECA*

## Contractors

- Steve Stone, *CEO, ArchKey Solutions*
- David Peterson, *President and CEO, ERMCO*
- James MacDonald, *Executive VP for Commercial, Service, Technology Solutions, and Regional Operations, Miller Electric Company*



# Women's Leadership Panel

Wednesday - 2/5, 7 - 8 AM EST

Hear from women who have propelled their careers in the electrical industry. They'll share their stories about how they became leaders in the industry, how they are inspiring women to pursue opportunities of leadership, and are working to advance a more diverse industry.

## Facilitator

- Rachel Sherwood, *Partner, Ewing-Foley*

## Panelist

- Danna Stone, *VP Marketing, Graybar*
- Christy Tilton, *Head of U.S. Professional Trade Sales, Signify*
- Debra Huttenburg, *Vice President, Global Sales and Customer Care, Mersen*



  
**NEMRA**

**25**

**IT STARTS WITH US**

FEB 2-5, 2025 | ORLANDO, FL

# Wednesday Morning Session

Wednesday – 2/4, 7 – 8 AM EST

## President's Keynote

- “It Starts With Us”

## Alliance to Electrify America Panel Discussion

Facilitated by Rich Stinson – President & CEO, Southwire  
Panelists:

- David Long – CEO, NECA
- Debra Phillips – President & CEO, NEMA
- Wes Smith – President & CEO, NAED
- Jim Johnson – President & CEO, NEMRA

## NEMMY Awards

- Rep's Choice Award
- Manufacturer's Choice Award
- Partnership of the Year
- Demand Generation



# QUESTIONS?

Kathy Coppi, Manager, NEMRA  
Conference & Events  
[kcoppi@nemra.org](mailto:kcoppi@nemra.org)

Mark Your Calendars – Registration Opens  
**Tuesday, September 17<sup>th</sup> at 12:00 PM EST**

