



INDEPENDENT  
ELECTRICAL  
CONTRACTORS

# 2024 Prospectus

Independent Electrical Contractors

Contact:

Kevin Davoren

[kdavoren@ieci.org](mailto:kdavoren@ieci.org)

773-401-9496





## About IEC

Independent Electrical Contractors (IEC) is a national association focused on developing the professional electrician workforce. IEC's expansive product portfolio plays a crucial role in recruiting, training and developing electricians – from new apprentices through experienced masters - to be best-in-class professionals. IEC serves the industry by training, promoting and advocating for our members

and professional electricians in general. By focusing on “the people behind power,” IEC serves our members and industry by ensuring there is a current and future qualified workforce of well-trained electricians who embody and value the merit-shop philosophy by prioritizing, rewarding and recognizing professionalism, quality service and safety.

# IEC Audience



 **5,000+** Total Members  
4,000+ MEMBER COMPANIES

 **53** Professional Chapters

## Industry Specialization of IEC Members



**Reach More Than 4,000 member companies & their employees**

Presidents  
Vice Presidents  
Project Managers  
General Managers  
Foremen  
Field Electricians  
Electrical Apprentices  
...and more

## Sales Volume of Member Companies

Under \$1 Million 10%  
\$1-2 Million 9%  
\$2-3 Million 9%  
\$3-9 Million 20%  
\$10-15 Million 18%  
\$16-22 Million 5%  
\$22-30 Million 10%  
\$30 Million + 19%

# Strategic Partners

Share your knowledge. Generate quality leads. Grow your brand awareness. Show off your industry expertise.





# Year-Round Industry Sponsor Program

IEC Sponsors receive the highest level of customized benefits and exposure on a year-round basis to reach electrical contractors. Sponsors receive combined assets from across the IEC organization to foster brand awareness, thought leadership, and maximum visibility at SPARK to achieve specific business objectives. Contact Kevin Davoren to discuss your custom Strategic Partnership, or a Power or Circuit sponsorship opportunity outlined to the right.

Industry Sponsor Benefits	Power Sponsor	Circuit Sponsor
<b>THOUGHT LEADERSHIP</b>		
Article in Insights Magazine	1	
Insights magazine half page color advertisements	2	1
IEC Webinar	1	
<b>MARKETING ENGAGEMENTS</b>		
Logo recognition on IEC website homepage	●	●
Partner Spotlight on IEC Extension Newsletter	●	●
1 post on IEC's social media platforms	3	1
<b>EVENT ENGAGEMENTS</b>		
SPARK Convention & Expo Sponsorship Options	●	●
Booth space at IEC Convention & Expo	20X20	10X10
IEC Partner Party at SPARK Convention & Expo	●	
SPARK Convention & Expo Full Registration	2	

## Questions? Kevin Davoren

Account Executive

Independent Electrical Contractors, Inc. (IEC)

Phone: 773-401-9496 | Email: [kdavoren@IECI.org](mailto:kdavoren@IECI.org)

Connect: [linkedin.com/in/kevindavoren](https://www.linkedin.com/in/kevindavoren)

# IEC Brand Awareness Offerings

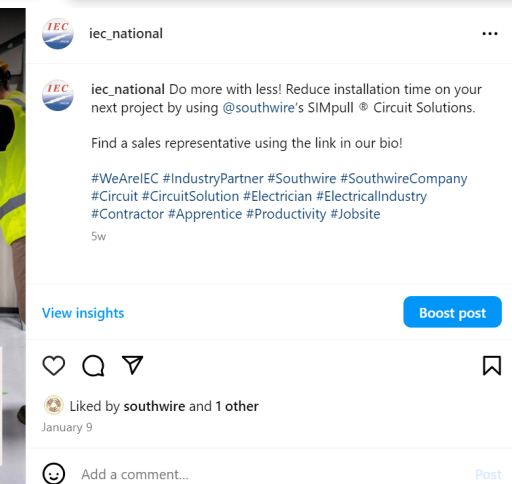
Brand awareness, simply put, is the understanding and recognition of your company's products and solutions to the customer. With so many marketing messages and ads a consumer sees each day, it's important to keep your brand top of mind and memorable to your target audience.

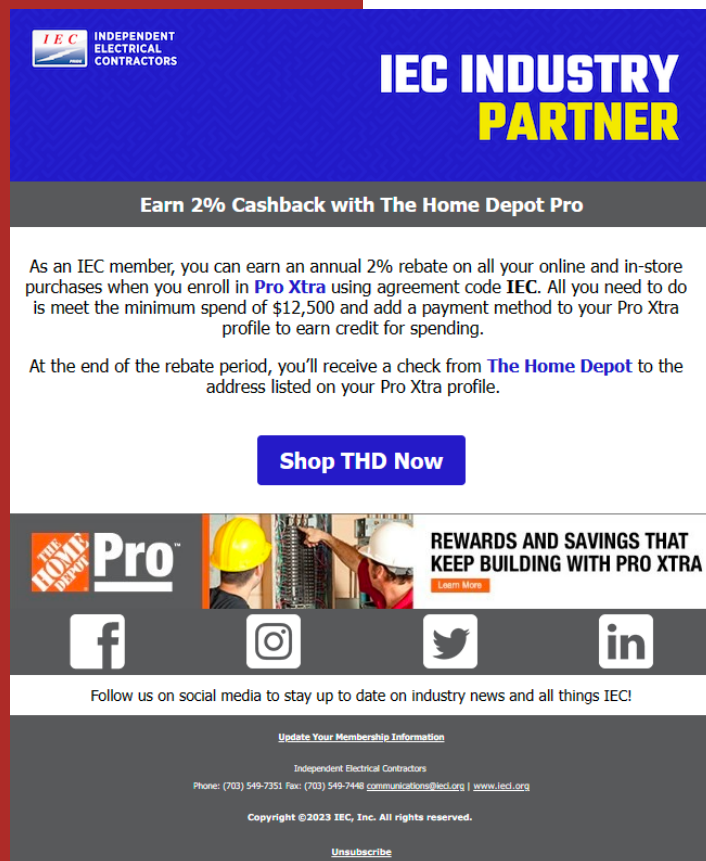
## Benefits:

- Build trust with your audience
- Cuts through all the marketing noise and clutter
- First step for your target consumer to enter the purchase journey
- Your brand's first impression - and first impressions mean everything!

## IEC Brand Awareness Offerings

- IEC Insights
- Email Blasts
- Social Media
- Digital Newsletter





AVERAGE OPEN RATE

32%

# Email Blasts & Social Media

Looking to reach an even larger digital audience? IEC's email blasts and social media opportunities are second to none and will put your brand in front of an expanded audience of prospects, field technicians, electrical contractors, and the public.

## Email Blasts

Single Email Blast to an audience of 5,000 contractor members. Maximum one eBlast per customer per quarter. HTML file at width of 650 px is required from customer.

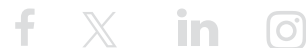
IEC Sponsor	\$2,000
Non Sponsor	\$3,000

## Social Media

**SOCIAL MEDIA POSTS INCLUDE TEXT & IMAGE**

**IEC SOCIAL MEDIA BUNDLE: \$1,000 per post**

Post your message on all 4 of IEC's platforms – Facebook, Twitter (X), LinkedIn, and Instagram



\*Limited availability 2/month; content due 4 weeks out

# IEC Digital Newsletter

IECX is IEC's monthly all member newsletter sent the last Friday of every month. Including the latest news from IEC on events, educational opportunities, initiatives, podcast and webinar calendars, and much more. IECX is a great tool to capture the interest of the overall IEC community.

Ad Size	Price per Newsletter
650px W x 100px H	\$1,000 each

Placement is assigned on a first come, first served basis. As existing spaces open up, IEC will rotate up existing ads into the higher slots.



AVERAGE OPEN RATE PER ISSUE

# 31.1%

**IEC** INDEPENDENT ELECTRICAL CONTRACTORS

**IECX**  
IEC EXTENSION

**December 2023**

This has been one of the fastest years yet for me! As you grow older the years do go by faster, but this one went by too fast. Looking back, I graduated on Saturday, May 19, 1975, from IEC, and early that next Monday morning I was starting my first job for \$5 an hour working under my father. I have come a long way since then!

IEC Nation we were on the move – 2023 has been a great year! We have:

- Created new curriculum to move us forward in the industry and in the low voltage area. Hats off to the Apprenticeship & Training Committee for moving the needle. [Contact](#) your local Chapter Executive Director to see if they are offering this course and for more information.
- Increased our membership by 5.99%
- Added a new provisional chapter in Raleigh, NC. This chapter is off to a good start.
- Revamped our annual SPARK event to attract more attendees from 2022 and 103 exhibitors with 47 new exhibitors.
- Broke the record for the amount of apprenticeship competition with 40 competitors.
- Added new Industry Partners to help support IEC. Added three new Power Sponsors - ChargePoint, R-Sponsors - Rho, Rivet Work, Remarcable, and Klein.
- Consolidated with NECA and IBEW to keep all of the electrical umbrella for permitting and apprenticeship.
- Structured a new deal with InnovaVix Group to move forward.

The list goes on and on. We have a packed agenda for 2024 and will continue to grow in the right direction.

Don't forget to register for [Business Summit](#) in Charlotte. Opportunity to network, collaborate, and learn. View the hotel, and register using the link [here](#).

Thank you all for a prosperous and wonderful 2023. It has been a huge honor to serve as the 2023 IEC National President and serving with so many wonderful people, all pulling in the same direction. Thank you!

**It's not how you start, it's how you finish!**

**Cecil Leady**  
2023 IEC National President

**PARTNERS**

**SEE WHAT'S IN STOCK & FIND IT FAST**

**The Home Depot App**

Get in and out of the store faster with The Home Depot app. With Store Mode you can see what's in stock – and where – as soon as you step in one of our stores. You can also use your Virtual ID to check out faster and earn towards your annual rebate.

See all that you can do!

**LEARN MORE**

**Graybar**

**MOBILE APP**

**WATCH VIDEO »**

**Milwaukee**

**BEST GRIP. EASIEST CUTS.**

**Learn More**



## JANUARY/FEBRUARY

Ad reservation: Nov. 15, 2023  
Ad materials: Dec. 1, 2023

## MARCH/APRIL

Ad reservation: Jan. 15, 2024  
Ad materials: Feb. 1, 2024

## MAY/JUNE

Ad reservation: Mar. 15, 2024  
Ad materials: April 1, 2024

## JULY/AUGUST

Ad reservation: May 15, 2024  
Ad materials: May 31, 2023

## SEPTEMBER/OCTOBER

Ad reservation: July 15, 2024  
Ad materials: Aug. 1, 2024

## NOVEMBER/DECEMBER

Ad reservation: Sep. 13, 2024  
Ad materials: Oct. 2, 2024

## FULL PRICING INFO:



# IEC Insights Magazine

*Includes Print & Digital Versions*

*Insights* magazine is the publication for electrical contractors, systems contractors, and industry professionals to discover the latest on the people, technology, and best practices fueling the electrical industry. *Insights* is published six times per year by the Independent Electrical Contractors, Inc. and has a print circulation of 6,000 and digital circulation of 13,000.

Ads appear in the following sections of the *Insights* Online website [insights.ieci.org](https://insights.ieci.org), [insights.ieci.org/articles](https://insights.ieci.org/articles), [insights.ieci.org/insights-archive](https://insights.ieci.org/insights-archive)

## Print & Digital Advertising Rates

Size	3x insertion
Full page print + digital	\$5,500
Full page spread print + digital	\$7,000
1/2 page (vertical or horizontal) print + digital	\$5,000



AVERAGE TIME SPENT ON EACH PAGE

**4 minutes**



# Thought Leadership Opportunities

*What is thought leadership?*

Thought leadership demonstrates the expertise, commitment, and passion your company has in the electrical field around a specific topic or industry innovation.

## **Benefits:**

- Stay ahead of the curve and survey thousands of IEC Members, our research program can help you develop future plans for your company based on real customer opinions.
- Build credibility with your audience
- Associate your company with a leading industry issue
- Enhance brand awareness and loyalty among electrical contractors

## **IEC Thought Leadership Offerings:**

- Webinars
- Research

# Webinars

With an average attendance of 40 members, a 60 minute live webinar is a great way to educate the IEC member base on your industry expertise.

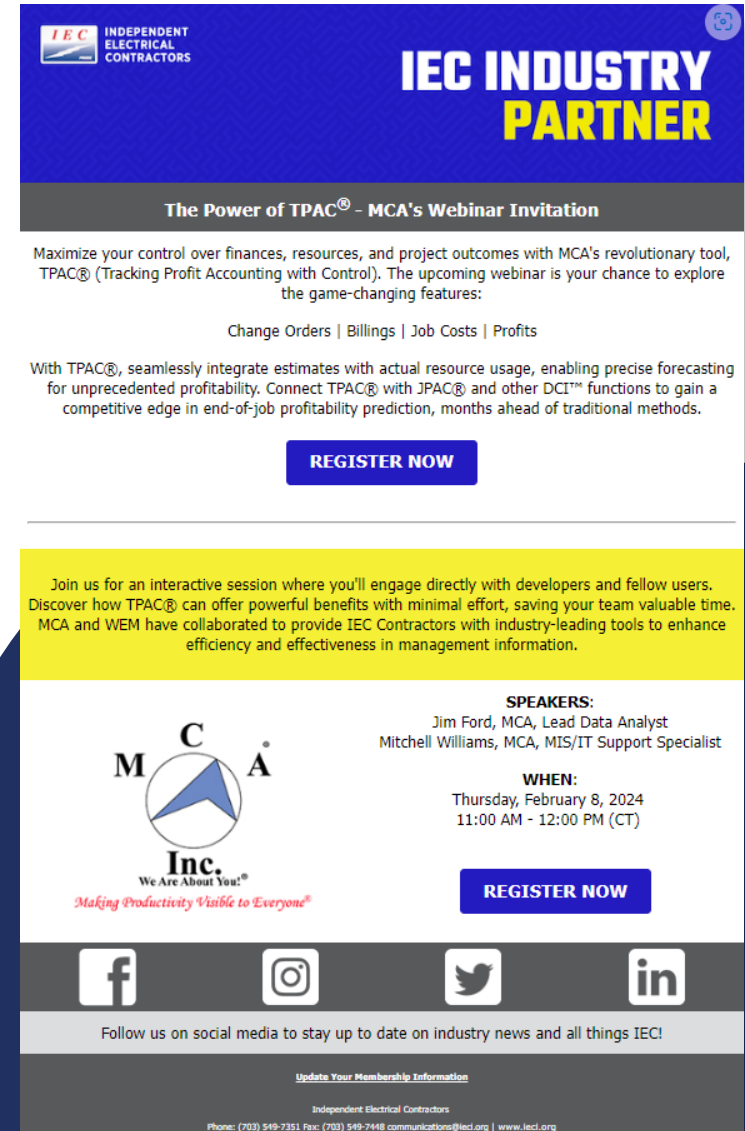
## Included:

- IEC Moderator
- Presentation \*
- Q&A
- Promoted to members via email, social, and IECX newsletter
- Registration and attendance list
- Recorded session posted to IEC website

*\*Partner required to provide content and speaker*

**Webinar: \$3,000**

Limited to one per month



The image shows a flyer for an IEC Industry Partner webinar. The top section has a blue background with the IEC logo and the text 'IEC INDUSTRY PARTNER'. Below this, a grey bar contains the title 'The Power of TPAC® - MCA's Webinar Invitation'. The main text describes the benefits of TPAC (Tracking Profit Accounting with Control) and includes a 'REGISTER NOW' button. A yellow section below describes the interactive session. The bottom section features the MCA logo, speaker information (Jim Ford and Mitchell Williams), the date and time (Thursday, February 8, 2024, 11:00 AM - 12:00 PM CT), and another 'REGISTER NOW' button. At the very bottom, there are social media icons for Facebook, Instagram, Twitter, and LinkedIn, followed by a footer with contact information.

**IEC INDUSTRY PARTNER**

**The Power of TPAC® - MCA's Webinar Invitation**

Maximize your control over finances, resources, and project outcomes with MCA's revolutionary tool, TPAC® (Tracking Profit Accounting with Control). The upcoming webinar is your chance to explore the game-changing features:

Change Orders | Billings | Job Costs | Profits

With TPAC®, seamlessly integrate estimates with actual resource usage, enabling precise forecasting for unprecedented profitability. Connect TPAC® with JPAC® and other DCI™ functions to gain a competitive edge in end-of-job profitability prediction, months ahead of traditional methods.

**REGISTER NOW**

Join us for an interactive session where you'll engage directly with developers and fellow users. Discover how TPAC® can offer powerful benefits with minimal effort, saving your team valuable time. MCA and WEM have collaborated to provide IEC Contractors with industry-leading tools to enhance efficiency and effectiveness in management information.

**SPEAKERS:**  
Jim Ford, MCA, Lead Data Analyst  
Mitchell Williams, MCA, MIS/IT Support Specialist

**WHEN:**  
Thursday, February 8, 2024  
11:00 AM - 12:00 PM (CT)

**REGISTER NOW**

**MCA Inc.**  
We Are About You!®  
Making Productivity Visible to Everyone®

**Follow us on social media to stay up to date on industry news and all things IEC!**

[Update Your Membership Information](#)

Independent Electrical Contractors  
Phone: (703) 549-7351 Fax: (703) 549-7448 [communications@ieci.org](mailto:communications@ieci.org) | [www.ieci.org](http://www.ieci.org)



**Pro-tip: Do a prize giveaway and increase attendance!**

# IEC Research & Member Insights

## ONE TIME PULSE CHECK

### Member Survey | \$35K

- 15-question-max customized engagement survey to IEC contractor members
- 1 page PDF abstract of data with executive summary
- Final Read out of PowerPoint Report encompassing key insights and graphs

### Focus Group | \$15K

- 1-hour virtual group with eight to ten qualified members
- Partner mediates the discussion
- Audio recording and notes

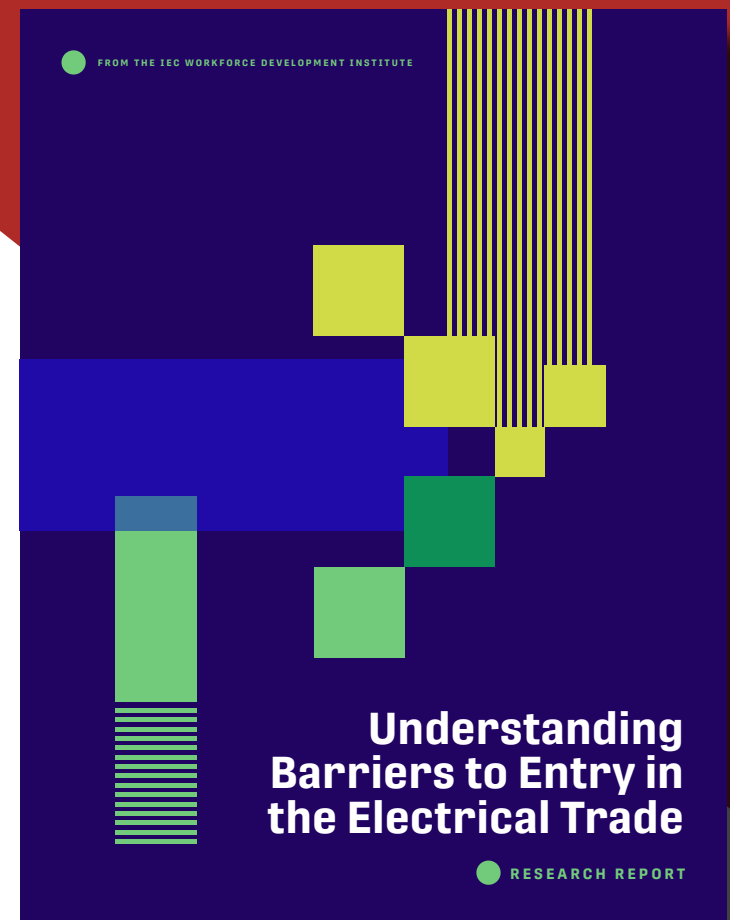


Our first research report,  
Understanding Barriers to Entry in  
the Electrical Trade, is available

# IEC Workforce Development Institute

The IEC Workforce Development Institute was formed in 2023 to advance the electrical profession and future workforce through research. More importantly, the WFDI will support research to practice- moving the needle on critical industry issues and workforce development by activating solutions aligned to research findings.

Contact Lisa Crews, [lisa@ieci.org](mailto:lisa@ieci.org), to learn more and join us to activate future studies.



# 2024 Event Offerings



## IEC Policy Conference

June 10-12, 2024  
Washington, DC

Join us on Capitol Hill to advocate for the merit shop philosophy and address industry policies. Engage with federal officials, gain insights from the Biden administration, participate in lobbying efforts, and connect with fellow advocates. Whether you're a business owner, manager, chapter staff, or industry leader, this conference offers professional lobbying training and networking opportunities to drive positive change in our legislative landscape.



## IEC Safety Summit

August 20-22, 2024  
Milwaukee, WI

Safety is the most important aspect of your career and understanding the National Electrical Code is imperative. Don't miss the opportunity to up your game and get the tools you need to implement and maintain an effective safety culture in your organization while learning what the NEC has in store for 2024 to safeguard electrical contractors from hazards associated with electrical installations.



## SPARK 2024

October 14 – 16  
Tampa, FL

At SPARK, you'll have the opportunity to attend innovative educational seminars, visit the state-of-the-art Expo Hall, listen to special guest speakers, and attend numerous networking events. The exciting schedule will provide plenty of time to get to know electrical industry professionals from around the country who represent a broad range of organizations, skill sets, industries, experience levels, and interests.



## IEC Business Summit

January 26-29, 2025  
San Antonio, TX

The annual IEC Business Summit is the event that brings together the electrical contracting workforce and its leading business experts. The industry's top professionals are given the opportunity to come together to network, collaborate on new ideas, and learn how other experts in the business are succeeding.



# IEC SPARK 2024 Event Offerings



## SPARK 2024

Through our network of geographically diverse electrical contractors, SPARK provides the opportunity to drive organic growth through your existing customers or to generate net-new leads that will propel your company through 2024 and beyond. During this year's event, IEC aims to influence the state of Florida with a reconstructed event format to engage prospective customers.

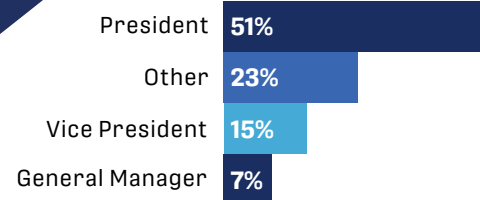
Participate in year-round activities designed to bring the electrical industry together. Let IEC and SPARK serve as the building blocks to close business in 2024 and a pipeline of future growth into 2024.

To secure booth space or a sponsorship contact:  
**Kevin Davoren**  
[kdavoren@ieci.org](mailto:kdavoren@ieci.org)  
**773-401-9496**

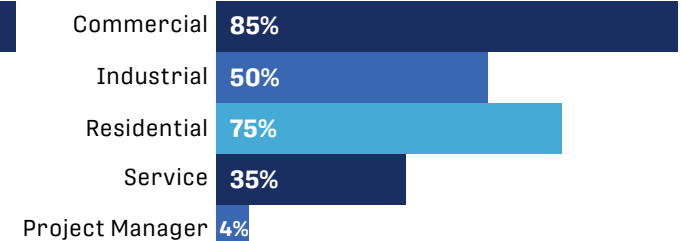
## THE AUDIENCE

**SPARK 2024** is expecting over **3,000 attendees** in FL and across the U.S. within the **electric and systems contracting industry!**

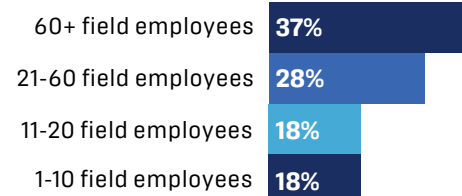
### JOB TITLE



### COMPANY TYPE



### COMPANY SIZE





# Exhibit Booth Opportunities

## What's happening in the Expo Hall at SPARK?

- ✓ 9+ Hours of Expo
- ✓ New Product Showcase
- ✓ Contractor Olympics
- ✓ Apprentice of the Year Competition
- ✓ Future-Ready Forum

<b>BOOTH SIZE</b>	<b>COST</b>
10' x 10'	\$4,500
10' x 20'	\$7,500
10' x 30'	\$10,500
20' x 20'	\$13,000

Each in-line 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

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

## Exhibitor Schedule of Events

### Saturday, October 12 and Sunday, October 13

8:00 AM - 5:00 PM Exhibitor Set Up

### Monday, October 14

8:00 AM - 1:00 PM Exhibitor Set Up

2:00 PM - 6:30 PM Expo Hours

### Tuesday, October 15

10:00 AM - 3:00 PM Expo Hours

3:00 PM - 9:00 PM Exhibitor Move Out



Space is subject to availability. All booth space is chosen in the order in which the completed application is received by IEC. Payments must be received with ten (10) days of application to retain chosen space.

# Interested in partnering with IEC?

## **Contact:**

**Kevin Davoren**

[kdavoren@ieci.org](mailto:kdavoren@ieci.org)

773-401-9496

## **Website :**

[www.ieci.org](http://www.ieci.org)