## 2021/2022 IECA Media Kit

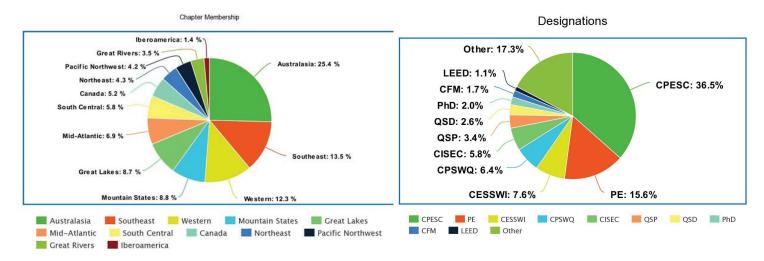


# Connect with erosion, sediment control and stormwater management industry professionals.

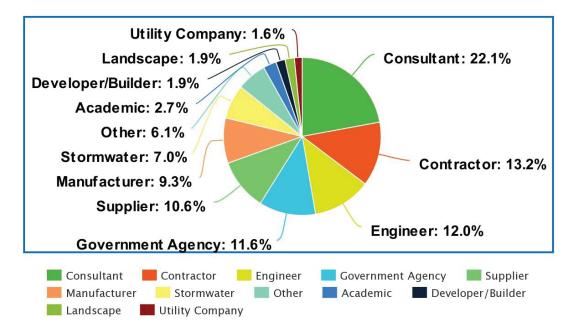
## **About IECA**

The International Erosion Control Association (IECA) is a global non-profit, professional organization providing education, networking, and research for engineers, government, consultants, construction and related professionals. IECA's purpose is to establish standards of practice and expertise in the fields of erosion control, sediment control and stormwater management.

As a global entity, we are the leading association for the stormwater, erosion and sediment control industry. We help professionals develop their skills and further their careers by providing access to unique and relevant global content and exclusive member services. IECA's diverse membership supplies a unique network of specialists who are capable of solving a broad range of problems caused by soil erosion, sediment and stormwater.







## **Organizational Membership Benefits**

Joining IECA as an organizational member provides you with the following discounts and benefits. All IECA corporate memberships go toward your IECA partnership investment.

#### Cornerstone Member – \$2,750

- One complimentary professional plus membership includes free-IECA-hosted webinars for the primary contact. (\$275 Value)
- An unlimited number of professional memberships for employees at a 50% discount. (\$100/person)
- A discount code for up to 10 half price professional memberships to contacts outside of your company. (\$1,000 Value)
- Logo recognition in each Environmental Connection issue per year.
- Member pricing on advertising and sponsorship opportunities. (Up to \$2,000 savings)
- Rotating footer web banner on IECA's website for a year. (\$550 Value)
- Logo and link on each eNewsletter (monthly e-bulletin emailed to entire database). (\$250 Value)
- Receive one-time membership list with active members' mailing addresses and phone numbers when signing up or renewing membership. (Only Available to Cornerstone & Emerald Members!)
- Website access to IECA Cornerstone Member logo artwork for promotional use.
- Cornerstone Member page on ieca.org with company information, case study and web link. (\$1,500 Value)
- 100 points added to your exhibitor priority points for booth selection at the IECA Annual Conference and Expo.
- Dedicated IECA representative who coordinates all digital media opportunities with 3rd party vendors.

#### Emerald Member – \$650

- One complimentary professional plus membership includes free-IECA-hosted webinars for the primary contact. (\$275 Value)
- Up to five professional memberships at 50% discount. (\$500 Value)
- Member pricing on advertising and sponsorship opportunities. (Up to \$2,000 savings)
- Receive one-time membership list with active members' mailing addresses and phone numbers when signing up or renewing membership. (Only Available to Cornerstone & Emerald Members!)
- Website access to IECA Emerald Member logo artwork for promotional use.
- Emerald Member page on ieca.org with company information, case study and web link. (\$1,500 Value)
- 50 points added to your exhibitor priority points for booth selection at the IECA Annual Conference and Expo.
- Dedicated IECA representative who coordinates all digital media opportunities with 3rd party vendors.

#### Corporate Member – \$350

- One complimentary professional plus membership includes free-IECA-hosted webinars for the primary contact. (\$275 Value)
- Up to two professional memberships at 50% discount. (\$200 Value)
- Website access to IECA Corporate Member logo artwork for promotional use.
- Member pricing on advertising and sponsorship opportunities.

## **IECA Partnership**

Support IECA throughout the year through membership, print and digital advertising, conference sponsorships and/or conference booth space. The money you spend with IECA goes towards the following partnership levels. \*Note all promotions begin on March 1, 2021 and end March 1, 2022 and Partner must be paid in full to receive benefits. Contact Kim Kline at kim@ieca.org for details.

### **Diamond Partnership – \$30,000 Investment**

- Rotating footer web banner ad on IECA's website through March 1, 2022. (\$3,000 Value)
- Logo and link on IECA monthly eNewsletter. (\$4,800 Value)
- Logo on the IECA website partner page. (\$3,000 Value)
- Recognition as Diamond Partner at the 2022 IECA Annual Conference and Expo. (Exclusive to sponsors)
- Priority recognition at regional events (conferences and one-day roadshow) including program handout or mobile app; logo and link on event webpage; and event sign. (Exclusive to diamond partner)
- Four complimentary full-conference 2022 IECA Annual Conference registrations. (Must preregister by Feb. 1, 2022.) (\$3,796 Value)
- Twenty-five complimentary 2022 IECA Annual Conference Expo Hall only passes. (Must preregister by Feb. 1, 2022.) (\$2,375 Value)
- 300 priority points added to your exhibitor points for the IECA Annual Conference Expo booth selection.

### Platinum Partnership – \$20,000 Investment

- Rotating footer web banner ad on IECA's website through March 1, 2022 (\$3,000 Value)
- Logo and link on IECA monthly eNewsletter. (\$4,800 Value)
- Logo on the IECA website partner page. (\$3,000 Value)
- Recognition as Platinum Partner at the 2022 IECA Annual Conference and Expo. (Exclusive to sponsors.
- Two complimentary full-conference 2022 IECA Annual Conference registrations. (Must pre-register by Feb. 1, 2022.) (\$1,898 Value)
- Fifteen complimentary 2022 IECA Annual Conference Expo Hall only passes. (Must pre-register by Feb. 1, 2022.) (\$1,425 Value)
- 200 priority points added to your exhibitor points for the IECA Annual Conference Expo booth selection.



### Gold Partnership – \$15,000 Investment

- Logo and link on IECA monthly eNewsletter. (\$3,000 Value)
- Logo on the IECA website partner page. (\$4,800 Value)
- Recognition as a Gold Partner at the 2022 IECA Annual Conference. (Exclusive to sponsors)
- One complimentary full-conference 2022 IECA Annual Conference registration. (Must pre-register by Feb. 1, 2022.) (\$949 Value)
- Ten complimentary 2022 IECA Annual Conference Expo Hall only passes. (Must pre-register by Feb. 1, 2022.) (\$950 Value)
- 150 priority points added to your exhibitor points for the IECA Annual Conference Expo booth selection.

### Silver Partnership – \$10,000 Investment

- Logo and link on IECA monthly eNewsletter. (\$4,800 Value)
- Logo on the IECA website partner page. (\$3,000 Value)
- Recognition as a Silver Partner at the 2022 IECA Annual Conference and Expo. (Exclusive to sponsors)
- Five complimentary 2022 IECA Annual Conference Expo Hall only passes. (Must pre-register by Feb. 1, 2022.) (\$475 Value)
- 100 priority points added to your exhibitor points for the IECA Annual Conference Expo booth selection.

Note: All partnerships reset as of February 28, 2022.

### IECA eHub Product Case Study Webinar

Present your company's products and services to a qualified audience. IECA promotes your webinars online and via email promotions. Webinars are 50 minutes long with 10 minutes for audience Q&A. After your live presentation, your webinar is archived in our IECA eHub for two years to replay on demand at the viewers' convenience. Sponsoring companies also receive all contact information from webinar participants.

Attendance: 100-200

Member \$1,500

Nonmember \$2,000

### **IECA Publication Partner Co-hosted Webinars**

Present your company's products and services at the beginning of industry co-hosted media partner webinars. IECA and partner promotes the webinars online and via email promotions. After the live presentation, the webinar is archived in our IECA eHub for two years to replay on demand at the viewers' convenience as well as the media partner. Sponsoring companies receive all contact information from webinar participants.

#### Secure your sponsorship of the August 26 IECA and SWS Webinar Series

"Exploring Sediment Control During Inclement Weather Events." This partnership collaboration is being presented by Storm Water Solutions and International Erosion Control Association.

Sponsors will have a slide showcasing logo, three key points about your business and contact information

- Hundreds of quality leads you will receive all registration/attendees complete contact information
- Your hyperlinked company logo will be on multiple Webinar promotions from SWS and IECA
- The Webinar will be an "On Demand Webinar" on the SWS and IECA websites

August 26 | Storm Water Solutions

Member \$2,500

### **IECA.org Case Study**

Your sponsored case study will be included in our news and resource section on ieca.org. You can publish up to 1,000 words and include two images, company logo and contact information. This benefit is included with Cornerstone and Emerald memberships.

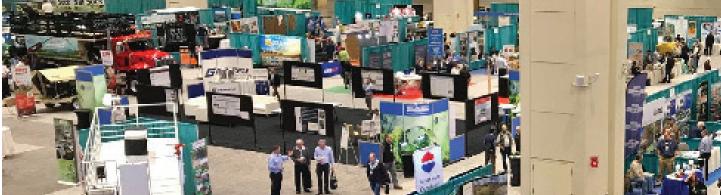
Member \$1,000

Nonmember \$1,500

## **IECA Annual Conference and Expo**

### **Conference Overview**

The IECA Annual Conference and Expo bring together the brightest and most innovative minds in the erosion and sediment control and stormwater industry. The Annual Conference is the premiere education event to learn the latest updates and advancements in the field and gain insight to critical issues facing the profession.



1,800+ Industry Professionals Attend from Around the World

35% of Attendees Spend 5+ Hours in the Exhibit Hall

#### **35%** of Attendees Make a Purchase Based on Information Gathered Onsite

140 Vendors Annually Exhibit at the Conference

93% of Attendees Visit the Expo Hall

The expanded Expo Hall features the most innovative products, services and technology in the industry. Visit ieca.org/exhibit to learn more about exhibiting and sponsorships and see who's already signed up for this exciting event.

### Stand Out in the Crowd with Conference Sponsorships or Advertising

This is your opportunity to get in front of industry decision makers to make onsite sales, build your pipeline and network with existing clients. Make sure you showcase your organization through a variety of sponsorship and advertising opportunities that will to connect you with actively buying attendees. Contact Kim Kline at Kim@ieca.org for details. Note, current sponsors have first right of refusal.

Company must be an IECA organizational member to receive the member pricing rate. Individual memberships do not receive the special discounted rate. Learn more about organizational memberships on page 3.

### 2022 Exhibit Booth Overview

The IECA Annual Conference features more than 140 exhibitors representing innovative products, services and technologies in the industry. Make sure your company will be represented on the show floor. Reference the live floor plan at ieca.org/exhibit.

#### Standard 10x10 booth includes the following:

- 8' high back drape and 3' high side rail drape
- One ID sign (company and booth number)
- Company name and profile on the conference microsite, program guide and mobile app.
- Two exhibitor conference registrations per 10x10 space, which includes networking reception, lunch during expo hall hours and access to education sessions (space permitting). Preconference mailing list sent after advance registration deadline.
- Post conference list is available through the mobile app only.

Size	Member Price	Nonmember Price		
10' x 10' Linear	\$2,500	\$2,800		
10' x 10' w/Corner	\$2,700	\$3,000		
10' x 20' Linear	\$4,800	\$5,200		
10' x 20' w/Corner	\$5,000	\$5,500		
10' x 20' Peninsula w/2 Corners	\$5,200	\$5,700		
10' x 20' Island	\$5,500	\$6,000		
20' x 20' Island	\$9,800	\$10,600		

For larger, custom size booths, please contact Kim Kline at Kim@ieca.org or by phone to at 303-640-7554 to discuss size and pricing.

#### **Exhibit Cancellation Policy**

In the event your Company finds it necessary to cancel participation in the IECA 2022 Annual Conference, you will receive a 50% refund if a written request is made prior to November 10, 2021. After November 10, 2021 NO REFUNDS will be made.

### **Onsite Meeting Room**

Conduct private meetings in one of our onsite meeting rooms. Rent in blocks of two hours.

Member \$200 per hour min of 2 hours or \$800 per day Nonmember \$300 per hour min of 2 hours or \$1000 per day

## **IECA Annual Conference Sponsorships**

### 2022 Exhibit Sponsorship Overview

A variety of sponsorship options are available to create additional awareness to your organization. Sponsorships exclusive to IECA attendees will be marked as such.

#### Standard sponsorship include the following:

- Recognition on conference signage
- Recognition in IECA conference mobile app
- Recognition in conference program guide

### **Opening Keynote/Breakfast Sponsor (Two Opportunities)**

Get podium recognition in front of 400 attendees! Sponsorship includes a table tent at each table, walk-in slide with a custom marketing message for your company and one overhead digital signage space in Minneapolis Convention Center.

Member \$2,500



**Rob Davis** Vice President, Renewable Energy Fresh Energy Nonmember \$5,000



**Brian Ross** Vice President, Renewable Energy at Great Plains Institute

### **IECA Awards Luncheon Sponsor**

This IECA attendee lunch draws 350-400 attendees and provides you with a table tent literature at each luncheon table and a walk-in slide with a custom marketing message for your company. Two overhead digital signage spaces are also included.

Member \$5,000

Nonmember \$7,000

### **Opening Expo Hall Reception Sponsors (Two Opportunities)**

Welcome 1,500 attendees to the Expo Hall with displaying your company logo during



IECA Expo Hall entrance and gobos ip includes a literature.

Member \$7,000

## **IECA Annual Conference Sponsorship**

#### Expo Hall Lunch - Day One Designed to bring 150 and sets to the Exp

es to the Expo Hall, this lunch serves 1,000 attendees daily and for attendees to browse while they eat lunch and signs with company

Tuesday

includ

logo a

Member \$5,000

Nonmember \$7,000

### Expo Hall Lunch - Day Two

**Day 2 - Taste of Minneapolis City Food Stations (Three Opportunities Still Available)** Sponsor food vendors at your booth for attendees to stop by for the final day of exhibition!

Wednesday Member \$1,000

Nonmember \$1,500

### **Conference Badge Lanyards**

Member \$7,000

Nonmember \$9,000

### Aisle Sign and Expo Hall Video Wall Sponsor

Get logo recognition in a prime real estate location on IECA and shared aisle signs directing visitors to your booth. Sponsorship includes your company logo and booth number on the aisle sign, two overhead digital signs and the exclusive space on the video wall at the expo entrance. \* see details on page 17 regarding the exclusive video wall.

Member \$7,000

Nonmember \$9,000

### Coffee Lounge to SOLD be set of the st

es at the conference with a coffee lounge sponsorship located in the IECA ) includes signage and company branded sleeves. This 50 x 80' space can ..... conce stands and ping pong tables.

Member \$6,500

Nonmember \$8,500

### **Conference Tumblers**

Include your logo on conference tumblers distributed to IECA attendees. Sponsor is responsible for the production and shipping cost of tumblers. Sponsorship includes literature insert inside the program guide. Sponsor must provide flyers for program guide.

Member \$3,500

Nonmember \$5,500

## **IECA Annual Conference Sponsorship**

### Ice Fishing Warriors Field Trip to Lake Minnetonka

Kicking off the conference on Tuesday sponsor a group of 25 attendees (or more) to go ice fishing and experience the unique experience offered by

Minnesota! Professional guides, comfortable heated ice fishing huts, curve fishing hut

Sponsorship includes company recognition in conjunction with promotion of the ice fishing event, two complimentary attendee passes on the trip, and sponsorship recognition throughout the conference. Sponsor is welcome to provide attendee giveaways for this event.



Member \$2,000

Nonmember \$2,500

### **IECA Great Lakes 50th Anniversary Welcome Reception**

Join the IECA Great Lakes Chapter for a warm welcome to Minneapolis, MN and the IECA 50th Anniversary Annual Conference. The event will be hosted at Brit's Pub, where IECA will take over the entire restaurant. Known for the use of the UK in Minneapolis, this venue is sure to provide for a many provide for a many provide for an upper support of the UK in Minneapolis, this o22 Annual Conference. Games such as Vinnesota Erosion Control Association. This event will include food an attendees. Support this local event and be promoted alongside the Welcome Reception at Brit's Pub. The sponsorship will highlight your company throughout the event with your logo displayed on TVs and signage, will provide five complimentary attendee passes to the event and the opportunity to provide souvenir's for attendees

Member \$500

Nonmember \$800 - 4 Opportunites

### Young Professional Trivia Night

Connect with young professionals at this exciting IECA networking event for this 50-100 audience segment. Sponsorship also includes signage at the event and 5 trivia event passes.

Member \$2,000

Nonmember \$2,300

### 2022 Conference Advertising Opportunities

Advertising options allow you to share more about your product/service and conference happenings with attendees. Sponsorships exclusive to IECA attendees will be marked as such.

### Program Guide Ad

Full Page 1/2 Page InsSOLD Cover Inside Back Cover BaSOLD

Member \$2.675 Member \$1,850 Member \$2.950 Member \$2,950 Member \$2,950

Nonmember \$2,975 Nonmember \$2,150 Nonmember \$3,250 Nonmember \$3,250 Nonmember \$3,250

### Program Guide Logo

Place your logo by your company description in the printed onsite program guide, online in the interactive floor plan and in the IECA conference mobile app to stand out from your competition.

Member \$250

Nonmember \$300

### IECA Attendee Program Insert

Add a piece of collateral to all attendee program guide. Sponsor must supply insert. 1500 inserts requested.

Member \$2,000

Nonmember \$3,000

## **IECA Program Belly Band or Tip-on** Exclu**SOLD**, and center opportunity on the conference program.

Member \$3,500

Nonmember \$5,500

### IECA Badge Ticket Insert (Two Opportunities) - One Left

Add a custom message to IECA attendee badges to stop by your booth, win a prize, or enter into a drawing. Sponsorship includes company logo/promotion attached to the attendee badge and recognition in the conference program guide and onsite signage.

Member \$2,500

Nonmember \$3,500

### IECA Product Case Study (1 Left)

Host a vendor workshop to promote how your product/service works to all conference attendees. Must be an exhibitor to participate. 30-minute presentations.

Member \$500

Nonmember \$750

### IECA Vendor Showcase in IECA Learning Lab (4 Left)

Showcase your product in the Expo Hall with a 20-minute presentation, open to all attendees. Must be an Exhibitor to participate.

Member \$400

Nonmember \$550

### **IECA Annual Conference Microsite Web Banner**

Get in front of every visitor who views the IECA conference website before, during and after the event.

Hom**SOLD** syscraper | 300x1200 Homepage Square | 280x280 Member \$3,000 | Nonmember \$3,500 Member \$2,000 | Nonmember \$2,500

### **IECA Conference Mobile App**

There are numerous sponsor possibilities with the Mobile App! Sponsors can have full size ads, rotating banners and various locations throughout the app. The flexibility of the mobile app will give you tons of options for gaining valuable interaction with attendees.



Splash Screen**SOLD** r (1 sponsor) Member \$1,500 | Nonmember \$2,000 Splash screen ad can appear when mobile app is loading or before other tabs.

### Splash Screen

Attendees will see a loading "splash screen" when the app launches. It shows for 3.5 seconds.

Format: .jpg or .png

#### **Quick Tips:**

- This is like a sponsor ad in a program book. This shows in addtion after your branded event splash screen.
- 2. Include a call to action!
- 3. The splash screen is not clickable. It is simply shown while the event data is loading.







#### **Required Images (width x height)**

- 1 0.75:1 aspect ratio, 2,048 pixels wide x 2,732 pixels high
- 2 0.56:1 aspect ratio, 1,080 pixels wide x 1,920 pixels high
- **3** 0.46:1 aspect ratio, 1,242 pixels wide x 2,688 pixels high

### Main Screen

- Main Screen Tiles
- Main Screen Ad
- Rotating Main Screen Ads
- Home Screen Sticky Banner
- Main Screen Menu Button

Main Screen Tile Ad: (3 opportunities) - \$750 a piece

Place your ad on the main screen of the conference mobile app for all conference attendees to see.

#### Sub-Page Banner Ad: (3 opportunities) - \$500 a piece

Place your ad on the schedule, IECA expo hall, attendee connection pages within the conference app. Have your ad in a prime spot for conference attendees to see throughout the conference.

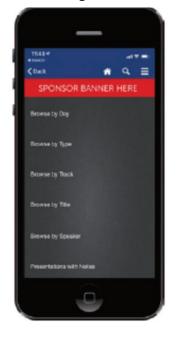
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### Show Unique Banners In Different Sections of Your App

Sub-page Banners are randomly rotating ads displayed on a specific page of the app, which can be linked to URLs. They only show in the following user specified areas: Expo, More Info, People, Posters, Presentations, and Search.

#### Quick Tips:

- These banners are an effective way to call attention to particular parts of your event.
- Each banner has 4 versions in order to support portrait and landscape orientation on both phones and tablets.
- You can have different banners for different sections of the app (i.e. Schedule, Posters, Expo, etc.)
- You can have multiple banners that change each time a user enters a page like the Expo Hub page.
- This option will replace your event banner in the specified location.



#### Required Images (width x height)

	7:1	aspect	ratio,	1,080	pixels	wide x	152	pixels	high
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- 2 9:1 aspect ratio, 1,920 pixels wide x 225 pixels high
- 3 11:1 aspect ratio, 2,048 pixels wide x 180 pixels high
- 4 13:1 aspect ratio, 1,920 pixels wide x 152 pixels high



Push NotificationMember \$200 | Nonmember \$350Each time the app is opened, your ad appears.

### **Push Notifications**

**Title and Message:** Up to 230 characters

#### **Quick Tips:**

- 1. Push notifications do not support images, links, or HTML.
- 2. Use push notifications as a place to advertise your sponsors!
- 3. Try calling attention to a particular booth on the show floor.
- 4. Try thanking a sponsor for their involvement.
- 5. Use push notifications to draw attention to sponsored events.



### **Push Notification Examples**

#### Show Only Special - Buy One Get One FREE! Visit Bien Air Dental at Booth #1234 for an ADA show only special - buy one Restorative and/or Endo products and get one FREE!

OK

#### Don't Miss Bien Air Show Only Special!

Last day to take advantage of our ADA show only special - buy one Restorative and/or Endo produts and get one FREE! Stop by Booth #1234

OK

### **Hotel Branding**

Hotel branding opportunities are available at conference hotels.

Contact the sales department for details, pricing and availability.

## IECA Annual Conference Advertising Digital Expo Advertising - Call for Details



# EXHIBIT HALL

The Exhibit Hall Video Walls are in high traffic areas located above the exhibit halls' entrance. These large, crystal-clear video screens deliver a lasting impression to your attendees and provide the perfect space for your message and graphics to be noticed.

Exhibit Hall video wall is 50ft. wide x 5 ft. high; 3584 x360 pixels



## **OVERHEAD MONITORS**

The Overhead Monitors are mounted in 10 locations throughout the Convention Center. Their doublesided, triple video monitor configuration allows for the perfect blend of attendee event graphics and sponsorship paired with event wayfinding assets.

- Level One: 12.5 ft. wide x 2 ft. high; 1920 x 1080 pixels
- Level Two: 8.5 ft. wide x 2 ft. high; 1920 x 1080 pixels

### VISITOR INFORMATION CENTER VIDEO WALLS

The Visitor Information Center is an immense curved video wall located in the main lobby above the Visitor Information Center desk, below the Craft Bar & Lounge, and next to the Dunn Brother's Café. This screen offers one of the highest guest engagement and number of impressions.

- FRONT: 71 ft. wide x 5 ft. high; 3840 x 264 pixels
- REAR: 19 ft. wide x 5 ft. high; 1056 x 264 pixels



## IECA Annual Conference Advertising Promotion Package

### 2022 Conference Promotion Package

Bundle and SAVE 15%!

### **Option 1 - 4 Opportunities**

Full Page/Program Guide Logo - Normally \$3,125 - Your Cost \$2,676 Half Page/Program Guide Logo - \$2,100 - Your Cost \$1,785

### **Option 2 - 6 Opportunities**

Full Page/Program Guide Logo/Push Notification/ Overhead Monitor - Normally \$4,325 - Your Cost \$3,676 Half Page/Program Guide Logo/Push Notification/ Overhead Monitor - \$3,300 - Your Cost \$2,805

### **Program Guide Ad**

Full PageMember \$2,6751/2 PageMember \$1,850

Nonmember \$2,975 Nonmember \$2,150

### **Program Guide Logo**

Place your logo by your company description in the printed onsite program guide, online in the interactive floor plan and in the IECA conference mobile app to stand out from your competition.

Member \$250

Nonmember \$300

### **Push Notification**

Each time the app is opened, your ad appears.

Member \$200 | Nonmember \$350



## **OVERHEAD MONITORS**

The Overhead Monitors are mounted in 10 locations throughout the Convention Center. Their doublesided, triple video monitor configuration allows for the perfect blend of attendee event graphics and sponsorship paired with event wayfinding assets.

- Level One: 12.5 ft. wide x 2 ft. high; 1920 x 1080 pixels
- Level Two: 8.5 ft. wide x 2 ft. high; 1920 x 1080 pixels

## **IECA Regional**

November 15-16, 2021 DoubleTree by Hilton Denver Tech Center - Greenwood Village, Colorado 2021 IECA Mountain States Regional Event

May 2- 4, 2021 Ashville, North Carloina 2022 Municaipal Wet Weather Stormwater Conference

May 17-18, 2022 Auburn University - Auburn, Alabama 2021 Auburn University E&SC Installer Training

May 19, 2022 Auburn University E&SC Field Day - Auburn, Alabama

### **Stay Tuned for More Announced Shows!**

Regional Events are hosted by Regional Chapters and IECA.

Sponsorship levels vary by event, please contact Kim M. Kline for complete sponsorship kit for each regional event at Kim@ieca.org or by calling 970.846.9015.