



2026 Prospectus

Independent Electrical Contractors

Contact:

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About IEC



53

Educational
Campuses
& Chapters
Nationwide

4,300+

Member
Businesses

100,00+

Electrical
& Systems
Workers

20,000+

Electricians
Trained
Annually

\$10B+

Combined
Annual
Revenue

Independent Electrical Contractors (IEC) is a national nonprofit trade association representing the merit shop electrical and systems contracting industry. With 53 chapters across the country, IEC supports more than 4,300 member businesses that employ over 100,000 skilled professionals. Each year, more than 20,000 electricians and systems technicians advance their careers through IEC's nationally recognized apprenticeship and training programs. Together, our members power over \$10 billion in annual revenue and drive innovation, safety, and professionalism in the electrical industry.

IEC Audience



4,300+

**Member Firms
Representing**

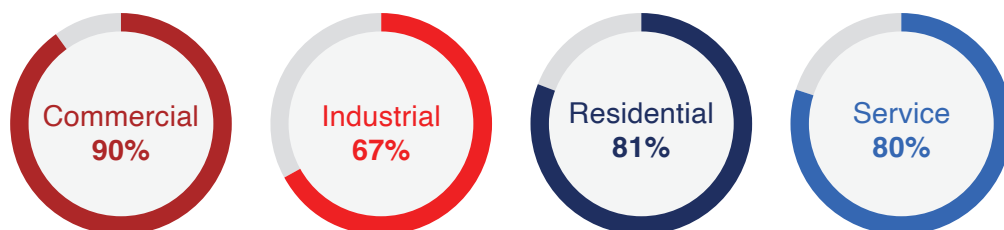
60,000 ELECTRICAL PROFESSIONALS



53

**Professional
Chapters**

Industry Specialization of IEC Members



**Reach More Than 4,300
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%

Year-Round Industry Sponsor Program

IEC Sponsors gain year-round exposure to electrical contractors, with combined assets from across the organization to boost brand awareness and thought leadership at SPARK. Achieve your business goals with customized Strategic Partnerships or Power/Circuit sponsorships. Contact Kevin Davoren for details.

Industry Sponsor Benefits	Power Sponsor	Circuit Sponsor
THOUGHT LEADERSHIP		
Article in Insights Magazine	1	
Insights magazine half page color advertisements	2	1
IEC Webinar	1	
MARKETING ENGAGEMENTS		
Logo recognition on IEC website homepage	●	●
Partner Spotlight on IEC Extension newsletter	●	●
Website News Feed on ieci.org	2	
Post on IEC's social media platforms	1	1
EVENT ENGAGEMENTS		
SPARK Convention & Expo Sponsorship Options	●	●
Booth space at IEC Convention & Expo	20X20	10X10
Logo recognition at SPARK	●	
SPARK Full Conference Registration	2	

Questions? Kevin Davoren


Account Executive

Independent Electrical Contractors, Inc. (IEC)

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www.ieci.org



Bid to Win with McCormick


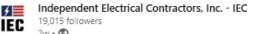
Manual estimating processes are time consuming and costly, leading to miscalculations and lost bids. However, over 60% of contractors have reduced project errors by simply using technology to their advantage.*

McCormick helps electrical estimators win more bids by eliminating inefficiencies and reducing costly mistakes with:


- **All-in-One** estimating and takeoff in one system
- **Change order management** to see job status and updates in real time
- **Auto-CountHomerun** – count and measure faster
- **Cloud-based** – collaborate as a team from anywhere
- **40+ years** serving electrical construction estimators

Make room for more bids. Click below to learn more.

[Win More Bids with McCormick!](#)

Join the Home Depot Pro Xtra loyalty program to earn extra rewards on top of our everyday low prices. Join today: <https://hubs.ly/Q62Y80Q0>



EARN PERKS WITH EVERY DOLLAR YOU SPEND



December 2024

It's December and that means another year is close. It has been my pleasure to be IECX president of advancing the merit shop electrical con. From day one, I was focused on unity — work one — as the very best way to accomplish eve needed to do. I feel as if we succeeded and ho believe the end-of-year reporting currently bein by our Headquarters team will confirm it.

This industry is comprised of many amazing pe work hard in your businesses while never forge National organization and the growth of this inc my job all year long! look forward to our contin

I wish each of you every joy this holiday season beside you — #WeAreIEC.



ABB is the Official Electrification Partner of NASCAR. This partnership will explore high-performance electric racing and create strategic opportunities for electrification in the sport, including race vehicles, electrification infrastructure, and energy education. [Explore more.](#)



Take your jobsite productivity to the next level with Graybar's dedicated team supporting your project from day one. Our specialized solutions in power distribution, lighting and all the electrical and data comm parts means the right support across your entire build. You alone can get the job done, but you plus Graybar, that's smart business. [Watch here.](#)



Digital Media

Looking to expand your digital reach? IEC offers powerful digital opportunities, including email blasts, social media, and the IECX newsletter.

Email Blasts



AVERAGE OPEN RATE

34.08%



AVERAGE EMAIL REACH

5,500

Sponsor Rate: \$3,000

Social Media

Bundle your message across Facebook, LinkedIn, and Instagram



OVERALL SOCIAL MEDIA SIZE

33,000

Sponsor Rate: \$1,500

IECX

Engage with IEC's community in a monthly all-member newsletter



AVERAGE OPEN RATE

32.08%

Sponsor Rate: \$1,200

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 printed editions and digital editions (ieci.org/insights/archive/).

Print & Digital Advertising Rates

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



ADS WILL APPEAR HERE;
Digital Flipbook

AVERAGE TIME SPENT ON EACH PAGE

4 minutes



JANUARY/FEBRUARY

Ad reservation: Nov. 14, 2025
Ad materials: Dec 1, 2025

MARCH/APRIL

Ad reservation: Jan. 15, 2026
Ad materials: Feb. 2, 2026

MAY/JUNE

Ad reservation: Mar. 13, 2026
Ad materials: April 1, 2026

JULY/AUGUST

Ad reservation: May 15, 2026
Ad materials: June 1, 2026

SEPTEMBER/OCTOBER

Ad reservation: July 15, 2026
Ad materials: July 31, 2026

NOVEMBER/DECEMBER

Ad reservation: Sep. 15, 2026
Ad materials: Oct. 1, 2026

FULL PRICING INFO:



IEC Research & Member Insights

Member Survey | \$5K-\$35K

- Customized engagement survey for 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

Webinars

Educate IEC members on your industry expertise with a live webinar up to 60 minutes. Webinars will be available on demand at ieci.org/events/webinars

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: \$3,500

Workforce Initiatives & Programs

Create opportunities to shape, support, and strengthen the future electrical workforce.

Women in Power

Sponsoring Women in Power is a meaningful way to support and empower women in the electrical industry. Sponsors gain visibility while helping create valuable networking and professional development opportunities at our events.



This six-month program develops high-potential professionals into confident leaders in the electrical industry. Participants gain practical leadership skills, strategic insights, and access to an exclusive alumni network. Sponsorship opportunities are available to support the next generation of industry leaders.

My Electric Career

Help inspire the next generation by promoting electrical careers through My Electric Career. Sponsorship opportunities include supporting video content creation to showcase the industry and its opportunities.

Safety

Highlight your brand by supporting IEC's Safety initiatives. Opportunities are available to sponsor and create content for our Safety resources, a key resource for industry best practices.

2026 Event Offerings

Business Summit

INDEPENDENT ELECTRICAL CONTRACTORS

Savannah, GA

January 25-28



IEC's Business Summit brings together electrical contractors, chapter leaders, and industry decision-makers shaping the future of the merit shop electrical industry. Attendees are business owners and leaders seeking strategies, tools, and connections to drive growth, strengthen their organizations, and set priorities for the upcoming year.

Opportunities Available:

- Table Top at the Welcome Reception
- Logo Recognition on the Event Website
- Lanyard and Badge Branding
- Sponsored Breakfasts, Lunches, and Snack Breaks
- Bar Sponsorship at the Advocacy Fundraiser

POLICY CONFERENCE

INDEPENDENT ELECTRICAL CONTRACTORS

Washington, D.C.

May 2026



IEC's Policy Conference brings together electrical contractors and chapter leaders for two days of education, advocacy, and connection in the nation's capital. Attendees engage directly with lawmakers during Hill Day, gain insight into government funding and economic trends shaping the construction industry, and participate in networking events designed to strengthen their voice and impact within the merit shop community.

Opportunities Available:

- Website Recognition
- Sponsored Snack Breaks
- Hill Day Video Sponsorship
- Evening Bus Tour



What's happening at SPARK?

October 22-24, 2026 | Columbus, OH

Start with SPARK: IEC's largest event of the year.

- **1,000+ attendees**—including contractors, decision-makers, and industry leaders.
- **100+ exhibitors** showcasing the latest tools, technology, and services.
- Featuring leading companies such as **Home Depot, Milwaukee Tool, Eaton, and Southwire.**
- **Speaking initiatives** offer opportunities to share expertise and **position your brand as a thought leader.**
- **Apprentice of the Year Competition:** Celebrate and support the next generation of electricians.
- **New Product Showcase:** Highlight innovation and product launches.
- **Expo Hall Happy Hour:** Engage with attendees in a lively, social environment designed for connection.

Exhibit Booth Opportunities

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

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



NEW THIS YEAR:
Sponsorship opportunities are now available for pre-conference events, including the Safety Pre-Con.

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. **Additional engagement opportunities available. Contact Kevin Davoren for more information!**

Thank you to our Strategic Partners



Ready to partner?

Contact:

Kevin Davoren

kdavoren@ieci.org

773-401-9496

Visit www.ieci.org to learn more about IEC.

