



New Jersey Electrical Contractors Association

Serving New Jersey's Electrical Contractors for 40+ Years

4390 Route 1, Suite 218, Princeton, NJ 08540

www.njeca.org • (732) 981-8901 • office@njeca.org



Partnership Program Overview

Promote your business to New Jersey's 22,000+ Electrical Industry Professionals!

The New Jersey Electrical Contractors Association (NJECA) provides a variety of marketing and partnership opportunities to manufacturers, distributors, associations and other businesses that provide products and services to New Jersey's electrical industry.

Below are the three standard programs available to you to help you grow and promote your business in New Jersey. In addition, we can offer a customized program to meet your unique business needs.

To become an NJECA partner, contact NJECA at office@njeca.org or call (732) 981-8901 to get started today!

Website Promotion

- Custom built web page for your business on the NJECA website.
- Home page introduction with logo & web link.
- PR, news & product releases promoted via NJECA website and email newsletters.
- Featured listing & logo on business locator (unlimited locations).



\$1,000.00/year

Networking, Print, Web & Email Marketing

- 8.5x11 flyer included in every new member packet promoting your business.
- 8.5x11 flyer included in every NJECA OSHA Hazard Communication Binder.
- Quarterly half page ad in NJECA newsletter.
- Quarterly email/fax blast to industry contacts of promotion, news, event or product update.
- Quarterly webinar promoting your business or products with lead generation.
- Access to NJECA customized marketing programs for mailings to over 22,000 electrical industry professionals in NJ.
- Discounts to your customers for products, services and training.
- Discounts from NJECA partner associations to their industry events.

Events & Training

- 8.5x11 easel display at EVERY NJECA event & training course.
- Opportunity to provide product and CEU courses through NJECA.
- Opportunity to host and/or sponsor live and web training events on products, services or industry specific programs.
- Discounted registration for your customers to attend NJECA sponsored courses and events.
- NJECA will promote your promotions and events through our membership and distribution lists.
- 10% off NJECA online training institute at www.eastcoastsafetyed.org.
- Discounted registration for NJECA trade show and industry events.

Industry Updates & Other NJECA Benefits

- NJECA works with a variety of industry publications & associations to keep our members & partners updated on product news, industry updates, legislative actions and code changes.
- Access to NJECA career services center to help you find qualified staff.
- Social media promotion - NJECA follows over 1,000 industry businesses and distributes updates of pertinent electrical news to our followers. No need to review hundreds of posts daily, we do it for you!
- Promotion via email newsletters including the Electric Wire, Legislative Update and custom distributions for your products and promotions.
- News & Press Releases - Need help writing or distributing your news release? Let our marketing experts help you get the word out with our marketing support services.
- NJECA logo for use on your website, business cards or promotional pieces.
- You and your staff may take advantage of all of NJECA's member benefits including industry updates, business software & forms, training, insurance and financial planning.



NJECA

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Your Partner. Your Trade. Your Association

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Partnership Program Overview

Website Promotion

- Home page introduction with logo & web link.
- PR, news & product releases promoted via NJECA website and email newsletters.
- Featured listing & logo on business locator (3 locations).

Networking, Print, Web & Email Marketing

- 8.5x11 flyer included in every new member packet promoting your business.
- 8.5x11 flyer included in every NJECA OSHA Hazard Communication Binder.
- Quarterly link/logo in NJECA newsletter.
- Quarterly email blast to industry contacts of promotion, news, event or product update.



\$750.00/year

Events & Training

- Opportunity to host and/or sponsor live and web training events on products, services or industry specific programs.
- Discounted registration for your customers to attend NJECA sponsored courses and events.
- NJECA will promote your promotions and events through our membership and distribution lists.
- 10% off NJECA online training institute at www.eastcoastsafetyed.org.
- Discounted registration for NJECA trade show and industry events.

Industry Updates & Other NJECA Benefits

- NJECA works with a variety of industry publications & associations to keep our members & partners updated on product news, industry updates, legislative actions and code changes.
- Social media promotion - NJECA follows over 1,000 industry businesses and distributes updates of pertinent electrical news to our followers. No need to review hundreds of posts daily, we do it for you!
- Promotion via email newsletters including the Electric Wire, Legislative Update and custom distributions for your products and promotions.
- You and your staff may take advantage of all of NJECA's member benefits including industry updates, business software & forms, training, insurance and financial planning.



\$500.00/year

Basic Promotion Package

- Home page introduction with logo & web link.
- PR, news & product releases promoted via NJECA website and email newsletters.
- Basic listing & logo on business locator (1 location).
- NJECA logo for use on your website, business cards or promotion pieces.
- Access to special partner programs and promotions.
- Access for your staff to NJECA benefits & programs.

No matter what partnership program you choose for your business, you will receive exceptional service, outstanding promotion and effective ROI for your marketing dollars. If you would prefer a customized program for your business, or have any questions regarding these programs please contact our marketing experts at marketing@njeca.org or call (732) 981-8901.



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