



November 9–13, 2020

Sponsorship Prospectus



INTERNATIONAL
CODE
COUNCIL®

ICC Learn Live ▶ Schedule

ICC Learn Live is a week-long online education event which gives our partners a new opportunity to reach the building safety community given the current focus on remote work and small groups due to COVID-19. A variety of sponsorship packages enable companies to make impressions on targeted audiences or the entire audience of building and safety professional attendants.

Mon., Nov. 9	Tue., Nov. 10	Wed., Nov. 11	Thu., Nov. 12	Fri., Nov. 13
AM Session	AM Session	AM Session	AM Session	AM Session
2021 IBC Highlight of Structural Changes (60 min) A general review of the most critical changes in the 2021 IBC structural chapters including special inspection and structural observation provisions.	Sneak Peak at 2021 Code Changes (90 min) The Code Council will debut significant changes to be released in the 2021 International Codes in four concurrent sessions. Get a sneak peak of the updated IBC, IRC, IFC and IPC. <ul style="list-style-type: none"> • IBC 2021 Code Changes • IRC 2021 Code Changes • IFC 2021 Code Changes • IPC 2021 Code Changes 	Going Virtual: How to Embrace the New Normal (60 min) COVID-19 has suddenly forced every industry to adapt to a virtual world. This session will provide strategies to help you thrive in the new environment, including: virtual meeting management, online learning, time management and engagement.	Energy Storage (60 min) The session will explore current energy storage drivers, fire safety and hazardous materials issues and code related provisions for energy storage, including fuel cells battery systems and PV installations.	2021 Methods of Venting (60 min) Description to come.
PM Session	PM Session	PM Session	PM Session	PM Session
Best Practices for Building Departments (60 min) Covers best practices in specific areas of plan review, inspections, permitting, management/administration, legal, customer service, and IT.	2021 Code Changes – Break Outs (60 min) After the morning sneak peak, choose between the IBC, IRC, IFC and IPC break out sessions to go deeper with a code expert! This networking session with give you an opportunity to ask questions and discuss the 2021 code changes. <ul style="list-style-type: none"> • IBC 2021 Break Out • IRC 2021 Break Out • IFC 2021 Break Out • IPC 2021 Break Out 	Remote Virtual Inspections – Recommended Practices (60 min) This overview will include suggestions for implementing an effective and consistent RVI program and how to assist AHJs in adapting readily available technologies in their own inspection program.	Careers in the Building Safety Industry (60 min) Find out about the industry need for new professionals and hear about some of the ways to get involved.	Resiliency (Key Note Speaker/ Networking) (45 min/45 min) Join us for an inspiring speaker, Doc Wright, followed by a dynamic, guided virtual networking session. Make new contacts and engage with peers across the country.
COVID-19 Global Perspectives Panel (90 min) A group of distinguished international panelists will discuss the impacts of COVID-19 on the building safety industry throughout the world.	Innovation in 3D Printing (60 min) ICC Evaluation Service will introduce and answer your questions about the 3D printing revolution!	Careers in Building Safety Panel (60 min) Follow up for a Q&A Panel with our Career in Building Safety speakers to dive deeper into a career path that interests you!		

ICC LEARN LIVE

Sponsorship Opportunities

	Title	Presenting	Tech Platform	Daily Sponsor – Tue/Wed/Thu	Daily Sponsor – Mon/Fri	Individ. Sess. Sponsor – Tue/Wed/Thu	Friends of Learn Live
Price	\$50,000	\$25,000	\$15,000	\$7,500	\$5,000	\$3,500	\$2,000
ICC Learn Live Visibility							
Pre-Session Greeting 30-second	Daily	M/W/F	Tu/Th				
Logo Placement Size on Advance Comms and Microsite	Largest	2nd largest	3rd largest	4th largest	4th largest	5th largest	6th largest
Logo Placement During Sessions	Daily	M/W/F	Tu/Th	Day of	Day of	Day of	
Host Thank You (pre & post)	Daily (pre)	Daily (pre)	Daily (post)	Day of	Day of	Day of	
Post ICC-Branded Messaging	M/W/F	Tu/Fr	Tu/Th	Day of	Day of		
Free Learn Live Registrations	12	8	5	3	3	2	2
Listing in Supporter Directory	Logo / Description / Link	Logo / Description / Link	Logo / Description / Link	Description / Link	Description / Link	Description / Link	Description / Link
Advertising (year round)							
BSJ Weekly (banner)	4 issues	2 issues	1 issue				
Journal Platform	4 months	2 months	1 month				
Original Journal Content	2	1					
Podcast Ad / Intro	3	2	1				

ICC will recognize confirmed sponsors on the Learn Live registration landing page as it is pushed out through the following channels beginning in September.

- BSJ distribution list (50,200 subscribers)
-  Facebook (10,500 followers)
-  Twitter (14,485 followers)
-  LinkedIn (15,880 followers)
- Email distribution to:
 - Spring Webinar Attendees (3,200 total attendees)
 - Building Safety Month audience
 - 377 Chapters
 - 4 global partners
 - 25 sponsors
 - All ICC members (~ 66,000)

ICCLEARNLIVE

Sponsorship Reservation



Sponsoring Company Information (Company name as it should appear in promotional material)

COMPANY NAME

ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

PHONE (SPECIFY COUNTRY AND CITY CODE IF OUTSIDE THE U.S.)

EMAIL

WEBSITE

Contact Information (All future information about this sponsorship will be sent to the contact listed below.)

CONTACT

TITLE

ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

PHONE (SPECIFY COUNTRY AND CITY CODE IF OUTSIDE THE U.S.)

EMAIL

Sponsorship Levels (Select your sponsorship of choice from the list below.)

Title Sponsor (\$50,000)

Presenting Sponsor (\$25,000)

Tech Platform Sponsor (\$15,000)

Daily Sponsor – Tue/Wed/Thu (\$7,500)

Daily Sponsor – Mon/Fri (\$5,000)

Individual Session Sponsor – Tue/Wed/Thu (\$3,500)

Friends of Learn Live (\$2,000)

Mail Signed Form & Check Payment To:

International Code Council
25442 Network Place
Chicago, IL 60673-1254

Questions? Reach The Sheridan Group ICC Sponsorship Team

Phone: 703-626-9899

email: dcoyne@iccsafe.org
jmacotto@iccsafe.org

Method of Payment:

Check (payable to ICC)

Invoice

Credit Card Payment

Credit card payments must be completed by telephone at
888-ICC-SAFE (888-422-7233) x33816.

The undersigned understands this application becomes a Binding Contract when accepted by the International Code Council. Reservations will be held upon completion of payment.

PRINTED NAME

TITLE

SIGNATURE

DATE