

2018

ISA 94th Annual International Conference & Trade Show

Greater Columbus Convention Center
Columbus, Ohio, USA

5–8 August 2018

with ITCC



Sponsorship opportunities

The International Society of Arboriculture seeks to create mutually beneficial partnerships with dedicated companies, organizations, and individuals who are aligned with and support the society's corporate values and mission. Each year, ISA provides sponsors the opportunity to play a vital role in strengthening the global tree care community by supporting the growth, recognition and success of the arborist profession, through the international conference. In 2018, in conjunction with the Ohio Chapter, ISA brings the Annual Conference to Columbus, Ohio (USA) 5 – 8 August.

Sponsors provide targeted support for specific ISA events and programs that best align with their corporate objectives while helping advance the ISA mission. Recognition for sponsors is associated specifically with the event and/or program they support through:

- Enhanced exposure benefits and added value opportunities
- Increased recognition and market reach to further build your brand and business
- A deeper and stronger association with the ISA brand

ISA is confident that your organization will not only gain important recognition and distinction for your involvement in the ISA Annual Conference, but that you will be a part of an influential group that together will make the world a healthier and safer place.

Conference and Trade Show

The ISA Annual International Conference and Trade Show gives sponsors a prime opportunity to interact with their target audience, gaining positive exposure for their brands. Conference events, including the trade show, allow sponsors, vendors, and attendees to meet face-to-face with clients, key decisions-makers, influential leaders, industry experts, and potential business partners.

Sponsorship helps support:

- Quality educational sessions on arboriculture and urban forestry worldwide offering ISA credential holders a multitude of continuing education units to choose from
- Additional specialized programming for utility, municipal, and commercial arboriculture
- Practical, hands-on workshops
- Display of cutting-edge industry products and techniques
- Networking opportunities with experienced industry professionals

**Find more information on
the benefits chart below.**

Sponsorship Descriptions

Platinum Sponsor Packages

Arboriculture Celebration	\$25,000	SOLD
Conference Bags	\$10,000	
Translation	\$10,000	
Climbers' Corner	\$9,500	SOLD

Gold Sponsor Packages

Name Badge Holder	\$8,500	SOLD
Tuesday Educational Tracks	\$7,000	
Keynote (Monday)	\$5,000	
Monday Educational Tracks	\$5,000	
(NEW) Student Scholarship Sponsor	\$5,000	
Breakfast on Trade Show Floor (Tuesday)	\$5,000	

Silver Sponsor Packages

CEU Challenge Stations	\$4,000	
Water Stations	\$4,000	
(NEW) Notepads	\$4,000	
Aisle Signs and Carpet Clings	\$3,500	
AREA Sessions (Wednesday)	\$3,000	
Charging Stations	\$3,000	SOLD
Conference App	\$3,000	
Decorations	\$3,000	
Water Bottles	\$3,000	
(NEW) Annual Conference Pen	\$3,000	
Breaks on Trade Show Floor (Mon. or Tues)	\$2,500	

Bronze Sponsor Packages

Onsite Guide	\$2,000	
Commercial Arborist Tour	\$2,000	
Municipal Arborist Tour	\$2,000	
Session Breaks (Mon., Tues., or Wed.)	\$2,000	
Women in Arboriculture Networking	\$2,000	
(NEW) Technical Program Support	\$1,500	
(NEW) Speaker Ready Room	\$1,000	
Large Educational Session Boards	\$1,000	

Supporter Sponsor Packages

Event Supporter	\$500
Student Supporter	\$250



Platinum Sponsor Packages

Arboriculture Celebration – \$25,000 SOLD

Associate your brand with the kickoff event that brings attendees together to celebrate the accomplishments of ISA at the Arboriculture Celebration on Sunday evening. Attendees, sponsors, vendors, and award winners congregate to acknowledge the individuals and organizations throughout the world that have contributed to the advancement of arboriculture. A reception on the Trade Show floor is a premier networking opportunity at the ISA Conference. Help ISA create a memorable experience for attendees by supporting this activity.

Additional benefits:

- Verbal and presentation thank you during Ceremony
- Sponsor logo included in event program
- Opportunity to provide giveaways as a welcome into the event
- Opportunity for company representatives to greet attendees as they enter the reception and distribute company logoed items that may be useful for their conference participation
- Signage at the food areas
- Logo on drink tickets provided to conference attendees

Conference Bags – \$10,000 (or shared at Silver level)

Participant bags are an opportunity for a sponsor to not only get logo recognition at the event, but also in the communities where the participants live and work.

Additional benefit:

- Sponsor logo on bags distributed to all attendees

Translation – \$10,000

A large population of the arboriculture workforce speaks Spanish as a first language. Support ISA's effort to reach all aspects of the arboriculture community by helping us to offer Spanish interpretation.

Additional benefit:

- Logo on signage for sessions where interpretation will be available

Climbers' Corner – \$9,500 SOLD

The Climbers' Corner, located on the trade show floor, attracts arborists with live demonstrations on pruning, climbing, safety, and other relevant topics. Attendees not only get to hear the information but are able to see how to properly execute the skills. Eight sessions are held in this area throughout the course of the two days of the trade show. In addition to those attending, nearly every conference attendee will walk past the Climbers' Corner as they browse the trade show.

Additional benefits:

- Opportunity for company representatives to introduce presenters and distribute company logoed items to session attendees (could happen once or numerous times throughout the two days of sessions)
- Signage in the Climbers' Corner area with the opportunity to provide additional signs and banners



Gold Sponsor Packages

Name Badge Holder – \$8,500 SOLD

The first thing most attendees do when meeting someone new is look at the person's name badge. Have your logo next to the name of every attendee.

Additional benefit:

- Logo on badge holders that are provided to Conference attendees

Tuesday Educational Tracks – \$7,000

Providing education on how to perform safe and proper tree care is the primary reason behind the development of the ISA Annual International Conference and Trade Show. Support continued education by sponsoring an educational track.

Additional benefits:

- Opportunity for company representative to greet participants as they enter the sessions and distribute giveaway items
- Logo on signage outside of room where tracks will be held

Keynote (Monday, Tuesday) – \$5,000

The speakers with the largest audiences who makes a lasting impression on numerous attendees is the Keynote speaker.

Additional benefits:

- Opportunity for company representatives to greet attendees as they enter the session and distribute company logoed items that may be useful for their conference participation
- One 22" x 28" (56 cm x 71 cm) sign with your logo near the stage during the presentation
- Logo next to Keynote listing on signage outside of the session room

Monday Educational Tracks – \$5,000

Providing education on how to perform safe and proper tree care is the primary reason behind the development of the ISA Annual International Conference and Trade Show. Support continued education by sponsoring an educational track.

Additional benefit:

- Logo on signage outside of room where tracks will be held

NEW Student Scholarship Sponsor – \$5,000

Supporting students with a passion for the arboriculture is vital for the future of the industry. With your support students will have a unique educational experience as well as networking at industry events and at the trade show.

Additional benefits:

- Logo on signage outside of room at Sunday evening reception for all student attendees
- Logo on signage outside of room at Tuesday student lunch for all student attendees
- Exclusive logo on student shirts worn by 8 to 10 ISA student ambassadors
- Opportunity for representatives to greet students and distribute giveaway items at all student activities

Breakfast & Networking on Trade Show Floor (Tuesday) – \$5,000

Before starting educational sessions for the day, attendees will have the opportunity to visit with exhibitors. Help ISA to provide a light breakfast to conference attendees.

Additional Benefits:

- Mention in a social media post about the ISA Conference
- One 22" x 28" (56 cm x 71 cm) sign at each food and beverage area on the Trade Show floor

Silver Sponsor Packages

CEU Challenge Stations – \$4,000

Continuing education is vital for the creation of a safe and knowledgeable workforce. Supporting arboriculture education helps ISA provide additional learning opportunities for the ISA conference attendees.

Additional benefits:

- Opportunity to work in conjunction with ISA to staff the stations and further interact with ISA credential holders.
- One 2' x 3' banner displaying only the sponsor logo at the CEU Challenge Stations (approximately two) with the opportunity for the sponsor to provide additional signage and banners

Water Stations – \$4,000

Hydration is an important aspect of health and safety in arboriculture as in every profession. Each attendee will be given a reusable water bottle. Have your company name and logo associated with the much needed water to fill that bottle.

Additional benefits:

- Signage on or near each water station (except those in the food and beverage areas on the trade show floor)

NEW Notepads – \$4,000

Meeting attendees are sure to be taking notes throughout the event. Be featured on the Notepad to ensure your company is top of mind throughout the Annual Meeting and long after.

Aisle Signs and Carpet Clings – \$3,500

Conference attendees often are looking for specific exhibitors or are simply lost and looking for direction. Have your logo on the ground and in the air on the aisle number signs that help them to find their way.

Additional benefit:

- Logo on aisle number overhead signs and carpet clings

AREA Sessions (Wednesday) – \$3,000

The Arboricultural Research and Education Academy (AREA) is the ISA professional affiliate dedicated to tree research and education. AREA programming consists of research presentations not only by professionals, but also by students who are gaining valuable experience in conducting research and sharing their results.

Additional benefits:

- Opportunity for company representative to greet participants
- Logo on signage outside of AREA session room

Charging Stations – \$3,000 SOLD

Many people are attached to their portable devices, and it is very frustrating when the battery does not allow for constant use. Sponsor an area with readily-available electricity for people to be able to recharge their devices.

Additional benefit:

- One 22" x 28" (56 cm x 71 cm) sign at the device charging area or signage on the charging unit

Conference App – \$3,000

An event app allows attendees to have the event details in the palms of their hands. Have your logo on the devices that attendees are already using by sponsoring the conference app.

Additional benefits:

- Logo on all app ads

Decorations – \$3,000

Atmosphere plays to the comfort level of attendees. Associate your company name and logo with the aesthetics of the learning environment.

Additional benefits:

- Logo on signage outside of rooms where decorations are supported.

Water Bottles – \$3,000

Hydration is an important aspect of health and safety in arboriculture as in every profession. Participant water bottles are used by attendees at Conference and later on the jobsite.

Additional benefit:

- Logo on conference attendee water bottles

NEW Annual Conference Pen – \$3,000

Send your logo home with all attendees on the official Annual Conference pen.

Additional benefit:

- Logo on all pens distributed to 1800+ attendees

Breaks on Trade Show Floor (Monday or Tuesday) – \$2,500

(multiple available)

After sitting in a lecture or conversing with exhibitors, refreshments are a welcomed break. Help ISA to provide drinks and snacks to conference attendees.

Additional benefit:

- One 22" x 28" (56 cm x 71 cm) sign at each food and beverage area on the Trade Show floor



Bronze Sponsor Packages

Onsite Guide – \$2,000

Many attendees carry their onsite guide with them everywhere they go for the duration of the event. Put your logo on the book that guides them numerous times per day.

Additional benefits:

- Logo on cover of onsite guide
- One page thank-you ad included in the onsite guide

Commercial Arborist Tour – \$2,000

The Society of Commercial Arboriculture (SCA) organizes opportunities for commercial arborists to learn and network with their peers. Support SCAs efforts to educate the commercial arboriculture community.

Additional benefits:

- Opportunity for company representative to greet participants
- One 22" x 28" (56 cm x 71 cm) sign associated with the SCA activities

Municipal Arborist Tour – \$2,000

Municipal arborists play a large role in the quality of life in every town throughout the world. Support the Society of Municipal Arborists (SMA) in their efforts to bring together those who manage trees in their communities.

Additional benefits:

- Opportunity for company representative to greet participants
- One 22" x 28" (56 cm x 71 cm) sign associated with the SMA activities

Session Breaks (Monday, Tuesday, or Wednesday) – \$2,000

(multiple opportunities available)

After sitting in a lecture or conversing with exhibitors, refreshments are a welcomed break. Help ISA to provide drinks and snacks to conference attendees during session breaks.

Additional benefits:

- One 22" x 28" (56 cm x 71 cm) sign at the break food and beverage service area

Women in Arboriculture Networking – \$2,000

Women play a vital role in the arboriculture industry. Support their opportunity to engage with other women in the industry by sponsoring the Women in Arboriculture Networking Session, which includes an educational presentation. Sponsorship also includes: opportunity for company representative to greet participants and provide giveaway items during event and one 22" x 28" (56 cm x 71 cm) sign outside of the session room.

Additional benefits:

- Opportunity for company representative to greet participants and provide giveaway items during event
- One 22" x 28" (56 cm x 71 cm) sign outside of the session room

(NEW) Technical Program Support – \$1,500

(multiple opportunities available)

Contribute to the quality and success of the Annual Meeting's programming through your sponsorship. Technical program support is a general sponsorship and cannot be specified to a particular session or presentation.

(NEW) Speaker Ready Room – \$1,000

Showcase your logo at the Sponsor Ready Room where presenters stop in to prepare for their oral presentation.

Large Educational Session Boards – \$1,000

Large educational session grid boards for attendees to reference each day. Have your name be seen by numerous attendees who will study this information.

Additional benefit:

- Logo on large educational session grid board

Supporter Sponsor Packages

Event Supporter – \$500

Event Supporters assist ISA to enhance the Conference experience for all participants without a specific designation for their monetary contributions.

Student Supporter – \$250

Students are the future of the arboriculture industry. Support their desire to learn and plan for their future careers by assisting ISA in providing opportunities for student participation.

General Sponsorship Benefits		Platinum	Gold	Silver	Bronze	Supporters
(NEW)	10' x 10' Trade Show booth	X				
(NEW)	Conference Registrations	2	1			
	Sponsor logo on conference website (average hits Jan–July)	X	X	X	X	X
	Logo in sponsor rec ads in up to 3 issues of AN (distribution 24,000)	X	X	X	X	X
	Sponsor recognition on Trade Show booth sign (if applicable)	X	X	X	X	X
	Sponsor logo on all onsite sponsor signage	X	X	X	X	X
	Logo in conference onsite guide (distribution approx 1,900)	X	X	X	X	X
	Logo in conference registration marketing piece	X	X	X	X	
	Logo on conference app	X	X	X	X	
	Social Media Event Post (ISA Facebook 19,500+ followers)	X	X	X	X	
	Sponsor Ribbons for Staff	X	X	X	X	
	Recognition at Arboriculture Celebration (Sunday evening)	X	X	X		
	Web logo with click through to company website (avg hits Jan–July)	X	X	X		
	Opportunity to provide giveaways in conference bags (1,900 pieces)	X	X	X		

To discuss sponsorship opportunities, contact:
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