

MODULE 2:

Promoting Your Presence Within the SPARK Ecosystem

How SPARK's Pre-Event Communications Work

Before anyone sets foot on the expo floor, SPARK is already building audience momentum through a coordinated mix of communications. Understanding these channels — and where your brand can appear — is the first step to driving booth traffic before the event begins.



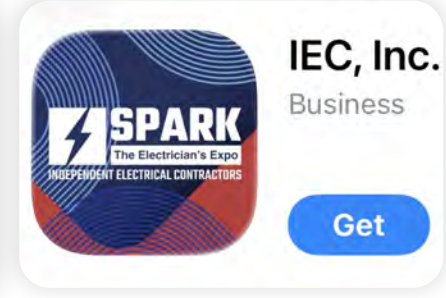
Key Takeaway

SPARK's pre-event communications reach the exact audience you want to connect with. The more visible your brand is before attendees arrive, the more intentional their visit to your booth will be.



Why It Matters to Exhibitors

Most attendees come to SPARK with a plan. Appearing in pre-event communications means you're already on their radar before they walk through the door.



The Three Pre-Event Channels

Email Campaigns

IEC sends targeted emails to registered attendees and chapter members in the weeks leading up to SPARK. Exhibitors can earn mentions through the Social Promo Contest.

Social Media

SPARK maintains active presence on LinkedIn, Instagram, and Facebook in the lead-up to the event. Exhibitors who post using official hashtags and tags can earn reposts, amplifying their reach to the full SPARK audience.

SPARK Event App

Attendees use the SPARK app to plan their time on the floor. Your app listing is often the first place they'll look up your booth. A complete, compelling listing can be the difference between a planned visit and a pass.

★ Key Takeaway

Your own contact list is one of your most valuable pre-event assets. A direct, personal email from you — to people who already know your brand — is more likely to drive intentional booth visits than any general promotion.

★ Why It Matters to Exhibitors

Exhibitors who do pre-event outreach typically see more purposeful booth traffic. When someone shows up already knowing what you offer and why they're coming to see you, that conversation starts from a completely different place. It's warmer, faster, and more likely to go somewhere.

Extend Your Reach: Email Your Own Contacts

IEC runs an extensive pre-event email campaign to drive attendance — but you don't have to stop there. One of the simplest things you can do before SPARK is email your own database. Your current and prospective customers are your warmest audience, and a personal note from you carries weight that a general event promotion never will.



Use your email outreach as an opportunity to let them know you'll be exhibiting, highlight a new product or solution you're bringing to the floor, and remind them that SPARK isn't just an expo — it's a full event with education sessions, networking, and industry insights they won't find anywhere else. Point them to iecspark.com to learn more and, if they haven't registered yet, give them one more reason to do so.

What to Include in Your Outreach

- Let them know you're exhibiting and share your booth number
- Highlight a product, demo, or show special worth showing up for
- Mention the educational sessions and networking opportunities at SPARK
- Direct them to iecspark.com for full event details and registration
- Keep it short — one clear ask lands better than a long pitch

Need Help? We're happy to help with email copy or asset creation. Reach out to us at partners@ieci.org and we'll get you what you need.



Key Takeaway

Company and individual social posts meeting the below criteria and using the appropriate hashtags can earn additional IEC digital marketing opportunities and booth enhancements.



Why It Matters to Exhibitors

Social activity leading up to SPARK builds name recognition in the IEC community. Attendees who've seen your posts are warmer prospects when they arrive on the floor.

How it Works

Brand Posts

Posts from a company account reach the largest audiences and count as full credits toward rewards.

# of Posts	Social activity
1 Post	SPARK homepage logo listing (1 month)
2 Posts	Website listing (1 month) + social post
3 Posts	Website listing + social post + email mention
4+ Posts	All of the above + booth enhancement

First exhibitor to reach 4+ posts gets an exclusive booth enhancement.

SPARK Social
Promo Contest

Posting about SPARK isn't just good for SPARK — it puts your brand in front of the IEC audience before they arrive. The SPARK Social Promo Contest gives exhibitors a structured incentive to get posting early.

Employee Posts

Individual posts count — but require more participation to unlock the same rewards. **Three employee posts equal one brand post credit.**

# of Posts	Social activity
3 Posts	Homepage logo listing (1 month)
6 Posts	Website listing + social post
9 Posts	Website listing + social post + email mention
12+ Posts	All of the above + booth enhancement

Send a copy of your post to partners@ieci.org and we will track activity and reach out with information about your rewards.

Hashtags, Tagging & Timing

How you post matters as much as that you post. Using SPARK's official tags ensures your content surfaces in the right conversations and makes it easy for the SPARK team to find and amplify your posts.

Official Tags to Use in Every Post

#WeAreIEC

#SPARK2026

#SPARK

#IECSPARK

Recommended Posting Timeline

# of Posts	Social Activity
8–10 Weeks Out	Announce you're exhibiting. Use SPARK official tags and the provided social assets.
4–6 Weeks Out	Share a preview — product reveal, demo, or show special coming up.
1–2 Weeks Out	Post excitement/countdown. Invite contacts to visit your booth.
Day of / On-Site	Live posts from the floor extend reach in real time — tag attendees you meet.

What Makes a Strong Post

- Lead with a hook — a challenge or question your audience faces
- Mention your booth number
- Include a visual (product, team, event graphic)
- End with a clear CTA: 'See us at Booth #___'
- Use official hashtags and @IECNational
- Avoid generic 'We're exhibiting!' posts with no context — no hook, no booth number, no reason to stop by

Social assets are available
on our exhibitor resources page to make posting easy.



Key Takeaway

Attendees use the app to plan their route before they ever walk in. A strong listing turns passive browsers into intentional visitors.



Why It Matters to Exhibitors

SPARK expo attendance tends to be concentrated in specific windows. Attendees who come to your booth intentionally — because they found you in the app — are more likely to be qualified conversations.

Using Your SPARK App Listing Effectively

The SPARK event app is how attendees navigate the expo floor and plan their time. Your listing is the first impression many will have of your company. A complete listing increases the likelihood that attendees make a point of finding you.

Four Things to Get Right in Your App Listing

1. **Write for the Audience Lead** — with a problem you solve, not a product you sell. Attendees are scanning for relevance — your first line should answer 'why should I stop here?'
2. **Include Booth Number Prominently** — Attendees use the app to map their route. Make sure your booth number is correct and easy to find in your listing.
3. **Use Strong Visuals** — Upload a high-quality logo and product/team images. Visual listings stand out in a scroll and build brand recognition before the floor opens.
4. **Highlight What's Happening at Your Booth** — If you're running demos, giveaways, or show specials, say so in your listing. Give attendees a reason to prioritize your booth.

Get Your Demos & Talks in the Official SPARK App

If you're planning a demo, short talk, or any activity with a specific start and stop time, IEC can add it to the official SPARK agenda inside the app — giving attendees another reason to find your booth at a set time. To be included, complete the submission form by September 30. Form link coming soon — watch for it from the SPARK team.



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Key Takeaways

- SPARK's pre-event communications — email, social, and the event app — reach exactly the audience you're trying to connect with. Appearing in those channels before the event increases intentional booth traffic.
- The Social Promo Contest rewards exhibitors who post about SPARK with tangible benefits: homepage placement, email mentions, and booth enhancements. Brand posts carry the most weight, but employee posts count too.
- A complete, compelling app listing is one of the highest-return actions you can take. Attendees use it to plan their floor time — make sure your booth number, description, and any activations are clearly listed.
- If you're hosting a timed demo or talk, submit the form by September 30 to get it on the official SPARK agenda in the app.
- Tagging @IECNational and using #IECSpark and #IECSPARK2026 in your posts makes it easy for SPARK to amplify your content. Every reshare extends your reach to the full IEC audience.

Coming Up: Module 3 — Preparing Your Team for On-Site Engagement at SPARK

Check out our next module on on-site engagement to learn strategies that resonate at SPARK and opportunities that can extend your reach beyond the booth.

