



# Powering Your Future

**DENVER, COLORADO**  
**OCTOBER 6-9, 2021**



**Pro**

IEC'S OFFICIAL  
RETAILER OF  
ELECTRICAL TOOLS  
AND SUPPLIES



## EXHIBITOR & PARTNER OPPORTUNITIES







## Powering Your Future

IEC Convention & Expo 2021 is an exclusive opportunity to put your brand and innovative products in front of more than 2,500 electrical contractor attendees eager to do business with you! Gain name recognition and the connections you need to increase your leverage with your target market at the premier event of the year for the electrical and systems contracting industry!

**This opportunity is available to IEC Industry Partners and Exhibitors. Contact Christy Ronaldson via email [cronaldson@ieci.org](mailto:cronaldson@ieci.org) for more information on sponsoring IEC Convention & Expo 2021!**

### AVAILABLE SPONSORSHIPS

Amped Up Luncheon (1 available)

Apprentice of the Year Competition Events (2 available)

Wire and Cabling **SOLD**

Conduit Bending **SOLD**

Apprentice of the Year Competition Live Stream (1 available)

Apprentice of the Year Competition Meal Package (1 available)

Apprentice of the Year Competition – Premier Sponsor **SOLD**

Apprentice of the Year Competition Volunteers **SOLD**

Apprentice Transportation (2 available)

Attendee Branded Personal Hand Sanitizers (1 available)

Attendee Branded PPE Masks (5 available)

Bag Inserts – individually wrapped (5 available)

Branded Drink at Host Hotel Bar (1 available)

Breakfast (3 available)

Chapter Day (1 available)

Charging Station (1 available)

Coffee Breaks (6 available)

Conference App **SOLD**

Convention Break Zone (1 available)

Convention Email (8 available)

Daily Recharge E-Newsletter (2 available)

Education Tracks (4 available)

Elevator Wrap at Host Hotel (1 available)



#### Your support of this hallmark event includes the following benefits:

- Company logo on Sponsor Thank You Signage displayed throughout the Convention Center.
- Company logo listed on the Convention website with a hyperlink to your company website.
- Company logo on Sponsor Thank You ad in IEC *Insights* magazine's Convention issue, delivered to all IEC members, print subscribers (over 7,000), and IEC Convention & Expo 2021 attendees. The ad will also appear on the *Insights Online* website.
- Company logo in pre and post-Convention print and digital materials sent to all registrants.
- Recognition as an IEC Convention & Expo 2021 Sponsor at the President's Reception and Awards Gala.

Escalator Wrap at Convention Center (1 available)

EXPO Entertainment – Soundstage (1 available)

Expo Hall Happy Hour (1 available)

Expo Hall Ribbon Cutting Ceremony (1 available)

First Time Attendee Happy Hour (1 available)

Floor Stickers: Social Distancing included (1 available)

Host Hotel Column Wraps facing the Convention Center (1 available)

Host Hotel Column Wraps Front Entry (1 available)

Host Hotel Front Glass Door Branding (1 available)

Host Hotel Key Wrap/Sleeve & Card (1 available)

Individually Wrapped Notebooks with Pen (1 available)

Keynote Session **SOLD**

Lanyards **SOLD**

Livewires Tour (1 available)

Lunch (3 available)

Oxygen & Aromatherapy Stations (1 available)

Personal Oxygen Containers (1 available)

Powering the Next Generation – Future Electricians T-shirts (5 available)

President's Reception and Awards Gala **SOLD**

Registration Tote Bags **SOLD**

Welcome Reception featuring Emerging Leaders **SOLD**

Wi-Fi at the Convention Center (1 available)

360 Photo Booth (1 available)





## APPRENTICE OF THE YEAR COMPETITION AND LOCAL APPRENTICES



### Apprentice of the Year Competitor Events

**Investment: \$15,000**

Support the Apprentice of the Year competitors by sponsoring individual events: Conduit Bending, Wire and Cabling, Ladder Diagram, and Productivity Challenge.

**Wire and Cabling** **SOLD: Southwire**

**Conduit Bending** **SOLD: Greenlee**

**Sponsorship includes:** In addition to the items listed on page one, logo on display at the event location.

### Apprentice of the Year Competition Live Stream

**Investment: \$15,000**

Support the Apprentice of the Year competitors by live streaming their competition. Those not able to attend Convention have the opportunity to view the competition as it happens in Denver.

**Sponsorship includes:** In addition to the items listed on page one, logo on display at the event location and a brief interview/commercial break during the competition.



### Apprentice of the Year Competition – Meal Package

**Investment: \$5,000**

Support the Apprentice of the Year competitors by keeping them fueled as they compete for top recognition within the industry. Your sponsorship will include all breakfast, lunch, and snack breaks during competition days.

**Sponsorship includes:** In addition to the items listed on page one, logo on display at the event location.



## Apprentice of the Year – Premier Sponsor

**SOLD: Milwaukee Tool**

**Investment: \$27,500**

The Apprentice of the Year Competition is the highlight of IEC Convention & Expo 2021, with hundreds of attendees stopping by to watch the apprentices compete. Top apprentices from chapters across the country will face off against each other in written and hands-on tests to see who will be crowned the coveted “IEC National Apprentice of the Year.” Show your support for the future of the electrical industry by sponsoring this exciting event.

**Sponsorship includes:** In addition to the items listed on page one, booth space in proximity to the competition, large, distinctive signage with your company logo, company logo placed on each apprentice’s shirt, recognition as the primary sponsor of the competition in all Convention promotional materials, opportunity to assist in apprentice awards distribution at the President’s Reception and Gala, push notifications delivered via IEC Convention & Expo 2021 official mobile app in advance of event.

## Apprentice of the Year Volunteers

**SOLD: ATP**

**Investment: \$20,000**

The Apprentice of the Year Competition is the highlight of the Convention and takes place at the center of the Expo Hall. A large group of members and chapter staff assist with the logistics of the competition and are visible to attendees throughout the duration of the Expo. Your company brand will be worn by these volunteers and will be seen by contractor attendees as they stroll the Expo Hall!

**Sponsorship includes:** In addition to the items listed on page one, logo on display at the event location.



## Apprentice Transportation – Colorado Chapters 2 available

**Investment: \$10,000**

We are supported this year by three local Colorado chapters and hope to give each apprentice the opportunity to attend IEC Convention & Expo 2021. The IEC shuttle will pick up apprentices from their chapters and deliver them safely to the Colorado Convention Center. They will see your signage in the Convention Center transportation bay. Depending on availability, we will also incorporate your branding onto the shuttle bus monitors. This unique opportunity will have apprentices thinking about you first thing in the morning and after they have wrapped up the day.

**Sponsorship includes:** In addition to items listed on page one, logo on signage at Convention Center transportation bay. If available, digital signage on shuttle busses.



## CONVENTION CENTER/EXPO HALL

### **Bag Insert** 5 available (individually wrapped)

**Investment:** \$2,000

Place a gift or information promoting your company in the first and most prominent item that attendees receive onsite, the Convention tote bag. These bags include the highly valued schedule at a glance. Branded items such as water bottles, koozies, small tools, etc. are desired.

**Sponsorship includes:** In addition to items listed on page one; an item placed in every tote bag. (Sponsor is responsible for designing and providing the item.)

### **Branded Oxygen Bar** 2 available

**Investment:** \$15,000

Be the talk of IEC Convention & Expo 2021 with a cool oxygen and aromatherapy bar. Connect with attendees as they pump up on oxygen and relax. Located in the Expo Hall and registration areas, this unique installation will provide visibility to your brand!

**Sponsorship includes:** In addition to the items listed on page one, you may promote your booth location and products to all attendees with 5-panel, full color branding on the bar.

### **Branded Personal Hand Sanitizers**

**Investment:** \$7,000

Help our attendees stay safe and keep their hands clean with branded hand sanitizers.

**Sponsorship includes:** In addition to items listed on page one, logo placed on each bottle of hand sanitizer.

### **Branded Attendee Mask** 5 available

**Investment:** \$5,000

Our attendees want to mask up and rock your logo! Help us keep safety first with branded masks.

**Sponsorship includes:** In addition to items listed on page one, logo placed on each mask.

### **Breakfast**

*(Wednesday, October 6, Thursday, October 7 or Saturday, October 9)*

**Investment:** \$5,000

**Sponsorship includes:** In addition to items listed on page one, your logo included on the breakfast signage.

### **Charging Station**

**Investment:** \$7,500

Help keep our attendees connected by sponsoring a charging station that will be placed at the entrance to the convention hall.

**Sponsorship includes:** In addition to items listed on page one, logo placed on the charging station.

### **Coffee Break** 6 available

**Investment:** \$2,000

Let's face reality. We all drink coffee (or tea) and we all will need a caffeine break while at the IEC Convention & Expo 2021. Place your company logo on the coffee sleeves during our coffee breaks throughout the week.

**Sponsorship includes:** In addition to items listed on page one, your logo placed on the coffee sleeves.





## Education Session Tracks 4 available

**Investment: \$2,500**

Sponsor one of the informational and well-attended education session tracks during the IEC Convention & Expo 2021. Be part of the reason people come to Convention – our world-class education. Session descriptions will be available after April 15. Please note, if a session speaker is from an industry partner, that session will not be included in the package.

### 2021 EDUCATION TRACKS

- Business Management
- Marketing & Communications
- Technology/Innovation
- Safety

**Sponsorship includes:** In addition to items listed on page one, signage outside the education track of your choice.

## Escalator Wrap at Convention Center

**Investment: \$12,500**

Your company and logo will be featured as attendees go to and from the Expo Hall to education sessions and meetings.

**Sponsorship includes:** In addition to items listed on page one, logo and message imprinted on a convention center escalator en-route to meeting rooms. (Sponsors must supply artwork, approved by IEC)



## Expo Hall Happy Hour

**Investment: \$10,000**

This well-attended event brings together members that are interested in getting involved in IEC, first time Convention attendees, and those who attend regularly. Be part of a fun event highlighting what makes IEC great.

**Sponsorship includes:** In addition to the items listed on page one, your company brand will be on signage at the event, a complimentary full registration to Convention (includes all events); company reps can greet attendees at the door and throughout the event and have an opportunity for remarks.

## Expo Hall Soundstage 1 available

**Investment: \$15,000**

Rock out with our attendees as they jam with local bands. Located in the Expo Hall, this high traffic area will showcase your brand!

**Sponsorship includes:** In addition to the items listed on page one, the opportunity to promote your booth location and messaging through stage branding and brief intermission comments encouraging attendees to visit sponsor's booth.

## Expo Hall Ribbon Cutting Ceremony

**1 available**

**Investment: \$15,000**

Help open our Expo Hall in style with a branded ribbon cutting ceremony.

**Sponsorship includes:** In addition to the items listed on page one, the opportunity to promote your booth location and messaging to all attendees during brief remarks.



## Floor Stickers 5 available

**Investment: \$2,000**

This item allows IEC members to find your booth as they walk down the aisles in the Expo Hall. Purchase a package of two (36"x36") to connect with attendees.

**Sponsorship includes:** In addition to items listed on page one, two printed floor clings to include company name and booth number. (Sponsors must supply artwork, approved by IEC.)

## Grab n' Go Expo Hall Breakfast

*(Thursday, October 7)*

**Investment: \$5,000**

**Sponsorship includes:** In addition to items listed on page one, your company logo on the event signage.

## IEC Convention Break-Zone 1 available

**Investment: \$15,000**

Take a break from the norm at IEC's Break-Zone! Filled with games, a charging station, plenty of lounge space, and even some IEC staff to answer your questions while you take a break from the excitement on the show floor, the Break Zone is the place to be to relax for a moment or two. Located in the Expo Hall, this high traffic area will provide visibility for your brand!

**Sponsorship includes:** In addition to the items listed on page one, a dedicated area with couches, pillows, lounge chairs, and tables with your company's logo displayed. Promote your booth location and messaging to all attendees.

## Individually Wrapped Notebooks with Pen 1 available

**Investment: \$6,000**

Place a branded notebook promoting your company in the hands of our attendees. They will jot away the great ideas they encounter at Convention.

**Sponsorship includes:** In addition to items listed on page one, a branded notebook and pen given to all attendees.

## Registration Tote Bags

**SOLD: The Home Depot**

**Investment: \$10,000**

This highly valued item is received at onsite registration by all attendees. Your company logo will be seen by all who attend.

**Sponsorship includes:** In addition to items listed on page one, your logo imprinted on bags.

## Social Distance Markers 5 available

**Investment: \$2,000**

This item allows IEC members to recognize your company throughout our event, while safely socially distancing. Purchase a package of two (36"x36") for use in connecting with attendees.

**Sponsorship includes:** In addition to items listed on page one, two printed floor clings to include company name and booth number. (Sponsors must supply artwork, approved by IEC).

## Wi-Fi at Convention Center

**Investment: \$7,500**

Help keep our attendees connected by sponsoring the Wi-Fi at the Convention Center.

**Sponsorship includes:** In addition to items listed on page one, Wi-Fi name and password available to be your company name. For functional reasons, we recommend no more than ten characters and no spaces.

## 360 Photo Booth

**Investment: \$3,500**

There is no other industry like this one, where business partners and competitors are also friends. Help attendees remember the event by branding the photo they'll receive after entering the photo booth, which will be placed in one of the main traffic areas of the show.

**Sponsorship includes:** In addition to items listed on page one, signage and branded photos with your company logo.



## HOST HOTEL

### Branded Drink at Host Hotel Bar

**Investment: \$5,000**

Help our attendees toast to success with a branded drink at the host hotel bars. Attendees receive drink tickets upon check-in.

**Sponsorship includes:** In addition to items listed on page one, signage, ability to name the drink, highlight and mention on social media.

### Column Wraps Facing the Colorado Convention Center

**Investment: \$20,000**

Receive brand recognition as our attendees voyage back and forth to Convention. You'll stay top of mind with this high traffic sponsorship opportunity. Your branding may include your booth number.

**Sponsorship includes:** In addition to items listed on page one, highlight and mention in the IEC Convention & Expo 2021 edition of *Insights*.

### Column Wraps – Host Hotel Front Entry

**Investment: \$50,000**

Be top of mind with IEC Convention & Expo 2021 attendees through this high traffic area sponsorship. Your brand will be recognized by all throughout the week.

**Sponsorship includes:** In addition to items listed on page one, highlight and mention in the IEC Convention & Expo 2021 edition of *Insights*.

### Hotel Room Key Wrap/Sleeve & Card

**Investment: \$5,000 (pricing varies)**

Keep your brand top of mind with attendees through this unique opportunity.

**Sponsorship includes:** In addition to items listed on page one, a branded keycard handed to registrants upon check-in at the Hyatt Regency Denver Convention Center.

## MARKETING & PROMOTION

### Conference Mobile App

**SOLD: Graybar**

**Investment: \$XXXXX**

Associate your name with the latest in conference technology that is free to all attendees and includes your banner advertisement (and hyperlink) on the app landing page, with additional sponsor recognition displayed throughout Convention.

**Sponsorship includes:** In addition to items listed on page one, a rotating banner ad that opens to sponsor's landing page, an interactive exhibitor map in app, and two push notifications.

### Daily Recharge Newsletter <sup>2 available</sup>

**Investment: \$2,500**

Be a leading sponsor of the IEC Convention & Expo 2021 Daily Recharge e-newsletter, which is sent to all attendees each day. The four-part digital series informs attendees of educational and social event highlights, recaps featured events from the previous day, and provides useful daily tips for navigating the show. We will include a quote from your leadership or a contractor you're working with to really focus the excitement of the show.

**Sponsorship includes:** In addition to items listed on page one, your logo in a banner with link in every Daily Recharge edition.

### IEC Convention & Expo Attendee Email

**Investment: \$1,500**

(Industry Partner Sponsorship allocation credit is not valid for this option)

An email will be sent from the IEC system to promote your participation at Convention. HTML code must be submitted and approved seven business days in advance of the requested send date. A maximum of a single email per day will be approved/scheduled. Email addresses will not be shared with sponsors or exhibitors.





## SPECIAL EVENTS



### Amped Up Luncheon

**Investment: \$25,000**

The Amped Up Luncheon recognizes stellar accomplishments in the areas of safety, apprenticeship, membership, and additional IEC member and chapter programs. This event is open to all registrants.

**Sponsorship includes:** In addition to the items listed on page one, a complimentary full registration to the convention (includes all events), company logo on screen during lunch, opportunity to show a short, two-minute video or to provide remarks to luncheon attendees.

### Chapter Day *(October 5, 12-5 p.m.)*

**Investment: \$10,000**

Chapter Day is an opportunity for IEC Chapter leaders to come together to discuss top industry issues and devise solutions together.

**Sponsorship includes:** In addition to the items listed on page one, the opportunity to speak to chapter staffs from around the nation and to sponsor the event-related lunch.



### Keynote Session

**SOLD: The Home Depot**

**Investment: \$25,000**

The keynote address at the IEC Convention & Expo 2021 is a true highpoint of the event. Be a part of the energy by setting the tone for a great week of learning and fun!

**Sponsorship includes:** In addition to items listed on page one, opportunity for remarks, recognition as a sponsor in all communications, company logo on event signage, a complimentary full registration to Convention (includes all events); push notification through the official Convention mobile app in advance of the event, and access to event attendees.



## Livewires Tour

**Investment:** \$3,500

The Livewires committee is a group of IEC supporters and spouses who champion IEC at Convention through fundraising initiatives for the IEC Foundation. Sponsor a local tour for them to get to know Denver a bit better.

**Sponsorship includes:** In addition to items listed on page one, your company logo on t-shirts for the committee to wear during their tour.

## President's Reception and Awards Gala

**SOLD: The Home Depot**

**Investment:** \$25,000

The President's Reception and Awards Gala is the closing event for the IEC Convention & Expo 2021 and brings together the industry's best to be honored for their work throughout the past year. Open to all registrants and award nominees (ticketed event), this event will include a cocktail hour, seated dinner, awards ceremony, and entertainment.

**Sponsorship includes:** In addition to items listed on page one, the opportunity for remarks, an on-stage presence to present awards, recognition as a sponsor in all communications, company logo on event signage, two complimentary tickets to the event, push notification through the official Convention mobile app in advance of the event, and access to event attendees.



## Welcome Reception featuring Emerging Leaders

**SOLD: Graybar and Southwire**

**Investment:** \$XXXXX

The Welcome Reception officially kicks off IEC Convention & Expo 2021 and brings together attendees for casual networking. Open to all registrants, this event will include complimentary beverages, hors d'oeuvres, and entertainment. The reception will highlight emerging leaders in the electrical industry.

**Sponsorship includes:** In addition to items listed on page one, the opportunity for welcome remarks, recognition as a special event sponsor in an email to all IEC members, company logo and recognition as sponsor on signage; and push notifications through the official mobile app in advance of the event.





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## SECURE YOUR SPONSORSHIP TODAY!

Contact Christy  
Ronaldson via email  
[cronaldson@ieci.org](mailto:cronaldson@ieci.org)  
for more information  
on sponsoring IEC  
Convention & Expo 2021!



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