



2022 SPONSORSHIP PACKAGE GUIDE

ISFANOW.ORG | COUNTERTOPSMAGAZINE.COM
INFO@ISFANOW.ORG





WELCOME

AS A SPONSOR OF ISFA ...

Your company becomes a figurehead within the largest network of fabrication professionals within the decorative surfacing industry. Our members are invested in furthering awareness around your materials and services to become part of your success story. Get your brand in front of the fabricators who bring your surfacing materials to life!

Your contribution allows us to support our association on a day-to-day basis, and provide meaningful opportunities and relevant communication to our members.

Your contribution helps us maintain our websites—ISFAnow.org and SurfacesMagazine.com—and support efforts toward the fabrication industry, safety, education, standards and so much more.

We can't do any of it without your support.

Sponsorship packages are designed to provide you with a host of opportunities that support your business. We look forward to serving you.



Nancy Busch,
Executive Director

MEET OUR ASSOCIATION LEADERSHIP

ISFA BOARD OF DIRECTORS



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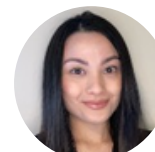
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Member Experience
Coordinator



Sarah Peiper
Content Manager
& Editor



Amy Kyriazis
Web & Database
Administrator



Kanani Camacho
Administrative Assistant



Chris Pappenfort
Solid Surface
Fabrication Trainer

2022 MANUFACTURER SPONSORSHIP BENEFITS

NEW FOR 2022: ANNUAL MEMBERSHIP DUES ARE INCLUDED!

	SILVER	GOLD	PLATINUM
CONNECT	<ul style="list-style-type: none"> • Access for all staff members • Join a committee and make a difference • Host a webinar • Sponsor or participate in all ISFA events and programs • Leverage our blog on CountertopsMagazine.com to create buzz around your brand 	<ul style="list-style-type: none"> • Access for all staff members • Join a committee and make a difference • Host a webinar • Sponsor or participate in all ISFA events and programs • Leverage our blog on CountertopsMagazine.com to create buzz around your brand 	<ul style="list-style-type: none"> • Access for all staff members • Join a committee and make a difference • Host a webinar • Sponsor or participate in all ISFA events and programs • Leverage our blog on CountertopsMagazine.com to create buzz around your brand
THE PERKS	<ul style="list-style-type: none"> • Stay informed with our weekly members-only newsletter and monthly Surfacing News • FREE subscription to our magazine, Countertops & Architectural Surfaces, which includes a 5th edition—a Buyers Guide • Host a tour of your facility • Access our library of shop tours • Access our Education Center including webinars, safety resources, training and more • Print and digital advertising discounts • FREE industry eblast (a \$895 value) 	<ul style="list-style-type: none"> • Stay informed with our weekly members-only newsletter and monthly Surfacing News • FREE subscription to our magazine, Countertops & Architectural Surfaces, which includes a 5th edition—a Buyers Guide • Host a tour of your facility • Access our library of shop tours • Access our Education Center including webinars, safety resources, training and more • Print and digital advertising discounts • FREE half page ad in our magazine (a \$2145 value) 	<ul style="list-style-type: none"> • Stay informed with our weekly members-only newsletter and monthly Surfacing News • FREE subscription to our magazine, Countertops & Architectural Surfaces, which includes a 5th edition—a Buyers Guide • Host a tour of your facility • Access our library of shop tours • Access our Education Center including webinars, safety resources, training and more • Print and digital advertising discounts • FREE full page ad in our magazine (a \$3545 value)
RECOGNITION	<ul style="list-style-type: none"> • Company logo listed on Countertops & Architectural Surfaces Sponsorship Page (Inclusion in each of our four issues per year with clickable link in digital version) • Proudly display the ISFA logo on your website and other marketing materials • Company logo listed on ISFA's Sponsor Directory page 	<ul style="list-style-type: none"> • Company logo listed on Countertops & Architectural Surfaces Sponsorship Page (Inclusion in each of our four issues per year with clickable link in digital version) • Proudly display the ISFA logo on your website and other marketing materials • Company logo listed on ISFA's Sponsor Directory page 	<ul style="list-style-type: none"> • Company logo listed on Countertops & Architectural Surfaces Sponsorship Page (Inclusion in each of our four issues per year with clickable link in digital version) • Proudly display the ISFA logo on your website and other marketing materials • Company logo listed on ISFA's Sponsor Directory page and ISFA's weekly newsletter • Six one-week rotations on the ISFA home page banner

2022 EARMARK MENU

SUPPORT THE ASSOCIATION & LEVERAGE YOUR BRAND

CLAIM YOUR
SPONSORSHIP
AND RESERVE
YOUR EARMARKS
BY DECEMBER 31!

ISFA SIGNATURE EVENTS

Premier Annual Conference Sponsorship

Brand recognition on conference communications including social media, weekly newsletter, Surfacing News newsletter, website promotion & blog, ISFA calendar, and Countertops & Architectural Surfaces magazine—more than 8 weeks of promotion. Sponsorship includes the option to present at the conference.

Annual Conference Sponsorship

Brand recognition on conference communications including social media, weekly newsletter, Surfacing News newsletter, website promotion & blog, ISFA calendar, and Countertops & Architectural Surfaces magazine—more than 8 weeks of promotion.

Industry Roundtable Sponsorship (held quarterly)

Recognition in all event promotion.

MEMBERSHIP EVENTS

Sponsor ISFA events and get your brand on event promotions and follow-up communications.

ISFA Mixers (held monthly)

New Member Meet and Greet (held semi-monthly)

Podcast Sponsorship (per episode)

Solid Surface Training Sponsorship (held 4-6 times per year)

Mineral Surfaces Training Sponsorship (held 2 times per year)

MAGAZINE ADVERTISING

Advertise in our magazine, Countertops & Architectural Surfaces. Prices include print and digital editions. Digital edition is clickable.

Cover*

Back Cover*

Full spread (two pages)

Full page

Half page

Third page

Quarter page

Prices are based on 1x frequency. Interested in multiple buys? See our media kit for pricing based on frequency.

*Cover and Back Cover spots require four advertising commitments.

DIGITAL ADVERTISING

Industry News and Product Promotion Eblast

Surfacing News E-newsletter Sponsorship

Small banner on ISFAnow.org (1 week)

Small banner on SurfacesMagazine.com (1 week)

Sponsor recognition large banner
ISFAnow.org homepage slider (1 week, limit 4)

INDUSTRY ADVOCACY

Standard Development: ISO US Tag Delegate Expenses

Recognition in all ISFA media updates regarding engineered stone standard initiatives.

ISFA Standard for Mineral Surfaces Development

Recognition in all ISFA media updates regarding mineral surfaces standard initiatives.

YOUR SPONSORSHIP MATTERS.

Your contribution allows us to support our association on a day-to-day basis, and provide meaningful opportunities and important industry updates to our members.

Your contribution helps us maintain our websites—ISFAnow.org and SurfacesMagazine.com—and support efforts toward the fabrication industry in safety, education, standards and so much more.

We can't do any of it without your support.

Because ISFA's mission is to further the decorative surfacing industry, our Earmark Menu is designed to create opportunities that bring value to our members and our sponsors.

NOTE: EARMARK RESERVATIONS ARE ON A FIRST-COME, FIRST-SERVED BASIS.

LET'S KEEP IN TOUCH

ISFA CONTACTS

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**COUNTERTOPS
& ARCHITECTURAL SURFACES**
THE OFFICIAL PUBLICATION OF THE INTERNATIONAL SURFACE FABRICATORS ASSOCIATION