



# INDUSTRY ALLIANCE NETWORK

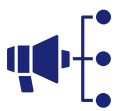
The Industry Alliance Network will connect NECA members to a wide array of products and services designed to support their companies' success and provide solutions with increased access and attention within our industry.



# NECA'S INDUSTRY ALLIANCE NETWORK

The electrical construction industry is evolving rapidly, and NECA is embracing new initiatives to ensure its members are prepared to face the challenges of today and tomorrow. With a renewed focus on education, innovation and technology, NECA is launching the **Ambassador** and **Affiliate** sponsorship programs. These programs—separate from NECA's Premier Partnership agreements—will connect NECA members to a wide array of products and services designed to support their companies' success and provide solutions with increased access and attention within our industry.

There are four pillars to NECA's Ambassador and Affiliate sponsorship programs: Networking and Promotion, Name Recognition, Digital Marketing and Social Media, and Communication and Education.



## Networking and Promotion

Sponsors will get their brand in front of the NECA audience at events and programs throughout the year. This includes being featured at the annual NECA Convention and Trade Show, and invitations to key networking opportunities.



## Name Recognition

Ambassador and Affiliate companies can leverage their NECA sponsorship to build clout and reputation within the electrical construction industry, creating direct relationships with NECA members.



## Digital Marketing and Social Media

Sponsors gain an immediate, prominent presence in the publications and digital outlets that electrical contractors trust. This includes newsletters, print magazines, NECA's web brands, impactful social media posts, and much more.



## Communication and Education

Sponsors can get their message in front of electrical contractors through sponsored content, advertising, and webinars. This is an opportunity to deepen the conversation beyond logos and branding; companies can present their case directly to the audience.



### PREMIER PARTNER PROGRAM

An elite top-level sponsorship program giving organizations an opportunity to access NECA's Contractor community year-round, with full business category exclusivity and protection.



### AMBASSADOR PROGRAM

A mid-level program offering various sponsorship opportunities with increased access to NECA's Contractor community and name recognition benefits.



### AFFILIATE PROGRAM

An introductory-level sponsorship program giving organizations an opportunity to partner with NECA digitally with limited access to NECA's Contractor community.

# AMBASSADOR AND AFFILIATE PROGRAM BENEFITS

## NETWORKING & PROMOTION

Benefit	Benefit Description	Details	Ambassador	Affiliate
<b>NECA Convention and Trade Show</b>				
NECA Convention General Sessions	An Ambassador slide will feature all participating companies during the pre-Session walk-in.	Slides featured during the General Session walk-in each day for 3 days.	✓	
NECA Convention Opening General Session	An Affiliate slide will feature all participating companies during the pre-Session walk-in.	Slides featured during the Opening General Session walk-in.		✓
Show Guide Appreciation Page	Tier sponsors will be recognized on appreciation pages in the printed Show Guide, available to all NECA Convention and Trade Show attendees.	Sponsor logos will be featured on appreciation pages in the printed Show Guide.	✓	✓
Show Guide Exhibitor Listing	An icon recognizing your sponsor level will appear with your listing in the Trade Show Guide.	Ambassador and Affiliate logos will appear with exhibitor listing in the Trade Show Guide.	✓	✓
Showstopper Showcase	Ambassador and Affiliate sponsors receive a discount for one entry into the Showstopper Showcase, presented by ELECTRICAL CONTRACTOR magazine.	Ambassador receives 50% discount (additional entries at full price)	✓	✓
		Affiliate receives 25% discount (additional entries at full price)		
Sponsor Ribbons	Sponsor ribbons identify you as an Ambassador or Affiliate to NECA Convention and Trade Show attendees.	Ribbons signifying your level of partnership will be distributed to all booth personnel.	✓	✓
Booth Registration	Register and choose your booth space in advance for the following NECA Convention and Trade Show before other companies.	Ambassador level will register following the Premier Partners (subject to NECA requirements)	✓	✓
		Affiliate level will register following the Ambassador level (subject to NECA requirements)		
Convention Registration Lists	Plan your engagement for the NECA Convention and Trade Show with access to the registration list.	Gain access to the Pre and Post Show registration lists of NECA's largest event (subject to NECA's policy).	✓	✓
Education Participants List	Gain an understanding of who attends your education session by receiving a report of participants	Ambassadors will receive access to a list of attendees for Trade Show Education sessions presented by Sponsor (subject to NECA's policy).	✓	
<b>NECA Safety Professionals Conference</b>				
NSPC General Sessions	An Ambassador slide will feature all participating companies during the pre-Session walk-in.	Slides featured during the General Session walk-in each day for 2 days.	✓	
NSPC General Sessions	An Affiliate slide will feature all participating companies during the pre-Session walk-in.	Slides featured during the Opening General Session walk-in.		✓
NSPC Registration List	Plan your engagement for the NECA Safety Professionals Conference with access to the registration list.	Ambassadors will receive access to the registration list, if exhibiting at NSPC (subject to NECA's policy).	✓	
<b>Chapter Outreach Program</b>				
Chapter Outreach Program	Sponsors can take part in the Chapter Outreach Program, which offers you the opportunity to provide high-value presentation and demonstration content to Chapter Executives and members.	Your NECA-approved presentation topics will be listed in a resource catalog for Chapter Executives. The Chapter Executives, at their sole discretion, may invite the Sponsors to Chapter events.	✓	

# AMBASSADOR AND AFFILIATE PROGRAM BENEFITS

## NAME RECOGNITION

Benefit	Benefit Description	Details	Ambassador	Affiliate
<b>NECA Convention and Trade Show</b>				
Signage in the Registration Area with Collective Logos	At the NECA Convention and Trade Show, signage with logos in the registration area—a location visible to every Convention and Trade Show attendee.	Signage featuring Ambassador tier collective logos and Affiliate tier logos will be displayed in the registration lobby of the NECA Convention and Show.	✓	✓
Recognition in Booth	At the NECA Convention and Trade Show, sponsor level recognition at booth.	Special signage in your booth will identify you as an Ambassador or Affiliate sponsor.	✓	✓
<b>Sponsor Tier Logo</b>				
NECA Ambassador/Affiliate Program Logos	Establish your support of NECA by using the NECA Sponsor Tier logo for packaging, advertising, stationery, etc.	Use of the NECA Ambassador and Affiliate logo in branded material and promotion. (subject to NECA's policy)	✓	✓

## DIGITAL MARKETING & SOCIAL MEDIA

Benefit	Benefit Description	Details	Ambassador	Affiliate
<b>Social Media</b>				
Social Media	NECA will create and post one social media post per event and tag your company for NECA Convention.	Ambassadors receive 1 social post per event Affiliates receive 1 collective social media thank you post	✓	✓
Social Media	NECA will create and post one social media post per event and tag your company for NECA Safety Professionals Conference.	1 social post per event	✓	
<b>E-Newsletters</b>				
NECA E-Newsletter	Inclusion in 1 NECA e-newsletter.	Sponsor recognition in one NECA e-newsletter.	✓	✓
<b>Websites</b>				
NECA Website	Your logo and a hyperlink to your website hyperlink on NECA's website.	Ambassador and Affiliate logos with hyperlink (prominence depending on tier)	✓	✓
NSPC Website	Ambassador and Affiliate sponsor logos featured on conference webpage.	Ambassador and Affiliate logos will appear on the NSPC website.	✓	✓
Convention Website	Ambassador and Affiliate sponsor logos featured on Convention website.	Ambassador and Affiliate logos will appear on the Convention website.	✓	✓
<b>Other</b>				
NECA Chapter Directory	Start engaging with local Chapters with access to NECA's Chapter Directory.	Gain access to NECA's Chapter Directory to help you connect with local Chapters (subject to NECA's policy).	✓	✓
NECA Member Web Portal	Bring NECA Members directly to you through a member portal.	Produce and host a NECA web member portal on your website, such as <i>Company.com/NECA</i> (requires NECA review and approval).	✓	✓
Annual Membership List	Gain access to NECA's Membership list once per year.	Ambassadors will receive the Annual Membership List (shared yearly) to understand our members and their markets. (subject to NECA's policy).	✓	

# AMBASSADOR AND AFFILIATE PROGRAM BENEFITS

## ELECTRICAL CONTRACTOR MAGAZINE

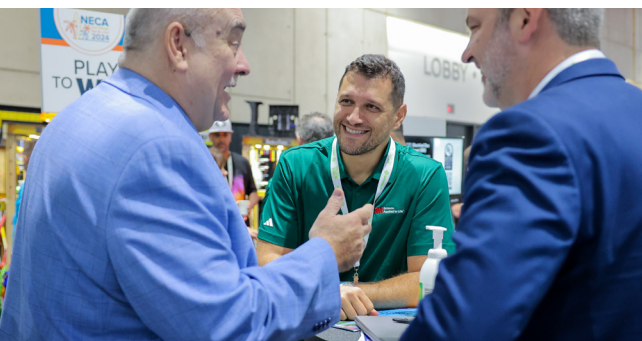
About ELECTRICAL CONTRACTOR magazine: EC magazine is NECA's flagship publication, which reaches more than 80,000 electrical and low-voltage contractors across the United States each month, and touches roughly 90% of the electrical construction industry. ELECTRICAL CONTRACTOR's media properties, collectively, are engaged with more than 600,000 times monthly.

Benefit	Benefit Description	Details	Ambassador	Affiliate
<b>Advertising</b>				
ELECTRICAL CONTRACTOR Magazine Advertising	NECA will provide a discount on advertising in ELECTRICAL CONTRACTOR magazine, on Ecmag.com, and in ELECTRICAL CONTRACTOR's e-newsletters. This discount would be applied to Sponsor's current negotiated rate or according to the current year's rate card should Sponsor not already have a negotiated rate.	Ambassador receives 15% discount	✓	✓
		Affiliate receives 10% discount		
<b>Editorial</b>				
ELECTRICAL CONTRACTOR Magazine Editorial	Ambassador can submit one article per year in Ecmag.com.	Ambassador can submit for potential publication one (1) sponsored article per year on Ecmag.com. Articles are subject to review and approval by NECA staff and will be edited for clarity and according to NECA's editorial policies and style (\$1,600 value = 800 words).	✓	
<b>Appreciation Event</b>				
ELECTRICAL CONTRACTOR Magazine Customer Appreciation Event	Attend ELECTRICAL CONTRACTOR Magazine's customer appreciation event held during the NECA Convention each year.	Ambassador level sponsors receive an invitation to the ELECTRICAL CONTRACTOR Appreciation party at the NECA Show.	✓	

## EDUCATION

Benefit	Benefit Description	Details	Ambassador	Affiliate
<b>Online Education</b>				
Webinars	Reach your customers by producing and presenting one official NECA educational webinar per year.	Ambassadors can present one official NECA educational webinar per year. Webinars will be promoted through e-newsletters, social media and on the NECA website, and will be presented, recorded, and archived as official NECA programs.	✓	

*\*Benefits Subject to Change*



### ADDITIONAL COMMITMENTS

- ✓ Two-year commitment
- ✓ Sponsors are required to commit to a trade show booth of a minimum of 10' x 10' for the NECA Convention and Trade Show.

“At NECA, a key value we provide is connecting our members with the products and services that are leading our industry. The Ambassador and Affiliate Programs were envisioned as new avenues to deepen the conversation between these brands and NECA member companies, providing sponsors with increased industry access and awareness, and our members with even more resources to help drive their success. It is NECA National’s goal to research all avenues to keep our contractors on the cutting edge of safety, growth and sustainability for the long haul.”

—David Long CEO, *National Electrical Contractors Association*



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