



SPONSORSHIP & ADVERTISEMENT OPPORTUNITIES

International Code Council Annual Conference
September 10 – September 13, 2017
www.iccsafe.org/conference

Building Safety & Design Expo
September 10 – September 11, 2017
www.bsdexpo.org

Greater Columbus Convention Center
Columbus, OH

Organized by:



SPONSORSHIP INFORMATION

LUNCHEON/BANQUET SPONSOR | \$10,000

(Includes Networking Lunch, Members Lunch, Annual Banquet & Banquet Reception)

As a sponsor of the conference Luncheons and Banquet, you will be recognized at each of these great events beginning on Monday, September 11 with our Networking Luncheon. Tuesday, September 12 will feature our Members Luncheon and later that evening our Annual Banquet and Reception. As a sponsor, you will receive the following benefits:

- » One (1) complimentary full conference registration
- » Acknowledgement by the ICC President or CEO from the podium
- » Reserved seating for 4 at the Awards Luncheon and Annual Banquet
- » Full page advertisement in the conference program
- » Logo displayed on the projection screens as attendees are entering the room (Awards Luncheon / Annual Banquet)
- » Signage recognizing sponsorship

CONFERENCE EDUCATION SESSIONS | \$25,000 (EXCLUSIVE)

2017 Education Program will feature sessions covering a variety of subjects related to the International Codes and building safety. As a sponsor you will receive the following benefits:

- » One (1) complimentary full conference registration
- » Sponsor's logo will appear on the welcome power point slide for all sessions
- » Sponsor's logo will appear on Education Session signage
- » Full page advertisement in the conference program
- » Sponsor has the option to provide handouts such as notepads, pens or pencils at the sponsor's expense. All hand out items must be pre-approved.
- » Complimentary 10'x10' booth space at the Building Safety & Design Expo (excludes decorator fees)

WI-FI/CHARGING STATIONS | \$6,000 (LIMIT 2)

Associate your brand with wireless internet capability for all attendees and while attendees recharge computers, cell phones and other electronic devices. As a sponsor you will receive the following benefits:

- » Sponsor's logo will appear on signage promoting the Wi-Fi access
- » Sponsor's logo will appear on charging stations located in various locations around main registration

MOBILE APP | \$3,000 (LIMIT 2)

The Annual Conference / Building Safety & Design Expo mobile application continues to gain popularity with attendees. As a sponsor of the Mobile App, you receive the following benefits:

- » Sponsor's logo and/or advertisement will appear in rotation within the application
- » Sponsor's logo will be included in advertisements promoting the Mobile App

CUSTOMIZE YOUR SPONSORSHIP

We are happy to customize sponsorship opportunities that will help you meet your marketing objectives. Please feel free to call or email your inquires to Brian Campbell at 888-ICC-SAFE (1-888-422-7233, x5264) or at bcampbell@iccsafe.org.

All artwork, listings and signage must be approved by show management. Some signage may be co-branded with other sponsors.

SPONSORSHIP INFORMATION

POCKET SCHEDULE | \$3,000 (EXCLUSIVE)

The pocket schedule is a great way to promote your brand. This handy schedule will be sent in the registration packets and available at the main registration desk for attendees. As a sponsor, you receive the following benefits:

- » Sponsor's logo will appear on the cover of the pocket schedule
- » Half page advertisement in the conference program

ATTENDEE REGISTRATION CONFIRMATION | \$3,000 (LIMIT 2)

Get the first impression with conference attendees when you sponsor the registration confirmation. This confirmation email is sent out as attendees register for the event. As a sponsor, you will receive the following benefits:

- » Sponsor's logo, booth number and 25-word company description will be included at the bottom of the confirmation. (Exposure is based on time of purchase)
- » Half page advertisement in the conference program

ATTENDEE CREDENTIAL CONFIRMATION | \$3,000 (LIMIT 2)

Two weeks prior to the conference, a confirmation email will be sent out with important information about the conference and the registration process. As a sponsor, you will receive the following benefits:

- » Sponsor's logo, booth number and 25-word company description will be included at the bottom of the confirmation.
- » Half page advertisement in the conference program

ATTENDEE REGISTRATION PACKET | \$3,000 (EXCLUSIVE)

This year attendee registration packets will be mailed prior to the show. The packets will include attendees' badge, pocket schedule and insert card with important information. As a sponsor of this packet, you will receive the following benefits:

- » Sponsor's logo and booth number included on the insert card
- » Half page advertisement in the conference program

MOBILE APP ALERT | \$250 (LIMIT 4)

Send a 25 word message to conference attendees through the mobile app letting them know about your product, service or booth number. Two alerts will be sent out on Sunday and Two on Monday. All messages must be approved by Show Management.

SPONSORSHIP INFORMATION

GLOBAL CONNECTIONS DAY

Global Connections Day 2017 will showcase two important and timely subjects. Our morning session will focus on “Building and Fire Codes, Fire Protection, and Safety around the World.” The afternoon session, “Global Economic Trends and Business Practices,” will feature a keynote economic presentation and a panel discussion featuring Building Safety Service Providers from the U.S. and abroad, comparing domestic and international trends in helping governmental jurisdictions to advance the Code Council mission. Global Connections day will be held Wednesday, September 13, 2017.

GLOBAL CONNECTIONS DAY BREAKS | \$3,000

As a sponsor you will receive the following benefits:

- » Logo featured on the Global Connections Day program and conference website
- » Place for one 8.5” x 11” brochure. (Must be preapproved by ICC)
- » Full page advertisement in the conference program
- » Signage recognizing sponsorship

GLOBAL CONNECTIONS DAY LUNCHEON | \$5,000

As a sponsor you will receive the following benefits:

- » Acknowledgement by the ICC President or special guest from the podium
- » Logo featured on the Global Connections Day program and conference website
- » Opportunity to address the audience for 2 minutes max
- » Reserved seating for 4 at the luncheon
- » Full page advertisement in the conference program
- » Signage recognizing sponsorship

GLOBAL CONNECTIONS DAY RECEPTION | \$3,000

As a sponsor you will receive the following benefits:

- » Acknowledgement by the ICC President or special guest from the podium
- » Logo featured on the Global Connections Day program and conference website
- » Full page advertisement in the conference program
- » Signage recognizing sponsorship

SPONSORSHIP INFORMATION

EDUCATION PAVILIONS | \$5,000 (LIMIT 4)

The Building Safety & Design Expo will feature four (4) Education Pavilions offering training on various subjects related to building design, safety and innovation. As a Pavilion Sponsor, you will receive the following benefits:

- » Sponsor will have naming rights to an Education Pavilion
- » Sponsors logo will appear on the pavilion
- » Sponsor will receive one session time slot for Monday, September 11
- » Complimentary 10'x10' booth space at the Building Safety & Design Expo (excludes decorator fees)

WELCOME RECEPTION | \$6,000 (LIMIT 4)

Sponsors of the President's Reception will stand out from their competition by having most all of the attendees stopping by their booth. As a sponsor of this event, your booth space will include a beverage station during the Sunday night reception. Sponsors will have the choice to sponsor either a beer or wine bar (2 of each available). Water and Soda will be available at all beverage stations. As a sponsor, you will receive the following benefits:

- » Complimentary 10'x20' booth space. (Space includes carpet but excludes other decorator fees)
- » Beverage stations will be setup in 10' of your booth space on Sunday, September 10.
- » Sponsor logo and booth number will appear on signage outside the main entrance
- » Full page advertisement in the conference program

AISLE SIGNS | \$2,000 (EXCLUSIVE)

Increase your exposure during the show by sponsoring the Aisle Signs. One (1) hanging aisle sign per aisle will include your custom advertisement below the main aisle sign. (Message will appear at the bottom of the sign)

PRIZE DRAW CARDS | \$500 (LIMITED)

Drive traffic to your booth by sponsoring the Prize Draw Card. As a sponsor, attendees will need to visit each sponsors to be eligible for the prize drawing. Prize drawings will take place on Sunday Night during the reception and Monday during the Networking Luncheon.

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SPONSORSHIP INFORMATION

ARM CHAIR QUARTERBACK | \$3,000 (EXCLUSIVE)

Toss your brand around to attendees as they test their quarterback skills while being jolted in a mechanical chair. As a sponsor, of this event, you will receive the following benefits:

- » Complimentary 10'x10' booth space at the Building Safety & Design Expo (excludes decorator fees)
- » Signage recognizing sponsorship

FIELD GOAL CHALLENGE | \$3,000 (EXCLUSIVE)

Score points and exposure while attendees test their skills on kicking a football through the goal post. As a sponsor, of this event, you will receive the following benefits:

- » Complimentary 10'x10' booth space at the Building Safety & Design Expo (excludes decorator fees)
- » Signage recognizing sponsorship

PHOTO BOOTH | \$3,000 (EXCLUSIVE)

Attendees will have fun capturing a moment at this year's conference and you can have your logo on their keepsake. As a sponsor of this event, you will receive the following benefits:

- » Logo included on the photo emailed or texted to the attendee
- » Complimentary 10'x10' booth space at the Building Safety & Design Expo (excludes decorator fees)
- » Signage recognizing sponsorship

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ADVERTISEMENT OPPORTUNITIES

CONFERENCE PROGRAM ADVERTISEMENT

The Annual Conference Program is distributed throughout the registration area and provides attendees important information about the conference including a schedule of events, description of sessions, exhibitor list and more. Make a statement for your product or service by advertising in this valuable conference document.

- » Program Front Inside Cover | \$1,700
- » Program Back Inside Cover | \$1,700
- » Program Back Cover | \$2,000
- » Program Full Page | \$1,000
- » Program Half Page | \$750

ICC Chapters receive 50% off Conference Program Advertisements. Program Information due August 1, 2017

FREESTANDING ADVERTISEMENT | \$500 (LIMITED)

Placed in high-traffic public areas of the conference, these freestanding, *single-sided* displays are a great way to gain additional exposure for your company. Sign measures 24" wide x 72" high. (Displayed September 10–12)

DIRECT MAIL / EMAIL LIST | \$QUOTE UPON REQUEST

Follow up with attendees by renting the 2017 ICC Annual Conference / Building Safety & Design Expo post show attendee list. List will include all attendees who opted to share contact information. Pre show list is not available.

FLOOR ADVERTISEMENT | \$300 (LIMITED)

Sure to catch the eyes of all the attendees walking the floor and drawing them to your booth, these custom printed decals will be placed at the expo entrance and/or aisles. Floor graphics will be 4' x 4' in size (Displayed September 10–11).

SPONSORSHIP CONTRACT

SPONSORSHIP INFORMATION

COMPANY NAME _____	WEB SITE _____
MAILING ADDRESS _____	STREET ADDRESS _____
CITY _____	STATE/PROVINCE _____
COUNTRY _____	ZIP/POSTAL CODE _____
PHONE (SPECIFY COUNTRY AND CITY CODE IF OUTSIDE THE U.S.) _____	FAX (SPECIFY COUNTRY AND CITY CODE IF OUTSIDE THE U.S.) _____
CONTACT _____	TITLE _____
E-MAIL _____	_____
SIGNATURE _____	DATE _____

Imprint and design detail provided upon completion of contract or by request.

SPONSORSHIP OPPORTUNITIES (for a list of available sponsorship opportunities, see pages 6–11)

List each of your selected sponsorships on a separate line, in order of preference. Please attach an additional page if more space is needed.

SPONSORSHIP OPPORTUNITY NAME	PROMOTIONAL INVESTMENT	TOTAL
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Sponsorship Approval: The ICC must approve the content and design used on all sponsorships. The ICC reserves the right to refuse any sponsorship for any cause. **TOTAL PAYMENT** _____

METHOD OF PAYMENT

CHECK (PAYABLE TO ICC) VISA MASTERCARD AMERICAN EXPRESS

SIGNATURE _____

CREDIT CARD NUMBER _____ EXP. DATE _____

The undersigned understands this application becomes a Binding Contract when accepted by the International Code Council. The undersigned agrees to abide by the Rules and Regulations published in the Exhibit & Sponsorship Opportunities, those listed in the Exhibitor Service Manual, and the rules and regulations of the selected venue or facility.

SIGNATURE _____

CREDIT CARD NUMBER _____ EXP. DATE _____

REMIT SIGNED FORM AND PAYMENT TO:
 International Code Council
 25442 Network Place
 Chicago, IL 60673-1254
 Phone: 1-888-422-7233, x5264
 Fax: (205) 599-9889



BUILDING
SAFETY & DESIGN
EXPO

ICC **LUMBUS**
INTERNATIONAL CODE COUNCIL 2017