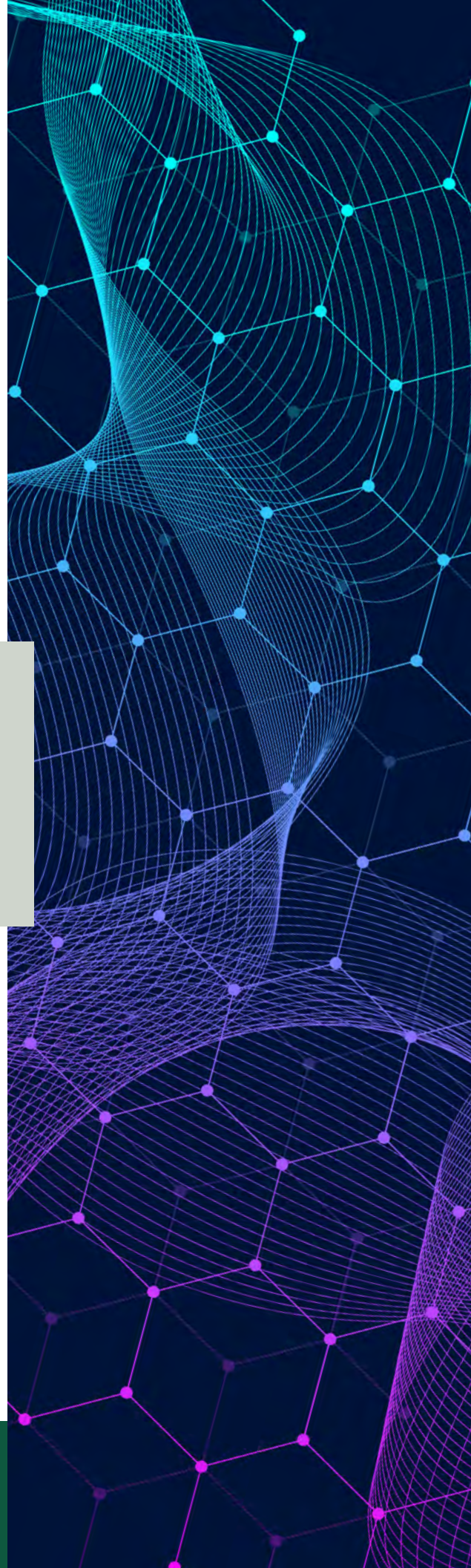




INTERNATIONAL  
CODE  
COUNCIL®

# 2024 Visibility Prospectus



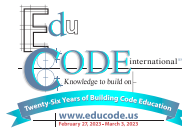
THANK YOU



We appreciate the generous sponsorship support of a diverse cross-section of organizations which align with the Code Council's building safety mission.



American Concrete Institute



Johnson & Associates  
Consulting Services –  
Analysis & Advocacy



Leading the way  
in consumer protection



# WELCOME

If your business goals for 2024 include raising your brand's visibility and staying top-of-mind with key decision-makers in the building safety community, we can help.

The International Code Council is the leading global source of model codes and standards and building safety solutions. Code Council codes, standards and solutions are used to ensure safe, affordable and sustainable communities and buildings worldwide.



Code Council products and services fall into seven main categories:

1. Codes & Standards
2. Membership
3. Product Evaluation & Testing
4. Accreditation
5. Professional Development & Training
6. Software & Technology
7. Consulting

Our mission is to provide the information, tools, and resources that members rely on, building safety professionals turn to, and the public trusts.

Sponsorship opportunities with the Code Council provide unparalleled access to building safety professionals including code officials, architects, engineers, builders, contractors, inspectors, plan reviewers, permit technicians and designers.

We offer many dynamic ways to showcase your brand including digital ads on our popular blog and in our newsletters, mentions on our podcast, and sponsorship opportunities during our educational programs, Building Safety Month and annual conference.

Our team is happy to help you choose the right mix of opportunities to reach your audience and your goals while maximizing your budget.

Thank you for your interest in sponsorship opportunities with the International Code Council. We look forward to working with you.

With sincere gratitude,

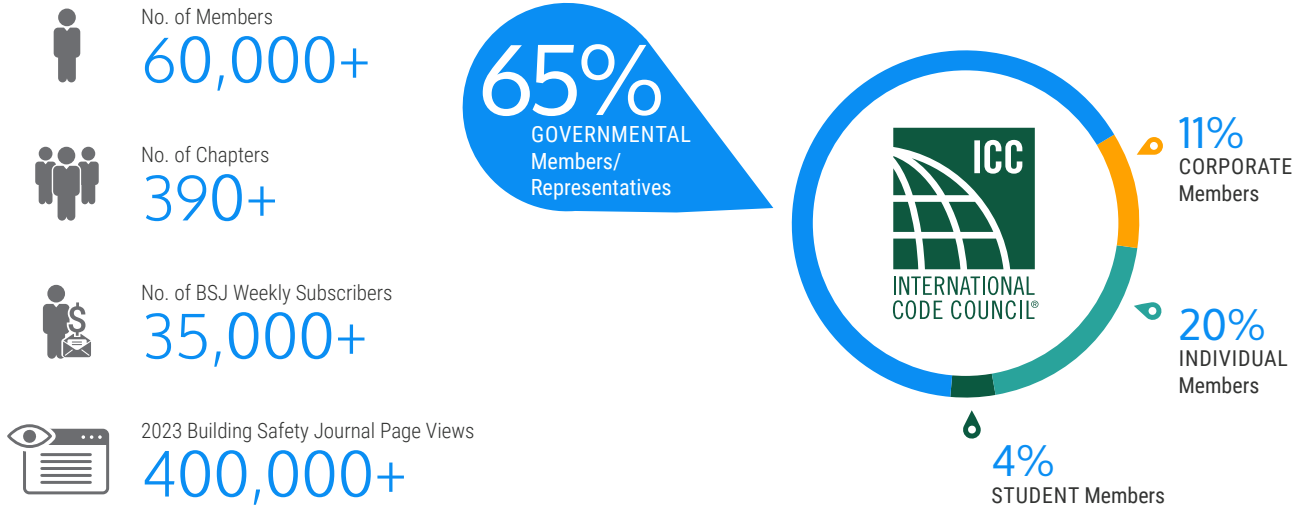
Dominic Sims, CBO  
Chief Executive Officer  
International Code Council

## ICC FAMILY OF SOLUTIONS

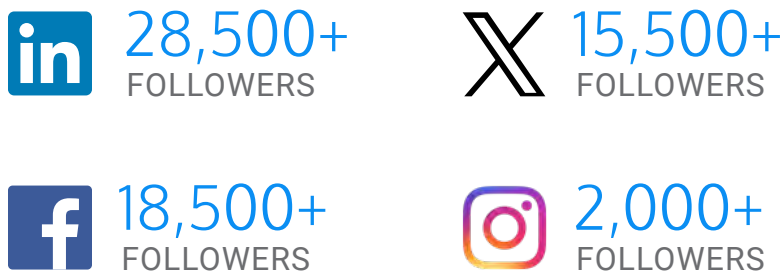


# REACH

## Overall Reach



## Social Media Reach



## Sponsorship

### Learn Live Webinars

The Code Council will deliver online training sessions on current topics of interest to the building safety industry. See [page 7](#) for more information.

### Pulse Podcast

Our podcast focuses on industry hot topics. See [page 8](#) for more information.

### Building Safety Month

Building Safety Month is an international public awareness campaign celebrated each May to promote modern building codes and the code officials who maintain them. See [page 9](#) for more information.

### Annual Conference & Expo

The Annual Conference and Expo is the MUST attend building safety event of 2024! The conference brings together building professionals and industry leaders from around the world to network and learn about the latest advancements in building safety. See [page 12](#) for more information.

## Advertising – Building Safety Journal (BSJ)

### BSJ Online Blog

The Code Council's technical blog, has 400,000+ pageviews annually and provides the opportunity to reach industry professionals. See [page 21](#) for more information.

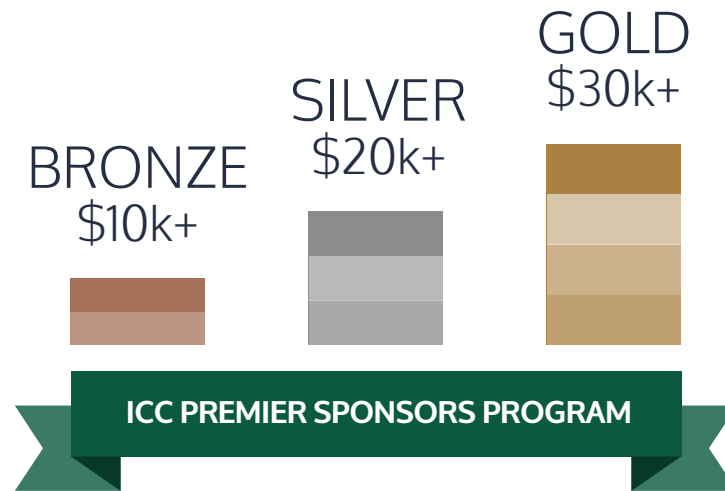
### BSJ Weekly

Each issue of the Code Council's digital newsletter is distributed to over 35,000 active readers. It is a proven, successful way to point prospective customers to your website, programs and services, and generate sales leads. See [page 22](#) for more information.

# THE ICC PREMIER SPONSORS PROGRAM

Now in its fourth year, the ICC Premier Sponsor Program adds even more value to the Code Council's sponsorship and advertising opportunities.

As your organization reaches ascending thresholds of Code Council sponsorship, exhibiting and/or advertising, it will receive a variety of add-on benefits, in addition to those included in specific sponsorship package and advertising buys.



We are fortunate to have many companies and organizations which significantly invest in ICC to reach code officials and building safety professionals throughout the year. The Premier Sponsors program will provide even greater value, as outlined on [page 24](#).

**ICC thanks our 2023 Premier Sponsors for their extraordinary partnership and support!**



## Learn Live Webinars

ICC's Learn Live webinar program enables organizations to get their name and brand in front of the building safety community while supporting educational opportunities for the industry.

Stand-alone Learn Live webinar topics will be based on approved sponsor proposals and scheduled at a time convenient for the sponsor and the Code Council. The Code Council must approve all Learn Live topics and reserves the right to refuse a topic proposal for any reason.

### 2024 Learn Live Sponsorship Opportunities

#### Learn Live Gold Sponsor – \$10,000

- This 1-hour Learn Live webinar is provided by the sponsor with their content/instructor.
- ICC Training will submit the sponsor provided course materials/objectives for CEU approval and award CEUs to attendees.
- ICC Training will handle the registration and platform setup/management for training.
- ICC Training will supply the moderator.
- Registration will be free to participants due to your sponsorship and capped at 300 participants.
- Sponsor will be appropriately recognized in advance marketing communications to the Code Council membership and training customers. Including but not limited to emails, social media posts, events calendar, and website placement.
- ICC will send out a post-webinar email to attendees with recognition of sponsor and opportunity for sponsor to include a form for their own collection of attendee information.
- Webinar banner ad (and logo) placement on [learn.iccsafe.org](http://learn.iccsafe.org)\*. The ad will run for at least 1 week.

#### Learn Live Gold Sponsor Package – Sponsor 3 or more webinars at the Gold Level within a year – \$8,000 ea. (Same benefits as Learn Live Gold Sponsor)

#### Learn Live Silver Sponsor – \$5,500

- This 1-hour Learn Live webinar is provided by ICC Training with their content and instructor.
- ICC Training will coordinate the webinar topic with the sponsor to find a subject matter that best suits their organization. Go to [learn.iccsafe.org](http://learn.iccsafe.org) to view our current schedule.
- ICC Training will provide CEUs.
- ICC Training will handle the registration and platform setup/management for training.
- ICC Training will supply the moderator.
- Registration will be free to participants due to your sponsorship and capped at 200 participants.
- Sponsor will be appropriately recognized in advance marketing communications to the Code Council membership and training customers. Including but not limited to emails, social media posts, events calendar, and website placement.
- Sponsor will be recognized at the start and end of the webinar.
- Webinar banner ad (and logo) placement on [learn.iccsafe.org](http://learn.iccsafe.org)\*. The ad will run for at least 1 week.

#### Learn Live Silver Sponsor Package – Sponsor 3 or more webinars at the Silver Level within a year – \$4,000 ea. (Same benefits as Learn Live Silver Sponsor)

**For more information, please contact: OFFICIAL SPONSORSHIP VENDOR for ICC – SB EXPOS & EVENTS  
MAUREEN HENNESSEY, Exhibit/Sponsorship Sales Manager,  
Phone direct (301) 979-9524, [ICC@discoversb.com](mailto:ICC@discoversb.com).**

*\*The [learn.iccsafe.org](http://learn.iccsafe.org) website averages over 170,000 visitors per month.*

## Podcast

The ICC Pulse Podcast offers listeners the inside scoop on the Code Council and the building safety industry. Episodes of the ICC Pulse Podcast feature interviews with leading industry experts discussing a wide range of topics including current events and new technologies.

To see episodes from the current season [click here](#).

The podcast is available on [www.iccsafe.org](http://www.iccsafe.org), [Apple Podcasts](#) and [Spotify](#).

### ICC Podcast Series Sponsorship Opportunities

- Title Sponsor – The ICC Pulse Podcast – Sponsored by <Company Name> – \$15,000
- Individual Podcast Episode – \$5,000

**For more information, please contact: OFFICIAL SPONSORSHIP VENDOR for ICC – SB EXPOS & EVENTS  
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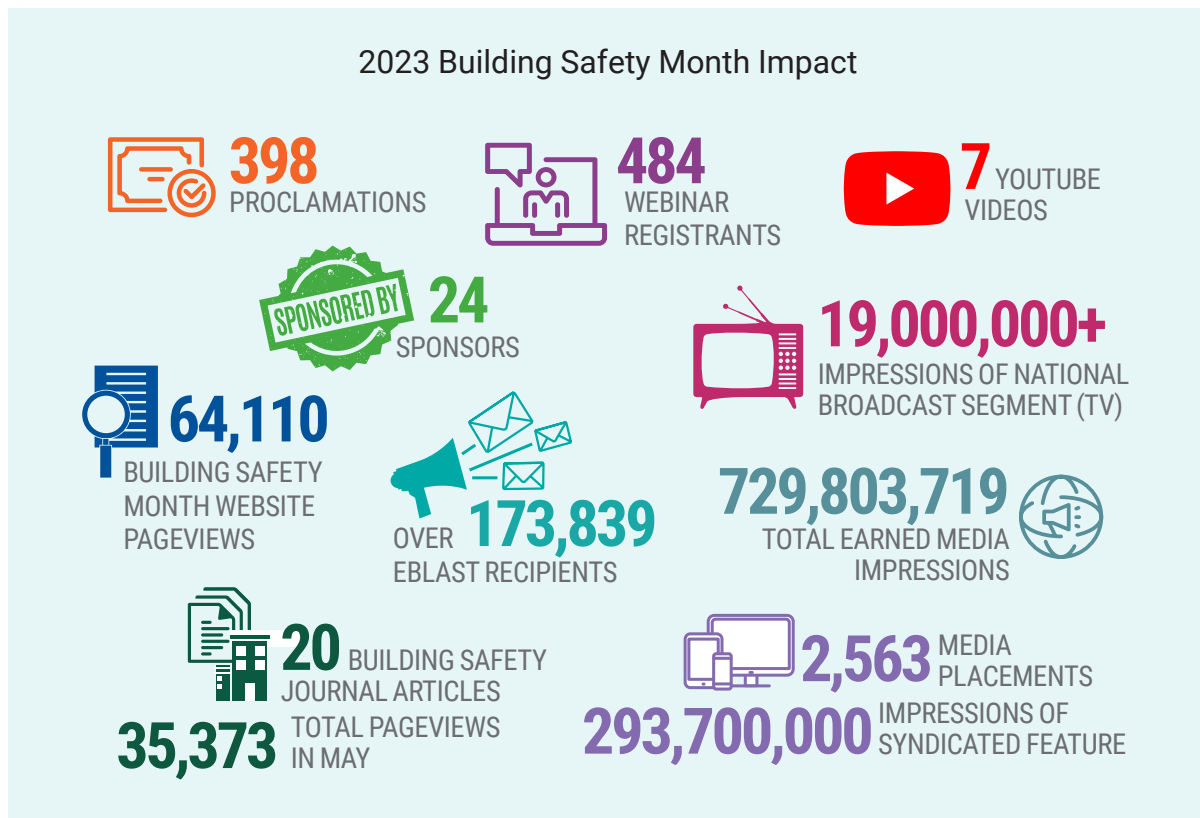


## Building Safety Month (May, 2024)

Building Safety Month is an annual public awareness campaign culminating in May that is celebrated by jurisdictions worldwide to help individuals, families and businesses understand what it takes to create safe and sustainable structures. For more than 43 years, the campaign has reinforced the need for the adoption of modern, regularly-updated building codes, a strong and efficient system of code enforcement, and a well-trained, professional workforce to maintain the system.

The Code Council heavily promotes Building Safety Month to its members and chapters worldwide as well as professionals from the building construction, design and safety communities. Building Safety Month sponsors support the program because they understand the need for safe and sustainable structures where we live, work and learn.

Building Safety Month is made possible through the efforts of extraordinary sponsors who receive an unparalleled opportunity to stand out as leaders in building safety. This campaign is a chance for sponsors to reach the Code Council membership, others in the built environment and the public. Each year we receive additional recognition and attention for the importance of building safety by community leaders around the globe.



*continued*

## Building Safety Month 2024 Highlights

The 2024 campaign theme is “**Mission Possible.**” Frequent messaging in advance of, during and after the month of May will reinforce and leverage these special weekly themes.

### Week 1 – May 1-5 Understanding the Mission

Includes an introduction of building safety, what Building Safety Month is, and how building safety affects us all.



Week 1

### Week 2 – May 6-12 Preparing a Building Safety Plan

Highlights available educational resources (water/fire, sustainability & resiliency/disaster preparedness), including downloadable brochures, for building safety tips and best practices at home and in your community.



Week 2

### Week 3 – May 13-19 Learning from the Pros

Shines a spotlight on building safety professionals, including what they do, how to work with them and how to become one yourself.



Week 3

### Week 4 – May 20-26 Engaging Your Community

Includes information on how to advocate for building safety in your community, including actionable tips on how to be a proponent of building safety and ways to get kids involved.



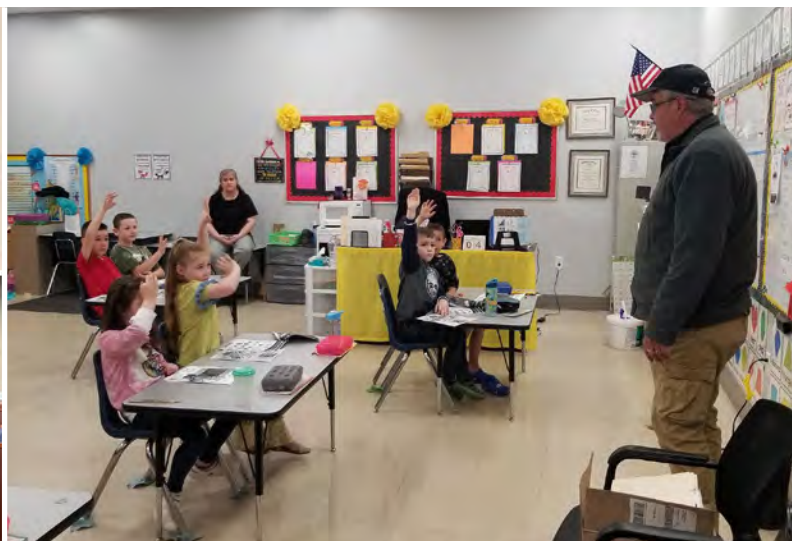
Week 4

### Week 5 – May 27-31 Celebrating Success in Building Safety

Highlighting individuals and communities who are making a difference in building safety (editorial spotlights), including sharing the current year's Building Safety Month celebrations and events.



Week 5



*continued*

## Building Safety Month Sponsorship Opportunities

1. Foundation Sponsor (\$15,000) (Exclusive)
  - Listed as the presenting sponsor for Building Safety Month with logo on all distributions
  - Sponsored article in the Building Safety Journal
  - Receives all benefits from the Presenting Sponsor Level
2. Presenting Sponsor (\$10,000) (5)
  - Sponsor will choose one (1) of the five weeks to be featured and will have the option to provide a statement on how they impact building safety for that week's press release
  - One (1) complimentary Code Council Annual Conference (Fall 2024) registration
  - Receives all benefits from the Theme Week Co-Sponsor Level
3. Member Resources Page Sponsor (\$5,000) (Exclusive)
  - Listed as the exclusive sponsor on the Member Resources Page
  - Logo on the printable materials page
  - Receives all benefits from the Supporter Level
4. Theme Week Co-Sponsor (\$5,000) (open)
  - Sponsor will choose one (1) of the five weeks to be featured
  - Listed as an overall sponsor of Building Safety Month throughout the campaign
  - Sponsor logo shown on the Building Safety Month website home page
  - 100-word profile, logo and link to your corporate website on the Building Safety Month sponsor web page
  - Sponsor logo and link in the Building Safety Journal
  - Receives all benefits from the Supporter Level
5. Supporter (\$1,500)
  - Social media mentions (LinkedIn, Facebook and X)
  - Company/Individual name listed on the Building Safety Month sponsor web page
  - Use of the Building Safety Month logo to promote your involvement and support

**For more information, please contact: OFFICIAL SPONSORSHIP VENDOR for ICC – SB EXPOS & EVENTS  
MAUREEN HENNESSEY, Exhibit/Sponsorship Sales Manager,  
Phone direct (301) 979-9524, [ICC@discoversb.com](mailto:ICC@discoversb.com).**



## 2024 Annual Conference

The International Code Council’s Annual Conference brings together building safety professionals from around the world. During the conference, participants will have the opportunity to network, earn CEUs, socialize with peers, and participate in elections and other association business. The Annual Conference offers a unique opportunity to reach a large and diverse group of building safety professionals to share your organization’s knowledge and expertise.

In 2024, Long Beach, California, will host the ICC Annual Conference from October 20–23.

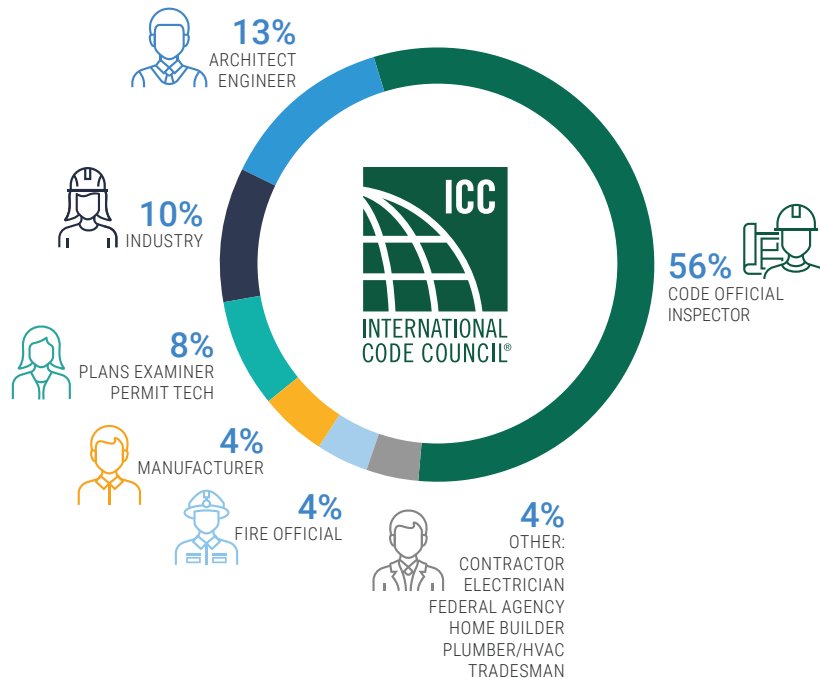
### Who attends?

Over 1,200 attendees include code and fire officials, architects, builders, engineers, contractors, inspectors, design professionals, plan examiners and industry media.

### Conference Features

- Education Sessions & Continuing Education Units (CEUs)
- Off-Site Building Tours
- Networking Opportunities
- Preconference Activities
- Keynote Speakers
- Expo

## Attendees by Job



*continued*

## Make a Statement During Annual Conference about Your Commitment to Building Safety and Creating Safer Communities!

If the target audience for your company or organization includes code, fire and plumbing officials as well as inspectors, plan reviewers, architects, designers, engineers, contractors and builders, the ICC Annual Conference provides rare opportunities to affordably reach your most desired customers. Sponsorships and/or advertising at these events allow you to showcase your company's products and services to new customers and renew relationships with existing customers. This is an opportunity you can't afford to miss.

### 2024 Annual Conference Sponsorship/Advertising Opportunities

#### ▶ Annual Conference Education Sessions – **SOLD**

The Conference Education Program will include a day of in-person educational sessions.

- Overall Education Sponsor – \$25,000
- Individual Track Sponsor – \$5,000

Overall Education Sponsor will receive:

- Top-line sponsorship recognition at the Annual Conference which includes:
  - » Sponsor logo on welcome PowerPoint slide in all sessions
  - » Sponsor logo will appear on education signage
- Sponsor has the option to provide handouts such as notepads, pens or pencils at the sponsor's expense. All hand out items must be pre-approved.
- Complimentary 10'x10' booth space at the Expo (excludes decorator fees)
- Two-minute promotional video or in-person greetings at an in-person educational session.
- Two (2) complimentary full conference registrations.
- One (1) banner ad in each daily conference newsletter.
- Recognition in the mobile app.

Individual Track Sponsor will receive:

- One (1) complimentary education only registration.
- Logo placement on session welcome slides, sponsor recognition web pages, and conference signage.
- One (1) banner ad in one daily conference newsletter.
- Recognition in the mobile app.

*continued*

## 2024 Annual Conference Sponsorship/Advertising Opportunities (continued)

### ▶ Conference Mobile App | \$10,000 (Exclusive)

The Annual Conference Mobile App will be the single most-used information resource for Annual Conference attendees. A Conference Program or Pocket Schedule are no longer printed for attendees. As a sponsor of the Mobile App, you receive the following benefits:

- Sponsor logo and/or advertisement will appear prominently within the Mobile App.
- Sponsor logo will be included in all communications and webpages promoting the downloading and use of the Mobile App.
- One (1) complimentary full conference registrations.
- Logo placement on general conference signage and conference sponsor recognition web pages.

### ▶ Conference Registration Web Page | \$10,000 (Exclusive)

The registration page is the online information resource for the Annual Conference. The sponsor will receive:

- Logo and appreciation messaging in all conference marketing communications.
- One (1) complimentary full conference registration.
- Logo placement on conference registration web page, general conference signage, and conference sponsor recognition web pages.
- A 30-second promotional message on the registration web page.
- Recognition in the mobile app.

### ▶ Headshot Café | \$8,500 (Exclusive) or \$5,000 (2 available)

The headshot café will be a free offering to all conference attendees due to your sponsorship. Attendees will be encouraged to stop by and update their corporate headshot with our professional photographer. Highly trafficked in 2023, the café will again be positioned in the Expo hall October 20 & 21. Sponsor will receive:

- Signage located in the café
- Sponsor logo included in event marketing and associated web pages.
- Sponsor logo included with digital headshot file distribution
- Recognition in the mobile app.

### ▶ Conference Keynote Speaker | \$8,000 (Exclusive)

The Annual Conference will feature a keynote address during the Monday Opening Session (October 21). Sponsor benefits include:

- Two-minute video or brief remarks, followed by scripted introduction of keynote speaker.
- Logo placement on session welcome slide, conference speakers web page, general conference signage, and conference sponsor recognition web pages.
- Recognition in the mobile app.

*continued*



## 2024 Annual Conference Sponsorship/Advertising Opportunities (continued)

### ▶ Awards Luncheon | \$7,500 (Exclusive)

The Awards Luncheon will honor extraordinary building safety professionals and organizations. Sponsor benefits include:

- Event welcome remarks or 2-minute promotional video.
- Reserved seating for sponsor representatives at the event.
- Logo placement on session welcome slides, general conference signage, and conference sponsor recognition web pages.
- Two (2) complimentary Awards Luncheon tickets.
- Recognition in the mobile app.

### ▶ Bridge Building Challenge | \$7,500 (Exclusive) or \$2,500 (4 available)

Introduced with great success in 2023, this popular event returns for 2024! Over a 90-minute period, 60 participants divided into several teams will compete to build the best functioning bridge with the quickest time and most creativity. Held in a prime location on the Expo floor, this exciting event draws a crowd! Show your support by sponsoring the ICC Bridge Building Challenge. In recognition of support for this event, the sponsor will be receive:

- Recognition in the mobile app.
- Signage located at the Bridge Building Area
- Sponsor logo included in event marketing
- Event welcome remarks (30 seconds – for Exclusive only)
- Verbal recognition from the Bridge Building emcee at the end of the event.



*continued*

## 2024 Annual Conference Sponsorship/Advertising Opportunities (continued)

### ▶ Welcome Reception | \$7,500 (Multiple)

The Code Council will welcome attendees to Long Beach in style on October 20. The reception sponsor benefits include:

- Recognition at the event.
- Table space for organization's promotional materials.
- Logo placement on session signage, general conference signage, and conference sponsor recognition web pages.
- Two (2) complimentary Welcome Reception tickets.
- Opportunity to provide branded merchandise to attendees. Item must be approved by Code Council staff; sponsor in charge of item creation and delivery.
- Recognition in the mobile app.

### ▶ Business Center | \$6,000 (Exclusive)

Your company's support of the Business Center provides an added bonus – the center will remain open throughout the Code Hearings which follow the Annual Conference. This gives you exposure for 12 days! Amenities include printer, copier, scanner, and complimentary office supplies for our attendees. If you respond by August 1, your logo can be placed on a selected office supply item.

### ▶ Gala Reception | \$5,000 – **SOLD**

This reception will afford attendees an additional networking opportunity before the Annual Conference Gala. Sponsor benefits include:

- Signage located at the beverage stations.
- Sponsor logo and booth number will appear on signage outside the main entrance.
- Two (2) complimentary Gala tickets.
- Recognition in the mobile app.

### ▶ Onsite Registration/Self Check-in/Information Desk | \$5,000 – **SOLD**

This area is the central hub of all information for Annual Conference attendees. Attendees frequent this area for assistance with registration, registration changes, self check-in, session information, and conference logistics. Benefits include:

- Prominent signage in registration area.
- Logo placement on general conference signage and conference sponsor recognition web pages.
- One (1) complimentary full conference registration.
- 30 second video to play in registration area
- Recognition in the mobile app.

*continued*





## 2024 Annual Conference Sponsorship/Advertising Opportunities (continued)

### ▶ Expo Tote Bags | \$5,000 – **SOLD**

Be the first company in front of attendees as they are given their totebags at the Expo Hall. The expo tote bag, produced by the Code Council, will feature the Annual Conference logo on one side and your organization's logo/message on the other.

### ▶ Sanitizing / Charging Station | \$5,000 (Multiple)

Associate your brand with the amenities of hand sanitizer supplies and power supply for computers, cell phones and other electronic devices. As a sponsor, your logo will appear on signage promoting the sanitizing/charging kiosks, on the conference sponsor recognition webpages and on general conference signage.

### ▶ Morning Coffee Break Station | \$5,000 (One Spot remaining)

Your company or organization will receive full credit via signage recognition for offering complimentary coffee/tea service for attendees on Monday or Tuesday morning.

### ▶ Expo Happy Hour | \$4,000 (4)

The Expo Happy Hour will be Sunday, October 20 from 6–7 pm. This social event will allow attendees to network with exhibitors and peers before heading off to the 2024 Welcoming Event. Benefits include:

- Signage located at the beverage stations.
- Sponsor logo and booth number will appear on signage outside the main entrance.
- Recognition in the mobile app.

### ▶ Expo Reception | \$4,000 (4)

This social and networking event on the evening of October 21st is always sure to draw a crowd to the expo hall and your booth. Benefits include:

- Signage located at the beverage stations.
- Sponsor logo and booth number will appear on signage outside the main entrance.
- Recognition in the mobile app.



*continued*

## 2024 Annual Conference Sponsorship/Advertising Opportunities (continued)

### ▶ Mobile App Daily Alert | \$3,000 (3)

Get directly into the palm of the hand of each attendee through a mobile app daily alert. The alert will go out at 8:00 AM on the day chosen to all conference attendees. Alert message will include the sponsor's logo and 25-word description.

### ▶ Attendee Registration Initial Confirmation Email | \$3,000 – SOLD

Get the first impression with conference attendees when you sponsor the registration confirmation. This confirmation email is sent out as attendees register for the event. The sponsor's logo with link, booth number and 25-word description will be included at the bottom of the confirmation email. (Exposure is based on time of purchase.)

### ▶ Attendee Registration Final Confirmation Email | \$3,000 – SOLD

Two weeks prior to the conference, a confirmation email will be sent out with important information about the conference and the registration process. Sponsor's logo with link, booth number and 25-word company description will be included at the bottom of the confirmation email.

### ▶ Expo Passport Raffle | \$1,000 (Space limited to first 12)

Attendees must visit the booth of each sponsor on the passport to be eligible for prize drawings that take place on Sunday during the Expo Happy Hour Reception and Monday during the Expo Reception.





## ADVERTISING OPPORTUNITIES

### ▶ Aisle Signs | \$2,000 (Multiple)

Increase your exposure during the Expo by sponsoring an Aisle Sign. One sign hanging above an aisle will include your company name, logo and booth number. (Displayed October 20–21)

### ▶ Freestanding Ad | \$1,000 (Limited)

Placed in high-traffic public areas of the conference, these freestanding, single-sided displays are a great way to gain additional exposure for your company. Sign measures 24" wide x 72" high. (Displayed October 20–23)

### ▶ Digital Advertisement (onsite television screen) | \$1,000

Company recognition (just name or logo capability) on in-house video monitors in high-traffic public areas of the conference venue. (Displayed October 20–23)

### ▶ Daily Conference Newsletter Banner Ad | \$1,000

The Building Safety Journal issues a special daily newsletter during the Annual Conference to all conference attendees (October 20–23). Banner ad per issue is 600x100pixels (width x height), 72dpi, 300kb file size, 175 maximum character count in either PNG or JPG format. Days will be given on a first come, first served basis.

### ▶ Floor Ad Decal | \$500 (Limited)

Sure to catch the eyes of all the attendees walking the floor and draw them to your booth, these custom printed decals will be placed at the expo entrance and/or aisles. Floor graphics will be 4' x 4' in size. (Displayed October 20–21)

*Sponsorship subject to change.*

**For more information, please contact: OFFICIAL SPONSORSHIP VENDOR for ICC – SB EXPOS & EVENTS  
MAUREEN HENNESSEY, Exhibit/Sponsorship Sales Manager,  
Phone direct (301) 979-9524, [ICC@discoversb.com](mailto:ICC@discoversb.com).**



## International Code Council Expo

The 2024 International Code Council Expo is a place where exhibitors can educate and update building safety and design professionals. Take advantage of this opportunity to connect your organization with a broad audience of code officials, building safety professionals and other industry leaders to attract new leads and achieve your business development goals.

### Why Attend

- Meet face-to-face with building safety and design professionals that are local, from across the country and around the world
- Demonstrate your product and show how it stands out from the competition
- Educate attendees about your products and services and why they are important to their business or next building project
- Establish your credibility as an expert by networking with attendees and helping them solve real world challenges

### Benefits of Exhibiting

- Two (2) complimentary exhibitor badges for every 100 square feet of exhibit space\*
- Complimentary listing on the Expo website (Listing includes company name, booth number, web address, and 100-word company description)
- Complimentary listing in the Mobile App (Listing includes company name, booth number, phone number, web address, company logo, and 100-word company description)
- Complimentary listing on signage located outside the main expo entrance (Listing includes company name and booth number)
- Use of the Expo logo and marketing materials to help with your exhibit promotions

### Exhibitors are responsible for the following services (not included in booth space fee):

- Booth furnishings
- Booth carpet or floor covering (required)
- Inbound and outbound shipping and freight handling cost
- Electrical, Internet or other utility services
- Audiovisual equipment
- Booth installation and dismantling
- Booth cleaning

*Exhibitors may promote their brand, products and services as long as these items do not, in the judgment of Show Management, rise to the level of advocating a position on a code hearing action. Advocating a position on a code change is strictly prohibited.*

### Exhibitor Rates

- \$2,650 – Standard Fee (+\$150 for corner)
- \$2,150 – Early Bird Fee (+\$150 for corner) [register by July 1, 2024]
- Fees listed are per 10'x10' or 100 sq. ft. booth space

**For more information, please contact: OFFICIAL SPONSORSHIP VENDOR for ICC – SB EXPOS & EVENTS MAUREEN HENNESSEY, Exhibit/Sponsorship Sales Manager, Phone direct (301) 979-9524, [ICC@discoversb.com](mailto:ICC@discoversb.com).**

*\* Exhibitor badges are only valid for functions inside the exhibit hall and public events. They are not valid for meal functions or education sessions.*

## Building Safety Journal

The Building Safety Journal is the International Code Council's award-winning blog that features articles relevant to current trends and hot topics within the building safety industry. Our audience includes code and fire officials, architects, engineers, builders, contractors, inspectors, plan reviewers, permit technicians and design professionals, as well as the general public.



The purpose of the Building Safety Journal is to educate, not promote, and our content can be broken down into four main categories – technical topics, personal perspectives, member news and quick hits. On average, the Building Safety Journal receives around 33,000 pageviews a month.

### Building Safety Journal Advertising Specifications

- 270 x 270 px – JPEG and PNG are preferred, 72 dpi or better.

### Pricing

\$1,000 per month

**For more information, please contact: OFFICIAL SPONSORSHIP VENDOR for ICC – SB EXPOS & EVENTS MAUREEN HENNESSEY, Exhibit/Sponsorship Sales Manager, Phone direct (301) 979-9524, [ICC@discoversb.com](mailto:ICC@discoversb.com).**

*Ads subject to approval. For ad creative recommendations, contact Michael Nystrom, Digital Content Manager, International Code Council, at [mnystrom@iccsafe.org](mailto:mnystrom@iccsafe.org).*

### Buy More and Save

- One monthly ad for the online platform and one newsletter ad – \$2,880 (10% discount)
- Six BJS Weekly ads – \$12,000 (weekly newsletter and spend only \$2,000 per ad)

**For more information, please contact: OFFICIAL SPONSORSHIP VENDOR for ICC – SB EXPOS & EVENTS MAUREEN HENNESSEY, Exhibit/Sponsorship Sales Manager, Phone direct (301) 979-9524, [ICC@discoversb.com](mailto:ICC@discoversb.com).**

## BSJ Weekly

The BSJ Weekly is the International Code Council's award-winning weekly editorial email newsletter. It includes highlights of the most recent articles published on the Building Safety Journal blog, and is delivered to an engaged subscriber base made up of International Code Council members, building safety professionals and the general public. Content varies each week, and often includes everything from technical topics and member profiles, to news and quick-hit articles.



Each issue is distributed to over 35,000 potential readers, with an average open rate of over 25 percent and an average click-through rate of over 12 percent. The BSJ Weekly is one of International Code Council's most popular properties, and is a proven outlet to generate sales leads by driving prospective customers to your website, programs and services.

### Building Safety Weekly Advertising Specifications

- 600 x 100 px – JPEG and PNG are preferred, 72 dpi or better.

### Pricing

\$2,200 per issue

**For more information, please contact: OFFICIAL SPONSORSHIP VENDOR for ICC – SB EXPOS & EVENTS MAUREEN HENNESSEY, Exhibit/Sponsorship Sales Manager, Phone direct (301) 979-9524, [ICC@discoversb.com](mailto:ICC@discoversb.com).**

*Ads subject to approval. For ad creative recommendations, contact Michael Nystrom, Digital Content Manager, International Code Council, at [mnystrom@iccsafe.org](mailto:mnystrom@iccsafe.org).*

### Buy More and Save

- One monthly ad for the online platform and one newsletter ad – \$2,880 (10% discount)
- Six BSJ Weekly ads – \$12,000 (weekly newsletter and spend only \$2,000 per ad)

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1. Construction related product advertisements from manufacturers, vendors and service providers are encouraged and will be accepted for inclusion in Code Council publications, such as BSJ Weekly and the Building Safety Journal. However, outside of arrangements made with the Code Council, advertisements promoting the following categories will not be accepted:
  - a. Safety Codes and Standards not referenced in the ICC Family of Codes
  - b. Product and System Evaluation Services
  - c. Plumbing, Mechanical and Fuel Gas Services
  - d. Sustainability (Green) Evaluation and Verification Services
  - e. Training, Education and Certification on Codes and Standards
  - f. Building Department Accreditation and Accreditation Services
  - g. Plan Review Services
2. The Code Council must approve all advertisements and reserves the right to refuse any advertisement for any reason.
3. The Code Council will not accept advertising unless the client is prepared to validate any claims, issues or statements made in the advertisement about a product, material, system, method or service.
4. The Code Council will not accept advertising that contains comparisons to or derogatory, disparaging or inflammatory comments about the client's competitors or about competing products or services.
5. The client acknowledges that an advertisement in a Code Council publication does not constitute, and shall not be interpreted as an endorsement by the Code Council of the client's organization, product, material, system, method or service.
6. It is understood that clients shall not use the Code Council name or image in their commercial activities in any manner that would directly or indirectly indicate the Code Council's endorsement of the client, or product, system or services, unless there is a contractual agreement with the Code Council.
7. The Code Council does not accept advertising that is discriminatory based on race, religion, color, national origin, sex, age or disability.

## Acceptance of Contracts

1. No rebates will be allowed for errors in submitted advertisements.
2. The client and/or the client's agency agree to indemnify the Code Council against all expenses of any nature arising from the unauthorized use of names or pictures and copyright infringements in their advertisements.
3. No contracts will be accepted for more than 12 months in advance.
4. An order may be canceled by the Code Council if the client(s) fail to pay accounts when due, and the difference between rates billed and rates earned on space used shall become due and payable immediately.
5. Cancellation policy: Client must cancel in writing, including reason for canceling. Written notice must be received via email 7 business days prior to the scheduled issue.
6. The Code Council is not bound by any condition or instruction, whether verbal or written, if it is in conflict with ICC's established policies.
7. Contracts must specify a definite schedule of insertions, issues and advertisement sizes.
8. All advertising rates and conditions are subject to change without notice.

# PREMIER SPONSORS PROGRAM DETAILS

As your organization reaches ascending thresholds of Code Council sponsorship, exhibiting and/or advertising, it will also receive the ‘over and above’ benefits outlined below.

ADDITIONAL BENEFITS	GOLD* \$30,000+	SILVER \$20,000+	BRONZE \$10,000+
<b>Sponsorship</b>			
Proportional Website/Social Media/ Media Exposure	X	X	X
Annual Conference Proportional Signage	X	X	X
Premier Sponsor Page Proportional/Descriptive Listing	X	X	X
ICC Corporate Membership	X	X	X
Complimentary Expo Booth (10' x 10')	2	1	
<b>Advertising</b>			
Pulse Podcast Ad Spots	2	1	1

*\*For spending levels above \$30,000, ICC will work with your organization to customize and tailor Premier Sponsor benefits.*

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