2021 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.
WELCOME

On behalf of the International Code Council members and the communities and industries they serve, I thank you for your interest in working with the International Code Council to help meet your organization's business development goals.

The Code Council is the leading global source of model codes and standards and building safety solutions that include product evaluation, accreditation, technology, training and certification. Code Council codes, standards and solutions are used to ensure safe, affordable, and sustainable communities and buildings worldwide. Our members include code officials, architects, engineers, builders, contractors, plan reviewers, permit technicians and designers.

The International Code Council is the largest international association of building safety professionals. There is no better way to address this responsive corps of professionals — across town or around the world.

If you place a premium on getting your brand and message in front 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. The opportunities on the pages which follow provide unparalleled access.

Our team stands ready to help you determine the best mix of these opportunities for your organization.

With sincere gratitude,

Dominic Sims, CBO
Chief Executive Officer
International Code Council
Overall Reach

- No. of Members: 64,000+
- No. of Chapters: 394+
- No. of Customers and BSJ Weekly Subscribers: 115,000+
- 2020 Webinar Series Attendees: 3,200+
- 2020 Pulse Podcast downloads: 18,000+

Social Media Reach

- Facebook: 10,500+ FOLLOWERS
- Twitter: 14,500+ FOLLOWERS
- LinkedIn: 15,800+ FOLLOWERS
Sponsorship

ICC Learn Live Webinars
Throughout the year, the Code Council will deliver online training sessions on current topics of interest to the building safety industry. See page 7 for more information.

ICC Pulse Podcast
This bi-weekly podcast focuses on industry hot topics. Listenership is approximately 500 per episode. 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 and Expo
The Annual Conference and Expo is the MUST attend building safety event of 2021! 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.

Exhibiting
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 14 for more information.

Advertising – Building Safety Journal (BSJ)

BSJ Weekly
Each issue of the Code Council’s digital newsletter is distributed to more than 70,000+ potential readers. It is a proven, successful way to point prospective customers to your website, programs and services, and generate sales leads. See page 15 for more information.

BSJ Online Magazine
The Code Council’s award-winning online magazine platform, with 350,000+ pageviews annually, provides the opportunity to reach industry professionals. See page 16 for more information.

BSJ Sponsor Content
ICC publishes sponsored articles covering technical content, analytical articles, or marketing content. The articles will be marked sponsored. All content is subject to approval by the Code Council. See page 16 for more information.
We are pleased to introduce a new program to add even more value to the Code Council’s sponsorship, advertising and exhibiting 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, expo booth space, 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 Sponsor program will provide even greater value, as outlined on page 17.
ICC Learn Live Webinars

The Code Council will offer single topic and in-depth program webinars throughout the year. The 2021 calendar includes special multi-day Learn Live events in the spring and the fall.

Through several sponsorship opportunities, the webinar series will enable organizations to get their name and brand in front of the building safety community while supporting educational opportunities for the industry.

These topics are tentative and will be confirmed a few months in advance, as informed by current issues facing the Code Council community and sponsor input and engagement. Potential Learn Live program areas include:

**Innovation and New Technology**
- 3D printing
- Going virtual
- Off-site construction

**Codes and Safety**
- Summer preparedness
- Disaster preparedness
- Fire safety
- Cannabis facilities

**Training and Leadership**
- Introduction to the codes
- Opportunities in the building safety industry
- Building your personal brand online
- CEO roundtable/panel

**Topics of Global Concern**
- Roundtable on the value of Code Council certification internationally
- Overview of the International Energy Agency Energy Efficiency Building Codes dialogue
- Market access for international construction products manufacturers via ICC-ES certification
- Introduction to the Code Council and building safety in the U.S.
- Building safety regulations around the world

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### 2021 Learn Live Sponsorship Opportunities

- **Multi-Day Program Sponsor** – $25,000 (spring and fall)
- **Three Webinars** – $15,000 (series of 3 webinars; theme selection is first come/first served)
- **Single Webinar** – $7,500 (topic selection is first come/first served)

All sponsors will be appropriately recognized in advance marketing communications to the Code Council membership, as well as during and after the webinar itself.

For more information, please contact Dave Coyne at dcoyne@icc safe.org or 703-626-9899.
ICC Podcast Series

The ICC Pulse Podcast is a monthly podcast that 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. In 2020, the Code Council realized more than 18,000 podcast downloads.

The 2021 schedule will evolve as hot topics emerge. The podcast takes this approach in order to be responsive to issues facing the building safety community. We are always interested in sponsor ideas. Planned quarterly themes are listed below. For the latest updates, please visit: www.iccsafe.org/content/icc-pulse-podcast-topics.

<table>
<thead>
<tr>
<th>QUARTER</th>
<th>MONTHS</th>
<th>THEME</th>
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</thead>
<tbody>
<tr>
<td>Quarter 1</td>
<td>January – March</td>
<td>Innovation and New Technology</td>
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<tr>
<td>Quarter 2</td>
<td>April – June</td>
<td>Codes and Safety</td>
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<td>Quarter 3</td>
<td>July – September</td>
<td>Training and Leadership</td>
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<tr>
<td>Quarter 4</td>
<td>October – December</td>
<td>Topics of Global Concern</td>
</tr>
</tbody>
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The podcast is available on www.iccsafe.org, Apple Podcasts, Google Play and Spotify. Check out our ICC Pulse Podcast FAQs.

ICC Podcast Series Sponsorship Opportunities

- **Title Sponsor – The ICC Pulse Podcast – Sponsored by <Company Name> – $15,000**
- Individual Podcast Episodes (first-come/first served preference on topic selection)
  - Six – $5,000
  - Three – $3,000
  - One – $1,500

Sponsors will be acknowledged in all advance and post podcast marketing, on the Building Safety Journal platform once each podcast is posted, and during introductions and at podcast conclusion.

For more information, please contact Dave Coyne at dcoyne@iccsafe.org or 703-626-9899.
Building Safety Month 2021 (May)

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 40 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 over 64,000 members and 394 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.

While COVID-19 forced the Code Council to convert Building Safety Month to an all virtual campaign in 2020, we met or exceeded our social media reach and overall public awareness numbers compared to 2019. Accordingly, Building Safety Month will remain in an all-virtual format at least for 2021.

Building Safety Month is made possible through the efforts of extraordinary sponsors who receive an unparalleled opportunity to standout 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.

253 PROCLAMATIONS

4 WEBINARS WITH OVER 3,200 PARTICIPANTS

587 ARTICLES OR REPRINTS

11.5M VIEWS OF BROADCAST/RADIO SEGMENT

$103k RAISED

83,849 PAGE VIEWS

4 GLOBAL PARTNERS

25 SPONSORS

1,061 MEDIA PLACEMENTS

144.2M IMPRESSIONS OF SYNDICATED FEATURE
Building Safety Month 2021 Highlights

The 2021 campaign theme is in "Prevent, Prepare, Protect. Building Codes Save."

Frequent messaging in advance of, during and after the month of May will reinforce and leverage these special weekly themes.

**Energy and Innovation**
**WEEK ONE // May 1–9, 2021**

The building safety industry is on the cutting edge of energy efficiency, building science and innovation. From green construction and resiliency to product evaluation, certification and codification, the International Code Council family of solutions is part of this technological transformation to make our buildings safer and our industry more advanced and adaptable. For decades, the International Codes (I-Codes) have addressed energy efficiency and sustainability by incorporating the latest innovations in science and technology, a faster recovery in the aftermath of a disaster.

**Training the Next Generation**
**WEEK TWO // May 10–16, 2021**

Well-trained, motivated building safety professionals are key to creating and maintaining a successful built environment. Training is important because it helps code officials avoid mistakes and accidents and properly enforce the code. The building safety field encompasses a wide gamut of specialties and offers many excellent career opportunities that contribute to the safety of the built environment.

**Water Safety**
**WEEK THREE // May 17–23, 2021**

Clean water is the world's most precious commodity. According to World Health Organization estimates as of June 2019, 785 million people lacked even a basic drinking-water service, including 144 million people who are dependent on surface water. Building, plumbing and green codes help guard it for future generations through proper construction, conservation and safe disposal. Code officials are vigilant protectors of our water supply. Because of their dedicated service, you can turn on the tap in your home and draw sufficient, clean water. They take nothing for granted, so you can.

**Disaster Preparedness**
**WEEK FOUR // May 24–31, 2021**

Natural disasters are increasing in severity and frequency. Advance planning for devastating events like hurricanes, floods, snowstorms, tornadoes, wildfires and earthquakes helps individuals and communities increase the health and safety of their population during a disaster, protects the local tax base, ensures continuity of essential services and supports a faster recovery in the aftermath of a disaster. Disaster mitigation through the adoption and enforcement of building codes provides you, your family and your community protection in the event of a natural disaster.

To see the full 2021 Building Safety Month program, [click here](#).
**Building Safety Month Sponsorship Opportunities**

1. **Foundation Sponsor ($15,000) (reserved)**
   - 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) (4)**
   - Sponsor will choose one of the four 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 2021) registration
   - Receives all benefits from the Theme Week Co-Sponsor Level

3. **Virtual Webinar Sponsor ($10,000) (4)**
   - Sponsor involvement in webinar design and presentation.
   - One (1) complimentary Code Council membership
   - 30-second infomercial before and midway through webinar.
   - Receives all benefits from the Theme Week Co-Sponsor Level

4. **Virtual Chapter Engagement Kits Sponsor ($7,500) (Exclusive)**
   - Listed as the exclusive sponsor of the virtual Chapter Engagement Kits provided to more than 394 Code Council chapters around the world
   - Receives all benefits from the Supporter Level

5. **Theme Week Co-Sponsor ($5,000) (open)**
   - Sponsor will choose one of the four 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 flyers and advertisements used in virtual sessions.
   - 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 2021)
   - Receives all benefits from the Supporter Level

6. **Educational Brochure Sponsor ($2,500)**
   - Recognition on one electronic brochure distributed in the Virtual Chapter Engagement Kit to 394 Code Council chapters around the world.
   - Receives all benefits from the Supporter Level

7. **Supporter ($1,500)**
   - Social media mentions (LinkedIn, Facebook and Twitter)
   - Company/Individual name listed on the sponsor webpage
   - Use of the Building Safety Month logo to promote your involvement and support

For more information, please contact Jennifer Macotto at jmacotto@iccsafe.org or 703-731-4386.
2021 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. During the conference, participants will network and attend continuing education courses and code hearings.

The Annual Conference offers a unique opportunity to reach a large and diverse group of more than 1,000 building safety professionals to share your organization’s knowledge and expertise.

In 2021, Pittsburgh, Pennsylvania, will host the ICC Annual Conference and Expo from September 19–22, welcoming building safety professionals from around the world.

Who attends?
Code and fire officials, architects, builders, engineers, contractors, inspectors, design professionals, plan examiners and industry media.

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 Motorcycle Ride)

Attendees by Job Titles
2021 Annual Conference Sponsorship Opportunities

Major sponsorship opportunities will include:
- Conference Education Sessions | $25,000 (Exclusive or $10,000 per session)
- Annual Awards Banquet | $15,000
- ICC Center Stage | $15,000
- Annual Awards Presentation | $10,000
- Keynote Speakers | $10,000
- Registration Area (on-site) | $10,000
- Registration Webpage | $10,000
- Networking Luncheon | $7,500
- Government Relations Forum | $7,500
- Welcome Reception | $7,500
- Annual Banquet Reception | $7,500
- Global Connections Day | $5,000

Other opportunities include:
- Conference Tote Bags | $5,000
- Education Pavilion | $5,000
- WI-FI / Charging Stations | $5,000
- Hotel Key Card | $5,000
- Attendee Registration Email | $2,500
- Aisle Signs | $2,500
- Attendee Registration Packet | $2,500
- Mobile App | $2,500
- Expo Happy Hour | $2,500
- Pocket Schedule | $2,500
- Vendor Showcase | $1,500
- Digital Advertisement | $1,000
- BSJ Daily Banner Ad | $1,000
- Vendor Showcase – Standard | $1,000
- Freestanding Ads | $500
- Raffle Prize Draw Card | $500
- Floor Advertisement | $300
- Mobile App Daily Alert | $300

Sponsorship menu subject to change. Detailed sponsorship descriptions will be released in the spring, 2021.

For more information, please contact Dave Coyne at dcoyne@iccsafe.org or 703-626-9899.
International Code Council Expo

The 2021 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 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.
• 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

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.

Rules of exhibiting will be available early 2021.

Exhibitor Rates

• $2,000 – Standard Fee
• $1,500 – Early Bird Fee (register by July 31, 2021)

For more information, please contact Jackie Claus at jclaus@iccsafe.org or 888-ICC-SAFE (422-7233), ext. 4226.

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

Each issue of the Code Council’s award-winning electronic newsletter is distributed to more than 105,000 potential readers, resulting in 35,000 ‘opens’ per month and 80,000 ‘click-throughs’ annually. BSJ Weekly is a proven, very successful way to point prospective customers to your website, programs and services, and generate sales leads.

BSJ Weekly Advertising Specifications

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

Pricing

$2,200 per issue

Buy More and Save

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

For customized advertising packages and other questions, please contact De’Antre Woodland at dwoodland@icc safe.org or (301) 655-2904.
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. The Journal is pushed out to BSJ Weekly's 72,000 subscribers on a monthly basis; each issue receives approximately 20,000 unique views.

View the 2021 Editorial Calendar

Building Safety Journal Advertising Specifications

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

Pricing
$1,000 per month

Building Safety Journal – Sponsored Content

Sponsored content articles should be between 600 and 2,000 words. They can cover technical content, analytical articles, or marketing content. The articles will be marked sponsored. All content is subject to approval by the Code Council.

Building Safety Journal Sponsored Content Specifications

We edit all submissions for clarity, grammar and organization (following standard AP guidelines). Any accompanying images or artwork need to be high-resolution images (at least 1920 x 1200 pixels, 300 dpi). Captions/descriptions should accompany photos/graphics, including any photo credit/copyright.

Pricing
$1,500 per article

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)

For customized advertising packages and other questions, please contact De'Antre Woodland at dwoodland@iccsafe.org or (301) 655-2904.
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 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.
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.

<table>
<thead>
<tr>
<th>ADDITIONAL BENEFITS</th>
<th>GOLD* $30,000+</th>
<th>SILVER $20,000+</th>
<th>BRONZE $10,000+</th>
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<tbody>
<tr>
<td><strong>Sponsorship</strong></td>
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<tr>
<td>Proportional Website/Social Media/</td>
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<td>Media Exposure</td>
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<td>BSJ Weekly &amp; Web Platform Proportional Listing</td>
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<td>Annual Conference/Expo Proportional Signage</td>
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<td>Premier Sponsor Page Proportional/Descriptive Listing</td>
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<td>Building Safety Month $5,000 Sponsorship Recognition (or</td>
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<td>BSJ Platform Spots</td>
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<tr>
<td>ICC Pulse Podcast Ad Spots</td>
<td>2</td>
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<td>1</td>
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*For spending levels above $30,000, ICC will work with your organization to customize and tailor Premier Sponsor benefits.

For more information, please contact Dave Coyne at dcoyne@iccsafe.org or 703-626-9899.