

IEC INDUSTRY PARTNER PROGRAM

As an Industry Partner, you receive discounts on our most powerful advertising packages. You can choose from four different levels of commitment to fit your marketing goals and save between \$3,400 and \$13,000 annually. More importantly, IEC members will recognize you as an industry expert.

INDUSTRY PARTNER BENEFITS

National Associate Membership

As a National Associate Member your company will receive access to national meetings with networking opportunities. In addition, special recognition will be given in the IEC Product Showcase, at the National Convention, and in *Insights* magazine.

Industry Partner Council

This networking opportunity brings partners together to develop strategies that gain exposure to electrical contractors at the local level to maximize your partner ROI.

Insights Product Showcase

The IEC Product Showcase is a catalogue of the newest products and services for contractors. It is produced once a year in the September/October, pre-convention issue of *Insights* magazine. The showcase includes a picture and description of a product or service.

Articles in Insights

As an industry partner, you are encouraged to write articles for *Insights* magazine. Informative feature articles (1,000-1,700 words) to short technical articles (500-800 words) that appear in specific sections of the magazine are welcome. Articles serve as a resource for IEC members and establish your company's expertise.

New/Featured Product Information

Send your press releases to IEC! The Featured Products section of *Insights* is where product and service news is posted. Featured Products appear in every issue of *Insights*.

Insights Ads

Insights is the premier publication for IEC members and many member prospects. Each issue is sent to over 7,000 recipients and re-circulated to many more. It contains late-breaking innovations in the electrical industry along with profitable management tips for electrical contractors.

IEC University Seminar Participation

IEC University (IECU) is IEC's management level education and serves members through online courses, seminars at Purdue University, and educational sessions at the Annual IEC National Convention. As a partner, you are invited to submit proposals to lead educational seminars for members at the IEC National Convention. In addition, partners can host seminars at chapter level venues via the IECU training catalog.

IEC Convention Sponsorship Credits

Convention Sponsorships offer you the opportunity to increase your exposure at the IEC National Convention and Electric Expo. Sponsorships include signage at sponsored events, recognition in *Insights* magazine and the convention onsite brochure, etc. (Credits may not be used for certain sponsor opportunities.)

IEC Membership One-Time Use Mail List

You are welcome to take advantage of direct marketing to IEC members via mailings. As a partner, an IEC member mailing list is available upon request for a one-time use. This is a partner-only benefit; IEC does not sell or rent its mailing list to outside parties.

Complimentary Booth Space at IEC National Convention

The Annual IEC Electric Expo is IEC's biggest event with over 2,000 attendees and some of America's most successful electrical contractors.

IEC Connection e-Newsletter Sponsorship

The *IEC Connection* is a monthly e-mail newsletter that is distributed to all IEC members. It features industry links, banner ads, and navigation bars as well as the most up-to-date industry and association news. As a sponsor, your company logo is showcased in the newsletter.

Apprenticeship Curriculum Ad

This is an opportunity to place informative ads in the IEC Apprentice Curriculum. The curriculum is used to train over 8,000 apprentices every year. It's a fact that electrical contractors continue to use the product brands on which they were trained.

IEC Platinum Convention Party

The Platinum Partner Party is food, fun, prizes and great entertainment! Held at the IEC National Convention, this event is exclusively hosted by Platinum Industry Partners for contractor members. It is one of the most exciting and memorable IEC events – just ask any IEC member.

Platinum Partner Chapter Banner

This is one of the ways IEC showcases Platinum Partners at the chapter level. A large banner with each Platinum Partner's logo is distributed for display at every IEC training center at the beginning of each year.

INDUSTRY PARTNER BENEFITS AT-A-GLANCE

	BRONZE	SILVER	GOLD	PLATINUM
IEC National Associate Membership	●	●	●	●
Vote on IEC National Industry Partner Council	●	●	●	●
One Ad in <i>Insights</i> ' Product Showcase	●	●	●	●
Submit Articles for <i>Insights</i> Magazine	●	●	●	●
New/Featured Product Information in <i>Insights</i> Magazine	●	●	●	●
Full-Page B&W <i>Insights</i> Magazine Advertisements	2	3	3	4
Upgrade One <i>Insights</i> Ad to Color, with Cover Position			●	●
IEC University Seminar Participation and Development	●	●	●	●
IEC Convention Sponsorship Credits	\$2,500 cr	\$5,000 cr	\$7,500 cr	\$10,000 cr
IEC Membership One-Time Use Mailing List (your cost)	\$1,000	\$750	\$500	\$0
Complimentary Booth Space at IEC Annual Convention	10' x 10' \$2,500 Value	10' x 10' \$2,500 Value	20' x 20' \$7,400 Value	20' x 20' \$7,400 Value
Upgrade Convention Tradeshow Booth to a Corner Booth		●	●	
Upgrade Convention Tradeshow to Island Booth				●
IEC Connection e-Newsletter Sponsorships			1	2
IEC Apprenticeship Curriculum Ad		●	●	●
IEC Platinum Partner Convention Party				●
IEC Platinum Partner Chapter Banner				●
<i>Total Gross Cost for Benefits</i>	\$10,232	\$17,634	\$30,234	\$39,737
<i>Your Price</i>	\$6,825	\$13,125	\$18,900	\$26,250
Your Savings!	\$3,407	\$4,509	\$11,334	\$13,487

TABLE KEY:

● = Benefits included as an industry partner

1-4 = Frequency of benefit per year

Contact IEC National at **(800) 456-4324** to discover which partnership is right for you.