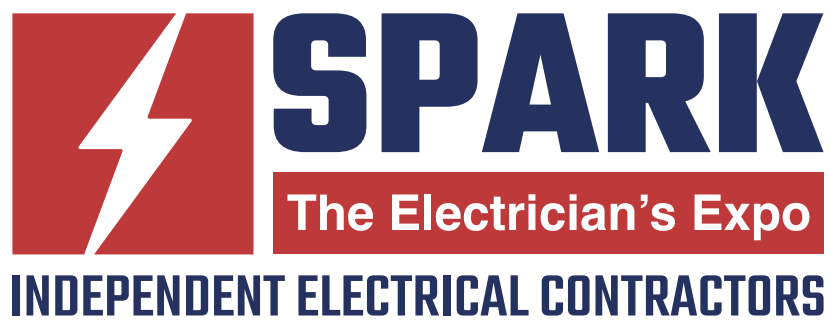




INDEPENDENT
ELECTRICAL
CONTRACTORS



Exhibitor Promo Kit

Welcome!

We're looking forward to SPARK: The Electrician's Expo at the Tampa Convention Center. We are excited that you have chosen to partner with us and wanted to provide you with this promotional toolkit to help you share the details of the event with your audience and boost attendance.

This year, the expo is free for everyone, and no promotional code is needed. We hope your audience will be able to join us.

As you share this toolkit, keep an eye out for IEC National's social media posts. To maximize our reach and impact, we kindly ask that you share and engage with these posts, and tag us in your own!

Please contact partners@ieci.org at IEC National Headquarters with any questions related to the toolkit or for additional promotional needs.

This kit includes:

- Social media captions for Facebook, LinkedIn, Instagram, and X
- Customizable social media graphics
- An email header and signature graphic
- Email copy
- Customizable promotional flyer

Social Media



Template:

Your logo and information can be added to your social graphics by using **this template for Instagram**, and **this template for all other platforms**.

Copy:

- We are so excited to be an exhibitor at SPARK at the Tampa Convention Center on October 14-16! SPARK is one of the most anticipated annual events for the electrical industry, and we can't wait to exhibit our brand to attendees like you. See us in the Expo Hall for FREE when you register at iecspar.com
- Come see us at SPARK where we will be exhibiting our latest (XX Equipment/XX Service)! We are so excited to be exhibitors on this year's Expo Hall show floor. You don't want to miss out, join us October 14-16 in Dallas. Register now at iecspar.com for a free pass!
- Are you looking for a live demonstration of (XX Brand Name/tool)? Join us in Tampa, FL for SPARK where we will be exhibiting on the expansive Expo Hall floor with other industry professionals. We can't wait to network with you October 14-16 and share our exciting (XX Products/XX Services). Register for SPARK by visiting iecspar.com for a FREE pass!
- We are so excited to be an exhibitor at SPARK, one of the most anticipated annual events for the electrical industry. We can't wait to exhibit our brand to attendees like you. Visit us in the Expo Hall by registering at iecspar.com
- Come see us at SPARK where we will be exhibiting our latest (XX Equipment/XX Service)! We are so excited to be an exhibitor on the Expo Hall show floor. You don't want to miss out, join us this October 14-16 in Tampa, FL. Register at iecspar.com
- Are you looking for a live demo of (XX Brand Name/tool)? Join us in Tampa, FL for SPARK where we will be exhibiting on the expansive Expo Hall floor. We can't wait to meet you! Register for SPARK by visiting iecspar.com

Hashtags:

#IECSPARK #SPARKexpo #TheElectriciansExpo

Email



Email Copy

Email Header [Canva Link](#)

Eblast 1:

Subject: Join us at SPARK at the Tampa Convention Center in Tampa, FL!

Copy: Join (XX Brand Name) at the Tampa Convention Center in Tampa, FL on October 14-16! We are excited to be an exhibitor at SPARK: The Electrician's Expo where thousands of industry professionals, like yourself, will walk the Expo Hall floor.

We will be demonstrating (XX Equipment/XX Service) during our time at SPARK: The Electrician's Expo. This is an opportunity to see first-hand demonstrations and ask your cutting-edge questions.

We hope to see you at this year's SPARK Expo! For more information, please visit iecspar.com.

<<Grab My Free Expo Pass>>

Eblast 2:

Subject: (BRAND NAME) is headed to SPARK!

Copy: Join us and the top leading professionals from all 50 states, as we attend SPARK: The Electrician's Expo in Tampa, FL this October 14-16! We will be providing (XX Equipment/XX Service) at booth (xxBooth Numberxx) on the expansive Expo Hall floor. Increase your knowledge and refresh your skills by asking us your cutting-edge questions this October in person!

We are proud to be an exhibitor at this year's SPARK event and hope to meet so many of you.

You can even attend for free. To find more information or register, please visit iecspar.com.

<<Grab My Free Expo Pass>>

SPARK is the premier event for the electrical and systems contracting industry.

This year, the spark ignites in **Tampa, FL at the Tampa Convention Center. October 14-16, 2024.** Come to SPARK for inspiration, innovation and connections to drive your contracting business forward!



Who should attend?

Leading industry professionals from all 50-states, including business owners, senior employees, technicians, and other key professionals in small, medium, and large electrical and systems contracting businesses.

Education

Attend numerous education sessions presented by influential industry leaders and subject-matter experts right on the show floor. Sessions cover a variety of topics ranging from business management to code updates.

Expo Hall

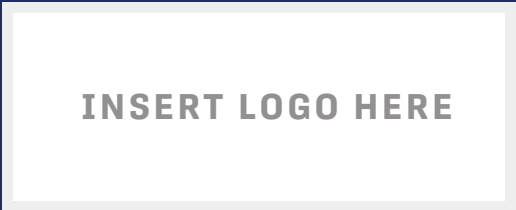
The expansive expo hall at SPARK highlights some of the industry's biggest and most innovative companies. The Expo Hall is the place to be to enjoy entertainment, the Apprentice of the Year Competition, product demonstrations, networking, giveaways, and more.

Attend for free!

This year, the expo is free for everyone, and no promotional code is needed.

Visit us at Booth #:

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Tampa, FL

iecspar.com

October 14-16