



# Sponsorship Opportunities 2019

# ISFA Sponsorship

## Objective

ISFA is non-profit trade association committed to providing education, standards, and networking opportunities to its broad membership base. ISFA's primary membership base consists of a network of surface fabricators, but also includes manufacturers, suppliers, distributors, and architects/designers within the surfacing industry. ISFA Sponsorships help to support the expenses associated with hosting high quality education and networking events, educational programs like On-Site Fabrication training, the ISFA CEU program, and the creation and distribution of Countertops & Architectural Surfaces Magazine. Additionally, sponsorships help to support the creation and maintenance of the ISFA surface fabrication standards and certification programs.

## Sponsor Benefits

ISFA Sponsors receive recognition as a supporter of programs for the Surfacing Industry, insight into the unique challenges, needs, and desires of the Fabricator network, and direct access to ISFA members. Sponsorship opportunities are designed to serve as an opportunity to interact with the fabricator network, and as an opportunity to increase brand awareness and exposure through a variety of advertising and marketing avenues. Listed below are descriptions of each Sponsorship program, and the expenses and unique benefits associated with each option.

## 2019 Sponsorship Opportunities

### ISFA 2020 Booster Club

The ISFA 2020 Booster Club is for ISFA Members who are excited about growing ISFA, its membership, and its programs. In 2018, ISFA had a banner year, adding 69 new members, hosting 7 events, and providing fabrication training in 6 states, **but we believe that we can do so much more!** Financial gifts received from the ISFA 2020 Booster Club will be used to fund ISFA growth through new educational programs and events. 2020 Booster Club Members will receive special recognition both electronically (email and website) and in Countertops & Architectural Surfaces Magazine. In addition, ISFA 2020 Booster Club Members will be invited to participate in quarterly conference calls with the ISFA Executive Director, and the ISFA Board of Directors President. 2020 Booster Club Sponsorship for both Suppliers and Fabricators is outlined below:

**ISFA 2020 Booster Club Manufacturer/Supplier: \$5000**

- Recognition/Advertisement
  - “Clickable” Logo with recognition in each weekly ISFA Member Newsletter.
  - “Clickable” Logo on [www.isfanow.org](http://www.isfanow.org) (Booster Page live January 1, 2019)
  - Bold and notated recognition in the Countertops & Architectural Surfaces Buyers Guide listing.
  - Invitation to participate in the quarterly program development conference call.

**ISFA 2020 Booster Club Fabricator: \$1000**

- “Clickable” Logo with recognition in each weekly ISFA Member Newsletter.
- “Clickable” Logo on [www.isfanow.org](http://www.isfanow.org) (Booster Page live January 1, 2019)
- Bold and notated recognition in Countertops & Architectural Surfaces Quarterly Magazines.
- Invitation to participate in the quarterly program development conference call.

**GEN 2 EVENT SPONSORSHIP**

ISFA’s Gen 2 Event is a 2-day education/networking workshop for Fabrication members that have transitioned or will be transitioning to second generation ownership. All content and discussion topics are geared for relevancy to this group. In 2019, ISFA will host a Gen 2 event during the month of July. Fabricators will tour the shop of a second-generation owner, and they’ll receive personalized training on the leadership needs of 2<sup>nd</sup> generation business ownership. Attendees will also receive a Leadership book at the end of the session.

**Gen 2 Event Sponsor: \$1500**

- Recognition/Advertisement
  - Logo on the ISFA Website and Event Page (clickable logo)
  - Logo/Recognition on all ISFA advertisements regarding the Gen2 Meeting (Email, Social Media, Magazine Ads, etc.)
  - Logo/Recognition in Countertops & Architectural Surfaces Magazine
  - Recognition as the source/sponsor of the Book
  - Contact information for all attendees

**ISFA INDUSTRY ROUNDTABLE SPONSORSHIP**

ISFA’s Industry Roundtables are 2-day education/networking events for all membership types. Industry Roundtable events typically include the tour of a fabrication shop and/or a distributor or manufacturer’s facility. Roundtable style discussions are held with pre-determined/moderated topics for the group, and at least one educational presentation is also provided. In addition, an evening activity for networking, entertainment, and fellowship is also always provided. Attendees of the ISFA Industry Roundtable events are owners or executive level leaders. In 2019, ISFA will host several Industry Roundtables. (Raleigh, NC February

5<sup>th</sup>-7<sup>th</sup>, Atlanta, GA May 6<sup>th</sup>-8<sup>th</sup>, Portland, OR September date TBD, and Guadalajara, Mexico December date TBD.)

Sponsor: \$1500

- Recognition/Advertisement
  - Logo on the ISFA Website and Event Page (clickable logo)
  - Logo/Recognition on all ISFA advertisements regarding the Industry Roundtable Meeting (Email, Social Media, Magazine Ads, etc.)
  - Logo/Recognition in Countertops & Architectural Surfaces Magazine
  - Option to Speak/Address the Group at the Roundtable
  - Option to bring/provide literature to the Group
  - Contact information for all attendees

## ISFA ANNUAL CONFERENCE SPONSORSHIP

Each year, ISFA hosts an Annual Conference for its membership base. This 3-day event includes 2 days of education with professional speakers, an Awards Dinner/Ceremony, two cocktail receptions, and a variety of networking/entertainment opportunities. In 2019, ISFA's Annual Conference will be held in Scottsdale, AZ October 20<sup>th</sup>-23<sup>rd</sup> at the Mountain Shadows Resort. There are 2 Sponsorship Levels Available for the ISFA Annual Conference. Levels and Inclusions are listed below.

Presenting Sponsor: \$7500

- Recognition/Advertisement
  - Logo on the ISFA Website and Event Page (clickable logo)
    - Presenting Sponsor Logos are Larger & Indicated as "Presenting"
  - 2 Company specific Social Media posts highlighting Sponsorship
  - 1 Company E-blast to ISFA member base (Company supplied content- \$850 Value)
  - Logo/Recognition on all ISFA advertisements regarding the Annual Conference (Email, Social Media, Magazine Ads, etc.)
  - Logo (Primary Placement/Sizing) on all signage at the ISFA Annual Conference
  - Option to provide small gift with Company logo for attendee "Swag Bags"
  - Option to Speak/Present during one of the educational sessions
  - Recognition as a Meal or Cocktail Hour Sponsor (Individual Recognition)
  - Recognition as Golf Scramble Sponsor at The Short Course, Mountain Shadows
  - 3 nights all-inclusive accommodations for 1 Representative
  - Contact Information for all attendees

Sponsor: \$5000

- Recognition/Advertisement
  - Logo on the ISFA Website and Event Page (clickable logo)

- Logo/Recognition on all ISFA advertisements regarding the Annual Conference (Email, Social Media, Magazine Ads, etc.)
- Logo on all signage at the ISFA Annual Conference
- Option to provide small gift with Company logo for attendee “Swag Bags”
- 3 nights all-inclusive accommodations for 1 Representative
- Contact information for all attendees

## ISFA CEU PROGRAM SPONSORSHIPS

Since September of 2013, ISFA has been registered with the American Institute of Architects (AIA) Continuing Education Program. As an Approved Provider for the AIA Continuing Education System, ISFA has developed content for a variety of approved courses with participating ISFA members. The ongoing administration of the CEU program is the responsibility of ISFA, with guidance from CEU Program participants. ISFA trains and registers presenters to be qualified to deliver the approved courses on behalf of ISFA, and ISFA files, records, and initiates certificates and registers the credits with the AIA. The courses offer Learning Units (LU), sometimes referred to as a Continuing Education Unit (CEU); Health, Safety & Welfare credits (HSW), which hold a higher level of ranking for professional credits; or both. ISFA CEU Program sponsorships are necessary to facilitate and maintain the courses and record keeping. Currently ISFA has 5 Approved Courses. These are:

- **ADA for the Decorative Surfaces Industry** - Course #ISFA13G4101 offers one (1) LU/HSW
- **Solid Surface Design Basics** - Course #ISFA13SS1101 offers (1) LU/HSW
- **Understanding & Using the ISFA Quartz Standard** - Course #ISFA13Q1103 offers one (1) LU/HSW
- **Surfacing Products - Healthcare Infection Control** - Course #ISFA14G1101 offers one (1) LU/HSW
- **Design Basics for Sintered Compact Surfaces** - Course #ISFA14SC4101 offers one (1) LU/HSW

There are 4 CEU Sponsorship Levels, with varying levels of benefit. They are:

Sponsorship Level	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Annual Support	\$1000+	\$500	\$200	\$99
Speaker Registration	unlimited	up to 10	up to 4	1-2
In Between Level - add on speaker		\$40	\$50	\$50
Benefits	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Unlimited Access to CEU Library	X	X	X	X
Recognition on Credit Slides of Approved Presentations	X	X		
Recognition on ISFA Website	X			

## ISFA FABRICATION TRAINING SPONSORSHIPS

ISFA trains and certifies new fabricators for Solid Surface, Granite, and Quartz. Options for training include 2 or 3-day options “on-site” at the fabricators facility, or in San Antonio at our dedicated training location. Both program options cover product orientation, safety, tooling, fabrication, installation, and basic repair. Additionally, manufacturer specific fabrication and installation requirements are also trained upon. In most cases when conducted on-site at the fabricators facility, customized training is designed and delivered based upon the unique needs of the fabricator, and the team to be trained. ISFA Fabrication Training Sponsorships are available as follows:

### Gold ISFA Fabrication Training Sponsor: \$2000

- Recognition/Advertisement
  - Large Logo on the ISFA Website Training Page
  - Recognition and introduction to Company/Product during the ISFA Training
    - Company provided video and/or material can be provided during the Lunch period.
  - Logo/Recognition on all ISFA advertisements regarding the Training (Email, Social Media, Magazine Ads, etc.)
  - Logo/Recognition in Countertops & Architectural Surfaces Magazine
  - 2 Observer Registrations for ISFA’s Solid Surface Fabrication Training in San Antonio (\$800 value)

### Silver ISFA Fabrication Training Sponsor: \$1000

- Recognition/Advertisement
  - Small Logo on the ISFA Website Training Page
  - Recognition and introduction to Company/Product during the ISFA Training
  - Logo/Recognition on all ISFA advertisements regarding the Training (Email, Social Media, Magazine Ads, etc.)
  - Logo/Recognition in Countertops & Architectural Surfaces Magazine

\*Additionally, Chris Pappenfort, ISFA Lead Trainer will provide appropriate credit and recognition for material donated to support/use during ISFA fabrication training. Materials are requested as needed by location/training\*