



TO: *Allied Trades Members*
FROM: *Barbara Boden, Executive Director*
SUBJECT: **ALLIED TRADES 2007 MARKETING SUPPORT OPTIONS**

Marketing Options

To accommodate the needs of a diverse group of organizations, the ISFA has developed a program of marketing support in which Allied Trades members can participate across several different venues and options, including in-kind products/prizes for raffles. Your involvement, at any level, is crucial to the overall success of the Association.

This form is to identify the marketing support your company would like to provide during the 2007 calendar year, thereby enabling ISFA to plan efficient event budgets with better control of expenses, and offer attractive, cost-effective programs. The sponsorship fees can either be invoiced upon submission of this completed form or in conjunction with the events/options selected.

We worked closely with the Allied Trades Committee, and incorporated suggestions made by Allied Trades members during 2006, to create a program that meets everyone's needs. ISFA is committed to providing the maximum "bang for your buck." In order to reach that goal, we must receive your Annual Membership Dues **and** your Marketing Support Options commitment **no later than January 22, 2007.**

Regional Dinner Presentations and Sponsorships

- Seminar Presentation on issues in your industry segment **Complimentary**
 - Presentation (45 minutes) plus Q&A; attendance range typically 25-60 people
 - Presenter, company, and topic promotion in event flyer (mailed to 400+ distribution list)
 - Promotion in *Press Ahead* newsletter
 - One complimentary dinner included
- Regional Dinner & Seminar sponsor
 - Five-minute pitch before presentation; attendance range typically 25-60 people
 - Opportunity to distribute brochures
 - Company sponsorship promoted in flyer (mailed to 400+ Illinois dry cleaners)
 - Acknowledgment in *Press Ahead* newsletter
 - One complimentary dinner included

Quarterly Education Seminars and Sponsorships

- Seminar Presentations on issues in your industry segment **Complimentary**
 - Presentation (1-4 hours) includes Q&A; attendance range typically 25-60 people
 - Presenter, company, and topic promotion in event flyer (mailed to 400+ distribution list)
 - Promotion in *Press Ahead* newsletter
 - One complimentary dinner included
- Education Seminar sponsorship (*one sponsor per session*) **\$ 250**
 - Five-minute pitch before presentation and after break
 - Opportunity to distribute brochures; attendance range typically 50-100 people
 - Company sponsorship promotion in conference brochure (mailed to 500+ distribution list)
 - Acknowledgment in *Press Ahead* newsletter
 - Company included on signage at Fall Conference
 - One complimentary break included

(continued)

Golf Tournament Sponsorships

- Golf Hole sponsors *(one sponsor per hole)* **\$ 125**
 - Company sponsorship promotion in flyer (mailed to 400+ distribution list)
 - Acknowledgment in *Press Ahead* newsletter
 - Company included on signage at Golf Tournament
- Hole-in-One sponsor *(one sponsor)* **\$ 125**
 - Company sponsorship promotion in flyer (mailed to 400+ distribution list)
 - Acknowledgment in *Press Ahead* newsletter
 - Company included on signage at Golf Tournament

ALLIED TRADES MARKETING SUPPORT OPTIONS *(continued)*

- Drinks Cart sponsor *(two sponsors)* **\$ 250**
 - Company sponsorship promotion in flyer (mailed to 400+ distribution list)
 - Acknowledgment in *Press Ahead* newsletter
 - Company included on signage at Golf Tournament
- Grand Prize sponsor *(one sponsor)* **\$ 250 value**
 - Company sponsorship promotion in flyer (mailed to 400+ distribution list)
 - Acknowledgment in *Press Ahead* newsletter
 - Company included on signage at Golf Tournament

Press Ahead Newsletter Advertising *(mailed to 400+ distribution list)*

- Six business card-size ads in *Press Ahead* newsletter (full year) **\$ 450**
- Full-page ad (per issue) [Circle placement months: Feb; April; June; Aug; Oct; Dec] **\$ 250**
- Half-page ad (per issue) [Circle placement months: Feb; April; June; Aug; Oct; Dec] **\$ 200**
- Quarter-page ad (per issue) [Circle placement months: Feb; April; June; Aug; Oct; Dec] **\$ 150**
- Two-sided insert (per issue) [Circle placement months: Feb; April; June; Aug; Oct; Dec] **\$ 250**
(Insert printed and provided by AT member; additional charge if ISFA prints inserts)
- Feature article (per issue) [Circle placement months: Feb; April; June; Aug; Oct; Dec] **\$ 250**
(AT member provides bio and text)

All rates quoted are for camera-ready standard B/W ads; blue spots available at no additional charge

Would like to have your sponsorship/options invoiced now or in conjunction with the event?***

- Please invoice now
- Please invoice in conjunction with the event

Firm: _____ Name: _____ Date: _____

***** If you prefer, you may authorize and pay the above indicated fees by credit card:**

VISA MASTERCARD AMEX DINERS CLUB \$ _____

Cardholder Name: _____

Account Number: _____ Exp. Date: _____

Signature: _____

Please mail to: ISFA, 307 N. Michigan Ave., Ste 800, Chicago, IL 60601

or Fax to: 312-360-0388

Thank you. We appreciate your continued support and commitment to building a strong, viable Association

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