



2020 Sponsorship Opportunities

International Surface Fabricators Association

www.isfanow.org

888-599-ISFA

Introduction

The ISFA Mission:

ISFA exists to help members increase profitability, quality, safety, and professionalism by facilitating education, standards, and camaraderie within the manufactured surfaces industry.

As a non-profit trade association, ISFA serves a broad membership base including surface fabricators, manufacturers, suppliers, distributors, and architects/designers. ISFA is the expert authority serving the manufactured (engineered/man-made) surfaces space. We value innovation, dependability, trust, honesty, being ethical, and serving others. Our members sign and adhere to a Code of Ethics, agreeing to adhere to these values.

By sponsoring ISFA, you are making a difference in the industry, and improving the lives of all that are a part of it. ISFA sponsorships help to support the expenses associated with hosting high quality education and networking events, technical training programs, the ISFA CEU program. Sponsorships also support the creation and distribution of Countertops & Architectural Surfaces Magazine, the development and maintenance of ISFA's Surface Standards and Certifications, and ISFA's mentorship programs.

ISFA 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. *Sponsorships are designed to serve as an opportunity to interact with the fabricator network, an avenue to increase brand awareness and exposure, and as a means to improve the industry.* In the following pages, you'll find a description of each sponsorship opportunity, the financial commitment, and the advertising and marketing exposure that you receive with each contribution.

2020 Sponsorship Opportunities

ISFA Booster Club:

The ISFA Booster Club serves as an advisory board to the association. Financial gifts (sponsorships) received from the Booster Club are used to create and develop new programs, or to revamp and relaunch existing ISFA programs. Booster Club members are invited to participate in a conference call each quarter with ISFA Executive Director, Amy Miller, and ISFA Board of Directors President, Augie Chavez. On these calls, ISFA's quarterly goals, projects, and events are shared and discussed. Booster Club members provide feedback, generate new ideas, and make recommendations regarding how best to utilize Booster funds for the growth and success of ISFA and the industry.

In 2019, the ISFA Booster Club initiated and funded Strategic Planning and the relaunch of ISFA's Million Dollar Mentorship Program. In addition to playing a vital role as an advisory board, Booster Club Members also receive special recognition by having their Company logo displayed in Countertops & Architectural Surfaces Magazine, the weekly ISFA Member Newsletter, and on www.isfanow.org. Logos displayed electronically are clickable and link back to the Booster Member's website. *New for 2020, ISFA Booster Club members receive an ISFA Booster Club logo to display on their website and a VIP reception at the ISFA 2020 Annual Conference.*

ISFA Booster Club Manufacturer / Supplier / Distributor: \$5000

- Recognition
 - Clickable Logo with recognition in each weekly ISFA Member Newsletter.
 - Clickable Logo on www.isfanow.org
 - Logo in each issue of Countertops & Architectural Surfaces Magazine
 - ISFA Booster Club logo
 - VIP Reception at ISFA Annual Conference

ISFA Booster Club Fabricator: \$1000

- Recognition
 - Clickable Logo with recognition in each weekly ISFA Member Newsletter.
 - Clickable Logo on www.isfanow.org
 - Logo in each issue of Countertops & Architectural Surfaces Magazine
 - ISFA Booster Club logo
 - VIP Reception at ISFA Annual Conference

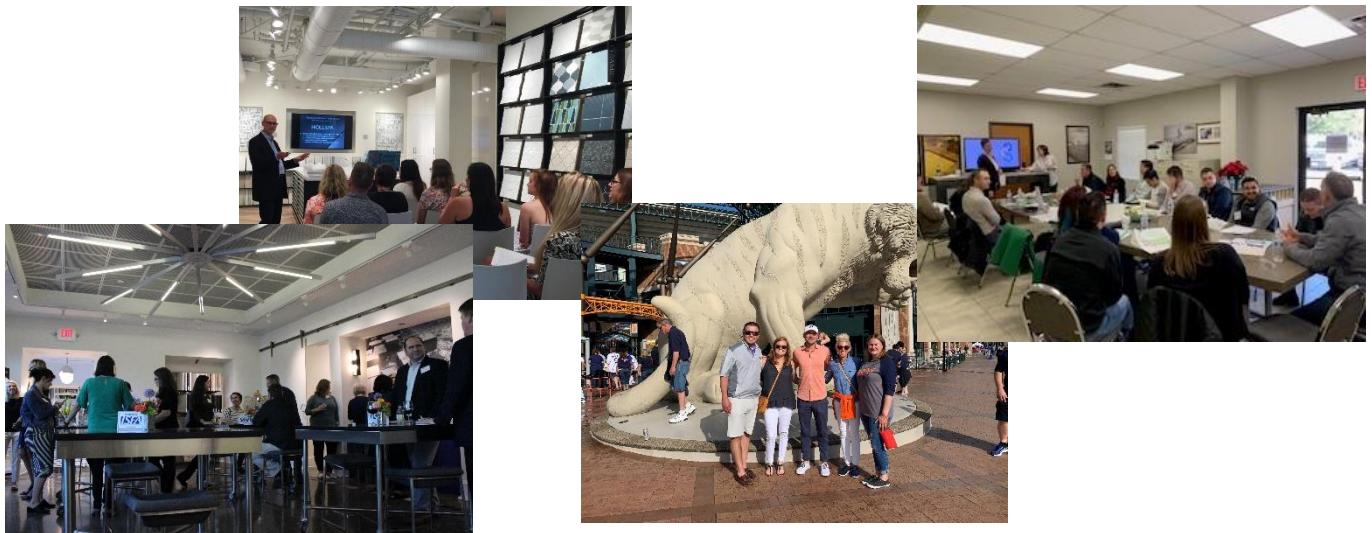
ISFA Gen 2 Sponsorship:

Within the manufactured surfaces industry there are an abundance of second-generation owners. To support the unique needs of this group, ISFA has developed the ISFA Gen 2 program. Members that have transitioned to second generation ownership, are in the process of transitioning to the next generation, or that intend to transition to the next generation are invited to participate. Gen 2 member companies gather for an in-person networking and educational event, and participate in quarterly conference calls. Speakers, education, training, and discussion topics for this group are all centered around the unique needs of sustaining a multi-generational business.

Sponsors of the ISFA Gen 2 program may invite new Gen 2 fabricators to the group. If the invitee is not yet an ISFA member, they will receive a free one-year ISFA membership (\$499 value) when they register to attend the in-person Gen 2 event. We advertise this benefit as a courtesy of the Gen 2 sponsors. There is no limit to the number of fabricators sponsors can invite to participate. *New for 2020, ISFA Gen 2 Sponsors receive one free registration to attend the in-person Gen 2 event.*

ISFA Gen 2 Sponsor: \$1750

- Recognition
 - Clickable Logo on the ISFA Gen 2 Page www.isfanow.org
 - Clickable Logo on all ISFA communications regarding Gen 2 (Email, Social Media, Newsletters.)
 - Logo in Countertops & Architectural Surfaces Magazine (Issue covering Gen 2)
 - Recognition as Gen 2 New Member Sponsor
 - One free registration to attend the Gen 2 in-person event (To be used by the Sponsoring Company.)



ISFA Industry Roundtable Sponsorship:

ISFA's Industry Roundtables are the cornerstone of the ISFA member experience. They fulfill the ISFA Mission to help members increase profitability, quality, safety, and professionalism. ISFA Roundtables create an environment and an opportunity to candidly share and engage in meaningful discussion on best practices across a variety of disciplines. Subject matter experts act as facilitators and speakers are often brought in as well. Roundtables also include tours of fabrication shops, manufacturers, distributors, and showrooms/centers. Each Roundtable is unique. Agendas, topics, and tours included vary by location. Roundtables also include networking activities in the evenings allowing for further fellowship and relationship development. Attendees of ISFA Roundtable events are owners or executive level leaders. 2020 Roundtable locations will include Las Angeles, San Antonio, Denver, Canada (city TBD), Detroit, and Atlanta. (Additional locations may be added mid-year.)

As a sponsor of an ISFA Industry Roundtable, you may invite fabricators to participate. If the invitee is not yet an ISFA member, they will receive a free one-year ISFA membership (\$499 value) when they register to attend the Roundtable. We advertise this benefit as a courtesy of your ISFA Roundtable sponsorship. There is no limit to the number of fabricators you may invite. *New for 2020, ISFA Roundtable Sponsors receive one free registration with sponsorship.*

ISFA Industry Roundtable Sponsor: \$1750

- Recognition
 - Clickable Logo on the ISFA Industry Roundtable Page www.isfanow.org
 - Clickable Logo on all ISFA communications regarding the ISFA Roundtable (Email, Social Media, Newsletters.)
 - Logo in Countertops & Architectural Surfaces Magazines
 - One free registration to attend the ISFA Industry Roundtable (To be used by the Sponsoring Company.)



ISFA Annual Conference Sponsorship:



The ISFA Annual Conference is an educational and celebratory event for ISFA members and the surfacing industry. The event includes two days of education, professional speakers, panel discussions, and the presentation of 5 prestigious ISFA Awards. The event also includes a “New Product Round-Up” with the industry’s best suppliers presenting their latest/greatest product and service offerings and conference specials. The Round-Up is the ISFA alternative to a “trade show style” booth, and additional awards are voted on by the conference attendees for these presentations as well. The ISFA Annual Conference is always hosted in a beautiful setting, and ample time is also provided for casual networking and enjoyment. In 2020, the ISFA Annual Conference will be held at the all-inclusive Hard Rock Hotel in Cancun, Mexico.

Sponsors for the ISFA Annual Conference receive more exposure and press than any other single event or program. The event is advertised year-round, and registration for the 2020 Annual Conference opens in November 2019.

Presenting Sponsor: \$7500

- Recognition
 - Clickable Logo on the ISFA Website and Event Page www.isfanow.org
 - Presenting Sponsor logos are larger and indicated as “Presenting”
 - Clickable Logo on all ISFA communications regarding the ISFA Annual Conference (Email, Social Media, Newsletters.)
 - 2 Company specific Social Media posts highlighting sponsorship.
 - 1 E-blast to ISFA member base (Company supplied content- \$850 Value)
 - Option to speak/present at the Annual Conference
 - Recognition as a Meal or Cocktail Hour Sponsor (Individual Recognition)
 - 3 Nights all-inclusive accommodations for 1 Representative.
 - Contact information for all attendees.

Sponsor: \$5000

- Recognition
 - Clickable Logo on the ISFA Website and Event Page www.isfanow.org
 - Clickable Logo on all ISFA communications regarding the ISFA Annual Conference (Email, Social Media, Newsletters.)
 - Option to speak/present at the Annual Conference
 - 3 Nights all-inclusive accommodations for 1 Representative.
 - Contact information for all attendees.



ISFA CEU Program Sponsorship:

In an effort to provide Continuing Education Resources to the Architect and Design community, ISFA has partnered with the AIA (American Institute of Architects) to develop, update, and maintain AIA accredited courses. The ISFA program with the AIA has been in place since September 2013.



ISFA provides the materials and registers presenters to be qualified to deliver the approved courses on behalf of ISFA. ISFA also files, records, and initiates certificates, registering 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:

- **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			
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 Sponsorship:

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 fabricator’s facility, customized training is designed and delivered based upon the unique needs of the fabricator, and the team to be trained. *New for 2020, ISFA is in the development of a Modern Surfaces Fabrication Training and Certificate to cover Porcelain, Sintered Stone, and Ultra-Compact Surfaces, and an advanced Solid Surface Fabrication certificate as well.*

Sponsorships received to support ISFA Fabrication training will be used for the purchase of tooling, training, and the develop of new training materials. ISFA Fabrication Training Sponsorships are available as follows:

Gold ISFA Fabrication Training Sponsor: \$2500

- Recognition
 - Clickable Logo on the ISFA website training page www.isfanow.org
 - Recognition and introduction to the Company/Product during the training.
 - Company provided video or material shared over the lunch period.
 - Clickable Logo on all ISFA advertisements regarding the Training (Email, Social Media, Magazine Ads, etc.)
 - 2 Observer registrations to participate for ISFA fabrication training in San Antonio (\$800 value)

Silver ISFA Fabrication Training Sponsor: \$1500

- Recognition
 - Clickable Logo on the ISFA website training page www.isfanow.org
 - Recognition and introduction to the Company/Product during the training.
 - Clickable Logo on all ISFA advertisements regarding the Training (Email, Social Media, Magazine Ads, etc.)

Additionally, ISFA Trainers will provide appropriate credit and recognition for material donated to support/use during ISFA fabrication training. Materials are requested as needed by location/training



Countertops Symposium at IWF:



The Countertops & Architectural Surfaces Symposium presented by ISFA is a bi-annual event held in conjunction with the International Woodworking Fair. IWF is the premier platform to the largest woodworking market in the world, showcasing the latest manufacturing technologies, trending designs & materials, and educational opportunities. The symposium is a full day educational event focused on the countertop and surfacing needs of the woodworking industry. Speakers and trainings are designed to cater to the needs of traditional IWF attendees which include cabinet / casework/ millwork companies that fabricate countertops as a component of their business, and traditional countertop fabricators.

Sponsors of the Countertops Symposium at IWF will receive a variety of exposure through multiple media channels both through ISFA, and through IWF. Sponsors of the Countertops Symposium are required to be exhibitors of the IWF Show.

Countertops Symposium Sponsorship: \$2000

- Recognition
 - Clickable Logo on the ISFA IWF Symposium Page www.isfanow.org
 - Clickable Logo on all ISFA communications regarding the IWF Symposium (Email, Social Media, Newsletters.)
 - Logo in Countertops & Architectural Surfaces Magazines
 - Clickable Logo on the IWF Website www.iwfatlanta.com
 - Option to Speak/Present at the Symposium
 - Contact information for all attendees.