



Indiana Electric Cooperatives

Vendor Impact Partner Program

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The Indiana Electric Cooperatives Vendor Impact Partner (VIP) Program offers businesses that serve electric cooperatives enhanced brand visibility, exclusive access to key networking and valuable sponsorship opportunities — maximizing impact and connection within the Indiana electric cooperative community.

VIP BENEFITS

- Exclusive networking opportunities with key cooperative decision-makers
- Discounted advertisement in member directory
- Free copy of directory and discounted additional directories
- Inclusion in VIP section of directory
- Recognition in an IEC update email
- Recognition on IEC's website
- Recognition at IEC facilities
- Recognition as a VIP at all IEC events
- Free subscription to Indiana Connection magazine
- Valuable sponsorship opportunities at IEC events
- Custom benefits designed to meet your business goals, including additional exposure and engagement opportunities



Contact Lauren Carman to discuss your specific sponsorship goals.

Lauren Carman

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VIP INVESTMENT

To become a program partner, \$1,000 is due annually in January.

Register at goiec.org/VIP

Annual IEC Events

PROFESSIONAL SECTION MEETINGS

Opportunities: Sponsorship, including information table and engagement with attendees

Accountants and Office Managers

Accountants and office managers play a vital role in helping operations run smoothly. Our accountants and office managers section offers opportunities for employees in these areas, including peer networking, discussion of relevant professional development topics, and chances to learn about enhancing professional skills.

ATTENDEES: CFOs, accountants, office managers

ATTENDEE COUNT: 55

LENGTH OF EVENT: Two days

Customer Service Representatives (CSR)

Our customer service representatives section provides a platform for the discussion of professional education, updates to current legislation, innovative approaches and ideas about customer service, billing, and collections issues, and much more.

ATTENDEES: Member service managers, MSRs, CSRs

ATTENDEE COUNT: 70

LENGTH OF EVENT: One day (spring) and two days (fall), different group each meeting

Human Resource Advisors (HRA)

This section serves as an open forum for all administrative and HR employees, and the purpose of this section is to increase employee knowledge about the inner workings of a cooperative while helping these employees effectively manage resources.

ATTENDEES: HR managers, HR generalists, administrative managers

ATTENDEE COUNT: 30

LENGTH OF EVENT: Two days

Information Technology

The objective of this group is to exchange and develop ideas related to all things IT, including telecommunications, computers, and all technologies associated with data, text, audio, and video that are relevant to operating a cooperative.

ATTENDEES: IT managers, systems analysts, network administrators

ATTENDEE COUNT: 60

LENGTH OF EVENT: Two days

Operations and Engineering

Our operations and engineering professional section provides a great opportunity for those who work in operations to network and exchange ideas with other like-minded individuals.

ATTENDEES: Operations professionals in electric, fiber, water, and sewer

ATTENDEE COUNT: 60

LENGTH OF EVENT: Two days

Marketing, Member Services, and Communicators (MMSC)

This group provides an open platform for an exchange of ideas. Personnel whose duties include promoting power use, member and public relations, member education, communication, energy advisors, economic development, or marketing would be a good fit for this group.

ATTENDEES: Marketing professionals, MSRs, communicators, energy advisors

ATTENDEE COUNT: 80

LENGTH OF EVENT: Two days

Annual IEC Events

IEC ANNUAL MEETING

Opportunities: Sponsorship, including information table and engagement with attendees

This event is the highlight of the year for Indiana's electric cooperative industry, drawing approximately 300 directors, managers, employees and spouses from across the state. Attendees come together to hear from inspiring speakers, build valuable connections through networking, and celebrate achievements at the annual recognition banquet.

ATTENDEES: CEOs, directors, and other cooperative leadership

ATTENDEE COUNT: 300

LENGTH OF EVENT: Three days

MANAGERS' ASSOCIATION MEETING

Opportunities: Sponsorship, including information table and engagement with attendees

The Managers' Association brings co-op CEOs together to share ideas, review important issues, and make recommendations to the IEC board. The group plays an important role in fostering collaboration and ensuring co-ops have a strong voice in shaping the future of the Indiana's electric cooperatives.

ATTENDEES: Co-op CEOs

ATTENDEE COUNT: 30

LENGTH OF EVENT: One day, two times per year

JOB TRAINING AND SAFETY

Opportunities: Sponsorship, including information table (rodeo only) and engagement with attendees

Lineman Rodeo

The two-day event showcases the skills and safety training of electric cooperative lineworkers. The rodeo includes competitive events for apprentices, journeyman lineworkers and teams of three. Lineworkers are tested on skills such as pole climbing, hurt man rescue and safely changing electric line hardware, rewarding excellence in safety, skill, and knowledge.

PARTICIPANTS: Linemen, co-op employees, and family

ATTENDEE COUNT: 130 participants, 250 co-op employees and families

LENGTH OF EVENT: Two days

Annual IEC Events

IEC PROFESSIONAL DEVELOPMENT

Opportunities: Sponsorship, including information table and engagement with attendees

Directors' Retreat

This annual event brings together cooperative directors from across Indiana for two days of learning, networking, and leadership development. This event provides directors the opportunity to expand their knowledge of the electric industry, strengthen governance skills, and share best practices that benefit their local cooperatives and communities.

ATTENDEES: Directors

ATTENDEE COUNT: 80

LENGTH OF PROGRAM: Two days

Leadership Edge

Cooperative Leadership Edge is a hands-on learning experience with measurable results. Between courses, participants engage in activities to expand and apply their skills, then work with their manager to design and complete a capstone project that puts their learning into action.

ATTENDEES: Current co-op managers and future managers

ATTENDEE COUNT: 10

LENGTH OF PROGRAM: One year

New Co-op Leader Orientation

This orientation is designed to equip new directors and CEOs with the knowledge, tools, and support they need to succeed in their leadership roles. Participants will gain insights into the wide range of services and advocacy efforts Indiana Electric Cooperatives provides members. The program also introduces key resources and networks available to help navigate their responsibilities with confidence.

ATTENDEES: Directors and CEOs new to their co-op

ATTENDEE COUNT: 8

LENGTH OF PROGRAM: One day

New Employee Orientation

This program helps new cooperative employees understand how their roles fit into the larger electric cooperative network. Participants gain valuable insights into the history and values of the cooperative model, hear directly from IEC staff and industry partners like Wabash Valley Power Alliance and Hoosier Energy, explore the importance of government relations, and connect with peers from across the state to build a strong professional network.

ATTENDEES: New co-op employees at all levels of the organization

ATTENDEE COUNT: 30

LENGTH OF PROGRAM: One day (three times per year)

RELITE

Rural Electric Leaders In Training Exchange (RELITE) is a professional development program designed for cooperative employees at all levels of the organization. The goal is to help participants become effective leaders where they are, even if they don't manage projects or people. The program helps cultivate knowledgeable, dedicated, and impactful leaders who contribute meaningfully to both their cooperatives and communities.

ATTENDEES: Employees at all levels of the organization

ATTENDEE COUNT: 17

LENGTH OF PROGRAM: Two years (orientation plus four retreats each year)

Annual IEC Events

YOUTH PROGRAMS

Opportunities: Sponsorship of youth experience with tailored recognition for your brand

Camp Kilowatt

A fun and unique camp experience for students entering seventh grade. The camp takes place in early June and gives kids a chance to learn about energy while making new friends and enjoying camp activities and games.

ATTENDEES: Students entering seventh grade, and co-op and employee chaperones

ATTENDEE COUNT: 100

LENGTH OF PROGRAM: Three days

Indiana Youth Tour to Washington, D.C.

During the month of June, Indiana's electric cooperatives sponsor an unforgettable educational adventure to Washington, D.C., for high school seniors-to-be. This seven-day trip includes visits with Indiana's congressional leaders on Capitol Hill, tours of historical sites and memorials, and a youth event with student delegates from across the country.

ATTENDEES: Students entering senior year of high school, and co-op and employee chaperones

ATTENDEE COUNT: 65

LENGTH OF PROGRAM: Seven days



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