



IBEW - CECA | NATIONAL ELECTRICAL
TRADE COUNCIL

FIOE - ACEE | CONSEIL NATIONAL DES MÉTIERS
DE L'INDUSTRIE ÉLECTRIQUE

TRAINING PARTNERSHIPS 2022

Build Brand Awareness with NETCO



**DENISE MILER
MARKETING &
COMMUNICATIONS**

1 HAMPTON ROAD
SUITE 220 ROTHESAY, NB E2E 5K8
WWW.NETCO.ORG



**IBEW
CANADA**



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CECA
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NETCO is an alliance of the Canadian Electrical Contractors Association (CECA) and the International Brotherhood of Electrical Workers (IBEW) in Canada

The Pan-Canadian voice of electrical contractors and IBEW local unions & Training Centres

Formed to promote and advocate for national standards in the Electrical Industry and skills training

Continuously developing training standards for new technologies

A robust advocate for the electrical industry on Canada's Red Seal Program

A proponent for cross-jurisdictional training standards

PARTNER BENEFITS

Put your product and branding in front of over 8,000 electrical contractors and approximately 70,000 members that NETCO represents.

Align your brand as a supporter of the Canadian electrical trades

Provide apprentices with tools and the opportunity to learn to use YOUR products and services the right way

We can provide you direct access to business managers, apprentices and instructors throughout our Canadian training centres

Showcase your branding on our multi media digital platforms and traditional advertising across the country

First choice of location at the trade show portion of our annual conference

Opportunity to create a national buying strategy for training centers including value added promotions

Annual Packages

Premium Partner \$5,000

Advertisement in the
NETCO minute newsletter

The ability to distribute
marketing materials to the
network

Brand recognition at the
NETCO annual conference

Welcome press release or
product announcement

Ability to participate in NETCO
social media promotions

Invitation to events with
NETCO stakeholders and
other partners

Access to training centres
to promote your brand

Recognition and weblinks
to your website on NETCO's
website and social media
channels with your logo

Logo placement on our
welcome wall at our annual
conference

Plus Partner \$3,000

Invitation to events with
NETCO stakeholders and
other partners

Ability to participate in NETCO
Social media promotions

Recognition and weblinks to your
website on NETCO's website and
social media channels with
your logo

Access to training centres to
promote brand

*To plan your partnership with NETCO please contact
Denise Miller at denise.miller@netco.org*

***Offerings are not exclusive to any manufacturer or
group***