



Georgia World Congress Center | May 4–6, 2027
Atlanta, Georgia, USA



MEET INTERWIRE

Now in its fifth decade, the Interwire brand continues to earn its reputation as the preeminent North American trade event for the wire and cable industry. Since its inception in 1981 Interwire has been staged biennially, consistently drawing thousands of people from more than 42 countries.

Interwire delivers views and news of the industry's most technologically advanced products, equipment, and research findings that set the wire manufacturing trends of the future. From entry-level personnel to engineers, and plant managers to C-suite leaders, Interwire is a unifying venue for professionals at every career stage. It is noteworthy that 90% of participants have decision and purchasing power, or direct influence on capital expenditures.

The show has evolved on pace with industry innovations by incorporating timely themes into its on-floor attractions and educational offerings. Recent upgrades initiate fresh perspectives as well as new opportunities for networking, education, and sponsorships.

EXHIBITOR DEMOGRAPHICS

Interwire features an ever-changing landscape of new exhibiting companies that use the venue to make product introductions and meet customers and prospects. More than 80 wire, supply, and equipment categories are represented by exhibitors.

Exhibitors comprise suppliers and manufacturers of wire; cable; and fastener, formed and fabricated wire products. Historically, exhibiting companies have represented all sectors of metal and fiber.

In 2027 show organizers expect to fill over 100,000 sq.ft. of exhibit space



For more information about Interwire, including a view of the floor plan, please visit the show website: interwire27.com or scan the QR code below.





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80%

Of attendees register
for exhibits

2027 RATES

Exhibits 800 sq. ft. and larger = \$20.25 per sq. ft.

Exhibits 100 sq. ft. to 799 sq. ft. = \$29.75 per sq. ft.

To date, the sq. ft. exhibit space cost at Interwire in Atlanta remains among the lowest rates in the trade show industry.

EXHIBITING DETAILS

43/42

Industries/U.S. states represented

BEFORE MARCH 26, 2026

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 March 26, 2026. See points at interwire27.com

AFTER MARCH 26, 2026

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

EXPOSITION OFFICES

For more information contact :
WAI Sales Department
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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 3, 2027. Straight-time labor and drayage charges apply.

Exhibits are open:

Tuesday, May 4 - 10:00 a.m.- 5:00 p.m.

Wednesday, May 5 - 10:00 a.m.- 5:00 p.m.

Thursday, May 6 - 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

SPACE RENTAL COST

\$20.25 USD per sq. ft. for exhibits 800 sq. ft. and larger

\$29.75 USD per sq. ft. for exhibits 100 sq. ft. up to 799 sq. ft.

INTERNATIONAL PAVILIONS

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

SHOW CONTRACTOR

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

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 (WAI), 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. Throughout the year WAI organizes and produces events such as the Interwire and Wire Expo trade shows, an online Industry Search and annual International Technical Conferences. Its publications and technical products include *Wire Journal International* (WJI), the annual *WJI Reference Guide*, *Off-the-Press Newsletter*, and *HardWIRED* educational videos as well as a host of technical handbooks and webinars. View products, services, and membership details at: www.wirenet.org



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