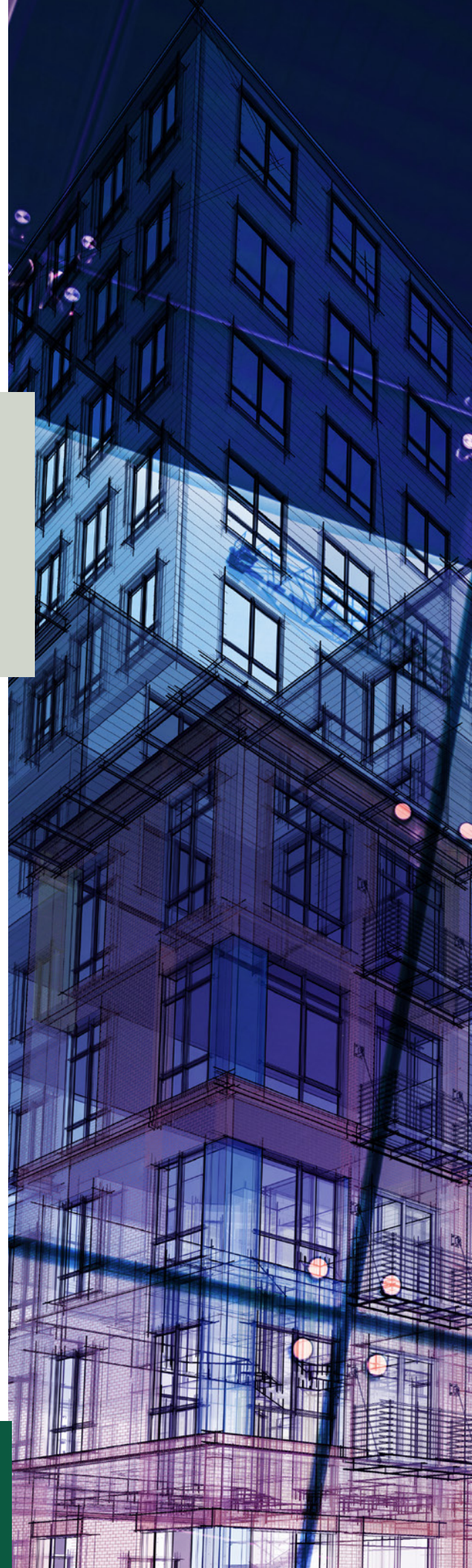




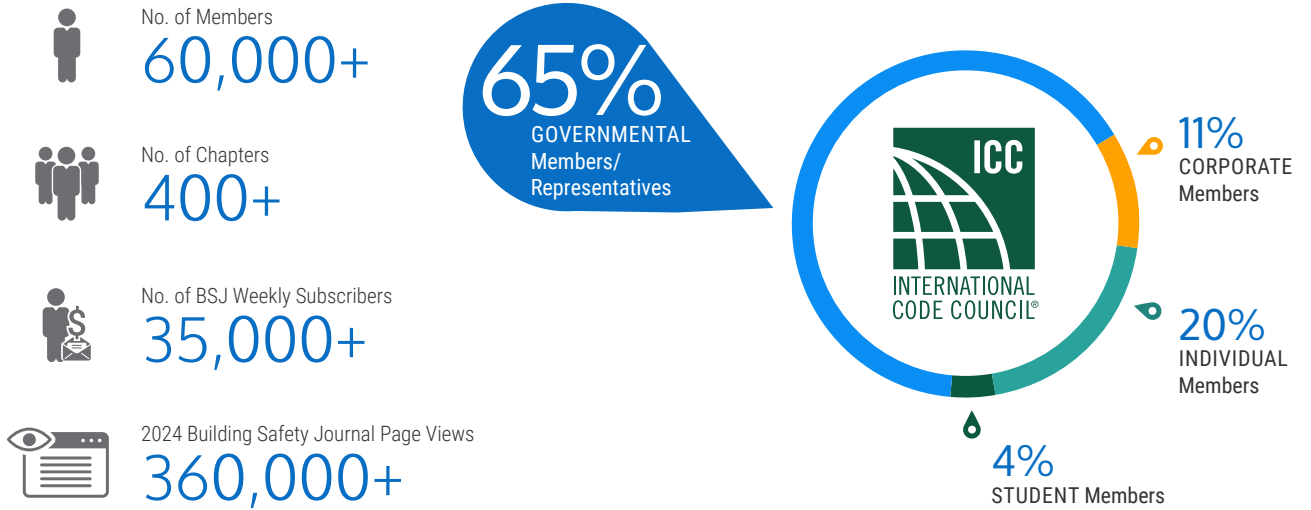
INTERNATIONAL
CODE
COUNCIL®

2026 Visibility Prospectus

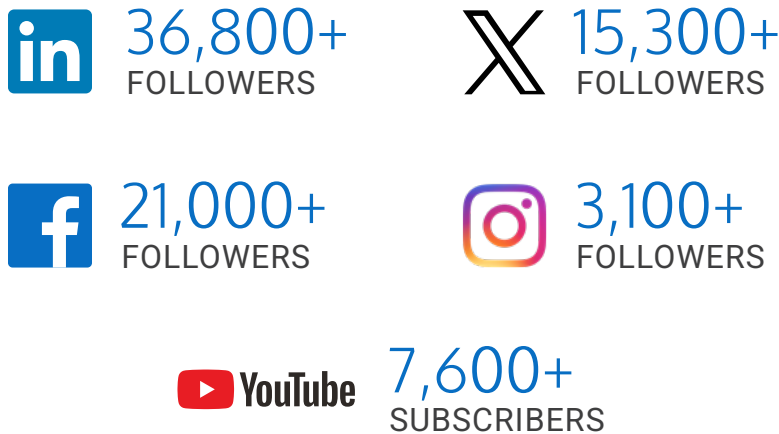
Updated 05/01/26



Overall Reach



Social Media Reach



Sponsorship

Pulse Podcast

Season 7 of the podcast will continue in 2026 with five new episodes that will range from 30 to 45 minutes each. See [page 4](#) 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 5](#) for more information.

Annual Conference

The Annual Conference is the MUST attend building safety event of 2026! 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 7](#) for more information.

Advertising – Building Safety Journal (BSJ)

BSJ Weekly

Each issue of ICC's digital newsletter is distributed to over 35,000 active readers. It is a proven, successful way to point prospective customers to your website, programs and services, and generate sales leads. See [page 14](#) for more information.

BSJ Online Blog

ICC's technical blog has 360,000+ pageviews annually and provides the opportunity to reach industry professionals. See [page 15](#) for more information.

Chapter Sponsorship Program

The International Code Council invites each of its Chapters and Regions to generously support one or more of four priority educational programs, which advance building safety and code official career development on the local and regional levels. [Learn more here.](#)

Podcast

The ICC Pulse Podcast offers listeners the inside scoop on ICC 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.

Season 7 of the podcast will continue in 2026 with five new episodes that will range from 30 to 45 minutes each.

To listen to previous seasons of the podcast [click here](#).

The podcast is available on www.iccsafe.org, [Apple Podcasts](#) and [Spotify](#).

ICC Podcast Series Sponsorship Opportunities

- Title Sponsor – The ICC Pulse Podcast – Sponsored by <Company Name> – \$10,000
- Individual Podcast Episode – \$3,500

**For more information, please contact: Official Sponsorship Vendor for ICC – SB Expos & Events
Deanne Rockola Altman, Exhibit/Sponsorship Sales Manager, (301) 658-2115, ICC@discoversb.com.**

Building Safety Month 2026: Built to Last

Celebrated annually since 1980, Building Safety Month is a public awareness campaign that takes place each May and highlights the role of building codes in keeping us safe in the places where we live, work and play. The popular campaign features weekly themes that focus on safety at home, careers in building safety, building resilience, and more.

ICC heavily promotes Building Safety Month to the public and to its members and chapters worldwide. By sponsoring Building Safety Month, you'll stand out as a leader in building safety and help people understand the importance of working together to build a safer world.

This year's theme is Built to Last and the weekly themes are as follows:

Week 1 (May 1 – 10): Safe Homes, Strong Communities

Week 2 (May 11 – 17): Voices of the Built Environment

Week 3 (May 18 – 24): Prepared to Protect

Week 4 (May 25 – 31): Communities Without Limits

More information about Building Safety Month 2026 will be available soon!

2025 Building Safety Month Impact

 **434**
PROCLAMATIONS

 **609**
WEBINAR
REGISTRANTS

 **9** YOUTUBE
VIDEOS


 **43,989**
BUILDING SAFETY
MONTH WEBSITE
PAGEVIEWS

 **52,024,803**
IMPRESSIONS OF NATIONAL
BROADCAST SEGMENT (TV)

 **270,202**
OVER
EBLAST RECIPIENTS

 **12**
SPONSORS

 **27** BUILDING SAFETY
JOURNAL ARTICLES
32,688 TOTAL PAGEVIEWS
IN MAY

 **3,730** MEDIA
PLACEMENTS
511,385,507 IMPRESSIONS OF
SYNDICATED FEATURE

Building Safety Month Sponsorship Opportunities

1. Foundation Sponsor (\$15,000) (Exclusive)
 - 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 (1) 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 International Code Council Annual Conference (Fall 2026) registration
 - Receives all benefits from the Theme Week Co-Sponsor Level
3. Theme Week Co-Sponsor (\$5,000) (open)
 - Sponsor will choose one (1) of the four weeks to be featured
 - Listed as a sponsor of Building Safety Month throughout the campaign
 - Sponsor logo shown on the Building Safety Month website home page
 - 100-word profile, logo and link to your corporate website on the Building Safety Month sponsor web page
 - Sponsor logo and link in the Building Safety Journal
 - Receives all benefits from the Supporter Level
4. Supporter (\$1,000)
 - Social media mentions (LinkedIn, Facebook and X)
 - Company/Individual name listed on the Building Safety Month sponsor web page
 - Use of the Building Safety Month logo to promote your involvement and support

**For more information, please contact: Official Sponsorship Vendor for ICC – SB Expos & Events
Deanne Rockola Altman, Exhibit/Sponsorship Sales Manager, Phone direct (301) 658-2115, ICC@discoversb.com.**



2026 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.

The 2026 Annual Conference will take place October 18–21 in Nashville, TN.

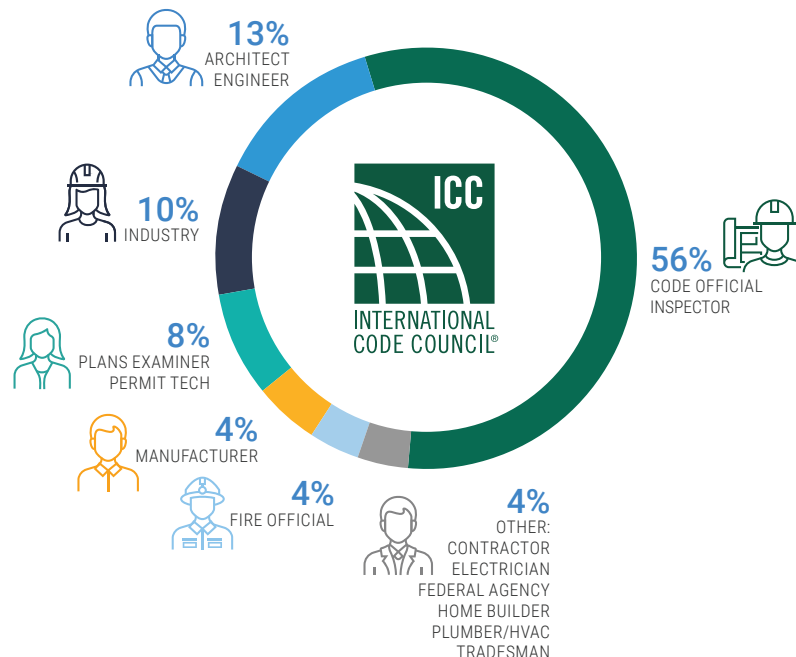
Who attends?

Over 1,200 attendees include code and fire officials, architects, builders, engineers, contractors, inspectors, design professionals, plan examiners and industry media.

Conference Features

- Education Sessions & Continuing Education Units (CEUs)
- Local Building Tours
- Networking Opportunities
- Preconference Activities
- Keynote Speakers
- Expo

Attendees by Job



continued

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 decision makers. 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.

2026 Annual Conference Sponsorship Opportunities

▶ Annual Conference Education Sessions

The Conference Education Program will include a day of in-person educational sessions.

- Overall Education Sponsor – \$27,000 – **SOLD**
- Individual Track Sponsor – \$5,500

Overall Education Sponsor will receive:

- Top-line sponsorship recognition at the Annual Conference which includes:
 - » Sponsor logo on welcome PowerPoint slide in all sessions
 - » Sponsor logo will appear on education signage
- Complimentary 10'x10' booth space at the Expo (excludes decorator fees)
- Two (2) complimentary full conference registrations.
- One (1) banner ad in each daily conference newsletter.
- Recognition in the mobile app.

Individual Track Sponsor will receive:

- One (1) complimentary education only registration.
- Logo placement on session welcome slides, sponsor recognition on conference web pages, and conference signage.
- One (1) banner ad in one daily conference newsletter.
- Recognition in the mobile app.

continued

2026 Annual Conference Sponsorship Opportunities (continued)

► Welcome to Nashville Event | \$15,000 (Exclusive)

The International Code Council will welcome attendees for a night of fun, food and live music on October 18.

This sponsor will receive:

- Recognition at the event.
- Logo placement on event signage, general conference signage and conference sponsor recognition web pages.
- Two (2) complimentary Welcome Reception tickets.
- Recognition in mobile app.

► Pickleball Court Sponsorship | \$15,000 (Exclusive)

Step onto the court with ICC attendees by sponsoring the Exhibit Hall Pickleball Court – a high-energy, high traffic destination designed for fun, movement, and connection. This exclusive sponsorship positions your brand front and center while aligning with wellness, engagement, and interactive experiences.

Benefits include:

- Two (2) custom-branded floor clings on the court (3.5' x 7' each)
- Prominent 22" x 28" onsite sign featuring your company logo to be placed at your booth
- Two (2) push notifications to all attendees – one Sunday and one Monday
- Recognition in all marketing materials promoting the Pickleball Court

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

The Annual Conference Mobile App will be the single most-used information resource for Annual Conference attendees. As the sponsor of the Mobile App, you receive the following benefits:

- Sponsor logo and/or advertisement will appear prominently within the Mobile App.
- Sponsor logo will be included in all communications and web pages promoting the downloading and use of the Mobile App.
- One (1) complimentary full conference registration.
- Logo placement on general conference signage and conference sponsor recognition web pages.



continued

2026 Annual Conference Sponsorship Opportunities (continued)

▶ Conference Registration Web Page | \$10,000 (Exclusive)

The registration page is the online information resource for the Annual Conference.

The sponsor will receive:

- One (1) complimentary full conference registration.
- Logo placement on conference registration web page, general conference signage, and conference sponsor recognition web pages.
- A 30-second promotional message on the registration web page.
- Recognition in the mobile app.

▶ Awards Luncheon | \$7,500 (Exclusive)

The Awards Luncheon will honor extraordinary building safety professionals and organizations. Sponsor benefits include:

- Sponsored mentioned at opening of event.
- Logo placement on session welcome slides, general conference signage, and conference sponsor recognition web pages.
- Two (2) complimentary Awards Luncheon tickets.
- Recognition in the mobile app.

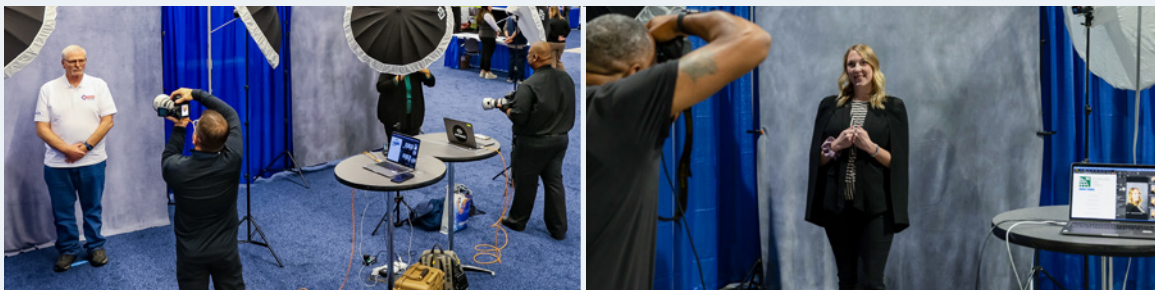
▶ Headshot Café | \$7,500 (2) or \$10,000 (Exclusive)

Attendees come to this popular spot to update their corporate headshot with our professional photographer. The café will be located in the expo hall and open during the 2-day expo (Oct. 18 & 19). Sponsor one day for \$7,500 or both days for \$10,000.

Sponsor will receive:

- Signage located at the Headshot Café.
- Sponsor logo included in event marketing and associates web pages.
- Sponsor logo included with digital headshot file distribution.
- Recognition in mobile app.

continued



2026 Annual Conference Sponsorship Opportunities (continued)

▶ Banquet | \$5,500 (Exclusive)

This banquet will afford attendees an additional networking opportunity before or after the event. Sponsor benefits include:

- Signage located at the beverage stations.
- Sponsor logo will appear on the conference main entrance signage.
- Two (2) complimentary banquet tickets.
- Recognition in the mobile app.

▶ Expo Tote Bags | \$5,500 (Exclusive)

Be the first company in front of attendees as they pick up their tote bags at the Expo Hall entrance. The Expo tote bag, produced by ICC, will feature the Annual Conference logo on one side and your organization's logo/message on the other.

▶ Hydration Stations | \$5,000 (Exclusive)

Place your brand where attendees frequent all day, every day. Benefits include signage at water stations placed throughout the venue.

▶ Morning Coffee Break Station | \$5,000 (2)

Your company or organization will receive full credit via signage recognition for providing morning coffee/tea service for attendees on Monday (Oct. 19) or Tuesday (Oct. 20).

▶ Expo Happy Hour | \$4,500 (4)

The Expo Happy Hour will be Sunday, October 18 from 6 to 7 pm. This social event will allow attendees to network with exhibitors and peers before heading off to the 2026 Welcoming Event. Benefits include:

- Signage located at the beverage stations.
- Sponsor logo will appear on signage outside the main entrance.
- Recognition in the mobile app.

continued



2026 Annual Conference Sponsorship Opportunities (continued)

▶ Expo Reception | \$4,500 (4)

This social and networking event on the evening of Monday, October 19 is always sure to draw a crowd to the Expo hall and your booth. Benefits include:

- Signage located at the beverage stations.
- Sponsor logo will appear on signage outside the main entrance.
- Recognition in the mobile app

▶ Expo Passport Raffle | \$1,250 (Space limited to first 16)

Attendees must visit the booth of each sponsor on the passport to be eligible for prize drawings that take place on Sunday during the Expo Happy Hour Reception and Monday during the Expo Reception.

2026 Annual Conference Advertising Opportunity

▶ Daily Conference Newsletter Banner Ad | \$1,100

The Building Safety Journal issues a special daily newsletter during the Annual Conference to all conference attendees (October 18–20). Banner ad per issue is 600x100pixels (width x height), 72dpi, 300kb file size, 175 maximum character count in either PNG or JPG format. Days will be given on a first come, first served basis.

Sponsorship subject to change.

**For more information, please contact: Official Sponsorship Vendor for ICC – SB Expos & Events
Deanne Rockola Altman, Exhibit/Sponsorship Sales Manager, (301) 658-2115, ICC@discoversb.com.**





International Code Council Expo

The 2026 International Code Council Expo is a place where exhibitors can educate and update building safety and design professionals. Take advantage of this opportunity to connect your organization with a broad audience of code officials, building safety professionals and other industry leaders to attract new leads and achieve your business development goals. See [floor plan](#).

Why Attend

- Meet face-to-face with building safety and design professionals that are local, from across the country and around the world
- 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

- Two (2) complimentary exhibitor badges for every 100 square feet of exhibit space*
- Use of the Expo logo and marketing materials to help with your exhibit promotions
- Complimentary listing on the Expo website (Listing includes company name, booth #, web address, and 100-word company description)
- Complimentary listing in the Mobile App (Listing includes company name, booth #, 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)

Exhibitors are responsible for the following services (not included in booth space fee):

- Booth furnishings
- Booth carpet or floor covering (required)
- Inbound and outbound shipping and freight handling cost
- Electrical, Internet or other utility services
- Audiovisual equipment
- Booth installation and dismantling
- Booth cleaning

Exhibitors may promote their brand, products and services as long as these items do not, in the judgment of Show Management, rise to the level of advocating a position on a code hearing action. Advocating a position on a code change is strictly prohibited.

Exhibitor Rates

- \$2,800 – Standard Fee (+\$175 for corner)
- \$2,500 – Early Bird Fee (+\$175 for corner) [register by May 31, 2026]
- Fees listed are per 10'x10' or 100 sq. ft. booth space
- Tickets available for purchase to attend the Welcome to Nashville Event.

**For more information, please contact: Official Sponsorship Vendor for ICC – SB Expos & Events
Deanne Rockola Altman, Exhibit/Sponsorship Sales Manager, (301) 658-2115, ICC@discoversb.com.**

**Exhibitor badges are only valid for functions inside the exhibit hall and public events. They are not valid for meal functions or education sessions.*

BSJ Weekly

The BSJ Weekly is the International Code Council's weekly editorial email newsletter. It includes highlights of the most recent articles published on the Building Safety Journal blog, and is delivered to an engaged subscriber base made up of International Code Council members, building safety professionals and the general public. Content varies each week, and often includes everything from technical topics and member profiles, to news and quick-hit articles.



Each issue is distributed to over 35,000 potential readers, with an average open rate of over 20 percent and an average click-through rate of over 10 percent. The BSJ Weekly is one of International Code Council's most popular properties, and is a proven outlet to generate sales leads by driving prospective customers to your website, programs and services.

BSJ Weekly Advertising Specifications

- 600 x 100 px – JPEG and PNG are preferred, 72 dpi or better.

Pricing

\$2,000 per issue

Buy More and Save

- One monthly ad on the online blog (next page) and one newsletter ad – \$2,700 (10% discount)
- Six BSJ Weekly ads – \$10,800 (newsletter and spend only \$1,800 per ad – 10% discount)

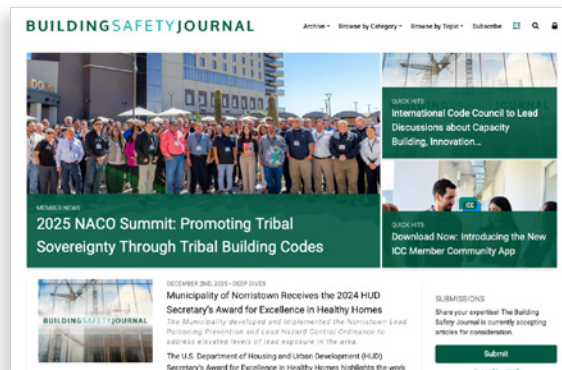
For more information, please contact: Official Sponsorship Vendor for ICC – SB Expos & Events

Deanne Rockola Altman, Exhibit/Sponsorship Sales Manager, (301) 658-2115, ICC@discoversb.com.

Ads subject to approval. For ad creative recommendations, contact Michael Nystrom, Digital Content Manager, International Code Council, at mnystrom@iccsafe.org.

BSJ Online Blog

The Building Safety Journal (BSJ) is the International Code Council's award-winning blog that features articles relevant to current trends and hot topics within the building safety industry. Our audience includes code and fire officials, architects, engineers, builders, contractors, inspectors, plan reviewers, permit technicians and design professionals, as well as the general public.



The purpose of the Building Safety Journal is to educate, not promote, and our content can be broken down into four main categories – technical topics, personal perspectives, member news and quick hits. On average, the Building Safety Journal receives around 30,000 pageviews a month.

Building Safety Journal Advertising Specifications

- 270 x 270 px – JPEG and PNG are preferred, 72 dpi or better.

Pricing

\$1,000 per month

Buy More and Save

- One monthly ad on the online blog and one newsletter ad (previous page) – \$2,700 (10% discount)
- Six BSJ Weekly ads – \$10,800 (newsletter and spend only \$1,800 per ad – 10% discount)

For more information, please contact: Official Sponsorship Vendor for ICC – SB Expos & Events

Deanne Rockola Altman, Exhibit/Sponsorship Sales Manager, (301) 658-2115, ICC@discoversb.com.

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ICC ADVERTISING AND SPONSORSHIP GUIDELINES

1. Construction related product advertisements from manufacturers, vendors and service providers are encouraged and will be accepted for inclusion in International Code Council (ICC) publications, such as BSI Weekly and the Building Safety Journal. However, outside of arrangements made with ICC, 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. ICC must approve all proposed advertisements and/or sponsorships in advance and reserves the right to refuse them for any reason in its sole discretion.
3. ICC 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. ICC 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 an ICC publication does not constitute, and shall not be interpreted as an endorsement by ICC of the client's organization, product, material, system, method or service.
6. It is understood that clients shall not use the International Code Council name or image in their commercial activities in any manner that would directly or indirectly indicate ICC's endorsement of the client, or product, system or services, unless there is a contractual agreement with ICC.
7. ICC 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 ICC 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 ICC 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. All sponsorships and advertisements must be paid in full at the time of purchase and are non-refundable.
7. ICC is not bound by any condition or instruction, whether verbal or written, if it is in conflict with ICC's established policies.
8. Contracts must specify a definite schedule of insertions, issues and advertisement sizes.
9. All advertising rates and conditions are subject to change without notice.