

Extend Your Reach: Promote Your Presence

Exhibitors who promote their presence before SPARK often see more intentional booth traffic. When an attendee shows up already knowing what you offer and why they should visit you, show floor conversations start from a completely different place. It's warmer, faster, and more likely to go somewhere!

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, customized event graphic)
- End with a clear call to action
- Use official hashtags and tag @IECNational

SPARK Templated Social Copy

To help you get started, we've created a couple of ready-to-use social post templates to promote your participation and build excitement for your presence at SPARK!

Be sure to use our official event tags in every post #WeAreIEC #SPARK2026 #SPARK #IECSPARK

Option #1:

We're excited to be exhibiting at IEC SPARK this October!

SPARK brings together electrical contractors, manufacturers, and industry leaders for four days of education, networking, and the latest innovations shaping the future of the electrical industry.

If you're attending, stop by Booth #[Your Booth Number] to connect with the [Your Company Name] team and learn how we're helping electrical contractors move their businesses forward.

Register today: iecspark.com

Option #2:

We'll be at IEC SPARK; will you?

The SPARK Expo Hall is where electrical contractors discover new products, technologies, and solutions that help improve productivity, safety, and business performance.

While you're there, be sure to visit [Your Company Name] at Booth #[Your Booth Number] to see our latest innovations and chat with our team.

See you in Columbus, October 21–24!

Register: iecspark.com

SPARK Social Promo Contest

Promoting your participation before SPARK doesn't just help the event—it helps put your brand in front of attendees before they ever step onto the show floor. Through the SPARK Social Promo Contest, exhibitors can earn additional IEC digital marketing opportunities and booth enhancements simply by sharing SPARK-related content and using the official event hashtags.

To learn about qualifying opportunities and contest details, review our [SPARK Exhibitor Module 2: Promoting Your Presence Within the SPARK Ecosystem](#).
