



IBEW - CECA | NATIONAL ELECTRICAL  
TRADE COUNCIL

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

# TRAINING PARTNERSHIPS 2024

## Build Brand Awareness with NETCO



**DENISE MILER  
MARKETING &  
COMMUNICATIONS**

**[WWW.NETCO.ORG](http://WWW.NETCO.ORG)**



**IBEW  
CANADA**



**A  
CECA  
EE**



**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  
including booth selection

Full page ad in the NETCO  
Conference handout

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](mailto:denise.miller@netco.org)*

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