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 2020, in conjunction with the Rocky Mountain Chapter, ISA brings the Annual Conference to Albuquerque, NM (USA) 9–12 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, see the comparison chart on the following page.

Need a customized sponsor package?
We’d love to work with you create a package that works best for your company! Contact us today at jscarroll@isa-arbor.com.
**Sponsorship Comparison Chart**

<table>
<thead>
<tr>
<th>General Sponsorship Benefits</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Supporters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page advertisement in Onsite Guide</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference registrations</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition at Arboriculture Celebration (Sun. evening)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web logo with click through to company website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to provide giveaways in conference bags (1,900 pieces)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo in conference registration marketing piece</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Logo on conference app</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Social media event post (ISA Facebook 26,000+ followers)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Sponsor ribbons for staff</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Sponsor logo on conference website (average hits Jan–July )</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo in sponsor rec ads in up to 3 issues of AN (distribution 24,000)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor recognition on Trade Show booth sign (if applicable)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Sponsor logo on all onsite sponsor signage</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo in conference onsite guide (distribution approx 1,900)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

**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

**Education Sponsor – $12,000**

Educational programming is the cornerstone of the ISA conference. Your brand can be associated with the #1 reason attendees people register for the conference.

*Additional benefits:*
- Company staff as moderators or facilitators of programming
- Recognition in every session room

**Conference Bags – $10,000**

(or shared at Silver level for $3,300 per company)

Place your company logo on the always popular, Conference bags! All full registrations receive a Conference bag at the registration desk. Your company logo will be visible throughout the entire conference and beyond. It’s a great way to make a first impression! ISA to provide bags.

**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**

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 (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
Name Badge Holder – $8,500
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 (Mon. and Tues.) – $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 benefits:
• Logo on signage outside of room where tracks will be held

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 8–10 ISA student ambassadors
• Opportunity for representatives to greet students and distribute giveaway items at all student activities

Breakfast & Networking on Trade Show Floor (Tues.) – $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

Women in Arboriculture Networking – $5,000
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
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

Sustainability Sponsor – $4,000
Help our annual conference become a more sustainable event by providing high visibility recycling stations, water stations to refill your water bottle, and other sustainability opportunities.

Additional benefits:
• Signage on or near each water station
• High visibility color on recycling locations with your company logo
• Ad in onsite guide on sustainability recognizing your company

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 (Wed.) – $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
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.

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 benefit:
• Logo on all app ads

Gourmet Coffee Session Break – $3,500
Break out of the ordinary with a selection of gourmet coffees and teas for our attendees. Break will be placed right outside the session room.

Additional benefits:
• Sponsor can have representative available for “coffee talk”

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

Annual Conference Pen – $3,000
Send your logo home with all attendees on the official Conference pen.

Additional benefit:
• Logo on all pens distributed to 1800+ attendees

Breaks on Trade Show Floor (Mon. or Tues.) – $2,500 (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 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 (Mon., Tues., or Wed.) – $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

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.

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 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.

Other Opportunities
Advertise your brand in the Conference Onsite guide!
Full page ad - $1,000
One-half page ad - $500

Please contact Jessica Carroll at jcarroll@isa-arbor.com for ad dimensions.

To discuss sponsorship opportunities, contact:
Jessica Carroll at +1-217-778-9744
jscarroll@isa-arbor.com