

September 26-28, 2025

Phoenix Convention Center
100 N 3rd St, Phoenix, AZ 85004

Know Before You Go

Welcome Party: Desert Oasis

Step into a Southwest-inspired escape! Think resort chic—flowy outfits, florals, sunglasses, statement accessories, linen sets, or breezy dresses. Embrace the sun-soaked, laid-back vibe.

Awards Celebration: Under the Stars

Get glam for this night of recognition and inspiration. Dress in cocktail attire with a touch of sparkle or celestial flair—metallics, starry patterns, or midnight tones are all welcome.

Hotel & Travel

The Hyatt Regency Phoenix is the official host hotel of SPARK—just steps away from the Convention Center.

Hyatt Regency Phoenix

122 N 2nd St, Phoenix, AZ 85004

Flying in? Phoenix Sky Harbor International Airport is only 4 miles away. Plan for rideshare or light rail options.

Want to explore? Discover top restaurants, attractions, and local tips at [Visit Phoenix](#).

What to Pack

Expo Hall & Education Sessions

- Business casual is the way to go.
- Comfortable shoes are a must—there's lots of ground to cover.
- Bring a notebook or device for session notes and ideas.

Weather Watch

Late September in Phoenix = dry desert heat. Pack light layers, stay cool, and keep water handy. Check the local forecast before traveling.

Registration & Info

Pick up your badge in the Lobby of Expo Halls 5 & 6—you'll need it for all official SPARK activities.

Registration Hours:

- Thursday, September 25 – 3:00 PM – 6:00 PM
- Friday, September 26 – 7:30 AM – 6:30 PM
- Saturday, September 27 – 7:30 AM – 4:30 PM
- Sunday, September 28 – 7:30 AM – 12:00 PM

Stay in the Know

- Look for The Daily Recharge in your inbox each evening with event highlights and the next day's schedule.
- Share your experience! Tag IEC National and use #SPARK2025 and #WeAreIEC on social media.

Update your registration [HERE](#).