



Exhibitor Manual

Columbus, OH

Greater Columbus Convention Center

October 21-24, 2026

Exhibitor Checklist

Please utilize this checklist to stay organized and ensure you take advantage of all opportunities available to our exhibitors.

	Deliverable	Exhibitor Action	Details	Deadline	Qualifying Levels
☐	Company profile in event promotions	Email logo (vector file) with company description (50-100 words) to partners@ieci.org	Company description and logo will be posted in our pre-event promotions and hosted on the event website to promote your presence & support of SPARK.	ASAP No later than September 7, 2026	All levels
☐	Conference Passes	Register your booth staff via our online portal! Each exhibitor will gain immediate access to your company's account for badges, lead retrieval, and online payment.	Expo Only & Full Conference passes will be available to all exhibitors for access to the event and show floor. Sponsor packages include tiered allotments. Exhibitors can purchase additional passes over allotment.	October 7, 2026	All levels
☐	Lead Retrieval	Order lead retrieval devices or mobile licenses through the registration portal.	Track attendee leads and booth visits with lead retrieval devices or apps which can be purchased through the registration portal.	September 30, 2026	Available for Purchase
☐	Booth Logistics	Order necessary services & coordinate any shipping through the Freeman Exhibitor kit.	All exhibitors will need to coordinate labor, freight shipping, electric, AV, and/or furniture rentals through our Freeman Exhibitor Kit.	Discounts end: September 22, 2026	All levels
☐	Exhibitor Marketing Kit	Use these materials to promote your presence on social media and via email.	A marketing kit built by IEC with customizable email copy, social media posts, and approved participation graphics for exhibitors to share on social & promote their presence at SPARK.		All levels
☐	Registration Bag Insert	Provide one-page bag insert for registration tote bags for IEC approval; print & ship to show site prior to event. (shipping on page 3)	Share a flyer or collateral of your company's choosing to include in every attendee's registration bag. Sponsor to provide the insert. IEC approval required.	Approval by: September 16, 2026	Available for Purchase
☐	Passport to Prizes	Exhibitor to provide a prize for winning attendees – details must be provided to show management.	For an attendee to complete their passport, they will need to visit all participating booths during the Expo Hall. Participation in this interactive activity guarantees boosted booth traffic.	October 7, 2026	Available for Purchase
☐	A La Carte Sponsor Opportunities	Contact exhibitor support to select your opportunities.	Various sponsorship opportunities exist for our exhibitors to provide fun experiences for attendees and boost their brand visibility at the Expo!	Contact for detailed deadlines	Available for Purchase
☒	Access to pre-event registration list	No action required.	Access to the SPARK attendee list 2 weeks prior to the event (opt-ins only).		Strategic Partners
☒	Access to post-event registration list	No action required.	Access to the final SPARK attendee list 2 weeks after to the event (opt-ins only).		Strategic Partners, Power Sponsors, Circuit Sponsors
☒	Logo on event signage	No action required.	Sponsor logos will be included on select event signage to promote your presence & support of SPARK.		Strategic Partners Power Sponsors Circuit Sponsors

Sponsorship Opportunities

There are a variety of ways to enhance your company's presence and drive traffic to your booth at SPARK through sponsorship.

From branding to booth drivers to supporting our Apprentice of the Year, Future Electricians Showcase and Awards programs.

Additionally, you can get your voice heard and products seen through participation in our Bright Ideas Theater and PowerUp Product Showcase.

For more information about sponsorship opportunities contact:

Kevin Davoren
kdavoren@ieci.org
773-401-9496.

SPARK Exhibit Information

Your Space

All exhibitors with a 10x10 space at SPARK will receive the following items within their space free of charge:

- 8' High draped backwall
- 3' High draped siderails
- (1) 6' x 30" H draped table
- (2) Limerick side chairs
- (1) Wastebasket
- (1) 7"x44" Identification Sign with Company Name & Booth Number

Any furniture or branding needs outside of these items must be provided by the exhibitor or can be ordered through the Freeman exhibitor portal.

The expo hall is not carpeted and booths are not provided with carpet.

If you or your staff require these items or any other booth enhancements, please plan to order accordingly.

Island Booth Renderings

All companies whose booth space is:

- A 10x20 or larger and
- Is an Island Booth (free standing, no drape)

Your company must provide a booth layout to show management at partners@ieci.org. This allows us to provide logistics to Freeman, account for Vehicles On Display, and account for rigging planned for the show floor. Please confirm your layout with partners@ieci.org!



Exhibitor-Appointed Contractors & Vehicles on Display

If you plan to use labor outside of staff from your company or our general services contractor, Freeman, an Exhibitor-Appointed Contractor form is required to notify SPARK show management. Your appointed contractor must provide a certificate of insurance (COI) & will not be allowed to begin work until show management receives these items.

If you plan to display a vehicle on the show floor, you must complete the Vehicles on Display form and return to SPARK show management. Once confirmed, show management will work with you on scheduling arrival & departure.

Complete the forms today & return to partners@ieci.org.

EAC Form

VOD Form

SPARK Exhibit Information

Expo Hall Move-In & Move-Out Schedule

Exhibitor Move-In

Tuesday, October 20, 2026 | 8:00 AM - 5:00 PM
Wednesday, October 21, 2026 | 8:00 AM - 5:00 PM
Thursday, October 22, 2026 | 8:00 AM - 11:00 AM

Exhibitor Move-Out

Friday, October 23, 2026 | 1:00 PM - 6:00 PM

Exhibit Hall Hours

Thursday, October 22, 2026 | 12:00 PM - 2:30 PM
Thursday, October 22, 2026 | Tailgate Party 4:30 PM - 6:30 PM
Friday, October 23, 2026 | 8:30 AM - 1:00 PM

Freeman and Specialty Contractors Ordering

Our general services contractor, Freeman, provides our **2026 Exhibitor Services Kit** which includes ordering information regarding shipping, material handling, graphics, and many more services for your booth.

Specialty Services contracted through the Greater Columbus Convention Center include:

- Catering
- Internet
- Electric
- Rigging

These services can be ordered through the links & contact information listed in the Freeman online Exhibitor Services Kit, on the **Shop** page

Direct to Show Site Shipping

Freeman will begin accepting shipments on October 20, 2026

Exhibiting Company Name / Booth Number
2026 SPARK: The Electrician's Expo
Greater Columbus Convention Center
C/O Freeman
3 Convention Center Dr
Columbus, OH 43215-2096, US

Advance Warehouse Shipping

Shipments must arrive between September 21, 2026 - October 13, 2026 between the hours of 9:00 AM - 3:30 PM.

Exhibiting Company Name / Booth Number
2026 SPARK: The Electrician's Expo
C/O SAIA / Freeman
1717 Krieger St
Columbus, OH 43228, US

SPARK Registration & Housing

NEW in 2026: exhibitor registration, lead retrieval, and housing will all be managed through one convenient, easy-to-use portal!

Each exhibitor will receive a personalized email containing a unique login link. By clicking this link, you'll gain immediate access to your company's account, where you can manage badge allotments, lead retrieval, housing, and online payments.

Registrations Included with Your Booth

Each 10 x 10 space includes 2 Expo only badges. The registration portal is pre-populated with your complimentary badge allotment. If you'd like to upgrade to full conference registration, please email us at partners@ieci.org.

Additional expo only & full conference passes are also available for purchase over allotment.

Questions about your registration?

Contact us at partners@IECI.org

Promote your presence at this important industry event!

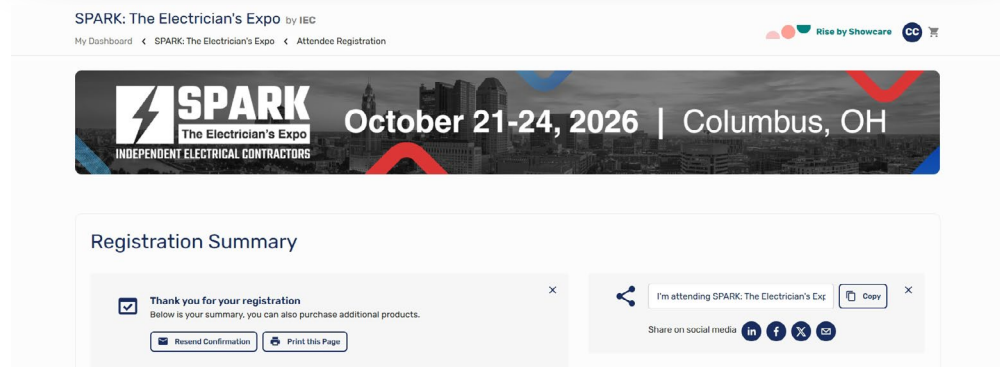
Each exhibitor will receive a customizable marketing kit with everything you'll need: Email Copy | Social Media Copy | Event Graphics

Housing Block

SPARK has secured a hotel block in Columbus for attendees. Please book through our shared registration and housing portal – your secure, personalized link will provide access to make your reservation! The housing cutoff date is September 18, 2026.

Lead Retrieval

Gather valuable leads & ROI from SPARK by utilizing lead retrieval! Devices & mobile licenses are available for purchase through the registration portal. Early Bird rates apply until **September 24**.





**Do you have
more questions?**

Contact:

partners@ieci.org

For more information, go to:
www.iecspark.com