



2025 Prospectus

Independent Electrical Contractors

Contact:

Kevin Davoren

kdavoren@ieci.org

773-401-9496





About IEC

Independent Electrical Contractors (IEC) is a nonprofit trade association federation with 53 educational campuses and affiliate local chapters across the country. IEC represents more than 4,100 member businesses and educates over 17,000 electrical apprentices each year through world-class training programs.

IEC Audience



5,000+

**Member Firms
Representing**

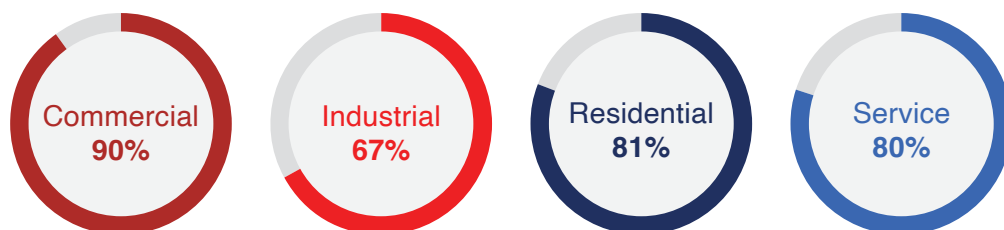
60,000 ELECTRICAL PROFESSIONALS



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%

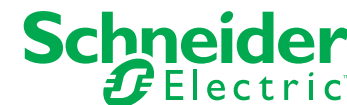
\$16-22 Million 5%

\$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 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.

Questions? Kevin Davoren

Account Executive


Independent Electrical Contractors, Inc. (IEC)

Phone: 773-401-9496 | Email: kdavoren@IECI.org

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

www.ieci.org | www.myelectriccareer.com

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 Article Content	●	
YouTube Video Embed (long or shortform)	●	
1 post on IEC's social media platforms	3	1
EVENT ENGAGEMENTS		
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	



Bid to Win with McCormick


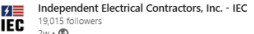
Manual estimating processes are time consuming and costly, leading to miscalculations and lost bids. However, over 60% of contractors have reduced project errors by simply using technology to their advantage.*

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


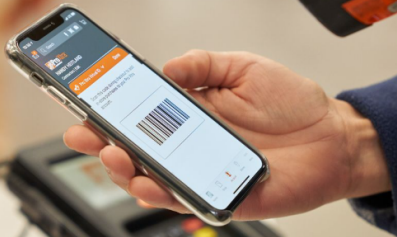
- **All-in-One** estimating and takeoff in one system
- **Change order management** to see job status and updates in real time
- **Auto-CountHomerun** – count and measure faster
- **Cloud-based** – collaborate as a team from anywhere
- **40+ years** serving electrical construction estimators

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

6 1 repost



December 2024

It's December and that means another year is close. It has been my pleasure to be IEC 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

28.61%



AVERAGE EMAIL REACH

4,800

IEC Sponsor
Non Sponsor

\$2,000
\$3,000

Social Media

Bundle your message across Facebook, LinkedIn, and Instagram



OVERALL SOCIAL MEDIA SIZE

4,800

Sponsor Rate: varies based on package

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

IECX

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



AVERAGE OPEN RATE

28.53%

Sponsor Rate: varies based on package

* 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.

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, insights.ieci.org/articles, 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

MARCH/APRIL

Ad reservation: Jan. 15, 2025

Ad materials: Feb. 3, 2025

MAY/JUNE

Ad reservation: Mar. 14, 2025

Ad materials: April 1, 2025

JULY/AUGUST

Ad reservation: May 15, 2025

Ad materials: May 30, 2025

SEPTEMBER/OCTOBER

Ad reservation: July 15, 2025

Ad materials: Aug. 1, 2025

NOVEMBER/DECEMBER

Ad reservation: Sep. 15, 2025

Ad materials: Oct. 1, 2025

FULL PRICING INFO:



AVERAGE TIME SPENT ON EACH PAGE

4 minutes



Webinars

With an average attendance of 46 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: \$3,500

Limited to one per month

The screenshot shows a LinkedIn post from the Independent Electrical Contractors, Inc. (IEC) page. The post features the IEC logo, follower count (19,505), and a post time of 3 weeks ago. The main text describes the construction industry's challenges and introduces the 'Master Builder' AI-driven platform. It lists three key takeaways: how AI tackles labor and environmental challenges, the Augmenta platform in action, and the path to the future of construction design. A registration link is provided. Below the text is a promotional graphic for the webinar, which includes the IEC logo, the title 'Revolutionizing Construction Productivity: Introducing the Master Builder', the date and time 'January 13, 2025 11:00 AM CT', a 'Register now' button, and a central image of a computer monitor displaying the Augmenta logo. The graphic also includes icons for books, a calendar, a document, a coffee mug, and a calendar showing 'JAN 13'.

Independent Electrical Contractors, Inc. - IEC
19,505 followers
3w · 🌐

The construction industry faces increasing demand, labor shortages, and the urgent need for sustainability. Traditional methods aren't enough—but Augmenta has a solution.

Discover the Master Builder, Augmenta's visionary AI-driven platform that delivers sustainable, code-compliant, and constructible designs in hours, not weeks.

What you'll learn:

- ➡ How AI can tackle labor and environmental challenges.
- ➡ The Augmenta Construction Platform in action—clash-free, optimized designs.
- ➡ The path to the future of construction design.

Don't miss this demo and the opportunity to transform your workflows! Register at <https://hubs.ly/Q031hIKS0>

Revolutionizing Construction Productivity: Introducing the Master Builder
January 13, 2025
11:00 AM CT
[Register now](#)

Augmenta

JAN 13



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

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

2025 Event Offerings



IEC Policy Conference

June 23-25
Washington, DC

Join us on Capitol Hill to advocate for the merit shop philosophy, engage with federal officials, and participate in lobbying efforts. Network with industry leaders and gain valuable insights to drive positive change in policy.



IEC Safety Summit

August 12-14
Cleveland, OH

This summit provides the tools to implement and maintain an effective safety culture in your organization, along with updates on the NEC for 2024 to help safeguard electrical contractors from hazards related to electrical installations.



SPARK

September 26-28
Phoenix, AZ

SPARK is IEC's annual event, where you'll connect with electrical contractors with purchasing power in the Expo Hall. This event features education sessions and plenty of opportunities to network with industry professionals from across the country.



IEC Business Summit

January 25-28
Savannah, GA

The annual IEC Business Summit brings together electrical contractors and leading industry experts. It's an opportunity to network, collaborate on new ideas, and gain insights from top professionals on how they are driving success in their businesses.



IEC SPARK 2025 Event Offerings



SPARK 2025

SPARK brings together electrical contractors with big purchasing power—key decision-makers you need to connect with. Through our diverse network, it's an opportunity to engage existing customers and generate new leads to drive growth in 2025 and beyond.

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

September 25-28, 2025

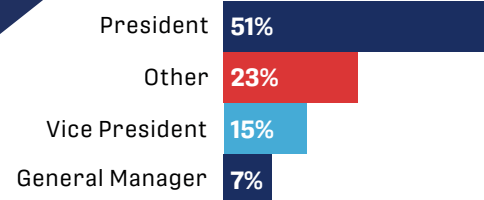
Phoenix Convention Center

Phoenix, AZ

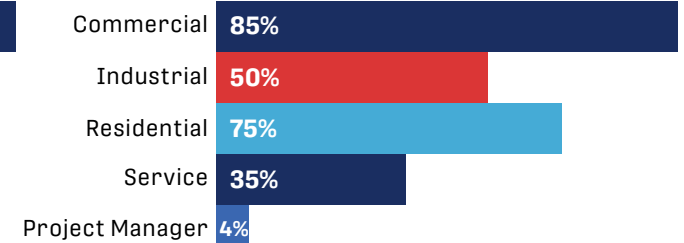
THE AUDIENCE

SPARK 2025 is expecting **over 1,200 attendees** in Phoenix, AZ and across the U.S. within the electrical and systems contracting industry!

JOB TITLE



COMPANY TYPE



COMPANY SIZE

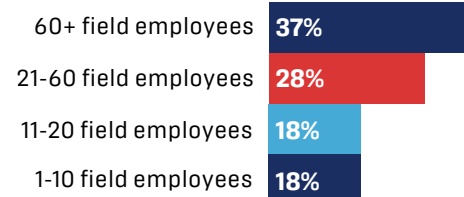


Exhibit Booth Opportunities

BOOTH SIZE	COST
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)

What's happening in the Expo Hall at SPARK?

- ✓ Speaking opportunities available
- ✓ Connect with **purchasing power** contractors
- ✓ Engage with **local students** exploring careers
- ✓ **New Product** Showcase
- ✓ **Future-Ready** Forum



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:

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Website:

www.ieci.org