

I E C P R E S E N T S

SPARK

power tomorrow

LOUISVILLE, KY - **October 5-8, 2022**



IEC'S OFFICIAL RETAILER OF
ELECTRICAL TOOLS AND SUPPLIES

**2022 EXHIBITOR &
PARTNER OPPORTUNITIES**

POWER TOMORROW

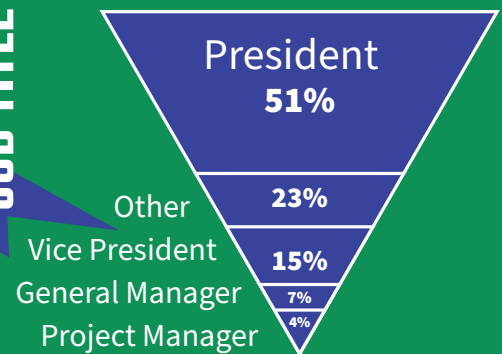
IEC SPARK 2022 is an exclusive opportunity to put your brand and innovative products in front of more than 2,500 electrical contractors representing 65,000 electrical workers eager to do business with you! Gain name recognition and the connections you need to increase your leverage with your target market at the premier event of the year for the electrical and systems contracting industry!

To secure booth space or a sponsorship contact
Kevin Davoren at kdavoren@ieci.org or 773-401-9496

THE AUDIENCE

50% of our members work on **low-voltage** and energy efficient projects!

JOB TITLE



COMPANY SIZE



INDUSTRY

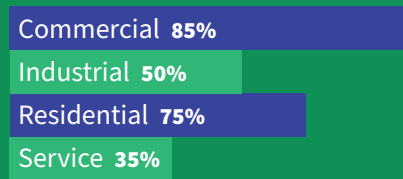


EXHIBIT BOOTH OPPORTUNITIES

Booth Size	Cost
10' X 10'	\$4,015
10' X 20'	\$6,775
10' X 30'	\$9,400
20' X 20'	\$11,750

(Each 10x10' booth space purchased includes two exhibit personnel badges)

Each exhibit booth includes the following standard equipment:

- 8' High Draped Backwall
- 3' High Draped Siderails
- (1) 7" x 44" Identification Sign with Company Name & Booth Number

Space is subject to availability. All booth space is chosen in the order in which the completed application is received by IEC. Applications must be submitted using the official form included in this Prospectus. Payments must be received with ten (10) days of application to retain chosen space.

Exhibitor Schedule of Events

Monday, October 3 - Wednesday, October 5

8:00 AM - 4:30 PM Exhibitor Setup

Thursday, October 6

12:30 PM - 6:30 PM Expo Open



IEC Spark 2022 Exhibition Highlights

- ⚡ 9 Hours of Expo
- ⚡ Lunch and Breakfast on Expo Floor
- ⚡ Happy Hour on Expo Floor
- ⚡ IEC Foundation (IECF) Raffle on Expo Floor

Friday, October 7

8:00 AM - 11:00 AM Expo Open
12:30 AM - 8:00 PM Exhibitor Breakdown

CANCELLATION POLICY: Cancellation requests must be submitted in writing to IEC Convention & Expo 2022. The date on which written notice of cancellation is received will be considered the official cancellation date. A cancellation received in writing on or before July 1, 2022, will be charged a processing fee of 20% of your booth costs. IEC is unable to provide any refunds for cancellations made after July 1, 2022. Funds forfeited because of cancellation cannot be applied to other activities.

CONVENTION CENTER/EXPO HALL



Bag Insert 5 available

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.

Chapter Day Transportation 1 available

Investment: \$2,500

Include your logo on signage at Convention Center transportation bay. If available, digital signage on shuttle buses.

Midwest Region Apprentice Transportation

6 available

Investment: \$3,500

Include your logo on signage at Convention Center transportation bay. If available, digital signage on charter buses.

Breakfast 3 available

Investment: \$5,000

Help attendees start their day off right! Place your company logo 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.

All sponsorships include Full Color Company Logo on:

- Thank You SPARK Expo Signage
- SPARK Convention Website (with hyperlink)
- IEC Insights SPARK Issue (print and online versions)
- Pre and Post-SPARK print and digital materials sent to all attendees.

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 SPARK 2022. Place your company logo on the coffee sleeves during our coffee breaks throughout the week.

Passport to Prizes

Investment: \$750

Each attendee will receive a passport game card with the participating exhibitor name and booth number. The attendee must visit participating exhibitor's booth to receive a stamp on the passport. Once stamps have been collected from exhibitors, passports are deposited into a drop-box located within the exhibit hall for a chance to win prizes. Participating exhibitors must provide a prize (\$100 minimum value)

SPONSORSHIPS

CONVENTION CENTER/EXPO HALL cont'd

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. Feature your 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. 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 Ribbon Cutting Ceremony ^{1 available}

Investment: \$15,000

Help open our Expo Hall in style with a branded ribbon cutting ceremony giving you the opportunity to promote your booth location and messaging to all attendees during brief remarks..

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.

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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 and to include company name and booth number. .

Grab n' Go Expo Hall Breakfast

Thursday, October 7

Investment: \$2,000

In addition to the items listed in the grey box above, your company logo on the event signage.

Wi-Fi at Convention Center

Investment: \$7,500

Help keep our attendees connected by sponsoring the Wi-Fi at the Convention Center. The Wi-Fi name and password available to be your company name. For functional reasons, we recommend no more than ten characters and no spaces.

Customized Attendee Slugger Bats

Investment: \$7,500

"WOW!" attendees with a customized slugger bat with your logo included.

SPONSORSHIPS

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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. Includes signage, ability to name the drink, highlight and mention on social media.

Column Wraps – Host Hotel Front Entry

Investment: \$10,000

Be top of mind with IEC SPARK 2022 attendees through this high traffic area sponsorship. Your brand will be recognized by all throughout the week.

Hotel Room Key Wrap/Sleeve & Card

Investment: \$7,500

Keep your brand top of mind with attendees through this unique opportunity by including a branded keycard handed to registrants upon check-in at the hotel.

MARKETING & PROMOTION

Conference Mobile App

SOLD: Graybar

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.

Daily Recharge Newsletter 2 available

Investment: \$2,500

Be a leading sponsor of the IEC SPARK 2022 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.

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.

SPONSORSHIPS



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. With this sponsorship, you will receive 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. Take advantage of the opportunity to speak to chapter staffs from around the nation and to sponsor the event-related lunch.

Welcome Activities featuring Emerging Leaders

SOLD: Graybar & Southwire

The Welcome Reception officially kicks off IEC SPARK 2022 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. You will have 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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Keynote Session

SOLD: The Home Depot

The keynote address at the IEC SPARK 2022 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! In addition to the keynote session, you will get the 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.

President's Reception and Awards Gala

SOLD: The Home Depot

The President's Reception and Awards Gala is the closing event for the IEC SPARK 2022 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. You get the 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.

SPONSORSHIPS

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 in the grey box above, logo on display at the event location.

Future Electricians Showcase

Investment: \$15,000

Support 400 local high school students to learn more about the electrical industry and to participate in the annual IEC conference. The showcase includes a panel presentation with audience questions. An interactive component will be included.

Sponsorship includes: In addition to the items listed in the grey box above.

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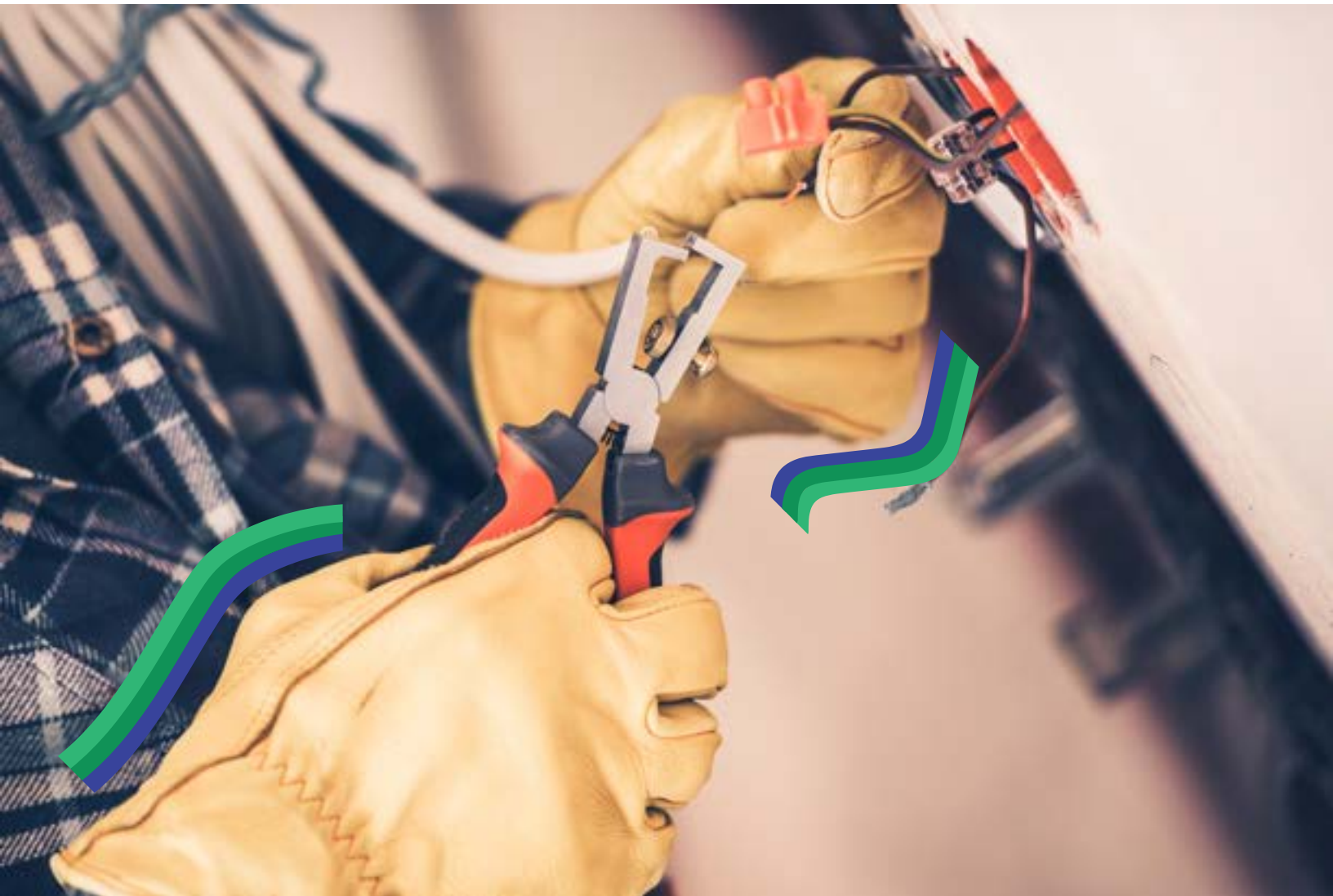


Apprentice of the Year Competition Live Stream

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 Louisville.

Sponsorship includes: In addition to the items listed in the grey box above, logo on display at the event location and a brief interview/commercial break during the competition.



For more information on
booth space, sponsorship and
marketing opportunities
contact **Kevin Davoren**
kdavoren@ieci.org
or 773-401-9496

IEC PRESENTS
SPARK
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INDEPENDENT ELECTRICAL CONTRACTORS

IEC PRESENTS

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SPONSORSHIP FORM

LOUISVILLE, KY • **October 5-8, 2022**

CONTACT NAME _____		COMPANY _____
ADDRESS _____		OFFICE PHONE _____
CITY _____	STATE _____	ZIP _____
FAX _____	EMAIL _____	
IEC SPARK 2022 SPONSORSHIP EVENT/ITEM _____		AMOUNT _____

PAYMENT*

- CHECK ENCLOSED
 INVOICE
 CREDIT CARD
 VISA
 MASTERCARD
 AMEX

CHECK

Make check payable to:
Independent Electrical Contractors

Mail check to:
Independent Electrical Contractors
C/o SPARK 2022
2900 S. Quincy Street, Suite 720
Arlington, VA 22206

CREDIT CARD

Fax completed form with credit card information to IEC SPARK 2022, (703) 549-7448, or email to billing@ieci.org.

CARDHOLDER'S NAME _____

CARD NUMBER _____

EXP DATE _____ SEC CODE _____

BILLING ADDRESS _____

EMAIL ADDRESS _____

SIGNATURE _____

By signing this form, I agree that _____
is responsible for full payment of the IEC SPARK 2022 sponsorship noted above.

SIGNATURE

DATE

*IEC is a 501(c) (6) organization and investments made to IEC are not deductible as a charitable contribution.