

# 2020/2021 IECA Media Kit



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

# About IECA

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.

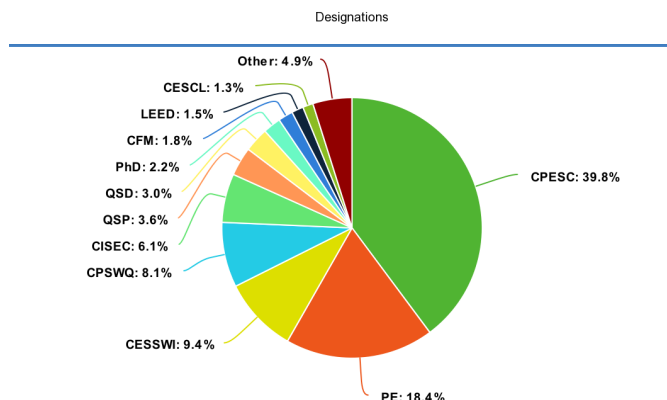
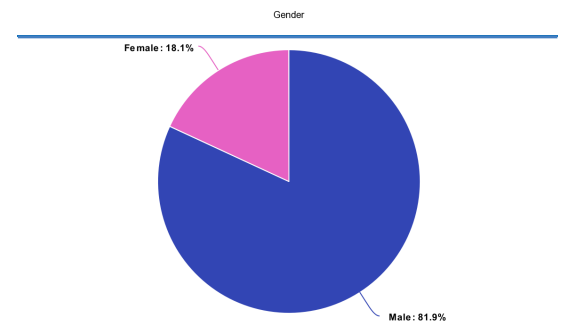
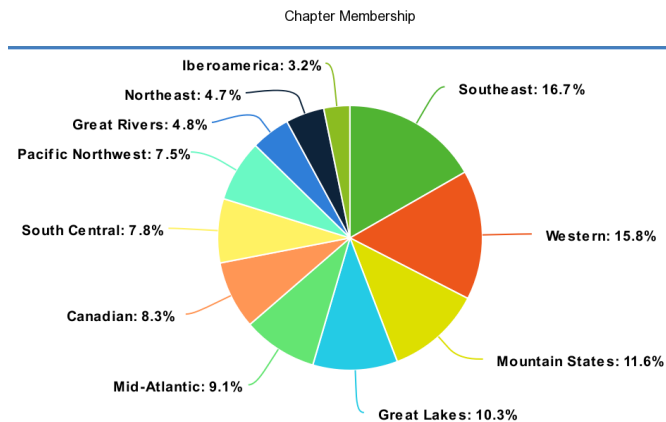
We are the leading association for the stormwater, erosion and sediment control industry. We help professionals develop their skills and further their careers by providing access to unique and relevant content and exclusive member services. Our members represent over 30 countries and 22 fields of professional 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.

**11**

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

**10+**

Average Years as IECA Member



# 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](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 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](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 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, 2020 and end March 1, 2021 and Partner must be paid in full to receive benefits. Contact Kim Kline at [kim@ieca.org](mailto:kim@ieca.org) for details.

## Platinum Partnership – \$20,000 Investment

- Rotating footer web banner ad on IECA's website through March 1, 2021. (\$250 Value/Month)
- Logo and link on IECA monthly eNewsletter. (\$400 Value/Month)
- Logo on the IECA website partner page. (\$250 Value/Month)
- Recognition as a Platinum Partner at the 2021 IECA Annual Conference and Expo. (Exclusive to sponsors only entry set at \$4,000)
- Two complimentary full-conference 2021 IECA Annual Conference registrations. (Must pre-register by Feb. 1, 2020.) (\$1,800 Value)
- Fifteen complimentary 2021 IECA Annual Conference Expo Hall only passes. (Must pre-register by Feb. 1, 2020.) (\$1,425 Value)
- 200 priority points added to your exhibitor points for the IECA Annual Conference booth selection.

## Gold Partnership – \$15,000 Investment

- Logo and link on IECA monthly eNewsletter. (\$400 Value/Month)
- Logo on the IECA website partner page. (\$250 Value/Month)
- Recognition as a Gold Partner at the 2021 IECA Annual Conference and Expo. (Exclusive to sponsors only entry set at \$4,000)
- One complimentary full-conference 2021 IECA Annual Conference registration. (Must pre-register by Feb. 1, 2021.) (Value of \$900)
- Ten complimentary 2021 IECA Annual Conference Expo Hall only passes. (Must pre-register by Feb. 1, 2021.) (Value of \$950)
- 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. (\$400 Value/Month)
- Logo on the IECA website partner page. (\$250 Value/Month)
- Recognition as a Silver Partner at the 2020 IECA Annual Conference and Expo. (Exclusive to sponsors only entry set at \$4,000)
- Five complimentary 2020 IECA Annual Conference Expo Hall only passes. (Must pre-register by Feb. 1, 2020.) (Value of \$475)
- 100 priority points added to your exhibitor points for the IECA Annual Conference booth selection.

**Note:** All partnerships reset as of February 28, 2021.

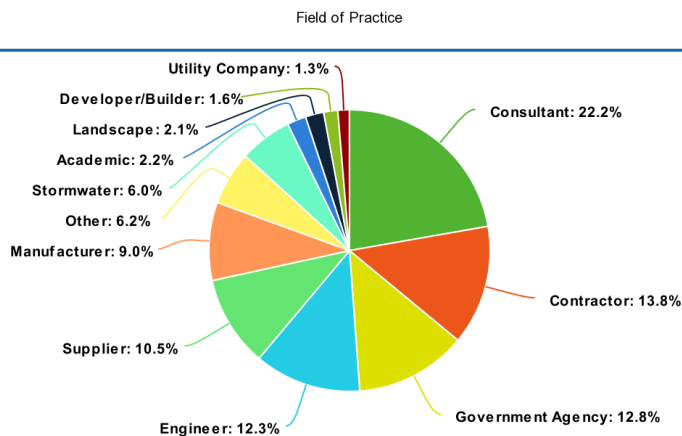


# Membership Publication

## Environmental Connection Magazine Digital and Print Overview

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.

- More than 2,000 printed magazines are mailed to national and international members during the year and distributed at regional IECA events.
- An additional 2,000 copies are distributed to attendees at the IECA Annual Conference.
- The digital edition is emailed quarterly to an additional 9,000 erosion and sediment control and stormwater management professionals.
- Electronic editions are available online for review for up to five years.



## 2020/2021 Readership Distribution Snapshot

# Environmental Connection Magazine

## Environmental Connection Magazine Editorial Calendar

Edition	Editorial - Education Focus
January/February (Distributed at IECA Annual Conference and MS4 Conference)	Stormwater Management
April/May	MS4 Management
July/August (Distributed at IECA Regional Events)	Erosion and Sediment Control
October/November (Distributed at IECA Regional Events)	Wetland, Streambank and Shoreline Restoration

## 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"

### Quarter Page

Horizontal: 3.375" x 4.875"

### Half Page

Island: 4.625" x 7.375"  
 Horizontal: 7" x 4.875"  
 Vertical: 3.375" x 10"

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**Profile**  
Solutions for your environment

**HECP Spec Builder**

**THE NEXT LEVEL**  
No Limits. Just Possibilities.

The introduction of the industry's most comprehensive online Spec Builder is just one of the many ways Profile Products is working to elevate the excellence of the erosion control industry. To improve the quality and professionalism of the industry, we need to work together to learn and innovate. That's why Profile® offers unparalleled, multi-faceted education and support for architects, contractors, engineers and specifiers.

Visit [erosioncontrolspecs.com](http://erosioncontrolspecs.com) to learn about the new Spec Builder and how we can help you.

See us at IECA BOOTH 1191

Full Page Example

The senior author of the Caneta study positions a camera over a plot to take a digital picture from within the canopy of leaves (percentage can be adjusted). Photo courtesy of Brian Ottensmick.

surface. The authors suggest that evaporation was an important component affecting plant growth, beyond the water-holding capacity improvement with other amendments. Among the woody chip sources, poplar was the most effective at improving plant growth and, generally, the least, with papaya and elm in between. Overall, the authors indicated that the locally available plants can be a source of material to improve soils and plant growth in these degraded soils.

**References**  
 \* Olesowski, B. M., K. Dunfield, J. N. Kironenova, and M. M. Hart. 2018. Plant response to biochar, compost and mineralogical fungal amendments in peat-mine sandpit. *Restoration Ecology* Vol. 26(5): 63-72. doi: 10.1111/rec.12528.  
 † Zhang, L., L. L. Schwendee, S. J. Monahan, Y. Xia, C. Li, L. J. 2018. Woody organic amendments for retaining soil water, improving soil properties and enhancing plant growth in degraded soils of Ningxia, China. *Geoderma* 310: 143-152. <https://doi.org/10.1016/j.geoderma.2017.09.009>.

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Half Page Example

Iowa's Impaired Waterbodies, 2016

Impaired lakes and streams of across the state of Iowa. Sediment runoff from construction sites contributes to the pollution of the impairment. A new study looks to develop improvements to erosion and sediment control practices at such sites. Courtesy of Iowa Department of Natural Resources.

**Impaired Lakes**  
 • Impaired Response: DNR No Action  
 • Impaired Response: DNR No Action

**Impaired Stream**  
 • Impaired Response: DNR No Action  
 • Impaired Response: DNR No Action

**Restoring the native balance**

of contamination in the lake, river, stream or watershed area must be such that the "water quality does not fully support the waterbody's designated uses for human contact, aquatic life or drinking water." "Impairment" is an umbrella term for indicators of various pollutants and contaminants, including the presence of high levels of bacteria and nitrate, reduced water clarity and increased algae growth.

Following the 2016 release of Iowa's Section 303(d) Impaired Waters List, the Cedar Rapids Gazette reported that more than half of Iowa's natural waterbodies were impaired. In addition, the Iowa DNR states in its water quality assessment that "most waterbodies more of the 30,000 lot because water quality improvement plans are written or new data is available. However, relatively few waters (less of the lot because water quality improved enough to meet water quality standards?"

According to C.S. Jones, et al., researchers from the University of Iowa and the Iowa Geological Survey found that, "two's [probable] total lead contribution to the Mississippi-Missouri River Basin, the Upper Mississippi River Basin and Missouri River Basin sampled 2014-15 and 15 percent respectively for the water year period 1995-2016, and can be as high as 62, 63 and 89 percent, respectively." "These measurements concluded that, "Since 1995, nitrate loads in the Iowa-Missouri basin have increased?"

"Due to road growth and development within the state of Iowa, particularly, "considerable highway expansion overviews by the DOT, several hundred acres are being disturbed, which leaves unprotected soils susceptible to erosion," said Jane Schaefer, a graduate researcher for the SCCC project. "For sustainable growth, we need to make sure we are responsible managing our

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 800-873-3321

Quarter Page Example

# Environmental Connection Magazine

## Environmental Connection Magazine Advertising Details and Deadlines

<b>January/February 2020 - IECA Annual Conference Edition</b> <b>Ad Close:</b> December 5, 2019 <b>Ad Materials Due:</b> December 9, 2019 <b>Print Distribution:</b> 4,000 (Additional 2,000 distributed at the IECA Annual Conference and Expo) <b>Electronic Distribution:</b> 10,100 <b>Mail Drop Date:</b> January 17, 2020	<b>April/May 2020 - Post Conference Edition</b> <b>Ad Close:</b> February 25, 2020 <b>Ad Materials Due:</b> February 25, 2020 <b>Print Distribution:</b> 2,000 (Additional 200 distributed at the IECA MS4 Conference) <b>Electronic Distribution:</b> 10,100 <b>Mail Drop Date:</b> April 2, 2020
<b>July/August 2020 - Summer Edition</b> <b>Ad Close:</b> June 1, 2020 <b>Ad Materials Due:</b> June 3, 2019 <b>Print Distribution:</b> 2,000 (Additional 750 distributed at the IECA Great Connections and Mid-Atlantic Conferences, and the Seattle and Canadian Regional Events) <b>Electronic Distribution:</b> 10,100 <b>Mail Drop Date:</b> July 9, 2020	<b>October/November 2019 - Preconference Edition</b> <b>Ad Close:</b> August 28, 2020 <b>Ad Materials Due:</b> September 1, 2020 <b>Print Distribution:</b> 2,000 (Additional 400 distributed at the IECA Texas and Mountain State Conferences) <b>Electronic Distribution:</b> 10,100 <b>Mail Drop Date:</b> October 7, 2020
<b>January/February 2020 - IECA Annual Conference Edition</b> <b>Ad Close:</b> December 3, 2020 <b>Ad Materials Due:</b> December 7, 2020 <b>Print Distribution:</b> 4,000 (Additional 2,000 distributed at the 2020 IECA Annual Conference and Expo) <b>Electronic Distribution:</b> 10,100 <b>Mail Drop Date:</b> January 15, 2021	<b>Materials are due five weeks prior to mail date.</b> <b>Payment is due two weeks prior to the mail date.</b>

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

# Environmental Connection Magazine

## Print Ad Rates (Assuming all pricing is the same?)

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

## New! Environmental Connection Magazine Advertorial

Work with our editorial team to create an article to promote an industry solution using your product or service. 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. Price is based on full-page advertising.

Member \$1,275

Nonmember \$1,575

*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 2021 through December 2021. **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.*



# 3rd Party Digital Advertising

## IECA.org

Stand out to stormwater, erosion and sediment control industry on the IECA website. Our 728x90 persistent leaderboard banner averages 25,550 page views per month and over 19,900 page views per month.

**Persistent Leaderboard: \$5,000/yr**

To reserve the persistent leaderboard position, please call Association Revenue Partners at (855) 790-0111 or email [info@associationrevenuepartners.com](mailto:info@associationrevenuepartners.com). NOTE: 20% of website advertising goes towards IECA partnership levels. Contact Kim Kline at [Kim@ieca.org](mailto:Kim@ieca.org) for details on the locations listed below.

**300x250 Rest of Site: Member \$750/Nonmember \$950/mo**  
**728x90 Rest of Site: Member \$500/Nonmember \$750/mo**

## 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](mailto:mkessler@smartbrief.com). NOTE: 20% of SmartBrief advertising goes towards IECA partnership levels.

**Distribution: 3,500+ | Open Rate: 27% | Click Thru: 5.5%**

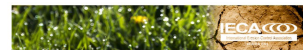
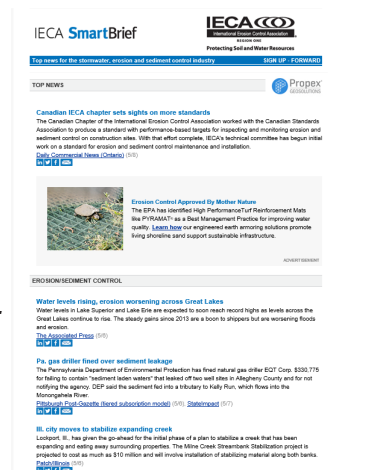
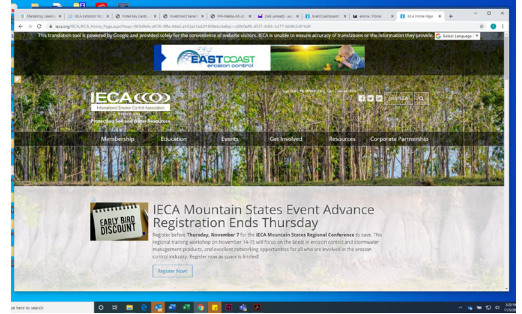
**Leaderboard: \$300**  
**Top News Sponsor: \$300**  
**News Section Sponsorship: \$150 - \$300**

## eNewsletter Distribution

Reach industry professionals with a 640x60 banner to all IECA contacts. Call Association Revenue Partners at (855) 790-0111 or email [info@associationrevenuepartners.com](mailto:info@associationrevenuepartners.com) to reserve your quarterly banner. NOTE: 20% of eNewsletter advertising goes towards IECA partnership levels.

**Distribution: 10,100+ | Open Rate: 28% | Click Thru: 13%**

**Leaderboard: \$2,250**  
**Native Ad Position 1: \$2,000**  
**Native Ad Position 2: \$1,750**  
**Native Ad Position 3: \$1,500**



**In This Issue:**  
September Event | IECA MAC Regional Conference | Seattle Event | September Webinar | IECA Annual Conference | AZWA Conference | Upcoming Webinars | Upcoming Events

**BANNER**

**Register NOW**

**IECA Idaho Regional Event Advance Registration Ends TODAY**

The early bird deadline ends TODAY for the IECA Idaho Regional Event Site Distribution, Vendor Quality and Legislative Updates on August 28th. Don't miss this opportunity to network with regional industry peers and learn best practices for protecting the environment. This event is worth it! Professional Development Hours (PDH)

**REGISTER NOW**

**BANNER**

**Time is Running Out to Save on the IECA MAC Regional Conference in September**

Register before Friday for the IECA MAC Regional Conference to save on conference registration. And, reserve your room at this time to ensure you stay at the conference hotel and receive the discounted room rate.

**TIME IS RUNNING OUT**

**REGISTER NOW**

**BANNER**

# Digital Advertising

## **Environmental Connection Magazine Email (Four Opportunities)**

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

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

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:** 50-75

Member \$1,000

Nonmember \$1,500

## **IECA.org Case Study**

Your sponsored case study will be included in our news and resource section on [ieca.org](http://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

## **Create Your Own Sponsorship/Advertising with IECA!**

IECA is open to creative ways to help brand your company. Contact Kim Kline at [kim@ieca.org](mailto:kim@ieca.org) or Jack Cuneo at [jack@ieca.org](mailto:jack@ieca.org) or call 303-640-7554 for assistance.

# 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. IECA and the Industrial Fabrics Association (IFAI) will co-locate in 2021 to offer a larger exhibit floor and sponsor opportunities!



*“The IECA Conference offered an exciting opportunity to acquire the latest information on erosion/sediment control and stormwater industry in just a matter of days. The chance to network with other professionals in the field and see firsthand new technologies in action was invaluable. As busy and every changing as this profession is, this is an event you do not want to miss!”*

**Clare Lindahl, CEO | Soil and Water Conservation Society**

**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.

## 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 Exhibition

## 2021 Exhibit Booth Overview

The IECA Annual Conference and IFAI Expo Hall features more than 300 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 booths include 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 to discuss sizer and pricing at [Kim@ieca.org](mailto:Kim@ieca.org) or by call 303-640-7554.*

### Exhibit Cancellation Policy

In the event your Company finds it necessary to cancel participation in the IECA 2021 Annual Conference, you will receive a 50% refund if a written request is made prior to September 10, 2020. After September 10, 2020 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 \$400 for one room, two hours



# IECA Annual Conference Sponsorships

## 2021 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

Get podium recognition before one of the conference's main events! Sponsorship includes a table tent at each breakfast 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 highly attended IECA attendees luncheon also 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 \$5,500

Nonmember \$7,500

## Opening Expo Hall Reception Premiere Sponsors (2 Opportunities)

Welcome attendees to the Expo Hall with sponsor signage at the IECA Expo Hall entrance and gobos displaying your company logo during 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 attendees to the Expo Hall, this sponsorship includes collateral at the tables for attendees to browse while they eat lunch and tent signs with company logo at each table.

Day 1

Member \$5,000

Nonmember \$7,000

### Day 2 - Food Stations?

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

Day 2

Member \$1,000

Nonmember \$1,500

# IECA Annual Conference Sponsorships

## Conference Attendee Bag Sponsor

Proudly display your company's name and logo on IECA attendee bags. Sponsorship includes a literature insert inside the bag. IECA will select, design and purchase the bags and the sponsor is responsible for sending their company logo and literature insert to go inside the bag.

Member \$8,000

Nonmember \$10,000

## Conference Badge Lanyards

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 Sign 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.

Member \$6,500

Nonmember \$8,500

## Coffee Lounge

Properly caffeinate attendees at the conference with a coffee lounge sponsorship located in the IECA town hall. Sponsorship also includes signage and **company branded mugs at the coffee station.**

Member \$4,500

Nonmember \$6,500

## 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 bag. Sponsor must provide flyers for bags.

Member \$3,500

Nonmember \$5,500

## Young Professional Ax-Throwing Event

Connect with young professionals at this exciting IECA and IFAI networking event exclusive for this audience. Sponsorship also includes signage at the event.

Member \$3,000

Nonmember \$5,000

# IECA Annual Conference Advertising

## 2021 Exhibit 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

### Expo Hall Floor Clings

Drive traffic to your booth with custom floor clings featuring custom message, logo and booth.

Member \$2,500

Nonmember \$4,500

### IECA Product Case Study

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

Member \$700

Nonmember \$850

### IECA Vendor Showcase

Showcase your product in the Expo Hall with a 20-minute presentation in the IECA Learning Lab, open to all attendees.

Member \$300

Nonmember \$400

# IECA Annual Conference Advertising

## Program Guide Ad

Full Page	Member \$2,675	Nonmember \$2,975
1/2 Page	Member \$1,850	Nonmember \$2,150
Back Cover	Member \$2,450	Nonmember \$2,950
Inside Front 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 \$250

Nonmember \$350

## 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

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)** 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. Prizes range from \$50-\$400 each. The Scavenger Hunt will take place during Expo Hall hours.



# IECA Regional Events/Conferences

## 2020 IECA Manitoba Winter Seminar

Winnipeg Winter Club, Winnipeg, MB Canada | January 24, 2020

Presented by IECA Region One and the Canadian Chapter of IECA, this event will teach attendees how to write and review erosion and sediment control plans more critically and effectively.

**Attendees:** 50 | **Sponsors:** 3 (Exhibit-only opportunities also available)

**Sponsorships:** \$750 – \$1,000

## Municipal Wet Weather Stormwater (MS4) Conference

Huntsville Marriott, Huntsville, AL | June 8-10, 2020

Hosted by EPA Region 4, IECA Region One and Southeast Chapter of IECA, the Seventh Annual Municipal Wet Weather Conference (MS4) is recognized as a key stormwater industry conference. The MS4 Conference annually draws over 200 attendees consisting of stormwater managers, city/county professionals, designers, engineers, consultants, contractors and distributors.

**Attendance:** 200 | **Sponsors:** 5 (Exhibit-only opportunities also available)

**Sponsorships:** \$1,000 – \$2,500

## IECA Great Connections Conference

DoubleTree by Hilton St. Louis-Chesterfield, Chesterfield MO | July 28-30, 2018

The IECA Great Connections conference is co-organized by the Great Lakes and Great Rivers Chapter and draws contractors, storm water professionals, designers and planners from the host chapters' 10 states (Ill., Ind., Mo., Ohio, Wis., Iowa, Kan., Mich., Neb., Minn.) and the bordering IECA chapter regions.

**Attendees:** 200 | **Sponsors:** 5 (Exhibit-only opportunities also available)

**Sponsorships:** \$1,000 – \$2,500

## 27th Annual MAC-IECA Conference

Details Coming Soon

Hosted by the Mid-Atlantic Chapter of IECA and IECA Region One, the conference is a key industry event in the region featuring regional training on erosion and sediment control and stormwater management solutions.

**Attendees:** 150 | **Sponsors:** 5 (Exhibit-only opportunities also available)

**Sponsorships:** \$1,000 – \$2,500

## IECA Seattle Regional Event

Details Coming Soon

Explain

**Attendees:** 75 | **Sponsors:** 5 (Exhibit-only opportunities also available)

**Sponsorships:** \$750 – \$1,000

# IECA Regional Events/Conferences

## 2020 IECA Moncton Regional Event

### Details Coming Soon

Also, hosted by IECA Region One and the Canadian Chapter of IECA, this event will provide regional training on erosion and sediment control and stormwater management.

**Attendees:** 50 | **Sponsors:** 2 (Exhibit-only opportunities also available)

**Sponsorships:** \$750 – \$1,000

## 3rd Annual IECA Texas Regional Conference

### Details Coming Soon

This three day event, hosted by IECA Region One and the South Central IECA Chapter features three tracks and sessions will cover industrial and construction stormwater, MS4 stormwater programs and other Texas-related issues relevant to the industry.

**Attendees:** 50 | **Sponsors:** 5 (Exhibit-only opportunities also available)

**Sponsorships:** \$1,000 – \$2,500

## 2020 IECA Mountain States Regional Conference

### Details Coming Soon

Hosted by IECA Region One and the Mountain States IECA Chapter features two days of training and three tracks on green infrastructure, stormwater management, BMPs and more!

**Attendees:** 50 | **Sponsors:** 5 (Exhibit-only opportunities also available)

**Sponsorships:** \$1,000 – \$2,500

# IECA Regional Sponsorship Levels

## Title Sponsor (Available to IECA Cornerstone and Emerald Members Only)

- Recognition as top sponsor for all 2020 regional events and conferences
- Priority recognition in all regional conference programs, websites and signage
- Priority recognition on all regional conference promotional material (digital and print, linked when applicable)
- Post-conference attendee list for each event
- Bag insert distributed to attendees during registration at all regional events(Sponsor must supply insert)
- All exhibitor benefits at regional events

## Platinum Sponsor

- Recognition in conference program, website and signage
- Logo placement on all conference promotional material (digital and print, linked when applicable)
- Post-conference attendee list
- Bag insert distributed to attendees during registration (Sponsor must supply insert)
- All exhibitor benefits

## Gold Sponsor

- Recognition in conference program, website and signage
- Logo placement on all conference promotional material (digital and print, linked when applicable)
- Post-conference attendee list
- All exhibitor benefits

## Silver Sponsor

- Recognition in conference program, website and signage
- Logo placement on all conference promotional material (digital and print, linked when applicable)
- All exhibitor benefits

## Exhibitor

- Table top space at event including a 6ft table and two chairs
- One (1) full conference registration per table top
- Company description on the conference website

# IECA Regional Additional Sponsorships

## IECA Attendee Bag Insert

Add a piece of collateral to be provided to all attendee at registration. Sponsor must supply insert.

Member \$150

## Conference Badge Lanyards

Promote your company's name and logo on the conference lanyards. 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

*Sponsorship kits are available for all regional events. please contact Kim Kline to discuss availability and pricing at [Kim@ieca.org](mailto:Kim@ieca.org) or by call 303-640-7554.*