



For immediate release

The Wire Association International, Inc.

**WAI shares its Wire Expo 2026 schedule, introduces new logistics and event theme:**

***“Accelerating Progress Together”***

**May 6-7, 2026 - Milwaukee, Wisconsin.**

**Madison, Connecticut, USA – February 10, 2026** – The Wire Association International Inc. (WAI) announces highlights of its biennial Wire Expo trade event slated for May 6-7, 2026, at the Baird Center, Milwaukee, Wisconsin, USA.

The event theme is: ***“Accelerating Progress Together ~ Where wire, innovation & industry connect,”*** in which “together” is the operative word. For the first time the conference program will be staged in the WAI Theater within the exhibit hall giving all registrants immediate access to educational presentations, exhibits, and free, crossover entry to the co-located Electrical Wire Processing Technology Expo (EWPTE) in the adjacent hall.

Commenting on this year’s show, WAI Executive Director Steven Fetteroll said “We are excited to be producing Wire Expo in the Midwest, which is within easy driving distance of hundreds of companies. All involved will have access to the full program and our hosts including Charter Steel, the Electrical Wire Processing Technology Expo, and Milwaukee, all of which are first class.”

## **HIGHLIGHTS**

The educational program presents 20 sessions in the WAI Theater organized into complementary paths:

- **Day 1: Integrated Manufacturing Excellence** focuses on the manufacturing life cycle from raw materials through finished wire and cable; and
- **Day 2: Digital Transformation & Industry 4.0** during which sessions explore applications of artificial intelligence, automation, data analytics, smart factories, predictive quality, and connected manufacturing systems.

Program add-ons include the popular pre-conference *Fundamentals of Wire Manufacturing* course (May 5) and the *Advanced Extrusion Workshop* (May 6), both held at the Milwaukee Hyatt Regency; as well as the Charter Steel plant tour (May 6).

### ***Plant Tour:***

The Charter Steel mill tour offers an exclusive and comprehensive experience that brings the steelmaking process to life. From melt to roll and processing, visitors will see how Charter turns scrap into high-quality carbon and alloy wire and bar products through precision, technology, and craftsmanship. This tour gives visitors a rare opportunity to see the operations up close and gain deeper insight into how Charter partners with customers to deliver consistent, high-performance steel. *Space is limited.*

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***Exhibits:***

WAI will host approximately 200 companies represented in 160 booths. Exhibit hours are 9:00 a.m. to 5:00 p.m. and 9:00 a.m. to 3:00 p.m. on May 6th and 7th, respectively.

***Lodging:***

The Milwaukee Hyatt Regency is the official conference hotel, with two additional properties included in the Wire Expo hotel block. Indoor access connects the Hyatt to the Baird Center. Additional details and booking links are available at: <https://wirennet.org/events/wire-expo-2026>.

***Registration:***

The “Full Show Floor Access” registration option includes both the conference sessions and the exhibits. Advance registration rates—available through April 24, 2026—are \$125 for existing and new members and \$225 for non-members. On-site registration will be available for the conference and exhibit access, however advance registration is required for educational add-ons.

For full detail on speakers and schedule, and to register visit the event website:  
<https://wirennet.org/events/wire-expo-2026>.

*WAI, founded in 1930, is a not-for-profit association with 1700 individual members in 38 countries and Wire Journal International subscribers in 94 countries. The association serves the educational needs of the wire and cable manufacturing industry through a variety of products and services. WAI manages the Interwire Conference & Trade Exhibition and Wire Expo; it publishes the Wire Journal International and the Wire Journal International Reference Guide.*

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