

# Sponsorship Opportunities at IECA's National Conference

May 10–13, 2017  
Denver, CO



Exciting sponsorship opportunities range from \$750 to \$10,000 for your college, school, program, or business to gain exposure and promote your brand to over 1,000 attendees.

Connect with IECA:



# Marketing Opportunities to Reach a Population that Matters to Your School, College, Program, or Business

## IECA Conference Overview

IECA offers many professional development opportunities for Independent Educational Consultants (IECs), including two national conferences each year in the spring and fall in cities throughout North America. Conferences span four days and are designed to meet the needs of a wide range of education professionals. IECA conferences are unique because they invite representatives from colleges, independent schools, learning disability programs, behavioral/therapeutic programs, gap year, travel programs, and consultant service companies

to learn alongside IECs at the various workshops, seminars, and fairs.

We anticipate the conference in Denver will attract over 1,000 attendees. Approximately 90% of the 250+ independent educational consultants in attendance will be IECA members.

Sponsorships are an effective way to lend your support to the Association and the profession while establishing your organization's presence at the conference.

## Sponsorship Benefits

- **Sponsors will receive signage at each event**, at the conference registration area, and on display at major conference gatherings. Depending on print deadlines, sponsors will also be listed in various conference promotional materials, including the IECA newsletter, *Insights*, member mailings, online conference descriptions, and flyers. These help you reach even those who do not attend the conference.
- **Sponsors have the option to include a one-page flyer, a thin brochure, or small logo item** (subject to approval) in the consultants' conference registration packet/tote bag.
- All sponsor logos received by April 1 **will be displayed on IECA's conference information web page**, with a link to your website.
- **A listing, description, and sponsor logo will be included in the Conference Guide**, for sponsorships received by April 1, which is distributed to all attendees in their registration packet. These listings include a description and contact information. After April 1, sponsors will be listed in the Guide Supplement.

## Sponsor Feedback

"For a small and successful gap year program like Dynamy, finding strategic opportunities to rise above the din has been critical to our growth the past decade. One significant strategy that we've seen significant ROI on has been working in partnership with IECA on conference sponsorship opportunities. Our colleagues at IECA are always creative, personable, and professional. These opportunities are an indispensable part of our marketing and outreach plan now."

—Fred Kaelin, Chief Development Officer, USA Gap Year Fairs

# Sponsorships for Conference Events

There are many opportunities during each conference for colleges, schools, programs, education-related businesses and organizations to sponsor specific events and functions. While some activities lend themselves to multiple sponsors, others do not. When more than one school, company, or group wishes to sponsor an event, priority is given to those with a history of sponsorships, advertising, and participation in IECA events and publications. Early requests also get priority.

Additional opportunities often arise unique to particular conferences or host cities. Our goal is to help you achieve yours; let us know how we can assist you in making the conference a success on your terms.

**For more information and to reserve a sponsorship, contact Andy Falter at:  
[Sponsor@IECAonline.com](mailto:Sponsor@IECAonline.com), 203-797-9559, or 571-271-5430**

Sponsorships	Description	Fee	Notes
<b>Conference Materials</b>			
Sponsorship of conference materials means your school or product is prominently displayed, often in attendees' hands throughout the conference and beyond. IECA orders all of the listed items.			
<b>Conference Guide</b> <b>Maximum Exposure</b>	All conference attendees receive and continuously use, the Conference Guide. Sponsorship inside or outside covers for full-color, full-page ad.	\$5,000 outside back cover; \$2,500 inside front or back cover	
<b>Charging Station</b> <b>Maximum Exposure</b>	Whether it's keeping up with the office or downloading the latest app, IECA conference attendees rely heavily on their mobile devices, and those devices need to stay charged. Sponsorship of the charging station in Conference Central includes personalization on the front of the kiosk and use of the 15" screen, ideal for digital signage and displaying loops, images, and videos.	\$5,000	Upgraded option available; contact IECA for more information. IECA must see and approve the screen content 30 days prior to event.
<b>Hydration Stations</b>	Water stations and cups will be branded with your logo. They will be placed throughout the meeting space and will be replenished throughout the week.	\$1,500 water station branded; \$3,000 water station and cups branded	
<b>Conference Tote Bags</b> <b>Maximum Exposure</b>	Tote bags are given to all attendees at registration. The outside of the bag will feature both conference & sponsor logos.	\$5,000	
<b>Hotel Key Cards</b> <b>Maximum Exposure</b>	Attendees will carry your logo and message and use it often as it appears on their hotel key card.	\$4,000	
<b>Pocket Schedule</b> <b>Maximum Exposure</b>	Attendees use this small pocket version of the conference schedule throughout the conference.	\$2,000	Sponsor gets full color ad featured on the back cover
<b>Hotel Check-in Flyer</b> <b>Be the First Sponsor Attendees See</b>	Welcome flyers with pertinent conference information are distributed at the hotel check in desk. Sponsor logo with web address will be displayed and be the first on-site conference communication attendees see!	\$1,000	
<b>Note Pads</b> <b>Maximum Exposure</b>	Note pads display the sponsor logo, website and/or phone number. The pad will be provided in IEC tote bags and at major conference events.	\$3,000	Note pads will be a full 8-1/2" x 11"
<b>Luggage Tags</b>	IECs spend much of their time visiting schools, colleges, and programs. A luggage tag, displaying your logo and the IECA logo, is a great gift they can use in the future while traveling!	\$2,000	
<b>Guest Room Delivery</b>	Create a one-page flyer to be slid under the doors of each IEC in the IECA guest room block.	\$3,000	One sponsor each night <b>[One night is still available]</b>

continued, next page

Sponsorships	Description	Fee	Notes
<b>Conference Events</b>			
<b>Tour Buses</b> 	Prior to the start of the conference, IECA members participate in area college tours. Signage will recognize the sponsor of the tour buses	\$750	Sponsor must be one of the participating colleges or a vendor/related service company.
<b>IECA Member Pre-Conference Dinner</b> <b>Great consultant exposure</b>	The sponsor may greet attendees as they arrive, set up a display at the entrance to the room, place flyers on the tables/seats, and have sponsor logo featured on napkins.	\$2,500	This event will be held at a restaurant near the conference hotel.
<b>Pre-Conference Workshops Break</b>	Refreshment breaks will be provided at all pre-conference workshops, held prior to the start of the conference. The sponsor may display materials and greet attendees as they arrive.	\$750	Our three pre-conference workshops are scheduled for Wednesday with 100 attendees expected.
<b>Lunch &amp; Learn</b>	Event space will be provided to host a lunch on Wednesday from 11:30 a.m.-12:45 p.m. The host organization will receive a set of mailing labels and email addresses for IECs attending the conference for the purpose of inviting them to the event. Host organization will work directly with the hotel to order/pay for meals.	\$1,000	Two sponsorship opportunities: 1) School/college/program [taken] 2) A vendor or related service company.
<b>Wednesday Opening General Session</b>	The sponsor may greet attendees as they arrive, set up a display outside entrance and/or place a flyer or small brochure on tables or chairs. This sponsorship includes a special slide recognizing the sponsor and a two-minute presentation prior to the featured speaker.	\$2,500	Sponsor must be a vendor or related service company.
<b>Registration Refreshment Break for arriving attendees</b>	The sponsor serves as host of a refreshment break in Conference Central from 9:30 a.m. to 12:45 p.m. on Wednesday.	\$1,500	Sponsorship includes a table with your materials near Wednesday's registration area and your logo featured on napkins.
<b>Consultant Roundtables</b> <b>Direct IEC Contact</b>	On Thursday morning, IECs will meet over breakfast for the popular roundtable discussions. Sponsor will greet participants as they arrive, may set up a display and/or put materials on the tables, and give a two-minute presentation at the mid-point of the event.	\$1,500	Sponsor must be a school, college, related service, or vendor.
<b>Conference Central</b> <b>Maximum Exposure</b>	Conference Central is the main hub of the conference. This is where attendees register, check their e-mail, relax with coffee and snacks, visit IECA's member services booth and the vendor exhibit hall.	\$2,500 two sponsorships available	Conference Central will be open Wednesday to Friday. The sponsor's logo will be projected on a wall in the Conference Central area, and, if requested, the sponsor gets a permanent information table in this busy venue.
<b>Networking Lounge</b> 	A special networking area will be designated in Conference Central. Signage will recognize the sponsor all three days.	\$1,500	If requested, the sponsor may display information on a table provided in the Networking Lounge.
<b>Headshot Lounge</b> 	IECA will offer members the opportunity to get their photo taken at the Headshot Lounge in Conference Central Thursday and Friday, 9:00 a.m.-5:00 p.m. The sponsor will be stationed in the Head Shot Lounge and can welcome/speak with IECs getting a head shot. The photographer will wear a logo'd shirt from the sponsor.	\$5,000	A table will be provided in the lounge to display sponsor marketing materials.
<b>Thursday Networking Lunch</b>	All conference attendees are invited to Thursday's lunch. The sponsoring organization may display flyers on tables and greet attendees as they arrive.	\$3,000	Sponsorship includes your logo featured on napkins.

Sponsorships	Description	Fee	Notes
<b>Conference Events, continued</b>			
<b>Thursday Networking Reception</b>	All conference attendees are invited to Thursday night's reception. The sponsor of the hors d'oeuvres will have their logo displayed on the napkins. The sponsor of the bar will have their logo displayed on the drink tickets.	\$2,500 for hors d'oeuvres sponsor; \$2,500 for bar sponsor	Sponsors may set up a display and/or place materials on tables.
<b>Friday Keynote</b>	The sponsor may greet attendees as they arrive, set up a display outside entrance and/or place a small brochure on tables or chairs. This sponsorship includes a special slide recognizing the sponsor and a two-minute presentation prior to the featured speaker.	\$2,500	Sponsor must be a vendor or related service company.
<b>Coffee Breaks/ Afternoon Refreshment Breaks</b> Great opportunity for interaction.	Several breaks during Wednesday, Thursday, Friday, and Saturday programs give attendees a chance to converse with colleagues between sessions mid-morning or mid-afternoon. The sponsoring organization is invited to display materials and welcome attendees during the break.	\$2,000 Wednesday afternoon; \$2,000 Thursday afternoon; <del>\$1,000</del> Friday morning; \$1,000 Saturday morning	Wednesday's sponsor must be a school, college, related service, or vendor; the Thursday, Friday, and Saturday breaks are open to all sponsors. Your logo featured on napkins and cups.
<b>Therapeutic Community Discussions</b> Great targeted opportunity	On Saturday morning, IECA member consultants and representatives from therapeutic schools and programs will meet to discuss key issues in the areas of emotional and behavioral development. Sponsor will greet participants as they arrive, may set up a display and/or place materials on the tables/seats, and give a two-minute presentation at the mid-point of the event.	\$1,000	
<b>College and School Fair (Thursday) or Therapeutic Information Swap (Friday)</b> A great way to stand out at the Fair or Swap	The Fair/Swap are held on two days during the conference (Thursday morning and Friday afternoon), and are attended by IECs and school representatives. Held for two plus hours, the Swaps are part school/college/program fair and part networking event. Sponsoring organizations are afforded a prominent place to display materials on their own six foot table (twice the space of others) at the front of the sponsor's specialty area section of the room, and are recognized on signage welcoming attendees. Several sponsors for each Swap are possible.	\$1,500 <b>College/School Fair:</b> <b>3 Spaces available</b>  <b>Therapeutic Info Swap:</b> <b>All spaces taken</b>	A maximum of six sponsors per Swap/Fair. Thursday's sponsors must be a school, college or related service; Friday's sponsors must be a therapeutic school, program, or related service.
<b>Thursday Fair Break</b>	Recognition at the event and sponsor's logo will be printed on napkins.	\$1,000	Sponsor must be a school, college, or related service company
<b>Friday Swap Lunch</b>	Recognition at the event and sponsor's logo will be printed on napkins.	\$1,000	Sponsor must be a school, college, or related service company
<b>Thursday, Friday, or Saturday Continental Breakfast</b>	The sponsor may set up a display and greet participants throughout the breakfast.	\$1,000 Thursday \$1,000 Friday \$750 Saturday	Thursday's sponsor must be a school, college or related service; Friday and Saturday's breakfast is open to all sponsors. Your logo featured on napkins.
<b>IEC Conference Grand Prize Drawing</b>	IECs who stop by the IECA Member Services table in Conference Central are entered into a drawing to win a free future conference registration. One winner is selected each day (Wednesday, Thursday, Friday). Signage on the IECA Member Services table will recognize the sponsor (including logo).	\$1,500	The drawing will be mentioned at the Wednesday and Friday general sessions, reminding the attendees to enter the drawing, and name the sponsoring organization.
<b>General Conference Sponsors</b> Great opportunity for new sponsors and smaller budgets	Sponsor gets all of the recognition listed on page 2, including at General Sessions, on conference web page, in conference guide, on signage, and gets your flyer or item in every consultant's hands.	\$750 if sponsor attends conference \$1,000 if sponsor does not attend conference	Sponsor may also include a flyer in IEC tote bags (see page 2 for details).

# Hosting Unofficial (Before or After Hours) Events

Schools, programs, and businesses may also choose to host receptions and events held at the conference site during “free” times when no formal conference activities are scheduled. Typically, such events are held in the late afternoon or evening.

A directory of off-hours events will be included in the packets of IECA member consultants, as well as reprinted in the conference guide. Those planning off-hour events must first have the time and location approved by the IECA office and be registered conference attendees. The host then works directly with the hotel catering staff to plan the event. It is common for multiple events to be held simultaneously.

Off-hours event hosts may order a complimentary set of IECA mailing labels to be received in mid-April. These one-time only labels can be used to invite members to your reception.

**Sponsorship Fee:** \$250 includes the hotel’s room rental fee and advertisement of the event in conference publications (event must be fully confirmed by April 1, 2017). For more information, contact Andy Falter at Sponsor@IECAonline.com, 203-797-9559, or 571-271-5430.

## After Hour/Event Schedule Availability

On or off-site events may **ONLY** be scheduled at the times shown below:

### Tuesday, May 9

After 8:30 p.m.

### Wednesday, May 10

11:30 a.m.–12:45 p.m.

After 5:45 p.m.

### Thursday, May 11

After 7:00 p.m.

### Friday, May 12

After 4:30 p.m.

## IECA Conference Sponsorship Guidelines

General Guidelines: The Independent Educational Consultants Association, a 501c(6) nonprofit organization will accept no gifts of cash, property, services, or enter into any partnership with any company or other organization that produces products, provides services, or takes public policy stands which are inconsistent with the policies or mission of IECA. Nor will IECA accept any of the above from any company or organization which, in the judgement of IECA’s Board of Directors, exploits students and families in its product lines, advertising, marketing, services, or any other way. All sponsors must have at least one registered conference attendee.

### Sponsorship Principles:

- (1) Acceptance of sponsorships allows businesses and organizations to support the mission of IECA. Such support will not imply endorsement of the sponsor.
- (2) IECA will at all times remain independent on its positions regarding educational, counseling, and enrollment issues.
- (3) IECA will only accept sponsorship support for activities that are consistent with its mission.
- (4) IECA will maintain complete control, consistent with any donor restrictions acceptable to IECA, of all funds provided by corporations, foundations and individuals.
- (5) IECA will maintain sole control over all conference scheduling, speakers, breakouts, and events.
- (6) Acknowledgement of corporate support will be limited to the school, company or organization’s name, logo, or slogan that is an established part of the supporter’s identity, trade name, address, telephone number, and website.
- (7) IECA’s intangible assets, including its name, reputation, research and other work, will be protected at all times. Sponsors will not be permitted to use IECA’s name for commercial purposes or in connection with the promotion of any product or service.
- (8) IECA reserves the right to refuse any sponsor if such support is not in keeping with the above-mentioned principles or for other reasons, which the IECA Board of Directors deems appropriate.

