

**2022/2023  
IECA Media Kit**



## **2023 IECA Annual Conference & Expo**

February 5 - 8, 2023 | Kansas City Convention Center | Kansas City, Missouri

We are excited to announce that the International Erosion Control Association (IECA) and the Industrial Fabrics Association International (IFAI) will co-locate the Geosynthetics Conference with the IECA Annual Conference & Expo in Kansas City, Missouri, February 5 - 8, 2023. The combined conferences are anticipated to attract over 3,000 attendees and double the exhibition area for both associations

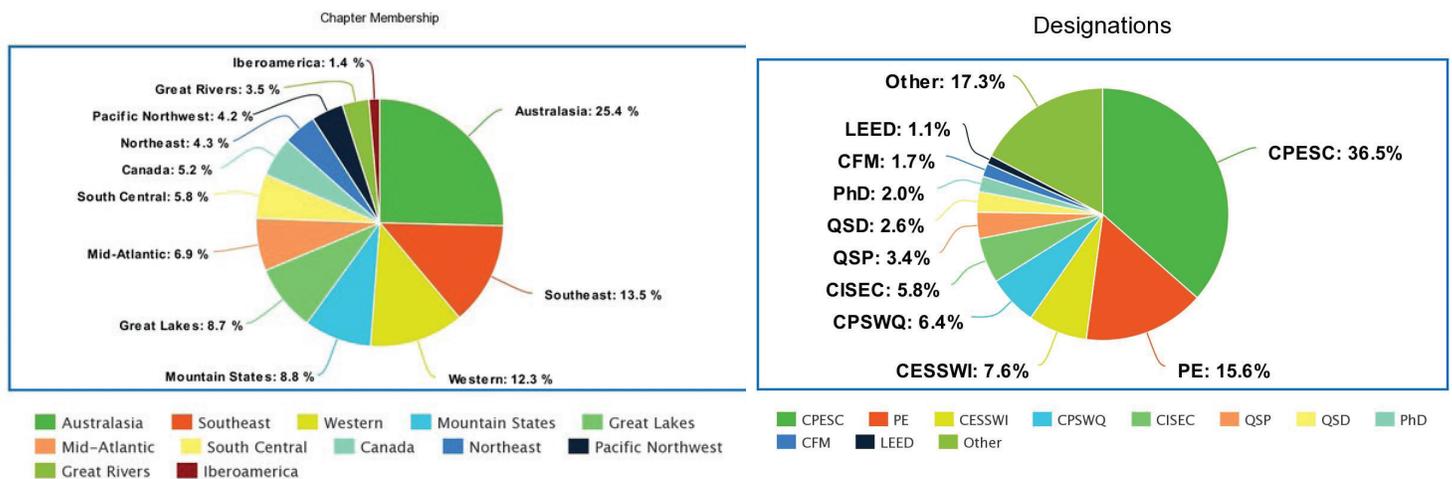
**Connect with Erosion, Sediment Control and Stormwater Management Industry Professionals.**

[ieca.org/advertise](http://ieca.org/advertise) | [education@ieca.org](mailto:education@ieca.org) | (303) 468-2237

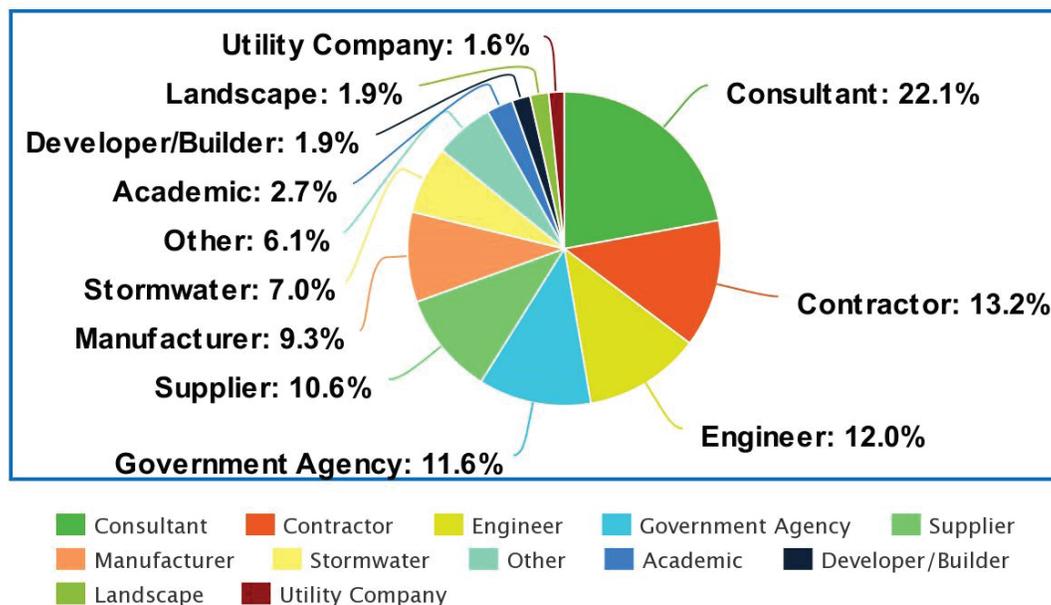
# About IECA

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.



## Field of Practice



# 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](http://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 a 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](http://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 a 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, 2022 and end March 1, 2023 and Partner must be paid in full to receive benefits. Contact Kim Kline at [kim@ieca.org](mailto:kim@ieca.org) for details.

## Diamond Partnership – \$30,000 Investment

- Rotating footer web banner ad on IECA's website through March 1, 2023. (\$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 2023 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 2023 IECA Annual Conference registrations. (Must pre-register by Feb. 1, 2023.) (\$3,796 Value)
- Twenty-five complimentary 2022 IECA Annual Conference Expo Hall only passes. (Must pre-register by Feb. 1, 2023.) (\$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, 2023 (\$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 2023 IECA Annual Conference and Expo. (Exclusive to sponsors.)
- Two complimentary full-conference 2023 IECA Annual Conference registrations. (Must pre-register by Feb. 1, 2023.) (\$1,898 Value)
- Fifteen complimentary 2023 IECA Annual Conference Expo Hall only passes. (Must pre-register by Feb. 1, 2023.) (\$1,425 Value)
- 200 priority points added to your exhibitor points for the IECA Annual Conference Expo booth selection.

# IECA Partnership

## 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 2023 IECA Annual Conference. (Exclusive to sponsors)
- One complimentary full-conference 2023 IECA Annual Conference registration. (Must pre-register by Feb. 1, 2023.) (\$949 Value)
- Ten complimentary 2023 IECA Annual Conference Expo Hall only passes. (Must pre-register by Feb. 1, 2023.) (\$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 2023 IECA Annual Conference and Expo. (Exclusive to sponsors)
- Five complimentary 2023 IECA Annual Conference Expo Hall only passes. (Must pre-register by Feb. 1, 2023.) (\$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, 2023.*

# Digital Advertising

## 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 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 2023 | *Storm Water Solutions*

Member \$2,500

Member \$3,000

## 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.

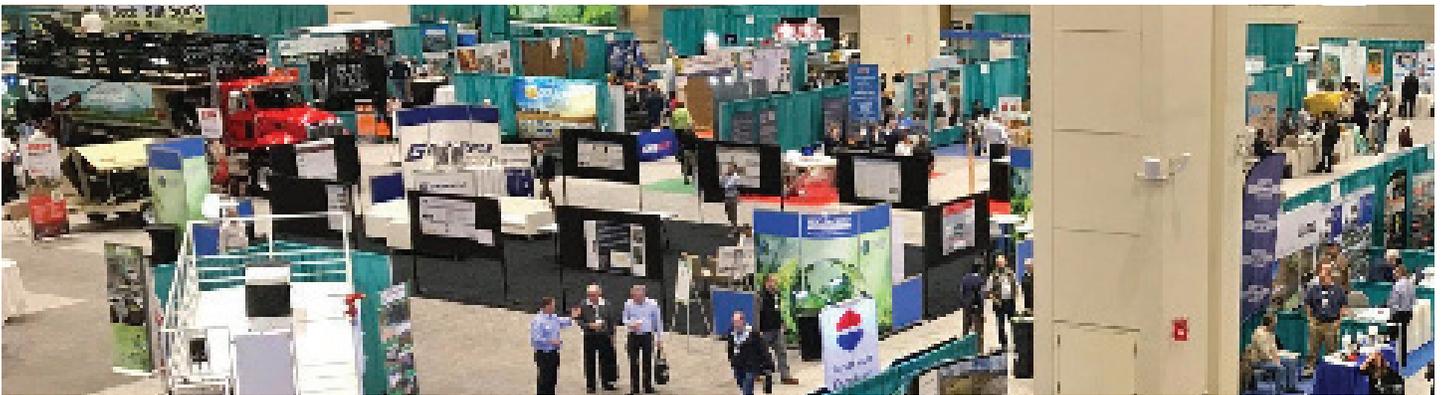
Member \$1,000

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 Make a Purchase  
Based on Information Gathered  
Onsite

**140\***

Vendors Annually  
Exhibit at the Conference

**35%\***

of Attendees Spend 5+  
Hours in the Exhibit Hall

**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](http://ieca.org/exhibit) to learn more about exhibiting and sponsorships and see who's already signed up for this exciting event.

\* Based on IECA Expo only.

## 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 connect you with actively buying attendees. Contact Kim Kline at [Kim@ieca.org](mailto: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.*

# IECA Annual Conference Expo

## 2023 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](http://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](mailto: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 11, 2022 NO REFUNDS will be made.

## Onsite Meeting Room

Conduct private meetings in one of our onsite meeting rooms. Full Day.

Member \$800

Nonmember \$1,000

# IECA Annual Conference Sponsorships

## 2023 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: 1 IECA & 1 Geo)

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.

Member \$2,500

Nonmember \$5,000

## IECA Awards Luncheon Sponsor

### (Two Opportunities: 1 IECA & 1 Geo)

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.

Member \$5,000

Nonmember \$7,000

## Opening Expo Hall Reception Sponsors

### (Four Opportunities: 2 IECA & 2 Geo)

Welcome 1,500 attendees to the Expo Hall with signage at the IECA Expo Hall entrance and napkins displaying your company logo during the reception. Sponsorship includes a literature insert.

Member \$7,000

Nonmember \$9,000

## IECA Great Rivers Welcome Reception

Join the IECA Great Lakes Chapter for a warm welcome to Kansas City, KS and the IECA Annual Conference. The event will be hosted at location where IECA will take over the entire restaurant. This venue is sure to provide the perfect kick off to the IECA 2023 Annual Conference. This event will include food and drink for attendees and typically draws a crowd of around 200 attendees.

Support this local event and be promoted alongside the Welcome Reception. The sponsorship will highlight your company throughout the event with your logo displayed on TVs and signage, will provide 15 complimentary attendee passes to the event and the opportunity to provide souvenir's for attendees. Package includes 200 Pint Glasses and napkins.

Member \$3,000

Nonmember \$4,500

# IECA Annual Conference Sponsorship

## Young Professional Trivia Night (Two Opportunities: 1 IECA & 1 Geo)

Build relationships with upwardly mobile Young Professionals. Exclusive sponsorship for one Geosynthetics Conference sponsor and one IECA Annual Conference sponsor

Sponsor logo on signage

Member \$2,000

Nonmember \$3,000

## Expo Hall Lunch - Tuesday (Two Opportunities: 1 IECA & 1 Geo)

Designed to bring IECA attendees to the Expo Hall, this lunch serves 1,000 attendees daily and includes collateral at the tables for attendees to browse while they eat lunch and signs with company logo at each table.

Tuesday

Member \$5,000

Nonmember \$7,000

## Expo Hall Lunch - Wednesday (Eight Opportunities: 4 IECA & 4 Geo)

### Day 2 - Taste of Kansas City Food Stations

Sponsor food vendors at your booth for attendees to stop by for the final day of shared exhibition!

Wednesday

Member \$1,500

Nonmember \$2,500

## Conference Badge Lanyards (Exclusive to IECA Attendees)

Promote your company's name and logo on the IECA Annual Conference lanyard. Sponsorship also includes a literature insert inside the bag. IECA will select, design and purchase the lanyards and the sponsor is responsible for providing their company logo and literature insert.

Member \$7,000

Nonmember \$9,000

## Aisle Signs (Exclusive to IECA Show Floor)

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. This package also includes a program guide insert.

Member \$7,000

Nonmember \$9,000

## Coffee Lounge (Two Opportunities: 1 IECA & 1 Geo)

Properly caffeinate attendees at the conference with a shared IECA and Geo coffee lounge sponsorship located in the IECA and Geo town hall. Sponsorship also includes signage and company branded napkins. This 40 x 40' space can be branded with coffee stands and ping pong table.

Member \$7,000

Nonmember \$9,000

# IECA Annual Conference Sponsorship and Advertising

## Education Refreshment Sponsor **(Two Opportunities per break)**

Take a break with education registrants. Associate your company with the IECA and Geosynthetics education program by sponsorship of education refreshment breaks: Three Breaks will be held: Monday AM Coffee only, Tuesday AM & Wednesday AM Coffee & Light Continental

Member \$2,250

Nonmember \$2,850

## 2023 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	Member \$2,950	Nonmember \$3,275
Cover 2	Member \$3,250	Nonmember \$3,575
2 Page Spread	Member \$5,575	Nonmember \$5,900
2/3 Vertical	Member \$2,750	Nonmember \$3,075
1/2 Horizontal	Member \$2050	Nonmember \$2,350
1/2 Island	Member \$2,125	Nonmember \$2,448
1/3 Horiz or Vert.	Member \$1,450	Nonmember \$1,775
1/6 Horiz. or Vert.	Member \$1,125	Nonmember \$1,450

### Print Ad Sizes

AD SIZE	WIDTH X HEIGHT		
	Live	Trim	Bleed
Two-page spread w/bleed	15.5" x 9.875"	16.5" x 10.875"	16.75" x 11.125"
Full page w/bleed	7.25" x 9.875"	8.25" x 10.875"	8.5" x 11.125"
1/2 horizontal spread w/bleed	15.5" x 4.9375"	16.5" x 5.4375"	16.75" x 5.5625"
2/3 vertical	4.5" x 10"		
1/2 island	4.5" x 7.5"		
1/2 horizontal	7" x 4.875"		
1/3 horizontal	4.5" x 4.875"		
1/3 vertical	2.125" x 10"		
1/6 horizontal	4.5" x 2.375"		
1/6 vertical	2.125" x 4.875"		

Magazine trim size: 8.25" wide x 10.875" high

# IECA Annual Conference Advertising

## Enhanced 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 \$500

Nonmember \$600

## IECA Attendee Program Insert **(Eight Opportunities: 4 IECA & 4 Geo)**

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

Member \$2,000

Nonmember \$3,000

## IECA Badge Ticket Insert

**(Two Opportunities: Exclusive to IECA Badges)**

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

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

60 Minutes

Member \$750

Nonmember \$950

30 Minutes

Member \$500

Nonmember \$750

## IECA Vendor Showcase in IECA Learning Zone

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 Advertising

## IECA Annual Conference Microsite Web Banner

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

Homepage Skyscraper | 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.



# IECA Annual Conference Advertising

**Splash Screen Sponsor (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:

1. This is like a sponsor ad in a program book. This shows in addition 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)

<b>1</b>	1.3:1 aspect ratio, 2,732 pixels wide x 2,048 pixels high
<b>2</b>	1.8:1 aspect ratio, 1,920 pixels wide x 1,080 pixels high
<b>3</b>	2.2:1 aspect ratio, 2,688 pixels wide x 1,242 pixels high



### Required Images (width x height)

<b>1</b>	0.75:1 aspect ratio, 2,048 pixels wide x 2,732 pixels high
<b>2</b>	0.56:1 aspect ratio, 1,080 pixels wide x 1,920 pixels high
<b>3</b>	0.46:1 aspect ratio, 1,242 pixels wide x 2,688 pixels high

# IECA Annual Conference Advertising

## 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**

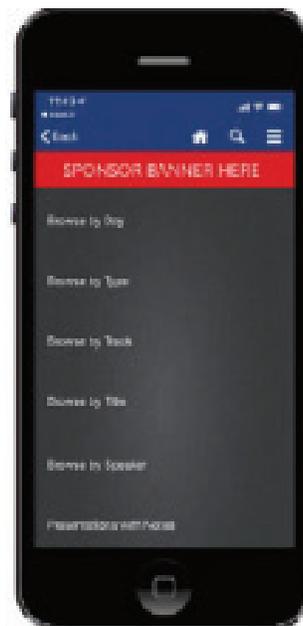
Place your ad on the schedule, IECA expo hall, attendee connection pages within the conference app. Have your ad in a prime spot for conference attendees to see throughout the conference.

## 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:

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



### Required Images (width x height)

Required Images (width x height)	
1	7:1 aspect ratio, 1,080 pixels wide x 152 pixels high
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

# IECA Annual Conference Advertising and Addition Opportunities

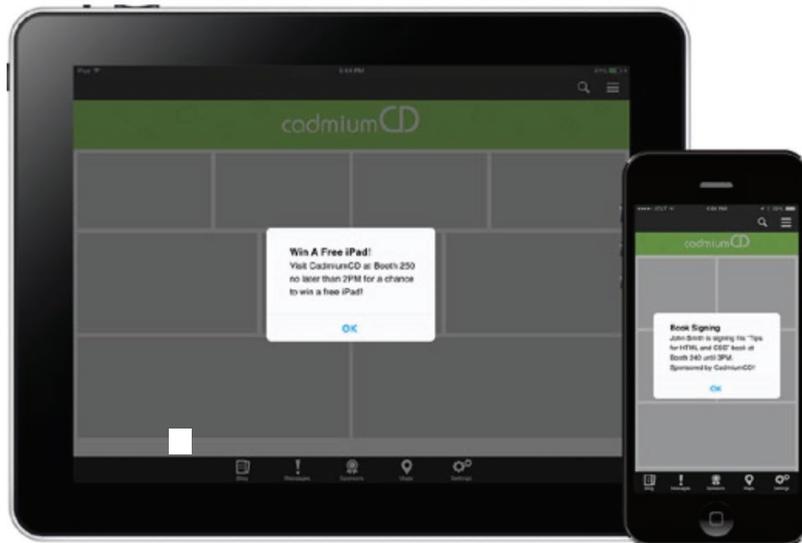
**Push Notification** Member \$200 | Nonmember \$350  
Each time the app is opened, your ad appears.

## 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 products and get one FREE! Stop by Booth #1234

OK

## Additional Opportunitites

### Hotel Branding

Hotel branding opportunities are available at conference hotels.

Contact the sales department for details, pricing and availability.

### Expo Hall Floor Graphic

Floor Graphics throughout the Expo Hall. .

Member \$2,500

Nonmember \$3,000