

## SUCCESS! More exhibitors and increased attendance at MCEE 2017

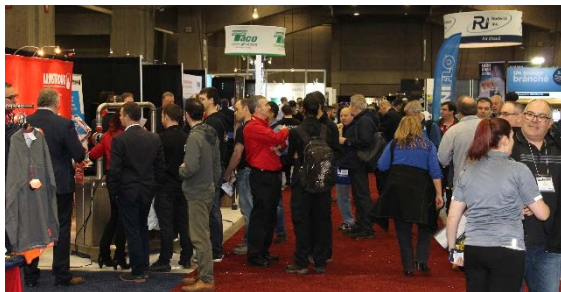
The aisles were packed again for the 2017 edition of MCEE, Canada's largest trade show and conference for the plumbing, hydronics, HVACR, electrical and lighting industries. The sold-out trade show took place in Montreal on April 26 & 27 and is drawing great reviews from exhibitors and visitors.

6,286\* industry members (up 3% from 2015) attended MCEE to see 393 exhibitors and 65,000 square feet of new products and technologies ([Exhibitor List](#)). Visitors packed the [New Product Showcase](#) to check out 120 innovative products on display. Winners in the New Product Competition were selected by a special panel of industry experts ([WINNERS](#)). The 23 [seminars](#) set an overall record attendance – with several sessions attracting more than 150 people. [\*Attendance figures represent industry members who attended MCEE 2017.]



“MCEE continues to be a premier Canadian showcase for the plumbing, hydronic, HVACR, electrical and lighting industries,” commented CMMTQ Executive Director André Bergeron. “The variety of products and technologies is an outstanding demonstration of the industries’ commitment to innovation. The trade show and seminars provide an unparalleled opportunity for industry members to see new products and technologies, get answers to their technical questions from industry experts and discover new business tools. It’s all designed to help our attendees become more knowledgeable, productive and ultimately, more profitable.”

“We are particularly happy to hear the great feedback about the quality of visitors”, stated Ralph Suppa, CIPH’s President and General Manager. “Exhibitors were able to connect in person with decision-makers: contractors, engineers, building managers, wholesalers, government/municipal representatives and other key industry members who purchase or specify industry products. MCEE provides the platform for exhibitors to meet current customers, find new sales leads, increase their brand awareness and ultimately, increase their sales.”



The MCEE 2017 interactive [FLOOR PLAN and VIRTUAL SHOW GUIDE](#) is still open and allows visitors to search the show by exhibitor name or product type and view detailed exhibitor listings online.

The next edition of MCEE will take place April 24 and 25, 2019 in Montreal. Exhibit sales for MCEE 2019 will be launched in the spring of 2018.

MCEE is produced by the Corporation of Master Pipe Mechanics of Quebec ([CMMTQ](#)), the Canadian Institute of Plumbing & Heating ([CIPH](#)), Corporation of Master Electricians of Quebec ([CMEQ](#)), and the Corporation des entreprises en traitement de l'air et du froid ([CETAF](#)), with support from EFC Quebec and IES Montreal.

[www.mcee.ca](http://www.mcee.ca)

#### For Information on MCEE 2017

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