



ICC

INTERNATIONAL
CODE
COUNCIL®

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.

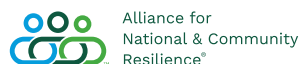
With sincere gratitude,



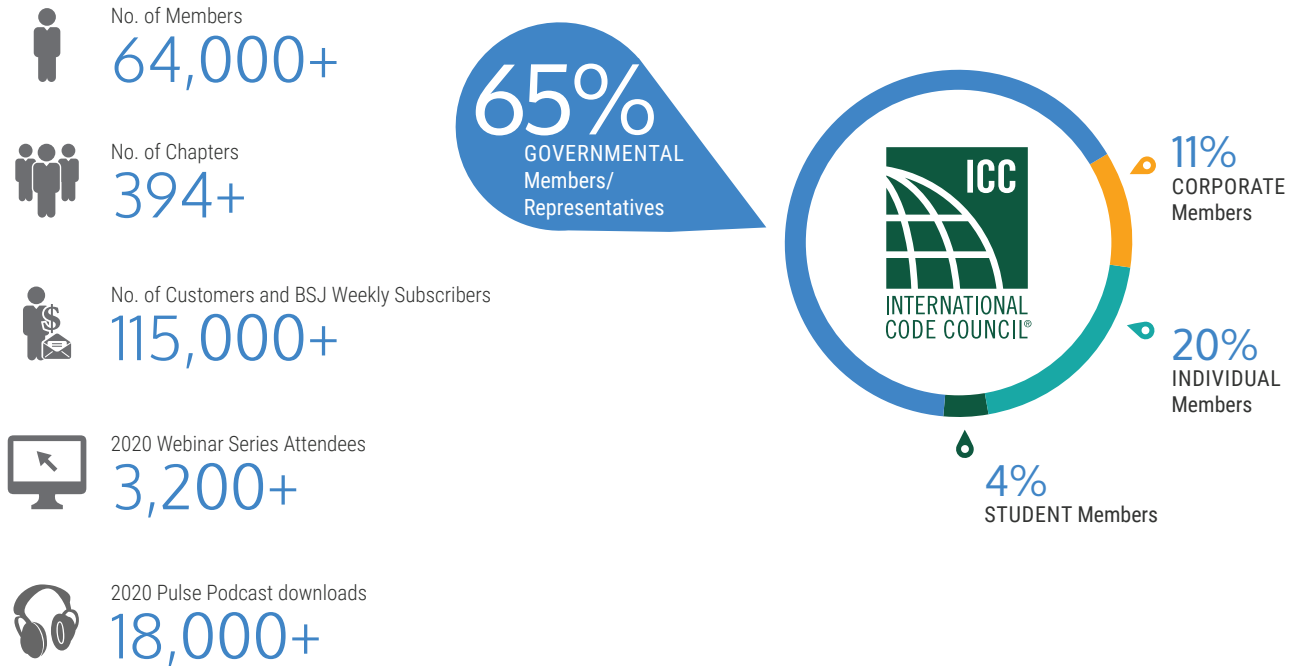
Dominic Sims, CBO
Chief Executive Officer
International Code Council



ICC FAMILY OF SOLUTIONS



Overall Reach



Social Media Reach



OPPORTUNITIES – OVERVIEW

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

The Annual Conference 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.

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 18](#) 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 19](#) for more information.

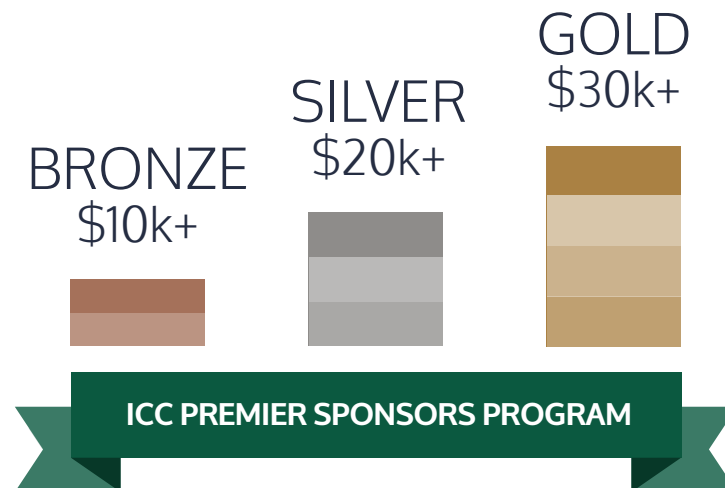
BSJ Sponsor Content

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 19](#) for more information.

THE ICC PREMIER SPONSORS PROGRAM

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 Sponsor program will provide even greater value, as outlined on [page 21](#).

ICC 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.

The Fall 2021 Learn Live Program will take place from November 15-18. Please see the many educational sessions available for sponsorship [here](#).

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

2021 Learn Live Sponsorship Opportunities

- Multi-Day Program (November 15-18)
 - \$25,000 Overall Sponsor (**Reserved**)
 - \$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@iccsafe.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.

QUARTER	MONTHS	THEME
Quarter 1	January – March	<i>Innovation and New Technology</i>
Quarter 2	April – June	<i>Codes and Safety</i>
Quarter 3	July – September	<i>Training and Leadership</i>
Quarter 4	October – December	<i>Topics of Global Concern</i>

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 promotional message 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 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 2021, Pittsburgh, Pennsylvania, will host the ICC Annual Conference from September 19–21. In addition, as part of the fall program offerings, Global Connections Day is moving virtual in October, and ICC Learn Live will offer virtual educational sessions in November.

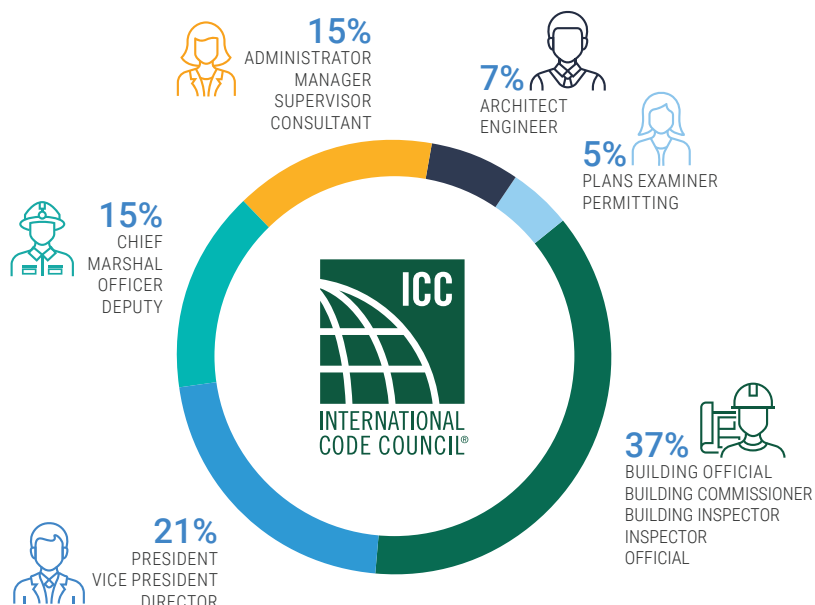
Who attends?

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 (i.e. Ron Burton Golf Outing and Bob Fowler Event)

Attendees by Job Titles



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.

2021 Annual Conference Sponsorship/Advertising Opportunities

► Annual Conference and Fall Learn Live Education Sessions

The Conference Education Program will include an afternoon of in-person educational sessions in Pittsburgh and approximately 25 webinar sessions in November during ICC Learn Live.

- Overall Education Sponsor (Conference and Learn Live) – \$25,000 (**Reserved**)
- Individual Conference or Learn Live Session Sponsor – \$5,000

In addition to recognition in all promotional communications and on program webpages, session sponsors will receive:

- One (1) complimentary full conference registration.
- Logo placement on session welcome slides, sponsor recognition webpages, and conference signage.
- Live conference recognition or a 30-second promotional message at ICC Learn Live during the sponsored session.
- One (1) banner ad in the daily conference newsletter.

The Overall Education Sponsor will additionally receive top-line sponsorship recognition at the Annual Conference and ICC Learn Live, either a two-minute promotional video or in-person greetings at an in-person educational session, four (4) complimentary full conference and ICC Learn Live registrations and a banner ad for each issue of the daily conference newsletter.

continued

2021 Annual Conference Sponsorship/Advertising Opportunities (continued)

► **Conference Mobile App | \$10,000 (Exclusive) (Reserved)**

The Annual Conference Mobile App will be the single most-used information resource for Annual Conference attendees. A Conference Program or Pocket Schedule are no longer printed for attendees. As a sponsor of the Mobile App, you receive the following benefits:

- Sponsor's logo and/or advertisement will appear prominently within the Mobile App.
- Sponsor's logo will be included in all communications and webpages promoting the downloading and use of the Mobile App.
- Two (2) complimentary full conference and ICC Learn Live registrations.
- Logo placement on session welcome slides, sponsor recognition webpages, and general conference signage.
- Logo placement on sponsor webpages and general conference signage.

► **Conference & ICC Learn Live Home & Registration Webpages | \$10,000 (Exclusive) (Reserved)**

The home and registration pages are the online information resources for the Annual Conference and ICC Learn Live. The sponsor will receive:

- Logo and appreciation messaging in all conference and ICC Learn Live marketing communications.
- Two (2) complimentary full conference and ICC Learn Live registrations.
- Logo placement on sponsor recognition webpages and general conference signage.
- A 30-second promotional message during a conference session.

► **Conference Keynote Speakers | \$7,500 (2)**

The Annual Conference will feature keynote addresses during the ICC Annual Business Meeting and during the Annual Banquet. Sponsor benefits include:

- Two-minute video or brief remarks, followed by scripted introduction of keynote speaker
- Logo placement on session welcome slides, general conference signage, and conference sponsor recognition webpage
- Two (2) complimentary full conference and ICC Learn Live registrations

► **Annual Awards Event | \$7,500 (Exclusive) (Reserved)**

The annual awards will be presented at a lunch or dinner event and will honor extraordinary building safety professionals and organizations. Sponsor benefits include:

- Event welcome remarks or 2-minute promotional video
- Recognition in the mobile app
- Reserved seating for sponsor representatives at the event
- Logo placement on session welcome slides, general conference signage, and conference sponsor recognition webpage.
- Two (2) complimentary full conference and ICC Learn Live registrations.

2021 Annual Conference Sponsorship/Advertising Opportunities (continued)

► **Welcome Reception | \$7,500 (Multiple)**

The Code Council will welcome attendees to Pittsburgh in style on September 19. The reception sponsor benefits include:

- Recognition at the event
- Table space for organization's promotional materials
- Logo placement on session signage, general conference signage, and conference sponsor recognition webpage
- Two (2) complimentary full conference and ICC Learn Live registrations
- Opportunity to provide branded merchandise to attendees. Item must be approved by Code Council staff; sponsor in charge of item creation and delivery.

OTHER SPONSORSHIP OPPORTUNITIES

► **Conference Onsite Registration Area/Information Desk | \$5,000 (Exclusive)**

A central information hub for Annual Conference attendees to receive help with registration changes, session information, and conference logistics. Benefits include:

- Prominent signage
- Logo placement on general conference signage and conference sponsor recognition webpage
- One (1) complimentary full conference registration

► **Global Connections Day (Virtual) | \$5,000 (2)**

The 2021 Global Connections Day will feature two virtual sessions, each with a keynote speaker, follow on panel discussion, and Q&A session. This year's theme is Extreme Weather. Global Connections Day will be held in October, exact date is TBD.

Sponsor benefits include:

- Recognition during program at beginning and end of session
- 30-second promotional message at the sponsored session
- One (1) banner ad in conference daily newsletter
- One (1) complimentary full conference registration

► **Conference Tote Bags | \$5,000 (Reserved)**

Be the first company in front of attendees as they open their mailed-in-advance registration packet. The conference tote bag, produced by the Code Council, will feature the Annual Conference logo on one side and your organization's logo/message on the other.

2021 Annual Conference Sponsorship/Advertising Opportunities (continued)

► **Sanitizing / Charging Station | \$5,000 (Reserved)**

Associate your brand with the amenities of hand sanitizer supplies and power supply for computers, cell phones and other electronic devices. As a sponsor, your logo will appear on signage promoting the sanitizing/charging kiosks, on the conference sponsor recognition webpages and on general conference signage.

► **Business Center | \$5,000 (3) (Reserved)**

Your company's support of the ICC Business Center provides an added bonus. The Center will remain opening throughout the Code Hearings which follow the Annual Conference, for a total exposure of ten days (Sept. 19–28). Amenities include printer, copier, scanner, and complimentary office supplies such as post-it notes, pens, tape, staplers, paper clips, etc. If you respond by July 31, your corporate imprint can be included on a selected item.

► **Hotel Key Card | \$5,000 (Exclusive)**

Promote your company from check-in until check-out by sponsoring key cards for participating conference hotels. Have attendees staying at conference hotels holding your company logo in the palm of their hands. Deadline for artwork is August 20, 2021.

► **Mobile App Daily Alert | \$3,000 (3)**

Get directly into the palm of the hand of each attendee through a mobile app daily alert. The alert will go out at 8:00 AM on the day chosen to all conference attendees. Alert message will include the sponsor's logo and 25-word description.

► **Attendee Registration Confirmation Email | \$3,000 (Exclusive)**

Get the first impression with conference attendees when you sponsor the registration confirmation. This confirmation email is sent out as attendees register for the event. The sponsor's logo and 25-word description will be included at the bottom of the confirmation. (Exposure is based on time of purchase.)

► **Attendee Registration Packet | \$2,000 (space limited; first come, first served)**

This year attendee registration packets will be mailed prior to the show. Announce your company to each attendee by including a branded 'give away' item in the packet. Give away items may include notepad, travel mugs, charging cords, hand sanitizer, pens, or another item upon approval.

Sponsors will also get a listing in an online Sponsor Directory on the Annual Conference webpage. Listing will include the sponsor logo and 25-word description.

NOTE: Sponsors must mail in their branded items by July 31, 2021, for guaranteed inclusion in the attendee registration packet. Give away items are subject to size and weight limits.

► Monday Night Safety 2.0 Happy Hour Social | \$2,000 (Multiple)

Network with conference attendees during this new event. Each sponsor will receive signage recognition at either a food or beverage station, logo placement on conference signage and conference sponsor recognition webpage, and table space for organization's promotional materials. The organization will also be supporting our **Safety 2.0**, which helps bring in the next generation of leaders to the building safety field.

2021 Annual Conference Sponsorship/Advertising Opportunities (continued)

► Bob Fowler Virtual 5k Run/Walk/Ride | \$2,000 (Multiple)

Sponsor this reimagined virtual event to honor the legacy of code hero Bob Fowler. This year's event will include a virtual 5k run/walk. A portion of proceeds from the event will go to **Safety 2.0** to support the next generation of building safety leaders.

Sponsor benefits include:

- Logo on the run t-shirt, mailed in advance to participants
- Logo on the related participant emails
- Listing in an online Sponsor Directory on the Annual Conference webpage. Listing will include the sponsor logo and 25-word description.

ADVERTISING OPPORTUNITIES

► Freestanding Ads | \$1,000 (Limited)

Placed in high-traffic public areas of the conference, these freestanding, single-sided displays are a great way to gain additional exposure for your company. Sign measures 24" wide x 72" high. (Displayed September 19–21).

► Digital Advertisement (onsite television screen) | \$1,000

Company recognition (just name or logo capability) on in-house video monitors in high-traffic public areas of the conference venue. (Displayed September 19–21)

► Daily Conference Newsletter Banner Ad | \$1,000

The Building Safety Journal issues a special daily newsletter during the Annual Conference. Banner ads are 600x100pixels (width x height), 72dpi, 300kb file size, 175 maximum character count in either PNG or JPG format. The Daily Conference Newsletter is distributed to all conference attendees.

Sponsorship menu subject to change.

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

ADVERTISING

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.

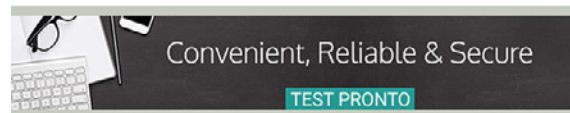


March 11, 2021 | The weekly news & insights of the [Building Safety Journal](#)

Code Council releases new framework to address energy efficiency needs across the entire building industry



The International Code Council released a new framework — Leading the Way to Energy Efficiency: A Path Forward on Energy and Sustainability to Confront a Changing Climate — to assist in meeting energy efficiency goals. The framework includes using the Code Council's ANSI-approved standards process to update the International Energy Conservation Code. [Read more](#)



ASHRAE partners with Code Council to publish the latest energy efficiency requirements in a single source

The International Code Council and ASHRAE have collaborated to release the 2021 International Energy Conservation Code and ANSI/ASHRAE/IES Standard 90.1-2019: Energy Standard for Buildings Except Low-Rise Residential Buildings. By compiling the complete text of both publications, this joint resource offers users convenient access to the latest requirements for energy efficiency in a single volume to provide the information needed to achieve optimal energy conservation in both residential and commercial construction. It is available now in digital and print formats. [View publications](#)

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)

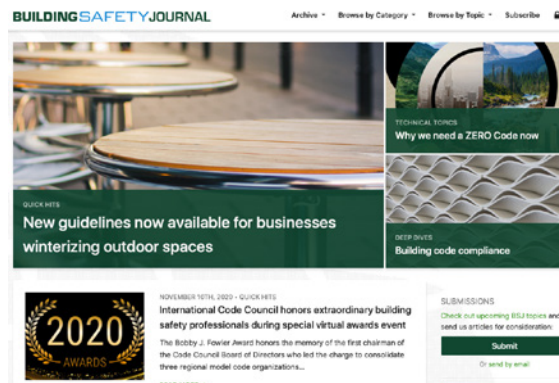
For customized advertising packages and other questions, please contact Donna Campbell at dcampbell@iccsafe.org or 888-422-7233, x6233.

ADVERTISING

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 Donna Campbell at dcampbell@iccsafe.org or 888-422-7233, x6233.

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.

PREMIER SPONSORS PROGRAM DETAILS

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.

ADDITIONAL BENEFITS	GOLD* \$30,000+	SILVER \$20,000+	BRONZE \$10,000+
Sponsorship			
Proportional Website/Social Media/ Media Exposure	x	x	x
BSJ Weekly & Web Platform Proportional Listing	x	x	x
Annual Conference Proportional Signage	x	x	x
Premier Sponsor Page Proportional/Descriptive Listing	x	x	x
ICC Corporate Membership	x	x	x
Annual Conference Registration Packet Give Away (see details on p. 16)	x	x	
Annual Conference \$5,000 Sponsorship Recognition (or upgrade)	x	x	
Learn Live Multi-Day Webinar \$5,000 Sponsorship Recognition (or upgrade)	x	x	
Building Safety Month \$5,000 Sponsorship Recognition (or upgrade)	x		
Webinar Sponsorship	1		
Advertising			
BSJ Weekly Ad Spots	2	2	1
BSJ Platform Spots	2 months	2 months	1 month
ICC Pulse Podcast Ad Spots	2	1	1

**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.