



2020

MEDIA

KIT

Affiliate Sponsorship Program

Building Safety Month

Annual Conference and Expo

Building Safety Journal

BSJ Weekly



What is the International Code Council?

The International Code Council is a nonprofit association that provides a wide range of building safety solutions including product evaluation, accreditation, certification, codification and training. It develops model codes and standards used worldwide to construct safe, sustainable, affordable and resilient structures.

International Code Council members include code and fire officials, architects, engineers, builders, contractors, plan reviewers, permit technicians and designers.

Why the International Code Council?

In an industry where information is power, the International Code Council connects you to more than 87,000 potential customers each month. There is no better way to address a responsive core of professionals—across town or around the world.

If you place a premium on getting your message into the hands of influential city, county, state, federal, corporate, industrial and service-industry decision makers, no other vehicles are better positioned to help you achieve your goal.

ICC Family of Solutions



Opportunities

Affiliate Sponsor Program

The Code Council's Affiliate Sponsor Program provides building safety service providers, organizations and manufacturers with the opportunity to continually reach out to Code Council Members and industry professionals with year-round visibility and recognition. *See [page 4](#) for more info.*

Building Safety Month

Building Safety Month is a national public awareness campaign celebrated each May to help individuals, families and businesses understand what it takes to create safe and sustainable communities. *See [page 6](#) for more info.*

Annual Conference and Expo

The International Code Council's Annual Conference and Expo is the MUST attend building safety event of the year! The conference brings building professionals and industry leaders from across the country and around the world to one location to network and learn about the latest in building safety and techniques. *See [page 11](#) for more info.*

The expo provides a platform for exhibitors to demonstrate the latest products and services and educate building safety and design professionals about how best to keep buildings safe, and meet and maintain compliance with accepted codes and standards. *See [page 12](#) for more info.*

Building Safety Journal

The Code Council's award-winning magazine provides you the opportunity to reach more than 64,000 industry professionals who are ICC Members. *See [page 14](#) for more info.*

BSJ Weekly

Each issue of the Code Council's award-winning digital newsletter is distributed to more than 105,000 potential readers. It is a proven, successful way to point prospective customers to your website, programs and services, and generate sales leads. *See [page 14](#) for more info.*

ICC Affiliate Sponsor Program



Affiliate sponsors as of December 2019

The **International Code Council's Affiliate Sponsor Program** is a unique opportunity for building safety service providers, building product manufacturers and building safety organizations to reach the Code Council's core membership of building and fire safety professionals with their message. This 12-month program can help you gain valuable exposure and brand awareness.

The Code Council is the leading association dedicated to the development of model codes and standards used in the building design, construction and compliance process. ICC has an unparalleled reputation around the globe for providing technical resources to the building community. The 64,000 Code Council members and over 87,000 customers are the industry professionals you want to reach with your message.

Rise above the competition: Become a Code Council Affiliate Sponsor.

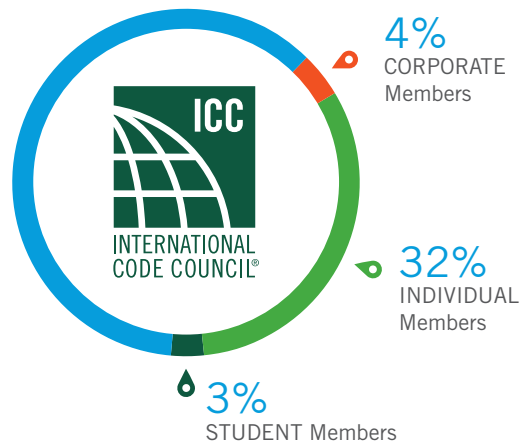
 No. of Members
64,000+

61%
GOVERNMENTAL
Members/
Representatives

 No. of Chapters
370+

 No. of Customers and eNews Subscribers
87,000+

 No. of Visitors per year at www.iccsafe.org
3 MILLION+





Benefits

Value

⦿ **ICC's Annual Conference and Expo**

- Luncheon/Banquet Sponsor
- Acknowledgment by the ICC President or CEO from the podium
- Reserved seating for 4 at all meal functions
- One (1) complimentary full conference registration
- Full page advertisement in the conference program
- Logo displayed on projection screens as attendees enter room
- Signage recognizing sponsorship
- Discount available on purchases of additional sponsorships
- Complimentary 10'x10' booth space (excludes decorator fees)
- Additional benefits listed on [page 12](#).

⦿ **\$12,200**
approximate value

⦿ **Building Safety Month (BSM)**

- Listed as a Major sponsor of BSM
- Sponsor will choose one of the four weeks to be featured
- Additional benefits listed on [page 6](#).

⦿ **\$5,000**
approximate value

⦿ **Website/Social Media/Media**

- 100-word company profile, logo and link to your corporate website on the ICC Affiliate Sponsor web page
- Social Media mentions (Facebook/Twitter)
- New Affiliate Sponsor Press Release
- Use of the ICC Affiliate Sponsor Logo

⦿ **\$8,000**
approximate value

⦿ **BSJ Weekly**

- Linked logo in the ICC Affiliate Sponsor area (*40+ issues per year*)
- Advertisement in one issue

⦿ **\$5,000**
approximate value

⦿ **Building Safety Journal**

- Linked logo in the ICC Affiliate Sponsor ad
- Advertisement placed on the website for one month

⦿ **\$4,000**
approximate value

⦿ **ICC Corporate Membership**

- Free one-year membership
- Free code opinions from ICC technical staff
- Discounts on products and services, including third-party services
- Subscription to Building Safety Journal

⦿ **\$450**

\$34,650 value
for only
\$23,000*

Building Safety Month Sponsorship

What is Building Safety Month?

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. Now in its 40th year, the campaign reinforces 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.

All communities need building codes to protect their citizens from disasters like fires, weather-related events and structural collapse. Building codes are society's best way of protecting homes, offices, schools, manufacturing facilities, stores and entertainment venues. Code officials work day in and day out to keep the public safe.

The campaign is presented by the International Code Council and its 64,000 members worldwide along with a diverse partnership of professionals from the building construction, design and safety communities. Corporations, government agencies, professional associations, nonprofits and more come together to support Building Safety Month because they understand the need for safe and sustainable structures where we live, work and learn.

How does the campaign work?

The Code Council uses multiple channels (websites, social media, press releases, advertisements, news articles and more) to promote Building Safety Month. Educational and promotional resources are available online. Sponsors are highlighted through various channels commensurate with their level of sponsorship. Major sponsors may provide branded content for the website and receive name recognition in media used to promote the campaign throughout the United States and abroad.

Why your sponsorship matters

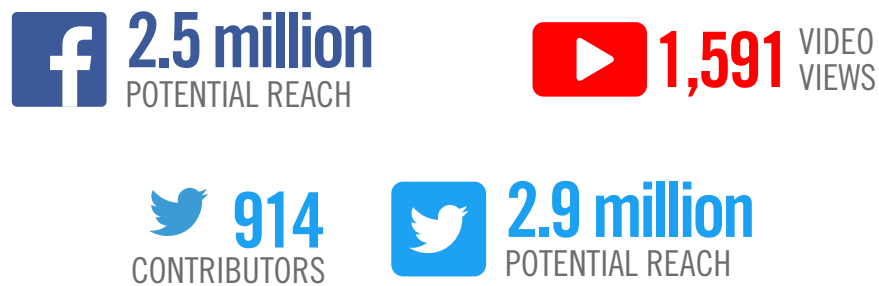
Building Safety Month is made possible through the efforts of extraordinary sponsors who receive an unparalleled opportunity to stand out as leaders in building safety. This campaign is a chance for sponsors to reach the Code Council membership, others in the built environment and the public.

Early sponsorship commitments ensure a high return on investment for sponsors, the Code Council and society at large.

Last year—2019 Building Safety Month in review



Last year—Social Media Numbers



The Building Safety Month campaign grows larger each year, reaching new audiences around the globe. In 2019, we launched a brand new, mobile-friendly website; unveiled a new “Kids Corner” with materials for elementary school children; provided partner engagement resources; and expanded into Australia, Canada and Scotland.

Building Safety Month Sponsorship *(cont.)*

Building Safety Month campaign highlights

The 2020 campaign theme is “Safer Buildings, Safer Communities, Safer World.” Weekly messaging during May 2020 will reinforce and leverage the special topics listed below.

May 1–10, 2020

May 11–17, 2020

May 18–24, 2020

May 25–31, 2020



Who recognizes Building Safety Month?

In the past, U.S. presidents, governors, congressmen, state and local leaders, associations and organizations have issued statements of support for Building Safety Month. This recognition of the critical nature of a resilient, safe, strong and sustainable built environment delivered the highest possible leadership validation of Building Safety Month and the dedicated professionals who have committed their careers to making buildings safe in communities across the globe.

Now in our 40th year, we expect to receive additional recognition and attention for the importance of building safety by community leaders around the globe.





What can sponsors expect during the 2020 celebration?

Building Safety Month generates widespread news coverage and focus on the importance of building codes, code compliance and resilient, safe and sustainable structures. The campaign leverages print and broadcast media, social media, and letters of support from corporations and other organizations. Sponsor mentions and materials are included in the Building Safety Journal with more than 58,000 subscribers. For its 40th anniversary, sponsor companies and organizations can expect to be showcased and recognized for their demonstrated commitment to this vitally important social issue.

Eight Levels of Support for 2020 Building Safety Month:

1. Foundation Sponsor (\$15,000)

- Listed as the presenting sponsor for Building Safety Month with logo on all distributions
- Opportunity to brand a Building Safety Month product
- Sponsored article in the Building Safety Journal
- Receives all benefits from the Theme Week Presenting Sponsor Level

2. Chapter Kits Sponsor (\$10,000)

- Limited to one sponsor
- Listed as the exclusive sponsor of the Chapter Engagement Kits mailed to over 377 Code Council chapters around the world

3. Theme Week Presenting Sponsor (\$10,000)

- Sponsor will choose one 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 2020) registration
- Receives all benefits from the Theme Week Co-Sponsor Level

4. D.C. Reception Sponsor (\$10,000)

- Sponsor logo featured on D.C. event invitation
- Sponsor logo on D.C. event signage
- Opportunity to distribute a branded giveaway at the reception
- Podium recognition at D.C. reception
- Receives all benefits from the Theme Week Co-Sponsor Level

Building Safety Month Sponsorship (cont.)

5. Theme Week Co-Sponsor (\$5,000)

- One (1) complimentary Code Council membership
- Sponsor will choose one 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 homepage
- Sponsor logo featured on promotional flyer used at shows and in Code Council product order shipments
- 100 word profile, logo and link to your corporate website on the sponsor web page
- Sponsor logo and link in the Building Safety Journal
- Recognition on signage at the Code Council Annual Conference (Fall 2020)
- Social media mentions (LinkedIn, Facebook and Twitter)
- Receives all benefits from the Supporter Level

6. Brochure Sponsor (\$2,500)

- Limited to 2 sponsors
- Opportunity to brand one brochure in the Chapter Engagement Kits mailed to over 377 Code Council chapters around the world
- Receives all benefits from the Supporter Level

7. Regional Event Co-Sponsor (\$2,000)

- One (1) complimentary Code Council membership
- 100 word profile, logo and link to your corporate website on the sponsor web page
- Social media mentions (LinkedIn, Facebook and Twitter)
- Sponsor logo featured on regional event invitation
- Sponsor logo on regional event signage
- Opportunity to distribute a branded giveaway at the regional event
- Podium recognition at the regional event
- Receives all benefits from the Supporter Level

8. Supporter (\$1,500)

- Invitation to the Washington, D.C., reception
- Company/Individual name listed on the sponsor webpage
- Use of the Building Safety Month logo to promote your involvement and support

Become a Sponsor Today!

Apply online at www.iccsafe.org/bsm-sponsors.

Annual Conference and Expo



2020 Annual Conference and Expo

Annual Conference: October 11–14, 2020

Expo: October 11–12, 2020

America's Center

701 Convention Plaza

St. Louis Mo, 63101

Annual Conference

The International Code Council's Annual Conference brings together building safety, fire prevention and other building industry professions from around the country and internationally in one location. During this event, participants network and attend continuing education courses and code hearings.

The conference is a unique opportunity to reach a large and diverse group in one place to share your knowledge and expertise.

Who attends?

Code and fire officials, architects, builders, engineers, contractors, inspectors, design professionals and plans examiners

Conference Features

- Code Hearings
- Education Sessions & Continuing Education Unit (CEU) Credits
- Off-site Building Tours
- Networking Opportunities
- Preconference Activities (i.e. Ron Burton Golf Outing and Bob Fowler Motorcyle Ride)
- Building Safety & Design Expo

Annual Conference and Expo (cont.)

2020 Annual Conference and Expo

Annual Conference: October 11–14, 2020

Expo: October 11–12, 2020

America's Center

701 Convention Plaza

St. Louis Mo, 63101

Expo

The Expo provides a platform for exhibitors to demonstrate and educate building safety and design professionals about the latest innovative technologies that are helping to build a safer world.

The Expo brings professionals from the built environment including local tradesmen, architects, engineers, plumbers, HVAC, building and fire safety professionals from around the country together in one location.

Make plans to attend the Expo to connect with manufacturers, suppliers and other industry leaders who can help you increase your productivity and grow your business.

Why Attend

- Meet face-to-face with building safety and design professionals from around the country and locally
- 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

- Four (4) complimentary exhibitor badges for every 100 square feet of exhibit space*.
- Opportunity to offer your customers and prospects FREE admission to the Expo.
- Complimentary listing on the conference website.
- Complimentary listing in the ICC Annual Conference Program. *Listing includes company name and booth number.*
- Complimentary listing in the mobile app.
- Booth includes back drape and side drape in show colors and identification sign.

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

Exhibit Rates

- \$2,200 – Standard Fee
- \$1,800 – Early Bird Fee (register by August 21, 2020)
- Fees listed are per 10'x10' or 100 sq. ft. booth space

Sponsorship & Advertisement Opportunities

Sponsorship opportunities at the [ICC Annual Conference Expo](#) allow you to showcase your company's products and services to new customers and renew relationships with existing customers.

Take advantage of sponsorship opportunities and place your company name prominently in front of your most important customers. A wide array of sponsorship opportunities allows us to help you find the most effective way to maximize your visibility at the conference. Sponsors are recognized before, during and after the conference as supporters of the ICC Annual Conference Expo.

**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/BSJ Weekly

Building Safety Journal

The Code Council's award-winning magazine is published in digital format. *Building Safety Journal* features technical articles relevant to current trends and hot topics within the industry.

Ad Size

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

Pricing

Contact Madison Neal for pricing:
888-ICC-SAFE (422-7233), ext. 6274
or mneal@iccsafe.org

BSJ Weekly

Each issue of the Code Council's award-winning electronic newsletter *BSJ Weekly* is distributed to more than 105,000 potential readers. It is a proven, very successful way to point prospective customers to your website, programs and services, and generate sales leads.

Ad Sizes

636 x 74 px
212 x 118 px
JPEG and PNG are preferred,
72 dpi or better.

Pricing

Contact Madison Neal for pricing:
888-ICC-SAFE (422-7233), ext. 6274
or mneal@iccsafe.org

ICC Advertising Guidelines

- 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 at ICC's Birmingham office BEFORE the insertion order deadline of the next scheduled issue. Email or fax is acceptable. Client will be billed the difference in rates times the number of issues run.
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.

For more information on advertising opportunities with the International Code Council, please contact:

BRIAN CAMPBELL (Affiliate Sponsorship, Annual Conference Sponsorships and Building Safety & Design Expo)
888-ICC-SAFE (422-7233), ext. 5264
bcampbell@iccsafe.org

MADISON NEAL (Building Safety Journal and BSJ Weekly)
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mneal@iccsafe.org

SARA YERKES (Building Safety Month)
888-ICC-SAFE (422-7233), ext. 6247
syerkes@iccsafe.org