SPONSORSHIP & ADVERTISEMENT OPPORTUNITIES

ICC Annual Conference
October 21 – October 24, 2018
www.iccsafe.org/conference

Building Safety & Design Expo
October 21 – October 22, 2018
www.bsdexpo.org
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, October 22 with our Networking Luncheon. Tuesday, October 23 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)

2018 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)

PMG EDUCATIONAL PROGRAM | $6,000 (EXCLUSIVE)

On Tuesday, October 23rd, the Code Council will offer a full day of continuing education (6 hours) devoted to PMG subjects (Plumbing/Mechanical/Fuel Gas/Swimming Pool/Spa). This special program is developed as an initiative of the PMG Membership Council.

- Sponsor’s logo will appear on the welcome power point slide
- Sponsor’s logo will appear on signage outside the room
- Full page advertisement in the conference program
- 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

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 inquiries 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**

**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

**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.

**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)**
Make 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

---

**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 inquiries 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.
**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, October 22  

» Complimentary 10’x10’ booth space at the Building Safety & Design Expo (excludes decorator fees)

**BSD EXPO HAPPY HOUR | $3,000 (LIMIT 4)**

The Building Safety & Design Expo Happy Hour will be Sunday, October 21 from 5:30 pm until 6:30 pm. This social event will allow you to network with exhibitors and peers before heading off to the 2018 Welcoming Event. As a sponsor, you will receive the following benefits:

» Signage located at the beverage stations.  
» Full page advertisement in the conference program

*(Discount applies if you sponsor both the BSD Expo Happy Hour and the Exhibitor’s Reception)*

**EXHIBITOR’S RECEPTION | $6,000 (LIMIT 4)**

Sponsors of the Exhibitor'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 within 10’ of your booth space on Monday, October 22.  
» Sponsor logo and booth number will appear on signage outside the main entrance  
» Full page advertisement in the conference program

*(Discount applies if you sponsor both the BSD Expo Happy Hour and the Exhibitor’s Reception)*

**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 sponsor to be eligible for the prize drawing. Prize drawings will take place on Sunday Night during the Happy Hour and Monday during the Exhibitor's Reception.
GLOBAL CONNECTIONS DAY

The 2018 Global Connections Day will feature keynote presentations and panel discussions on “Innovation in the World of Building Safety”. The morning session will focus on “Innovative Methods and Materials in Building Design and Construction” and the afternoon will focus on “Innovative Approaches to the Building Regulatory Process”. Global Connections day will be held Wednesday, October 24, 2018.

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)

GLOBAL CONNECTIONS DAY LUNCHEON | $5,000

As a sponsor you will receive the following benefits:

» Acknowledgement of your sponsorship from the podium
» Logo featured on the Global Connections Day program and conference website
» Opportunity to address the audience for 2 minutes max

» Full page advertisement in the conference program
» Signage recognizing sponsorship

» Reserved seating for 4 at the luncheon
» Full page advertisement in the conference program
» Signage recognizing sponsorship

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 inquiries 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.
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, descriptions of sessions, an 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, 2018

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 October 21–23)

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 October 21–22).

HOTEL KEY CARD ADVERTISEMENT | CALL FOR PRICING
Promote your company from check-in until check-out by sponsoring key cards for participating conference hotels. Have attendees staying at conference hotels holding your company logo in the palms of their hands. Deadline for Artwork is August 1, 2018.

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 inquiries 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.
The following rules and regulations have been established to provide a well-balanced, well-regulated, attractive conference and exposition that provides an equal opportunity for companies to present its products and services. Participation in the 2018 ICC Annual Conference and Building Safety & Design Expo hosted by the International Code Council (“Show Management”) is determined based on Show Management approval. Show Management reserves the right to withhold invitations, decline applications and enforce strict compliance with these Rules and Regulations. No exception to the following rules will be permitted.

OBJECTIVE
The objective of the Building Safety & Design Expo is to provide an educational forum for the introduction of new building products and services related to the safety and design of sustainable, affordable and resilient structures.

CONTRACT
By signing the contract or checking the “I Accept” button on the application for sponsorship, the company agrees to abide by these Term, Conditions, Rules and Regulations, and the rules and regulations of the selected venue or facility. The application for sponsorship becomes a binding contract when accepted by Show Management. The individual who accepts the terms of this agreement on behalf of the sponsors warrants that he or she is authorized to enter into contracts on behalf of the sponsor.

SHOW DATES
Sunday, October 21, 2018 through Wednesday, October 23, 2018

PAYMENT TERMS
Applications submitted require a 50% deposit to reserve booth space or sponsorship. Full payment must be received within 90 days or October 5, 2018, whichever comes first. Upon acceptance of this application, a minimum of 50% of the full payment shall be non-refundable. If a sponsor fails to make full payment on or before the date due, Show Management may take possession of the sponsorship opportunity and lease it to another party. All payments must be in U.S. dollars and drawn on U.S. banks. There will be a $35 service charge for all checks returned by the bank.

CANCELLATION REFUND POLICY
Sponsors canceling must notify Show Management in writing by August 31, 2018. Cancellations made by August 31, 2018 - fifty percent (50%) of the total fee will be refunded. Cancellations made after August 31, 2018 - no refund will be tendered.

PHOTOGRAPHY/VIDEOGRAPHY
Show Management reserves the right to photograph and/or videotape events for promotional purposes. Show Management has permission to copyright, publish and use your likeness in print, online or in other media. If you do not wish to be photographed or videotaped, it is your responsibility to inform the camera operator.

ENDORSEMENT
The exhibition of products at the Building Safety & Design Expo does not constitute an endorsement by International Code Council. Exhibitors are not permitted to represent that their goods or services have been endorsed by Show Management unless Show Management has specifically provided such an endorsement in writing. Exhibitors may not use the ICC name, mark or logo in advertising unless permitted in writing by the ICC. Exhibitors may use the Building Safety & Design Expo logo for informational references, such as “See our booth at the Building Safety & Design Expo”.

RIGHT OF REFUSAL
Show Management reserves the right to reject, remove or require modification on any and all exhibits, sponsorships, advertising and activities, which Show Management feels are not in keeping with the standards, policies and principles of the Building Safety & Design Expo and Show Management.

FORCE MAJEURE
In the event that Show Management or the facility is unavailable, whether for the entire event, or a portion of the event, as a result of fire, flood, tempest, inclement weather, or other such cause or as a result of governmental intervention, malicious damage, acts of God, war, strike, lock-out, labor dispute, riot, curtailment of transportation, or other cause or agency or Show Management has no control, or should Show Management decide that because of any such cause that it is necessary to cancel, postpone or re-site the event, or reduce the move-in and installation time, show time or move-out time, Show Management shall not be liable to refund, indemnify, or reimburse the exhibitor in respect of any fees paid, damage or loss, direct or indirect, arising as a result thereof.

AMENDMENTS TO REGULATIONS
Any and all matters and questions not specifically covered by the articles in this contract shall be subject to the decision of Show Management. Show Management, in the interest of the exhibition, may amend the afore-mentioned items covered by this contract at any time and notice thereof shall be binding on exhibitors equally with the foregoing rules set forth in this contract.

*Schedule is subject to change

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 inquiries to Brian Campbell at 888-ICC-SAFE (1-888-422-7233, x5264) or at bcampbell@icc-saf.org.

All artwork, listings and signage must be approved by show management. Some signage may be co-branded with other sponsors.
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 inquiries to Brian Campbell at 888-ICC-SAFE (1-888-422-7233, ext. 5264) 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

COMPANY NAME

MAILING ADDRESS

CITY

COUNTRY

PHONE (SPECIFY COUNTRY AND CITY CODE IF OUTSIDE THE U.S.)

CONTACT

E-MAIL

SIGNATURE

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.

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITY NAME</th>
<th>PROMOTIONAL INVESTMENT</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 CCV 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.

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