

2021/2022 IECA Media Kit



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

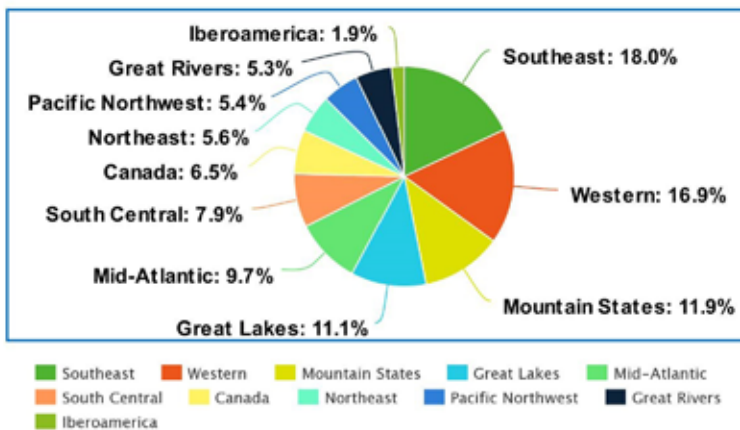
ieca.org/advertise | Kim@ieca.org | 303-468-2236

About IECA

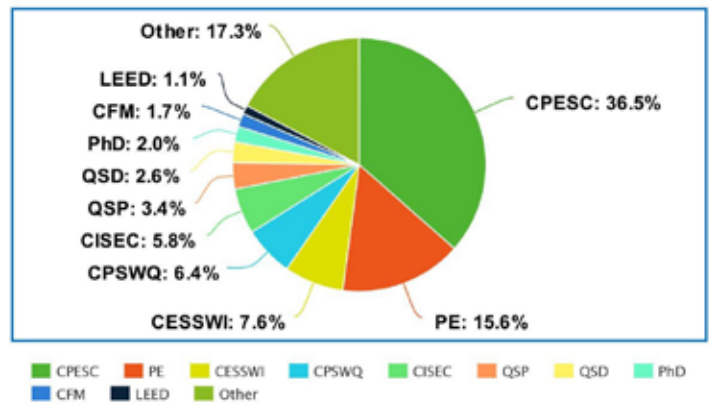
The International Erosion Control Association (IECA) is a global non-profit, professional organization providing education, networking, and research for engineers, government, consultants, construction and related professionals. IECA's purpose is to establish standards of practice and expertise in the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

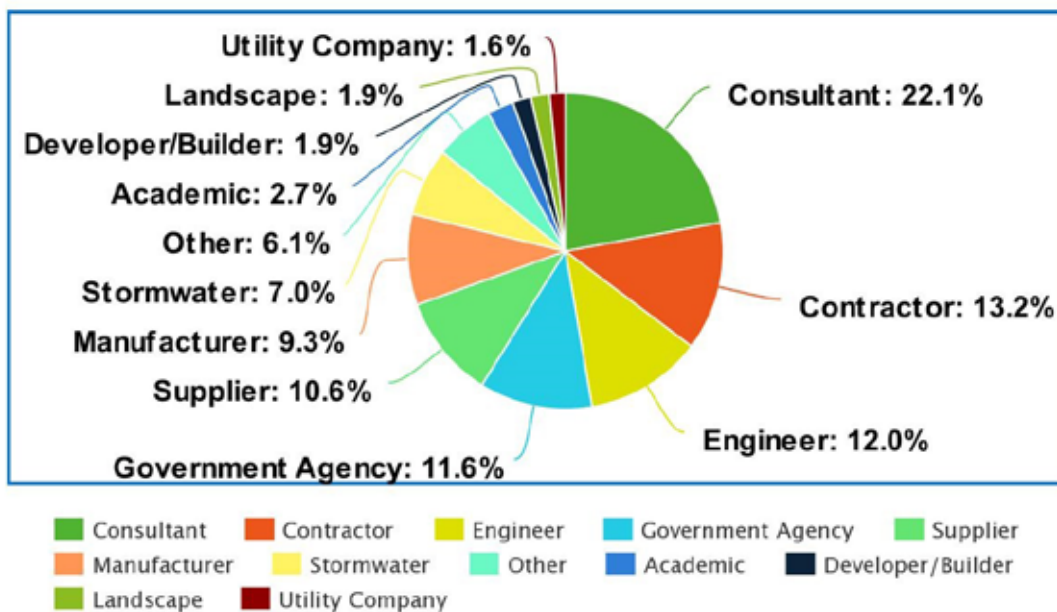
Chapter Membership



Designations



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 including two free IECA webinars per year 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 including two free IECA webinars per year 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 including two free IECA webinars per year 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 pre-register by Feb. 1, 2022.) (\$3,796 Value)
- Twenty-five complimentary 2022 IECA Annual Conference Expo Hall only passes. (Must pre-register 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.*

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.

TBD | *Storm Water Solutions*

Contact the sales department to learn more about the details, availability, and pricing for the above webinars.

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.

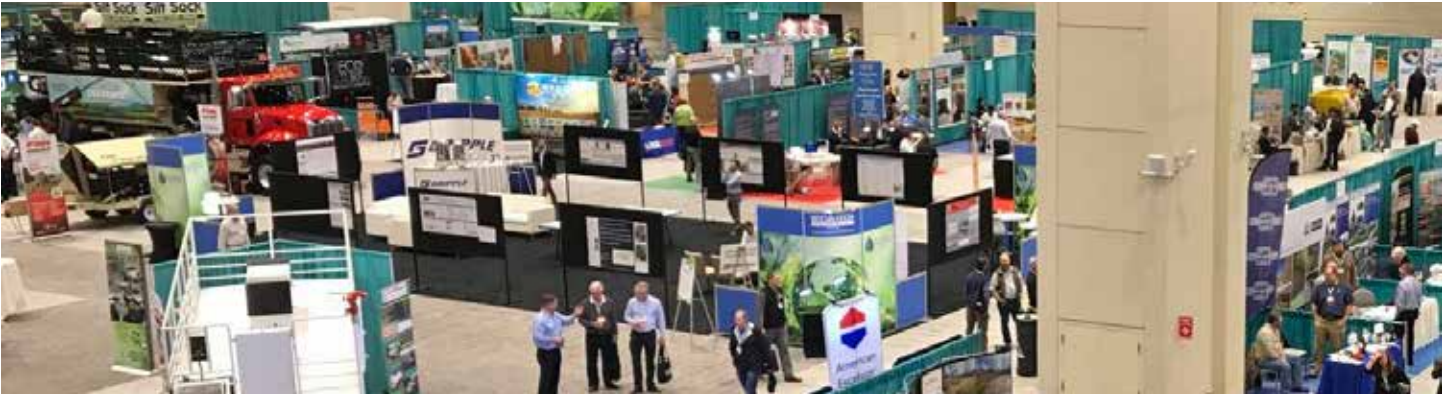
Member \$1,000

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 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 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.

IECA Annual Conference Expo

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 sessions are excluded.
- 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 September 10, 2021. After September 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 \$800 day rate (\$200 per hour)

Nonmember \$1,000 day rate \$400 for one room, two hours

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

Fet podium recognition in front of 700-800 attendees! Sponsorship includes a table tent at each table and a walk-in slide with a custom marketing message for your company.

Member \$5,000

Nonmember \$7,000

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.

Member \$5,000

Nonmember \$7,000

Opening Expo Hall Reception Sponsors (Two Opportunities)

Welcome 1,500 attendees to the Expo Hall with signage at the IECA Expo Hall entrance and gobos displaying your company logo iduring the reception. Sponsorship includes a literature insert inside the bag, a bar located near your booth and 10 drink tickets. Sponsor must provide literature inserts and logo.

Member \$7,000

Nonmember \$9,000

Expo Hall Lunch

Designed to bring IECA and IFAI 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

Day 2 - Taste of Minneapolis City Food Stations (Four Opportunities)

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

Wednesday

Member \$1,000

Nonmember \$1,500

IECA Annual Conference Advertising

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.

IECA Attendee Bag Insert

Add a piece of collateral to all attendee bags. Sponsor must supply insert.

Member \$2,000

Nonmember \$3,000

IECA Badge Ticket Insert (Two Opportunities)

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

Badge Recycle Bins

Signage featuring custom message and logo placed by badge recycling bins to promote being green.

Member \$1,000

Nonmember \$3,000

Hotel Branding

Hotel branding opportunities are available at conference hotels.

Contact the sales department for details, pricing and availability.

Floor Clings

Located in the registration area, custom floor clings feature company logo and booth number.

Member \$2,500

Nonmember \$4,500

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.

Member \$700

Nonmember \$850

IECA Annual Conference Advertising

IECA Vendor Showcase in IECA Learning Lab

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

Program Guide Ad

Full Page

Member \$2,675

Nonmember \$2,975

1/2 Page

Member \$1,850

Nonmember \$2,150

Inside Front Cover

Member \$2,950

Nonmember \$3,250

Inside Back Cover

Member \$2,950

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 \$400

Nonmember \$500

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

Member \$3,000 | Nonmember \$3,500

Homepage Square | 280x280

Member \$2,000 | Nonmember \$2,500

IECA Conference Mobile App

The mobile app keeps attendees informed on conference changes, expo hall happenings, gaming and more!

Splash Screen Sponsor (1 sponsor)

Member \$1,500 | Nonmember \$2,000

Each time the app is opened, your ad appears!

Rotating Banner (1 sponsor)

Member \$2,000 | Nonmember \$2,500

Display 3 different web banners for the price of 1! The rotating banner appears at the top of each app page.

Virtual Bag (3 sponsors)

Member \$750 | Nonmember \$1,000

Attendees can view your insert in the app and will be available after the show as well. Combine a physical bag insert with the virtual grab bag for greater exposure. Combo price available.

Scavenger Hunt (5 sponsors per day)

Member \$750 | Nonmember \$1,000

Attendees visit your booth, answer a company related question and are entered into a daily prize drawing. Prizes range from \$50-\$400 each. The Scavenger Hunt will take place during Expo Hall hours.

IECA Regional Events/Conferences

Alaska Regional Event

Plant Material Center Palmer, AK | April 28, 2021

2021 MS4 Conference

Huntsville Marriott Huntsville, AL | June 7-9, 2021

27th Annual MAC-IECA Conference

Hilton Washington Dulles Airport, Dulles, VA (Greater DC Area) | September 14 - 16, 2021

IECA Texas Regional Conference

San Antonio, Texas | October 6-7, 2021

IECA Mountain States Regional Conference

Greenwood Village, CO | November 16-17, 2021

2021 Auburn

Auburn University, Auburn AL | TBD

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.