



# 2017

# MEDIA

# KIT

*Affiliate Sponsorship Program*

*Building Safety Month*

*Annual Conference*

*Building Safety & Design Expo*

*Building Safety Journal Online*

*ICC eNews*



### What is the International Code Council?

The International Code Council is a member-focused association. It is dedicated to developing model codes and standards used in the design, build and compliance process to construct safe, sustainable, affordable and resilient structures. Most U.S. communities and many global markets choose the International Codes.

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 100,000 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.

### The ICC Family of Companies



# *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 ICC Members and industry professionals with year-round visibility and recognition.

## **Building Safety Month**

Building Safety Month is a national public awareness campaign celebrated each year during May to help individuals, families and businesses understand what it takes to create safe and sustainable communities.

## **Annual Conference**

The International Code Council's Annual Conference is the MUST attend building safety conference of the year! This event 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.

## **Building Safety & Design Expo**

The Building Safety & Design 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.

## ***Building Safety Journal Online***

The Code Council's award-winning magazine provides you the opportunity to reach more than 63,000 industry professionals who are ICC Members.

## **ICC eNews**

Each issue of the Code Council's award-winning digital newsletter is distributed to more than 90,000 potential readers. It is a proven, very successful way to point prospective customers to your website, programs and services, and generate sales leads.

# ICC Affiliate Sponsor Program

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 ICC'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.

ICC 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. ICC's 63,000 members and over 100,000 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  
**63,000+**

 No. of Chapters  
**370+**

 No. of Customers and eNews Subscribers  
**100,000+**

 No. of Visitors per year at [www.iccsafe.org](http://www.iccsafe.org)  
**3 MILLION+**

**69%**  
GOVERNMENTAL  
Members/  
Representatives



## Visibility and Recognition Year-round



### Benefit

- ◎ **ICC's Annual Conference**
  - 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
- ◎ **Building Safety & Design Expo**
  - Complimentary 10'x10' booth space (excludes decorator fees)
  - Additional benefits listed on page XX.
- ◎ **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 XX.
- ◎ **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
- ◎ **ICC eNews**
  - Linked logo in the ICC Affiliate Sponsor area (40+ issues per year)
  - Jump Page Advertisement in one issue
- ◎ **ICC Building Safety Journal Online**
  - Linked logo in the ICC Affiliate Sponsor ad (6 issues per year)
  - Advertorial published in one issue
  - Full Banner Ad placed in one issue of your choice
- ◎ **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 Online*

### Value

◎ \$10,000  
approximate  
value

◎ \$2,200  
approximate  
value

◎ \$5,000  
approximate  
value

◎ \$8,000  
approximate  
value

◎ \$4,000  
approximate  
value

◎ \$5,000  
approximate  
value

◎ \$450

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

# *Building Safety Month Sponsorship*

## **Building Safety Month Campaign Highlights**

The month-long campaign during May gives sponsors the opportunity to align their company with the International Code Council under this year's main theme of "***Code Officials – Partners in Community Safety and Economic Growth.***"

Weekly messaging will reinforce and leverage the special topics listed below.

### **WEEK ONE // May 1–7, 2017**

Mentoring the Next Generation of Building Professionals

### **WEEK TWO // May 8–14, 2017**

Building Design Solutions for All Ages

### **WEEK THREE // May 15–21, 2017**

Manage the Damage – Preparing for Natural Disasters

### **WEEK FOUR // May 22–28, 2017**

Investing in Technology for Safety, Energy & Water Efficiency



### **Who participates in Building Safety Month?**

Approximately 63,000 ICC Members across the United States and globe celebrate Building Safety Month by hosting community events, demonstration projects and educational outreach initiatives that increase public awareness about the importance of building safety and sustainability, and raises the profile of code officials.

ICC Chapters and volunteers organize events and share key messages with the public as well as with critical stakeholders in building trades, conservation, emergency management, meteorology and more.

Local, state and national leaders support the campaign with official proclamations, resolutions, and official ceremonies. ICC Members engage the news media at every level through broadcast, print and online dialogue with Op-Ed's, Letters to the Editor and interviews. Past campaigns have garnered coverage on CNN as well as other national outlets, and home improvement experts like Danny Lipford and Bob Vila added their voices to the cause.

ICC Board members, staff, Members and key external partners support the campaign through engagement with the U.S. Congress and with the Executive Branch during "ICC Advocacy Day." The meetings focus on public policies that support adoption of current model building codes and adequately resourced code enforcement.

### **How does the campaign work?**

The ICC uses multiple channels (websites, magazines, *ICC eNews*, social media, news releases, etc.) to promote Building Safety Month (BSM). Educational and promotional resources are made available to the 63,000 Members of ICC to participate in the month-long event and promote BSM to their customers and the public. 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 to building departments throughout the United States and abroad.

### **What are the Building Safety Month outcomes?**

For the last six years, a Presidential Proclamation has declared May as National Building Safety Month. White House 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.

# ***Building Safety Month Sponsorship*** (cont.)

## **Last year—2016 Building Safety Month in review**

Below is a snapshot of the outcomes from 2016 Building Safety Month:

- A sixth consecutive Presidential Proclamation
- Events such as mayoral meetings, community gatherings, receptions, training events, banquets and awards ceremonies, outreach at retail facilities and city halls, and other events were held all across the United States hosted by ICC Chapters and stakeholders, including our Founding Strategic Partners in the nation's capital.
- The ICC website provided information about BSM sponsors, free downloads of campaign materials, postings of event photos, and more. In addition to the ICC BSM pages, the Campaign was promoted through Facebook, LinkedIn, and Twitter; and we provided promotional items such as posters, brochures and banners in print and in electronic formats.
- All news releases were cross-promoted through ICC communication channels, trade media, consumer media and online news aggregators to maximize frequency and reach, and to achieve the objectives of our BSM campaign.
- Publicity in trade publications and on websites of Chapters, jurisdictions, nonprofits and industry private sector websites expanded reach, increased the frequency of messaging and served as secondary endorsements of the campaign and its key messages.

## **What can sponsors expect during the 2017 celebration of Building Safety Month?**

Building Safety Month generates widespread news coverage and focus on the importance of building codes, strong code compliance and the case for resilient, safe, strong and sustainable structures. The campaign leverages print and broadcast media, social media, letters of support from corporations and other organizations including FEMA, the National League of Cities and more. Sponsor mentions and materials are included in the ICC *eNews* with more than 100,000 readers and the *Building Safety Journal Online*, which reaches ICC Members. Sponsor companies and organizations will be showcased and recognized for their demonstrated commitment of this vitally important social issue.



## Three Levels of Support for 2017 Building Safety Month:

1. Major Sponsor (\$5,000)
2. Supporting Sponsor (\$1,500)
3. Contributing Sponsor (\$500)

### 1. Major Sponsor (\$5,000)

This premier sponsorship level is ideal for national and international companies, government agencies and organizations. As a Major Sponsor, organizations will receive high-level exposure throughout the entire campaign, and an opportunity to align itself with one of the four weekly themes.

Select one week below and receive all the benefits for Major Sponsor.

#### Building Safety Month Weekly Sponsorship Opportunities

Week One (May 1–7)—Mentoring the Next Generation of Building Professionals

Week Two (May 8–14)—Building Design Solutions for All Ages

Week Three (May 15–21)—Manage the Damage – Preparing for Natural Disasters

Week Four (May 22–26)—Investing in Technology for Safety, Energy & Water Efficiency

#### Major Sponsor Benefits:

- Listed as an overall sponsor of Building Safety Month (BSM) throughout the campaign
- Sponsor logo shown on ICC's BSM website home page ([www.buildingsafetymonth.org](http://www.buildingsafetymonth.org))
- Sponsor will choose one of the four weeks to be featured and will have the option to provide a 30-word statement on how they impact building safety for that week's theme.
- Sponsor logo featured on promotional flyer used at shows and placed in ICC product order shipments
- 100 word profile, logo and link to your corporate website on the BSM Sponsor web page
- Sponsor logo and link in the ICC *eNews* BSM articles
- Sponsor logo and link featured in BSM ads appearing in *Building Safety Journal Online* magazine promoting BSM
- Recognition on signage at the ICC Annual Conference (September, 2017)
- Use of the BSM Logo to promote your involvement and support
- Social Media Mentions (LinkedIn, Facebook, Twitter)

# *Building Safety Month Sponsorship* (cont.)

## **2. Supporting Sponsor (\$1,500)**

Supporting sponsor demonstrates leadership commitment with web presence throughout the campaign through ICC Building Safety Month web pages, social media and event signage.

### ***Supporting Sponsor Benefits:***

- Sponsor logo and link listed on the BSM sponsors webpage
- Recognition on signage at the ICC Annual Conference (September, 2017)
- Use of the BSM Logo to promote your involvement and support
- Social Media Mentions (LinkedIn, Facebook, Twitter)

## **3. Contributing Sponsor (\$500)**

Contributing sponsor demonstrates leadership commitment with a web listing and use of the BSM logo throughout the campaign.

### ***Contributing Sponsor Benefits:***

- Company/Individual name listed on the BSM sponsor webpage
- Use of the BSM logo to promote your involvement and support

## **Conclusion**

Building Safety Month is made possible through the efforts of more than 63,000 Members of the ICC and a handful of extraordinary sponsors who receive an unparalleled opportunity to stand out as leaders in building safety and sustainability. Early sponsorship commitment ensures a high return on investment for sponsors, the ICC and society at large.

# ICC Annual Conference



## 2017 Annual Conference

Annual Conference: September 10–12, 2017  
Greater Columbus Convention Center  
Columbus, Ohio

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, they will be able to network and attend continuing education courses.

The Conference is a uniquely efficient opportunity to reach a large and diverse group of code officials, contractors, architects, inspectors, builders, design professionals, fire service professionals, plans examiners, and engineers to share your knowledge and expertise.

## Who attends?

Code and Fire Officials, Architects, Builders, Engineers, Contractors, Inspectors, Design Professionals, Plans Examiners.

## Conference Features

- Education Sessions & CEU Credits
- Off-site Building Tours
- Networking Opportunities
- Preconference Activities
- Certification Exams
- Building Safety & Design Expo

# *Building Safety & Design Expo*

## **2017 Building Safety & Design Expo**

September 10–11, 2017

Greater Columbus Convention Center

Columbus, Ohio

The Building Safety & Design 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 Building Safety & Design 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 Building Safety & Design 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 BSD Expo website. *Listing includes company name, booth number, web address, company logo, and 100-word company description.*
- Complimentary listing in the BSD Expo program and ICC Annual Conference Program. *Listing includes company name, booth number, city, state, phone, 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 BSD 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

### Exhibit Rates

- \$2,200 – Standard Fee
- \$1,800 – Early Bird Fee (register by July 28, 2017)
- Fees listed are per 10'x10' or 100 sq. ft. booth space

### Sponsorship & Advertisement Opportunities

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

When you take advantage of sponsorship opportunities, you 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 and Building Safety & Design 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 Online

The Code Council's award-winning magazine is published in digital format. The *BSJ Online* features technical articles relevant to current trends and hot topics within the industry. Each issue of the *Journal* provides you the opportunity to reach more than 63,000 industry professionals.



Per issue cost	1 page	2 pages	3 pages	4 pages
Full Banner	Contact Trey Hughes for pricing: 888-ICC-SAFE (422-7233), ext. 5237 or <a href="mailto:thughes@iccsafe.org">thughes@iccsafe.org</a>			
Half Banner				
Rich Media Enhancements				

Issue	Insertions/ Artwork Deadline
February	January 9
April	February 13
June	April 17
August	June 19
October	August 21
December	October 30

2017 Themes
February – Training & Education
April – ANCR
June – BSM in Review
August – Global Services
October – Disaster Mitigation
December – ICC Annual Conference Wrap-Up

## Artwork Submissions

**Full Banners:** File size is 756x1044 pixels, JPEG and PDF are preferred, 72 dpi or better.

**Half Banners:** File size is 756x495 pixels, JPEG and PDF are preferred, 72 dpi or better.

**Rich Media Enhancements:** 640x480, 756x495 and 756x1044 pixels; FLASH is preferred, MPG and AVI are acceptable.

# ICC eNews

Each issue of the Council's award-winning electronic newsletter *ICC eNews* is distributed to more than 90,000 potential readers. It is a proven, very successful way to point prospective customers to your website, programs and services, and generate sales leads.



Per issue cost	1x	6x	12x	18x
Full Banner	Contact Trey Hughes for pricing: 888-ICC-SAFE (422-7233), ext. 5237 or <a href="mailto:thughes@iccsafe.org">thughes@iccsafe.org</a>			

Issue	Insertions/Artwork Deadline	Issue	Insertions/Artwork Deadline	Issue	Insertions/Artwork Deadline
January 19	January 9	May 4	April 26	September 10	August 24
January 26	January 18	May 11	May 3	September 11	September 7
February 2	January 25	May 18	May 10	September 12	September 14
February 9	February 1	May 25	May 17	September 28	September 21
February 16	February 8	June 8	May 31	October 5	September 27
February 23	February 15	June 22	June 14	October 12	October 3
March 2	February 22	June 29	June 21	October 19	October 11
March 9	March 1	July 13	June 28	October 26	October 18
March 16	March 8	July 27	July 19	November 2	October 25
March 23	March 15	August 3	July 26	November 9	November 1
April 6	March 29	August 10	August 2	November 16	November 8
April 13	April 5	August 17	August 9	December 7	November 29
April 20	April 12	August 24	August 16	December 14	December 6
April 27	April 19	August 31	August 23	December 21	December 13

**Artwork Submissions Large Banners:** File size is 581x72 pixels, JPEG is preferred, 72 dpi or better; 30 kb limit. Character count is 175 maximum.

# 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 *ICC eNews* and the *Building Safety Journal Online*. 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](mailto:bcampbell@iccsafe.org)**

**TREY HUGHES** (*Building Safety Journal Online* and *ICC eNews*)  
**888-ICC-SAFE (422-7233), ext. 5237**  
**[thughes@iccsafe.org](mailto:thughes@iccsafe.org)**

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