2022
Visibility
Prospectus
We appreciate the generous sponsorship support of a diverse cross-section of organizations which align with the Code Council’s building safety mission.
If your business goals for 2022 include raising your brand's visibility and staying top-of-mind with 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 tools and resources members rely on, building safety professionals turn to, and manufacturers and the public trust.

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

We offer many dynamic ways to showcase your brand including advertising in our award-winning digital publication and weekly newsletters, mentions on our popular podcast, and of course, sponsorship of our annual Building Safety Month and Annual Conference.

Our team is happy to help you choose the right mix of activities 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
Overall Reach

- No. of Members: 63,000+
- No. of Chapters: 395+
- No. of Customers and BSJ Weekly Subscribers: 100,000+
- 2020 Webinar Series Attendees: 3,200+
- 2020 Pulse Podcast downloads: 18,000+

Social Media Reach

- Facebook: 16,900+ followers
- Twitter: 15,200+ followers
- LinkedIn: 20,000+ followers
Sponsorship

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.

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 & Expo
The Annual Conference and Expo is the MUST attend building safety event of 2022! 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 Weekly
Each issue of the Code Council’s digital newsletter is distributed to more than 100,000+ 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 380,000+ pageviews annually, provides the opportunity to reach industry professionals. See page 16 for more information.

BSJ Sponsored Content
ICC publishes sponsored articles. They can cover technical content or industry trends analysis and are otherwise placed to expand the body of knowledge in the field. The articles will be marked sponsored and may not promote particular company products or services. 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 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 18.

ICC thanks our 2021 Premier Sponsors for their extraordinary partnership and support!

4LEAF has been honored to be a Premier Sponsor of numerous ICC platforms including Building Safety Month and the Annual Business Meeting. We feel ICC’s nationwide platform allows us to deliver our message of code uniformity and delivery of our services within the industry to our colleagues, clients, employees, and prospective new hires. We look forward to many future sponsorship opportunities.

— CRAIG TOLE
DIRECTOR OF DEVELOPMENT SERVICES, 4LEAF
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.

There will be two multi-day sessions in 2022, Spring and Fall with many educational sessions available for sponsorship.

Stand-alone Learn Live webinar topics will be based on approved sponsor proposals and schedule based on sponsor preference.

2022 Learn Live Sponsorship Opportunities

- Multi-Day Program (Spring 2022, Fall 2022)
  - $25,000 Overall Sponsor (Spring 2022, Fall 2022)
  - $5,000 Single Session Sponsor (many)

- Stand-Alone Learn Live Programs
  - Series of Three Webinars – $15,000 (theme/topic selections and content provided by sponsor)
  - Single Webinar – $7,500 (topic selection provided by sponsor)

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.
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 2022 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.

2022 quarterly themes will be announced early 2022. For the latest updates, please visit: www.iccsafe.org/content/icc-pulse-podcast-topics.

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 (May, 2022)

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 41 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 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.

2021 Building Safety Month Impact

- 232 Proclamations
- Sponsored by 20 Sponsors
- Over 22,896 Page Views
- Over 52,000 Eblast Recipients
- 24 Building Safety Journal Articles
- 1500+ Posts Using #BuildingsafetyMonth365 and #PreventPrepareProtect
- 804 Articles or Reprints
- 4 Virtual Events with over 740 Attended
- 4 Global Partners
- $77k Raised
- 232 Proclamations
- 55 M Views of Broadcast/Radio Segment
- 610 Downloads of ICC Pulse Podcast BSM Episodes
- Over 4000 BSM Video Views/Shares on Social Media
- 48,000 Eblast Recipients
- 376,450,157 Media Impressions of Syndicated Feature
Building Safety Month 2022 Highlights

The 2022 campaign theme is "Safety for All: Building Codes in Action."

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

- **WEEK ONE // May 1–8, 2022**
  - Planning for a Safe & Sustainable Tomorrow
  - **ENERGY AND INNOVATION**

- **WEEK TWO // May 9–15, 2022**
  - Exploring Careers in Building Safety
  - **BUILDING SAFETY CAREERS**

- **WEEK THREE // May 16–22, 2022**
  - Understanding Disaster Mitigation
  - **DISASTER PREPAREDNESS**

- **WEEK FOUR // May 23–31, 2022**
  - Creating a Safe & Abundant Water Supply
  - **WATER SAFETY**

▶ Check back in February for more theme week details.
# 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) (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 2022) registration
   - Receives all benefits from the Theme Week Co-Sponsor Level

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

4. **Chapter Resources Page Sponsor ($5,000) (Exclusive)**
   - Listed as the exclusive sponsor on the Chapter Resources Page which helps more than 390 Code Council chapters around the world promote building safety in their communities
   - 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 2022)
   - Receives all benefits from the Supporter Level

6. **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@icc safe.org or 703-731-4386.
2022 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 2022, Louisville, Kentucky, will host the ICC Annual Conference from September 11–13. In addition, later in the fall, ICC Learn Live will offer virtual educational sessions.

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 Units (CEUs)
• Off-Site Building Tours
• Networking Opportunities
• Preconference Activities

Attendees by Job

- 17% Industry
- 12% Architect/Engineer
- 8% Plans Examiner/Permit Tech
- 8% Other: Manufacturer/Federal Agency
- 5% Code Official
- 50% Code Official Inspector

21-20899
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.

**2022 Annual Conference Sponsorship/Advertising Opportunities**

Major sponsorship opportunities will include:

- Overall Conference/Learn Live Education Sessions | $25,000 (Exclusive or $5,000 per session)
- Mobile App | $10,000
- Conference & ICC Learn Live Home & Registration Webpages | $10,000
- Keynote Speakers | $7,500
- Annual Awards Program | $7,500
- Welcome Reception | $7,500
- Annual Banquet Reception | $7,500
- Registration Area (on-site) | $5,000
- Conference Tote Bags | $5,000
- Sanitizing / Charging Stations | $5,000
- Business Center | $5,000
- Attendee Registration Packet | $5,000
- Beverage Station(s) | $5,000

Other opportunities include:

- Attendee Registration Confirmation Email | $3,000
- Mobile App Daily Alert | $3,000
- Tote Bag Placement | $2,000
- Freestanding Ads | $1,000
- Digital Advertisement | $1,000
- Daily Conference Newsletter Banner Ad | $1,000

*Sponsorship menu subject to change. Detailed sponsorship descriptions will be released in the spring, 2022.*

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

The 2022 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.
• 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

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 2022.

Exhibitor Rates

• $2,000 – Standard Fee
• $1,500 – Early Bird Fee (register by July 1, 2022)

Feasibilities are per 10’x10’ or 100 sq. ft. booth space

For more information, please contact Jackie Claus at jclaus@icc-safe.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 100,000+ potential readers, resulting in 41,000 ‘opens’ per month and 44,000 ‘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 Sophie Manthe at smanthe@iccSAFE.org or 888-ICC-SAFE (422-7233), ext. 6238.
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 100,000 subscribers on a monthly basis; each issue receives approximately 23,000 unique views.

View the 2022 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 Sophie Manthe at smanthe@icc-safe.org or 888-ICC-SAFE (422-7233), ext. 6238.
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.

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<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/ Media Exposure</td>
<td>x</td>
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<td>BSJ Weekly &amp; Web Platform Proportional Listing</td>
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<td>Annual Conference Proportional Signage</td>
<td>x</td>
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<td>Premier Sponsor Page Proportional/Descriptive Listing</td>
<td>x</td>
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<td>ICC Corporate Membership</td>
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<td>Annual Conference Registration Packet Give Away (see details on p. 16)</td>
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<td>Annual Conference $5,000 Sponsorship Recognition (or upgrade)</td>
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<td>Learn Live Multi-Day Webinar $5,000 Sponsorship Recognition (or upgrade)</td>
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<td>Building Safety Month $5,000 Sponsorship Recognition (or upgrade)</td>
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<td>BSJ Platform Spots</td>
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<td>1 month</td>
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<td>Pulse Podcast Ad Spots</td>
<td>2</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@icc safe.org or 703-626-9899.