



# Sales growth Support activities

Helping you to increase your sales of our products is a key component of the Signature Service commitment. Here's how we work to support you year-round to help you grow your business:

- Dedicated Canadian sales force, regionally-based, focused on local opportunities
- Extensive marketing activities aimed at increasing brand awareness and loyalty among electrical contractors and installers
- Consistent advertising and product visibility in Canadian electrical trade press
- Regular presence at Canadian industry trade shows
- PowerTrain™ online training platform for Signature Service distributor employees

## PowerTrain online training platform - 10th anniversary

In 2026, we are celebrating 10 years of empowering your knowledge with our award-winning PowerTrain online training platform. We have an exciting year planned with lots of opportunities for you and your branch to win PowerTrain-branded merchandise.

Check out the dedicated PowerTrain content in this package for complete details.

## Trade shows

In 2026, ABB's Installation Products division will be participating in a number of industry tradeshows across Canada. Here are the events currently scheduled:

- EDIST Conference & Exhibition  
**Toronto, January 20-22**
- EIAA Annual Technical Conference  
**Nisku, February 6-7**
- Salon Lumen  
**Montreal - April 15-16**
- Saskatchewan Mining Supply Chain Forum (SIMSA)  
**Saskatoon - April 15-16**
- MEET Show  
**Moncton - May 6-7**
- Ideal Supply  
**Stratford - May 6-7**
- CIGRÉ  
**Calgary - Sept. 21-24**

## Promotions and product launches

To help you drive sales, we have some exciting promotions and product launches in development for 2026. Complete details will be communicated in the month preceding each event. Stay tuned!

