



Midwest Chapter

Independent Electrical Contractors

A National Trade Organization

Indiana Office 371 Kairns Drive, Crown Point, IN 46307

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Training Center 393 Kairns Drive, Crown Point, IN 46307

www.midwestiec.com

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IEC was founded in 1957. The Independent Electrical Contractors have more than 3500 members nationwide. The Midwest Chapter was started 14 years ago for contractors in Cook and Will counties of Illinois as well as Lake and Porter counties of Indiana.

2019

ASSOCIATE MEMBER BENEFITS

MARKETING SUPPORT

1. Meet area Merit Shop Contractors at IEC events
2. Free List of contractors available from Chapter any time (Lake, LaPorte, Cook, Will)
3. Free Ad – in Chapter Newsletter – sent monthly to all members
4. “Door Opening” Assistance from Executive Director with “hard to reach” contractors
5. Promotional Events – opportunity to “host” or promote with prizes other support
6. Newsletter Stories – We take pictures! – Newsletter shows members with suppliers
7. Present Topics at Chapter meetings – at Chapter’s discretion.
8. Sponsor/Present Workshops – at Chapter’s discretion
9. Banner at Midwest IEC Training Center
10. Free **EXPO** Booth Annual Expo – September 9, 2019

BUSINESS DEVELOPMENT

11. Apprentice Training Program – Support via products and training to increase brand name awareness with the “future of the industry” – IEC Apprentice students.
12. Information on changing local market and national trends
13. Cost effective Marketing – To merit shop market – use Chapter prospect list and information.

INDUSTRY KNOWLEDGE

14. Market Research – Attend meetings, meet and talk with contractors, learn industry issues, increase knowledge of customer buying habits, gain first hand market conditions the Chicago/NW Indiana market.
15. On-line Information – Chapter Web Site – Chapter Photo Site – Chapter Blog
16. Social Marketing – New Social Marketing coming 2010 0 Facebook – Google Groups

INDUSTRY IMPACT

17. National Trends – made available to all members from IEC National
18. IEC National Web Site Access for local chapter suppliers not engaged as national sponsors
19. Industry Data – Available from National
20. Governmental Affairs – Stay abreast of all issues at the State and National Level that will impact your business and your customer’s business.

Professional Workforce - Leading the Electrical Industry – Ethical Business Practices