

2019/2020 IECA Media Kit



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

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

Who We Are

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 content and exclusive member services. Our members represent over 30 countries and 22 fields of professional practice. 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.

The International Erosion Control Association Region One was created as a 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.

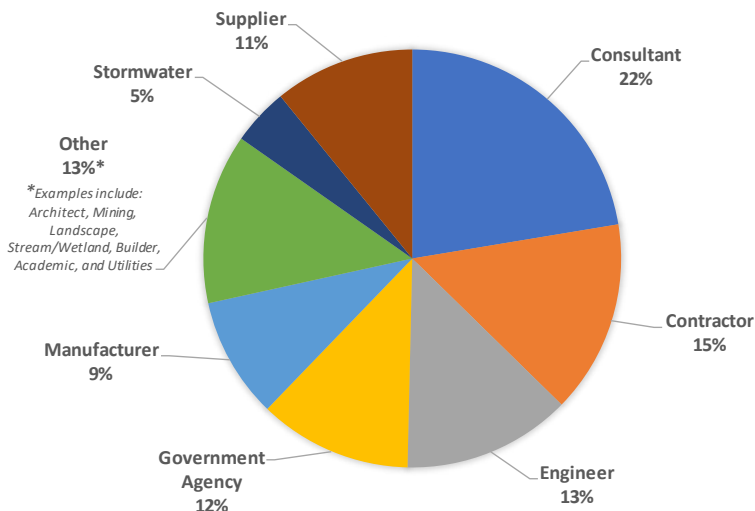
11

IECA Chapters in United States,
Canada, South America and
Caribbean

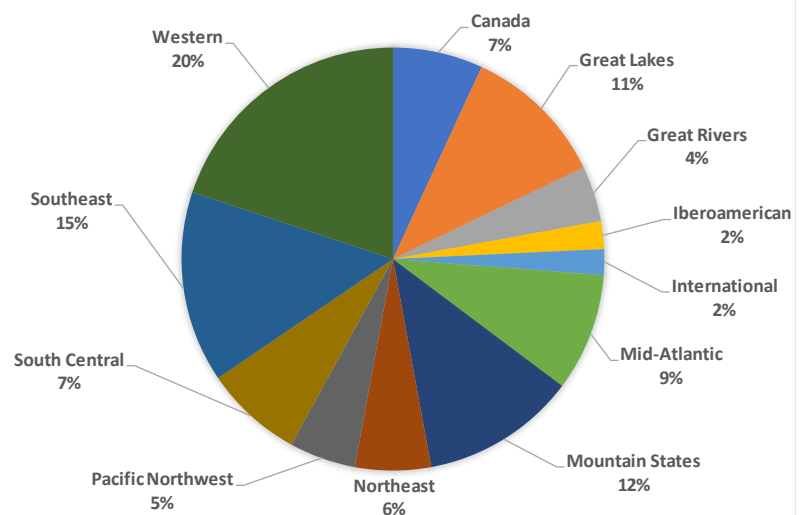
10+

Average Years
as IECA Member

IECA MEMBERSHIP BY PROFESSION



IECA MEMBERSHIP BY CHAPTER



Organizational Membership Benefits

Joining IECA as an organizational member provides you with the following discounts and benefits.

Cornerstone Member – \$2,750

- One complimentary professional plus membership including two free IECA webinars per year for the primary contact.
- An unlimited number of professional memberships for your employees at a 50% discount.
- A discount code for up to 10 half price professional memberships to contacts outside of your company.
- Article in *Environmental Connection* (one time per year, placement based on join date).
- Logo on impressum page of each *Environmental Connection* issue per year.
- Member pricing on advertising and sponsorship opportunities.
- Rotating footer web banner on IECA's website for a year.
- Logo and link on each eNewsletter (monthly e-bulletin emailed to entire database).
- Receive one-time membership list with active members' mailing addresses and phone numbers when signing up or renewing membership.
- 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.
- 100 points added to your exhibitor priority points for booth selection at the IECA Annual Conference and Expo.

Emerald Member – \$650

- One complimentary professional plus membership including two free IECA webinars per year for the primary contact.
- Up to five professional memberships at 50% discount.
- Member pricing on advertising and sponsorship opportunities.
- Receive one-time membership list with active members' mailing addresses and phone numbers when signing up or renewing membership.
- 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.
- 50 points added to your exhibitor priority points for booth selection at the IECA Annual Conference and Expo.

Corporate Member – \$350

- One complimentary professional plus membership including two free IECA webinars per year for the primary contact.
- Up to two professional memberships at 50% discount.
- Website access to IECA Corporate Member logo artwork for promotional use.
- Member pricing on advertising and sponsorship opportunities.

Partnership Opportunities

The more ways you support IECA annually, the more value you receive through our partnership program. Each time you invest with IECA through membership, print and digital advertising, conference sponsorships or a booth purchase, your dollars will go towards the following partnership levels. *Note all promotions begin on March 1, 2019 and end March 1, 2020 and Partner must be paid in full to receive benefits.

Your company's total, annual investment with IECA qualifies you starting with the IECA Annual Conference booth space, followed by advertising and sponsorships. Contact Kim Kline at Kim@ieca.org for details.

Platinum Partnership – \$20,000 Investment

- Rotating footer web banner ad on IECA's website through March 1, 2020.
- Logo and link on IECA monthly eNewsletter.
- Logo on the IECA website partner page.
- Recognition as a Platinum Partner at the 2020 IECA Annual Conference and Expo.
- Two complimentary full-conference 2020 IECA Annual Conference registrations. (Must pre-register by Feb. 1, 2020.)
- Fifteen complimentary 2020 IECA Annual Conference Expo Hall only passes. (Must pre-register by Feb. 1, 2020.)
- 200 priority points added to your exhibitor points for the IECA Annual Conference booth selection.

Gold Partnership – \$15,000 Investment

- Rotating footer web banner ad on IECA's website through March 1, 2020.
- Logo and link on IECA monthly eNewsletter.
- Logo on the IECA website partner page.
- Recognition as a Gold Partner at the 2020 IECA Annual Conference and Expo.
- One complimentary full-conference 2020 IECA Annual Conference registration. (Must pre-register by Feb. 1, 2020.)
- Ten complimentary 2020 IECA Annual Conference Expo Hall only passes. (Must pre-register by Feb. 1, 2020.)
- 150 priority points added to your exhibitor points for the IECA Annual Conference booth selection.

Silver Partnership – \$10,000 Investment

- Logo and link on IECA monthly eNewsletter.
- Logo on the IECA website partner page.
- Recognition as a Silver Partner at the 2020 IECA Annual Conference and Expo.
- Five complimentary 2020 IECA Annual Conference Expo Hall only passes. (Must pre-register by Feb. 1, 2020.)
- 100 priority points added to your exhibitor points for the IECA Annual Conference booth selection.

Note: All partnerships reset as of March 1, 2020.

Print Advertising

Environmental Connection Magazine Digital and Print

The quarterly *Environmental Connection* Magazine features articles, interviews, columns and peer-reviewed technical contributions. The magazine offers innovative and thought-provoking articles that directly benefit our members. The caliber of content is why the magazine is considered one of the most valuable benefits of membership! The magazine is available in print to members only and shared electronically with members and nonmembers.



2019/2020 Issue Outline and Distribution

January/February 2019 - IECA Annual Conference Edition Ad Close: November 30, 2018 Ad Materials Due: December 7, 2018 Print Distribution: 4,000 (Additional 2,000 distributed at the 2019 IECA Annual Conference and Expo) Electronic Distribution: 10,100 Mail Drop Date: January 4, 2019	April/May 2019 - Post Conference Edition Ad Close: February 22, 2019 Ad Materials Due: March 1, 2019 Print Distribution: 2,000 Electronic Distribution: 10,100 Mail Drop Date: April 5, 2019
July/August 2019 - Summer Edition Ad Close: May 31, 2019 Ad Materials Due: June 7, 2019 Print Distribution: 2,000 Electronic Distribution: 10,100 Mail Drop Date: July 5, 2019	October/November 2019 - Preconference Edition Ad Close: August 30, 2019 Ad Materials Due: September 6, 2019 Print Distribution: 2,000 Electronic Distribution: 10,100 Mail Drop Date: October 4, 2019
January/February 2020 - IECA Annual Conference Edition Ad Close: November 28, 2019 Ad Materials Due: December 5, 2019 Distribution: 4,000 (Additional 2,000 distributed at the 2020 IECA Annual Conference and Expo) Mail Drop Date: January 4, 2020	Materials are due five weeks prior to mail date. Payment is due two weeks prior to the mail date.

January/February pricing is an additional \$99, based on increased distribution.

Environmental Connection Magazine

Print Specifications

Full Page/Back Cover/Inside Cover

Bleed size: 8.25" x 11"

Trim size: 8" x 10.75"

Live area: 7.5" x 10.25"

Non-bleed size: 7" x 10"

Half Page

Island: 4.625" x 7.375"

Horizontal: 7" x 4.875"

Vertical: 3.375" x 10"

Quarter Page

Horizontal: 3.375" x 4.875"

Print Ad Rates

Ad Size	1X	2X	3X	4X
Full Page	\$1,275 Member / \$1,575 Nonmember	\$1,110 Member / \$1,380 Nonmember	\$1,024 Member / \$1,325 Nonmember	\$995 Member / \$1,225 Nonmember
Half Page	\$725 Member / \$1,225 Nonmember	\$595 Member / \$1,110 Nonmember	\$560 Member / \$1,050 Nonmember	\$499 Member / \$995 Nonmember
Quarter Page	\$525 Member / \$725 Nonmember	\$480 Member / \$660 Nonmember	\$424 Member / \$624 Nonmember	\$400 Member / \$575 Nonmember
Back Cover	\$1,875 Member / \$2,375 Nonmember	\$1,800 Member / \$2,150 Nonmember	\$1,575 Member / \$1,925 Nonmember	\$1,475 Member / \$1,875 Nonmember
Inside Back Cover	\$1,575 Member / \$1,880 Nonmember	\$1,430 Member / \$1,725 Nonmember	\$1,308 Member / \$1,624 Nonmember	\$1,024 Member / \$1,225 Nonmember
Spread	\$2,275 Member / \$2,775 Nonmember	\$2,050 Member / \$2,500 Nonmember	\$1,980 Member / \$2,360 Nonmember	\$1,825 Member / \$2,225 Nonmember
Inside Cover	\$2,325 Member / \$2,825 Nonmember	\$2,125 Member / \$2,525 Nonmember	\$1,975 Member / \$2,405 Nonmember	\$1,875 Member / \$2,275 Nonmember
Tip-on	\$3,500 Member / \$5,500 NonMember	\$3,300 Member / \$5,300 NonMember	\$3,150 Member / \$5,150 NonMember	\$3,050 Member / \$5,050 NonMember

*Note: Company must be an IECA organizational member to receive the member pricing rate. Individual memberships are not applicable to receive the member discounted rate. Learn more about organizational memberships on page 3. Pricing is per ad and valid from January 2019 through December 2019. **January/February pricing is an additional \$99, based on increased distribution.** Please include website link in your ad for the digital edition that is emailed to IECA members and nonmembers.*

Digital Advertising

IECA.org

The IECA website offers a variety of up-to-date information on industry products and technology, education opportunities, resources for companies and individuals. There are also exclusive member benefits such as the resource library, the new affinity benefits and more! This is a prime opportunity for you to brand your company with the leading association for stormwater, erosion and sediment control.

25,530

Average Monthly Pageviews

19,899

Unique Pageviews/Month

2:00

Minutes Spent on Pages

Native Banner Ad (above the fold) | 728x90 | Member per Month \$850/Nonmember per Month \$1,150

Native Banner Ad (below the fold) | 728x90 | Member per Month \$750/Nonmember per Month \$950

Native Banner Ad (second-tier pages) | 728x90 | Member per Month \$500/Nonmember per Month \$750

Rotating Footer Ad (all pages) | 300x250 | Member per Month \$250/Nonmember per Month \$550

eNewsletter Distribution

Advertising in the IECA monthly eNewsletter allows you to reach over 10,100 industry professionals.

10,100

Electronic Distribution

28%

Open Rate

13%

Click-Through Rate

Leaderboard Price Per Month | 640x60 | Member \$550/Nonmember \$650

Skyscraper Price Per Month | 113x260 | Member \$400/Nonmember \$500

Environmental Connection Magazine Email (Three Opportunities Per Quarter)

Sponsor the *Environmental Connection* Magazine electronic distribution to reach IECA members and nonmembers as they access our popular peer-reviewed magazine. The electronic distribution reaches 10,100 contacts per email. Your logo/website link will appear prominently in the email header alerting members that the email was brought to them by your organization.

Quarterly Distribution | Member \$500/Nonmember \$600

Digital Advertising

IECA SmartBrief

IECA SmartBrief is a bi-weekly news brief that delivers current and relevant industry news to members and stakeholders on the latest stormwater, erosion and sediment control news on a global scale.

Contact Megan Kessler at SmartBrief at (202) 517-6295 or mkessler@smartbrief.com for details.

NOTE: SmartBrief advertising does not go towards IECA partnership levels or priority points.

2,840

Subscribers

29.60%

Open Rate

6.1%

Click-Through

Leaderboard | \$300 per Insertion

Top News Sponsor | \$300 per Insertion

News Section Sponsorship - \$150 - \$300 per Insertion

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.org Case Study Webinars

Sponsoring companies can promote and provide direct examples of how your product/service solves a specific industry problem. Webinars are 50 minutes long with 10 minutes for audience Q&A. After your live presentation, your webinar is archived in our eLearning library for two years to replay on demand at the viewers' convenience. Sponsoring companies also receive contact information from webinar participants.

50-75

Average Live Attendance

Member \$1,500

Nonmember \$2,000

NEW! IECA's "There's an App for That" Technology Series

This series offers you the opportunity to present a 15-20-minute presentation via our YouTube channel promoting your company/product while providing Professional Development Credits. The presentation will be free to IECA members as part of an eLearning package and available online for two years. IECA will market the bundle.

\$300 member / \$500 nonmember

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

93%

of Attendees Visit
the Expo Hall

35%

of Attendees Spend 5+
Hours in the Exhibit Hall

The 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 year's event.

Take Advantage of Conference Sponsorships to Stand Out in the Crowd

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. Please note, all current sponsors have first right of refusal.

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



IECA Annual Conference and Expo

Conference Attendee Bag Sponsor

Proudly display your company's name and logo on attendee bags. This highly visible sponsorship gives maximum exposure at a great value. Sponsorship includes recognition in conference program guide and signage and the ability to place a literature insert inside the bag. IECA purchases the bags and the sponsor is responsible for sending literature insert to go inside the bag.

Member \$7,500

Nonmember \$9,500

Conference Badge Lanyards

Promote your company's name and logo on the IECA Annual Conference lanyard. Sponsorship includes recognition in conference program guide and signage and the ability to place a literature insert inside the bag. IECA will purchase the lanyards. The sponsor is responsible for providing literature insert.

Member \$7,000

Nonmember \$9,000

Opening Expo Hall Reception Premiere Sponsors (Two Opportunities)

Welcome attendees to the conference expo hall with sponsor signage at the exhibit hall entrance and gobos displaying your company logo in the Expo Hall during the reception. Sponsorship includes recognition in conference program guide and signage, the ability to place a literature insert inside the bag, your logo displayed via GoBo during the reception, bar located near your booth and 10 drink tickets. Sponsor must provide flyers.

Member \$7,000

Nonmember \$9,000

Aisle Sign Sponsor

Get logo recognition in a prime real estate location on every aisle sign of the trade show directing visitors to your booth. Sponsorship includes your company logo and booth number. Sponsorship includes recognition in conference program guide and signage.

Member \$6,500

Nonmember \$8,500

Awards Luncheon Sponsor

This highly attended luncheon provides you with a two-minute introduction, table tent at each luncheon table and a walk-in slide with a custom marketing message for your company. Sponsorship includes recognition in conference program guide and signage.

Member \$5,500

Nonmember \$7,500

IECA Annual Conference and Expo

Stormwater Hydration Station

Keep attendees hydrated with branded filtered water stations proudly displaying your company's logo. Sponsorship includes recognition in conference program guide and signage.

Member \$4,000

Nonmember \$6,000

Coffee Lounge

Properly caffeinate attendees at the conference with a Coffee Lounge sponsorship during Expo Hall hours. The lounge is in a 10x10 space which enables you to bring your company's banner and promote your business. Sponsorship includes recognition in conference program guide, signage and coffee sleeves with company logo. IECA will purchase coffee sleeves.

Member \$4,500

Nonmember \$6,500

Expo Hall Lunch

Designed to bring attendees to the Expo Hall, this sponsorship opportunity allows you to place collateral or giveaways at the tables for attendees to browse while they eat and relax at lunch. Sponsorship includes recognition in conference program guide, signage and tent signs with company logo at each table.

Day 1

Member \$5,000

Nonmember \$7,000

Taste of Raleigh (5 Opportunities)

Sponsor popular Raleigh food vendors at your booth for attendees to stop by to get a taste of Raleigh for the final day of exhibition!

Day 2

Member \$1,000

Nonmember \$1,500

Conference Tumblers

Include your logo on conference tumblers to be distributed to attendees at registration. Sponsor is responsible for the production and shipping cost of tumblers. Sponsorship includes recognition in conference program guide and signage and the ability to place a literature insert inside the bag. Sponsor must provide flyers for bags.

Member \$3,500

Nonmember \$5,500

IECA Annual Conference and Expo

Badge Ticket Insert (Two Opportunities)

Add a custom message to all 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

Attendee Bag Insert

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

Member \$2,000 Nonmember \$3,000

Product Case Study

Host a vendor product workshop at the IECA Annual Conference to promote how your product/service/technology works.

Member \$700 Nonmember \$850

Vendor Showcase

Showcase your product in the Expo Hall with a 20-minute presentation in the IECA Learning Lab.

Member \$300 Nonmember \$400

Tip-On

Add a custom tip-on to the conference guide or any issue of *Environmental Connection* Magazine.

Member \$3,500 Nonmember \$5,500

Program Guide Ad

Full Page	Member \$1,300	Nonmember \$1,600
1/2 Page	Member \$800	Nonmember \$1,200
Back Cover SOLD	Member \$2,000	Nonmember \$2,400
Inside Front Cover SOLD	Member \$2,500	Nonmember \$2,900

IECA Annual Conference and Expo

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 conference mobile app (as applicable) to stand out from your competition.

Member \$250

Nonmember \$350

Onsite Meeting Room

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

Member \$200 for one room, two hours

Nonmember \$400 for one room, two hours

Conference Microsite Web Banner

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

Homepage Skyscraper | 300x1200
Homepage Square | 280x280

Member \$3,000 | Nonmember \$3,500 **SOLD**
Member \$2,000 | Nonmember \$2,500

Conference Mobile App

IECA's mobile app helps attendees keep up-to-date on conference changes, exhibit hall information, direct notifications, gaming and more!

Splash Screen Sponsor (1 sponsor) **SOLD** 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 banner ads for the price of 1! The rotating banner appears at the top of each page of the app.

Virtual Bag (3 sponsors) Member \$750 | Nonmember \$1,000
Attendees can view your insert in their virtual bag via the app and this information is available well after the show. 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
Drive attendees directly to your booth! Attendees visit your booth, answer a company related question and are entered into a daily prize drawing. Depending on sponsorships, prizes range in price from \$50-\$400 each. The Scavenger Hunt will take place during Expo Hall hours.

IECA Annual Conference and Expo

2020 Exhibit Booth Fees

The IECA Annual Conference Expo Hall 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.

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	\$5,100
10' x 20' w/Corner	\$5,000	\$5,300
10' x 20' Peninsula w/2 Corners	\$5,200	\$5,500
10' x 20' Island	\$5,500	\$5,800
20' x 20' Peninsula	\$9,500	\$9,800
20' x 20' Island	\$9,800	\$10,100
20' x 30' Peninsula	\$11,900	\$12,300
20' x 30' Island	\$12,200	\$12,500
20' x 40' Peninsula	\$15,800	\$16,100
20' x 40' Island	\$16,100	\$16,400

Standard 10x10 booths include the following:

- 8' high back drape and 3' high side rail drape
- One ID sign (company and booth number)
- One 6' table
- Two chairs and waste basket
- 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.

Exhibit Cancellation Policy

In the event your Company finds it necessary to cancel participation in the IECA 2020 Annual Conference, you will receive a 50% refund if a written request is made prior to September 10, 2019. After September 10, 2019 NO REFUNDS will be made. Cancellation insurance is available for an additional cost through IECA approved provider, Rainprotection. For details, please contact Kim Kline to discuss at Kim@ieca.org or by calling 303-640-7554.

Looking for Something Different?

Interact with potential customers and clients on a different level and think outside the box to appeal to what they're reading and learning. Below are a few alternative ideas to consider when building out your annual marketing plan.

Environmental Connection Magazine Advertorial

We'll provide you with a word count based on a full page or spread guidelines. Our designer will layout the copy based on ad specs, photos and company logo as allowed. The article will be marked as "sponsored content" and will be promoted in the *Environmental Connection Magazine* print and digital version.

Benefit exclusive to IECA Cornerstone members, go to [page 2](#) to learn more about this opportunity.

NEW! Members-Only Webinar Sponsor

Become a sponsor of an IECA members-only free webinar! The IECA exclusive, free to members only webinars happens four times a year and offers an innovative, economical opportunity to promote your company. Each webinar can accommodate two sponsors. Each sponsor will have a slide displaying company name, logo, website, and three bullet points about your organization. Additionally, company logo and link will appear on all IECA promotional emails related to the sponsored webinar and the sponsor will receive contact information of webinar attendees.

\$500 member

\$700 nonmember

Webinar Platform Opportunity

Would your company like to host a webinar to employees or customers, but the webinar technology is too expensive in time, resources and cost? IECA is now offering access to our GoToWebinar Platform to host your own webinar. Up to 100 people can attend each webinar, and an MP4 of the webinar will be sent to you for your own use. IECA will walk you through the hosting process and provide you with all relevant information once completed. *Company is responsible for all marketing and sales. The webinar should be free and cannot offer PDH credits.

\$750 per use

Or, Create Your Own Sponsorship/Advertising with IECA!

IECA is open to creative ways to help brand your company. Contact Kim Kline to discuss at Kim@ieca.org or by calling 303-640-7554.