



Going Virtual
Education, Networking at your fingertips.



Co-located with Geosynthetics Conference





IECA Annual *Virtual* Conference & Expo 2021, co-located with Geosynthetics Conference, brings together professionals in all facets of the erosion and sediment control industry to connect, network and discover new products and services on the show floor.

Gain access to IECA's qualified attendees who are civil engineers, environmental professionals, contractors, regulators, designers, installers and make key decisions about the use of erosion and sediment control materials.



An Evolving Audience

IECA Annual Conference and Expo will feature the entire erosion/sediment control supply chain making up the attendee pool. Gain access to civil engineers, contractors, regulators, designers, installers and erosion/sediment control practitioners at this specialized event.



A Robust Technical Program

IECA Annual Conference and Expo features technical papers that will cover key information about the uses, research, design and case studies involving erosion/sediment control materials and uses. These papers are of extreme value to attendees and are used by researchers, academia, designers and engineers. They are published in the proceedings and help spread the vast knowledge and use of erosion/sediment control techniques.



Like a physical show, attendees visit to gain valuable information and access to new products, services and suppliers.

IECA Annual Conference and Expo Features:

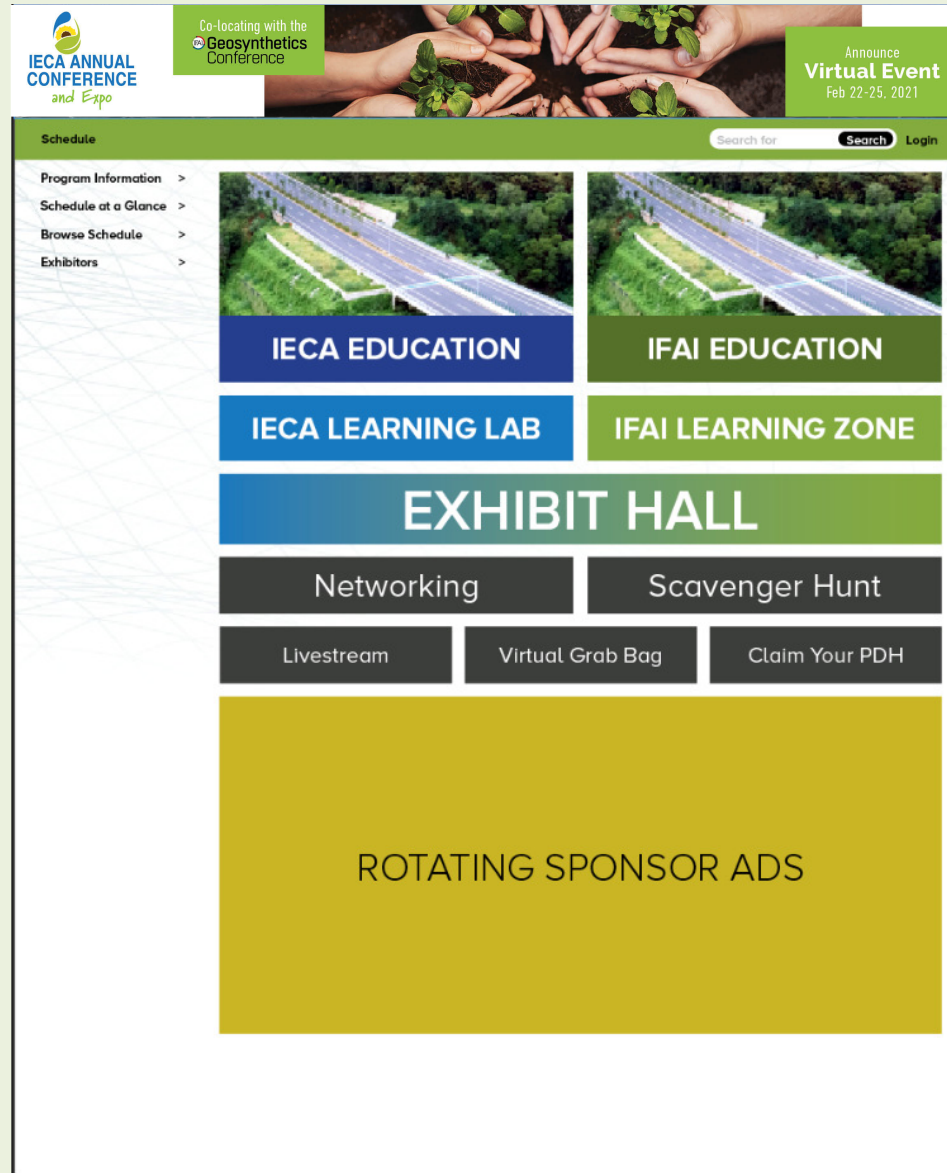
- **High quality education.**
- **Networking:** Meet prospects in your booth, network throughout the event in education sessions, receive leads from booth traffic.
- **Sourcing:** Find **new products, new solutions** to help you with your projects. IECA Conference exhibitors will be on-hand to help with product questions, solutions for upcoming projects.



Okay, I'm In(terested).

There is no better way to bring attention to your company than through a virtual exhibit space at IECA Annual Conference and Expo co-located with Geosynthetics Conference. Choose your own virtual booth package - there's something for every budget and goal.

Dynamic Virtual Event Platform



The screenshot displays the IECA Virtual Event Platform interface. At the top, it features the IECA logo and the text "IECA ANNUAL CONFERENCE and Expo". To the right, it states "Co-locating with the IFAI Geosynthetics Conference". Further right, it announces the "Virtual Event" from "Feb 22-25, 2021". The main navigation bar includes a "Schedule" link, a search bar, and a "Login" button. The left sidebar lists navigation options: "Program Information", "Schedule at a Glance", "Browse Schedule", and "Exhibitors". The main content area is divided into several sections: "IECA EDUCATION" and "IFAI EDUCATION" (each with a corresponding image of a road construction site), "IECA LEARNING LAB", and "IFAI LEARNING ZONE". Below these is a large "EXHIBIT HALL" section. Further down, there are buttons for "Networking", "Scavenger Hunt", "Livestream", "Virtual Grab Bag", and "Claim Your PDH". At the bottom, a large yellow box is labeled "ROTATING SPONSOR ADS".

- Platinum, Gold and Silver sponsor recognition from home page with clickable link
- Exhibitor search drop down right from home page
- Video chat from booth, or other community areas and text chat with other attendees during the conference
- Scavenger Hunt traffic builder



Exhibitors

Floor Plan

Browse by company

Browse by category

IFAI EDUCATION

IFAI LEARNING ZONE

EXHIBIT HALL

Networking

Scavenger Hunt

Livestream

Virtual Grab Bag

Claim Your PDH

ROTATING SPONSOR ADS

Platinum
Sponsors

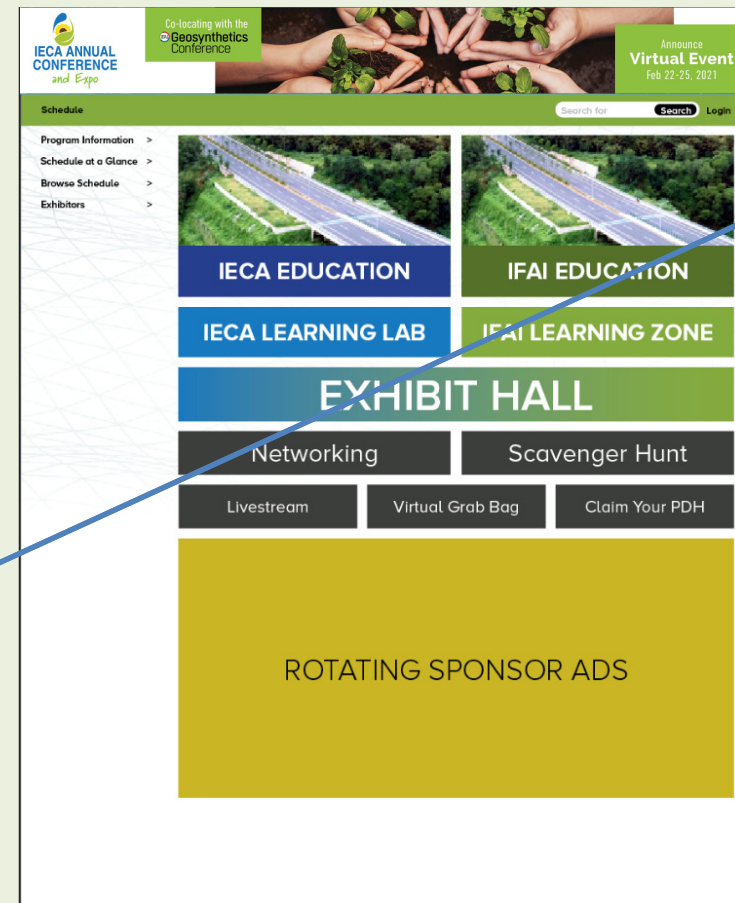
Gold Sponsors

Silver Sponsors

- **Platinum Sponsor | spend \$15,500
3 Opportunities**

Be one of possible three Platinum Level Sponsors for the Annual Conference, the highest-level sponsorship available

- 4 full conference passes
- 30 expo hall passes
- Clickable logo placed on homepage of the Virtual Conference
- Prime 40x40 placement on Expo Floor Plan
- Logo inclusion as "Platinum Sponsor" in IECA Annual Conference emails, on website and in marketing materials
- Logo inclusion in printed and digital show guide
- Scavenger Hunt traffic builder



Platinum
Sponsors

Gold Sponsors

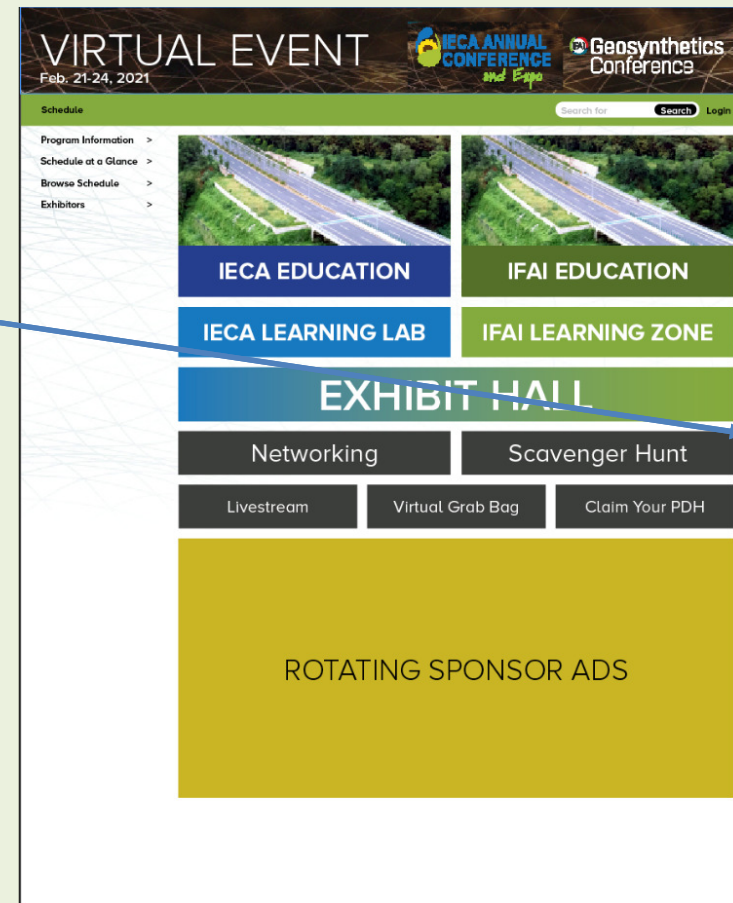
Silver Sponsors



- **Gold Sponsor | spend \$9,500
4 Opportunities**

Be one of possible four Gold Level Sponsors for the Annual Conference, the 2nd-level sponsorship available

- 2 full conference passes
- 20 expo hall passes
- Clickable logo placed on homepage of the Virtual Conference
- Prime 20x20 placement on Expo Floor Plan
- Logo inclusion as “Gold Sponsor” in IECA Annual Conference emails, on website and in marketing materials
- Logo inclusion in printed and digital show guide
- Scavenger Hunt traffic builder



Platinum
Sponsors

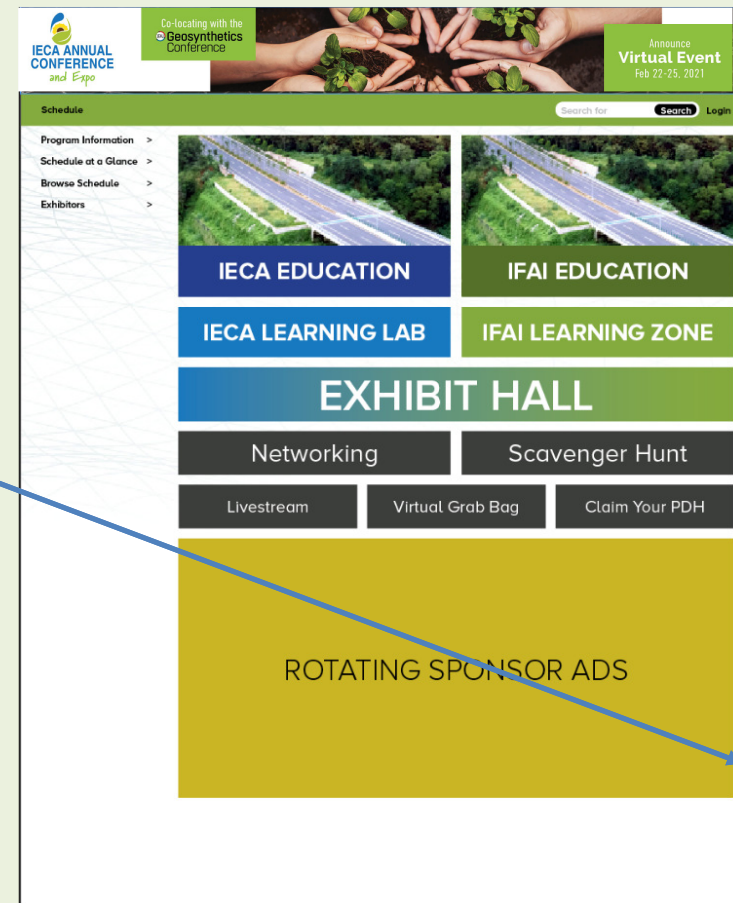
Gold Sponsors

Silver Sponsors

- **Silver Sponsor | spend \$4,500
Unlimited Opportunities**

Be a Silver Level Sponsor, the third-level sponsorship available at IECA 2021 Annual Conference and Expo.

- 10 expo hall passes
- Prime 10x20 placement on expo floor plan
- Clickable logo placed on homepage of the Virtual Conference
- Recognition throughout conference promotion via email, website and virtual conference platform



Platinum
Sponsors

Gold Sponsors

Silver Sponsors



Select your booth space:

Basic Booth Space

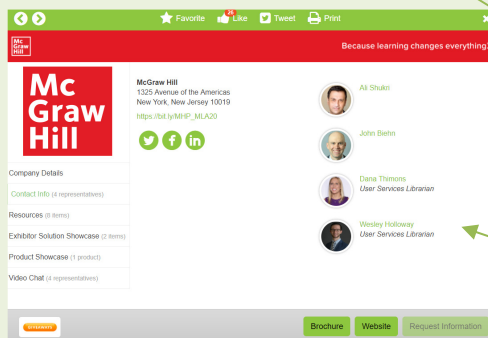
- One exhibit booth
- Booth banner at top of booth
- Intro video
- 3 PDF links
- 3 web links
- Giveaway button
- Staff list with profiles
- Logo wall inclusion
- Request Information
- Booth staff registrations

Interactive Booth Space

- One exhibit booth
- Booth banner at top of booth
- Intro video
- **6 PDF links**
- 3 web links
- Giveaway button
- Staff list with profiles
- Logo wall inclusion
- Request Information
- Booth staff registrations
- **Lead retrieval**
- **Video chat for four representatives**

Basic Booth

Company Logo



3 PDFs

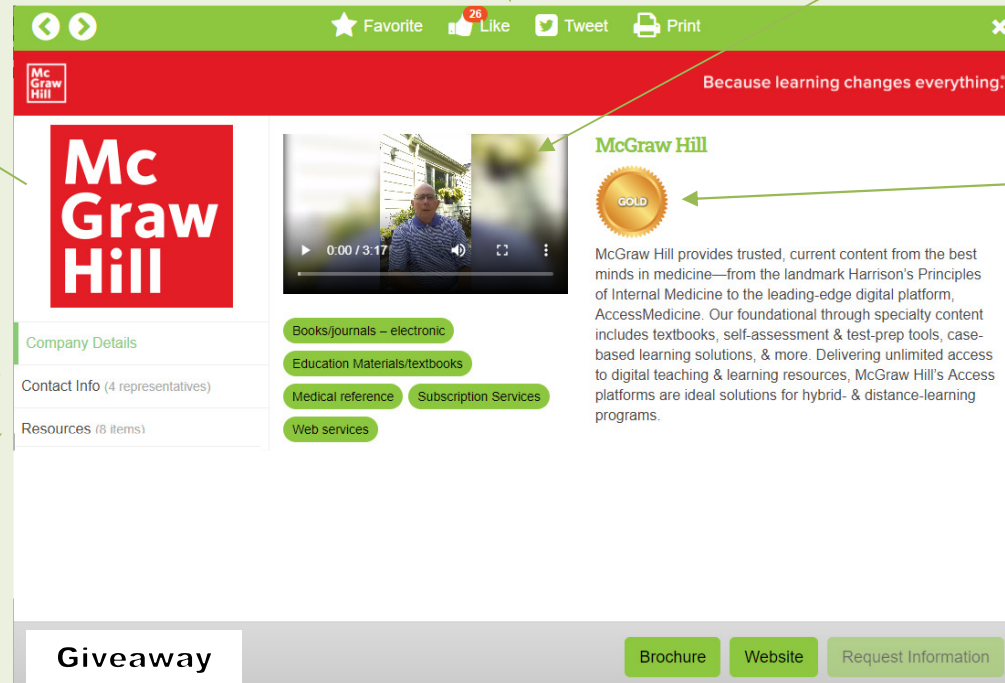
Basic Booth Package

- One exhibit booth
- Booth banner at top of booth
- Intro video
- 3 PDF links
- 3 Web links
- Giveaway button
- Staff list with profiles
- Logo wall inclusion
- Request Information
- Booth staff registrations

Social Media Bar

Video

Banner



Sponsor
Level

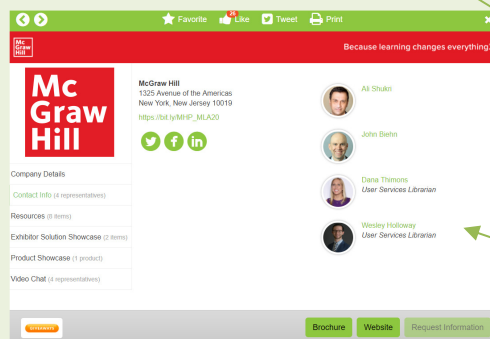
\$1,250 for members | \$1,400 for nonmembers

Interactive Booth

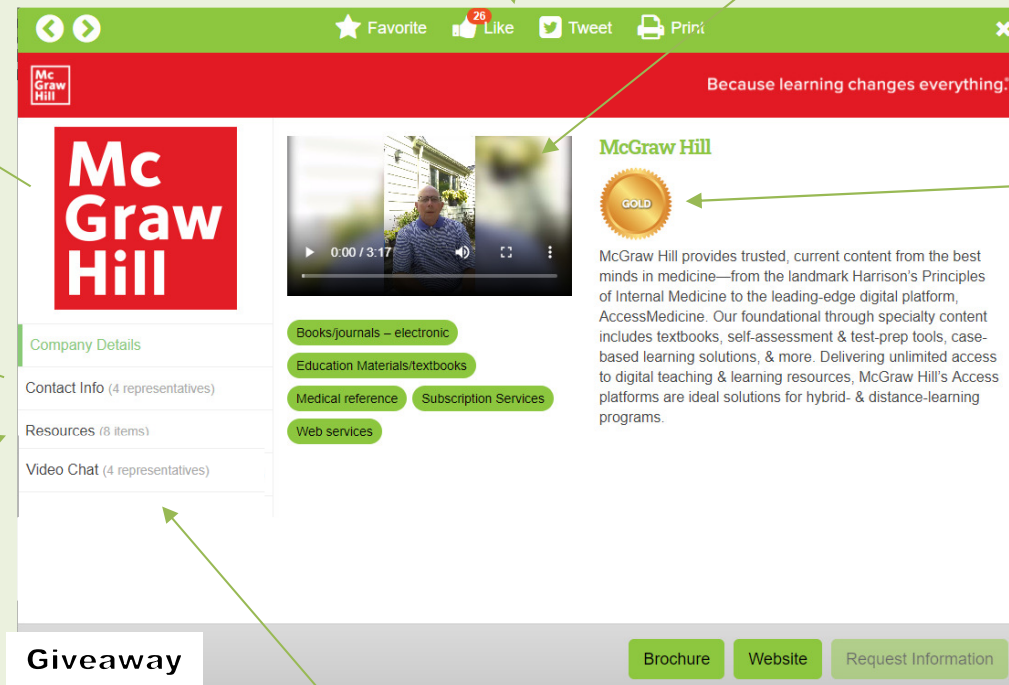
Social Media Bar

Banner

Company Logo



6 PDFs



Sponsor
Level

Interactive Booth Package

- Basic Booth plus
- Lead retrieval
- Video Chat for four representatives
- 3 additional PDF's

Giveaway

Giveaway
Button

Web Links

**** Includes Video Chat ****

**** Includes Lead Retrieval ****

\$1,500 member | \$1,800 non-member



Welcome Keynote Sponsorship

JIM DAVIDSON

Education



<https://www.speakingofadventure.com/>

\$4,500 member | \$7,500 nonmember

The Welcome Keynote sponsorship offers two sponsors with one from IECA and one from Geosynthetics.

With the Welcome Keynote sponsorship, your company will be associated with the event that is the most prestigious and highest level of attendance.

- Feature your company in a 3-minute kick off video (first sponsor to contract gets to pick their pre-roll position)
- Keynote will be 30 minutes in length with a 15-minute Q&A session
- Company logo with promotional materials
- Company name mentioned in editorial information about Keynote
- Verbal sponsor recognition
- Sponsor name listed after name of session
- Sponsor logo in description of session
- Post event clickable URL of company's choice (*networking lounge, booth, company website*)



Featured Session Sponsorship Education



\$1,000 member | \$1,500 nonmember

The Featured Session – **Communication – THE Best Management Practice** with Emiratis Presenter of the Year:
Barry Fagan

1 Sponsorship Available

- Feature your company in a 3-minute kick off video
- Session will be 45 minutes in length with a 15-minute Q&A session
- Company logo with promotional materials
- Verbal sponsor recognition
- Sponsor logo in description of session
- Post event clickable URL of company's choice (*networking lounge, booth, company website*)



Concurrent Session Sponsorship Education



\$500 member | \$750 nonmember

Sponsor a concurrent technical session during the IECA education program. Two concurrent live sessions will run at a time.

One Sponsorship per Session

- Feature your company/products in a 3-minute kick off session video
- Sessions will be 60 minutes in length with a 15-minute Q&A
- Verbal sponsor recognition
- Sponsor logo in description of session
- Post event clickable URL of company's choice (*networking lounge, booth, company website*)



Contractor Corner Sponsorship In the Expo Hall



Sponsor a concurrent technical session during the IECA education program. Two concurrent live sessions will run at a time.

Two Sponsorship Opportunities 12:10 – 1:10PM CT Wednesday, Feb 24, 2021

- Feature your company/products in a 3-minute kick off session video (*first sponsor to contract gets to pick their pre-roll position*)
- Sessions will be 60 minutes in length
- Verbal sponsor recognition
- Sponsor logo in description of session
- Opportunity to submit closing statement for the broadcast

\$750 member | \$1,000 nonmember



Vendor Product Showcase In Expo Hall



\$500 member | \$750 nonmember

Present your company's sales message in an exciting 20-minute product case study focusing on your company solutions to industry problems.

9 Sold, 7 Sessions Available

- During expo only hours
- Featured in the IECA Learning Zone
- Will be available for viewing during the live event and will be available for 60 days after.
- Limit one per company
- Sponsor logo in title and description of session
- Post event clickable URL of company's choice (*networking lounge, booth, company website*)



Monday, February 22, 2021

9:00 - 11:00 AM and 1:00 - 3:00 PM | Half Day Workshops (4 hours)

**Additional registration required.*

On-Demand Content Available.

Tuesday, February 23, 2021

8:00 - 9:00 AM - Opening Keynote: [Facing Everest Sized Uncertainties with Jim Davidson](#)

9:10 - 10:10 AM - Concurrent Live Education Sessions - Block One

10:20 - 11:20 AM - Concurrent Live Education Sessions - Block Two

11:30 AM - 2:30 PM - Expo Hall Hours

Dedicated Expo Hall Hours are 12:30 - 2:00PM

11:30 - 2:00PM - Vendor Showcases

Photo Contest and Poster Gallery Available

2:10 - 3:10 PM - Featured Education: Communication: THE Best Management Practice with Barry Fagan

3:20 - 4:20 PM - Concurrent Live Education Sessions - Block Three

4:30 - 5:30 PM - Chapter Meetings and Events

5:30 - 6:30 PM - Australia, New Zealand, Asia - International Gathering

6:40 - 7:40 PM - International Concurrent Sessions - Block One

7:50 - 8:50 PM - International Concurrent Sessions - Block Two

Schedule At A Glance



Schedule At A Glance

Wednesday, February 24, 2021

- 8:00 - 9:00 AM** - Concurrent Live Education Sessions - Block Four
9:10 - 10:10 AM - Concurrent Live Education Sessions - Block Five
10:20 - 11:20 AM - Concurrent Live Education Sessions - Block Six
11:30AM - 12:30 PM - Concurrent Live Education Sessions - Block Seven
11:30 AM - 2:30 PM - Expo Hall Hours
Dedicated Expo Hall Hours 12:30 – 2:30PM
12:40 – 1:40PM Vendor Roundtable Discussions
1:50 – 2:50PM- Contractors Corner
Photo Contest and Poster Gallery Available
3:00 - 4:00 PM - Concurrent Live Education Sessions - Block Eight

Thursday, February 25, 2021

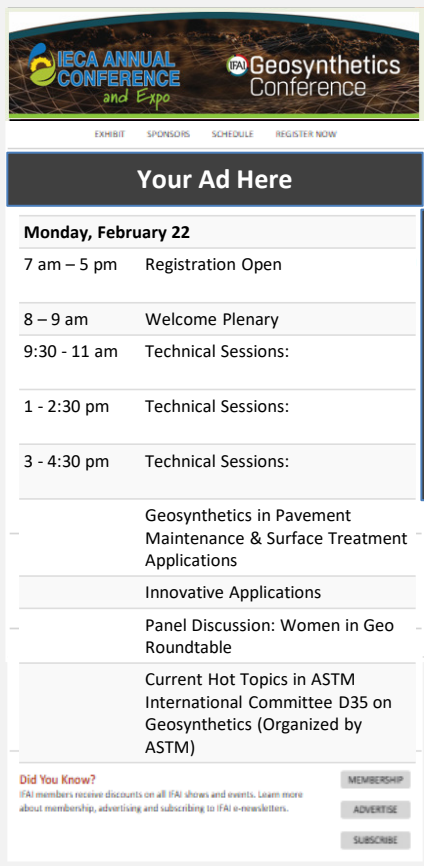
- 5:00 - 6:00 AM** - International Concurrent Block Three
6:10 - 7:10 AM - International Concurrent Block Four
7:20 - 8:20 AM - Europe and S. Africa International Gathering
8:00 - 9:00 AM - Concurrent Live Education Sessions - Block Nine
9:10 - 10:10 AM - Roundtable Discussions
10:20 - 11:20 AM - Concurrent Live Education Sessions - Block Ten
11:30 AM - 2:30 PM - Dedicated Expo Hall Hours
11:30 - 2:00PM - Vendor Showcases
Photo Contest and Poster Gallery Available
2:10 - 3:10 PM - Concurrent Live Education Sessions - Block Eleven
3:20 - 4:20 PM - Concurrent Live Education Sessions - Block Twelve



Daily Schedule Email Sponsorship \$400 member | \$600 nonmember

3 Sponsors per email per day

- Company ad on one (1) of six (6) Official Daily Schedule emails that will be sent to all IECA Annual Conference and Expo registrants
- Email dates
 - Feb. 19- Pre-show Launch information
 - Feb. 22- Daily information
 - Feb. 23- Daily information
 - Feb. 24- Daily information
 - Feb. 25- Daily information
 - Feb. 26- Thank you and event info



The screenshot shows the website header with the IECA Annual Conference and Expo logo and the IFA Geosynthetics Conference logo. Below the header is a navigation bar with links for EXHIBIT, SPONSORS, SCHEDULE, and REGISTER NOW. The main content area is titled "Your Ad Here" and displays the daily schedule for Monday, February 22. The schedule is organized into time slots with corresponding events. To the left and right of the schedule are vertical bars labeled "Your Ad Here". At the bottom of the schedule, there is a "Did You Know?" section with a link to learn more about membership, advertising, and subscribing to IFA newsletters. Below this section are three buttons: MEMBERSHIP, ADVERTISE, and SUBSCRIBE.

Monday, February 22	
7 am – 5 pm	Registration Open
8 – 9 am	Welcome Plenary
9:30 - 11 am	Technical Sessions:
1 - 2:30 pm	Technical Sessions:
3 - 4:30 pm	Technical Sessions:
Geosynthetics in Pavement Maintenance & Surface Treatment Applications	
Innovative Applications	
Panel Discussion: Women in Geo Roundtable	
Current Hot Topics in ASTM International Committee D35 on Geosynthetics (Organized by ASTM)	

Did You Know?
IFA members receive discounts on all IFA shows and events. Learn more about membership, advertising and subscribing to IFA newsletters.

[MEMBERSHIP](#) [ADVERTISE](#) [SUBSCRIBE](#)



Exclusive Company Networking Room \$2,250

Featured prominently in the home navigation for the Annual Conference. Secure your company networking room to host events throughout the conference.

- Professional template provided for you to customize with photos, video, text and link directly to your networking space.
- Use your own platform (Zoom, GoToMeeting, Teams) for networking and events or use IECA's platform.
 - Feature "Ask the Expert" session with your top company experts.
 - Create fun games (trivia, mixology, bingo) with prospects





Official IECA Annual Conference and Expo Swag Box

Have your company front and center
being mailed directly to attendees
Promote your company booth space
and networking opportunities with
custom swag boxes one week ahead of
Event kickoff.

*If you are also interested in also being in
Swag Box you will receive 15% off both boxes*



Swag Box

any logo on swag box
insert (supplied by vendor)
grab bag insert
notification on mobile app

- Logo recognition in Conference Program
- Logo recognition on one of the following items:

- Coffee mug with coffee pack
- Baseball Hat

** Customizable/additional options are available.*





Official IECA Annual Conference and Expo Swag Box

\$4,500 Swag Box

- Flyer insert (supplied by vendor)
- Virtual grab bag insert
- Push notification on mobile app
- Logo recognition on one of the following items:
 - Water tumbler
 - Journal book

** Customizable/additional options are available.*

\$2,500 Swag Box

- Virtual grab bag insert
 - Logo recognition on one of the following items:
 - Face mask
 - Gourmet cookie
- * Customizable/additional options are available.*

\$750 Swag Box Flyer

- Virtual grab bag insert
- Flyer insert (supplied by vendor)

**Prices are subject to change and are based on current availability. All sponsorships must be paid in full by December 29, 2020 to meet production deadlines.*



IECA ANNUAL CONFERENCE
and Expo **Virtual Grab Bag**

Virtual Grab Bag

- Get your company information into the hands of IECA Annual Conference and Expo & Geosynthetic Conference 2021 attendees in the official Virtual Grab Bag!
- The digital show bag will be downloadable from event lobby.
- One file allowed per \$350. if you want multiple files shared, please contact your account manager for more information.
- Digital inserts can include videos, marketing materials, white papers, case studies. File size limits do apply.

\$350 member | \$450 nonmember



Mobile App Opportunities

The eventScribe® mobile event app makes it easy for attendees, exhibitors, and speakers to connect via smartphone or tablet.

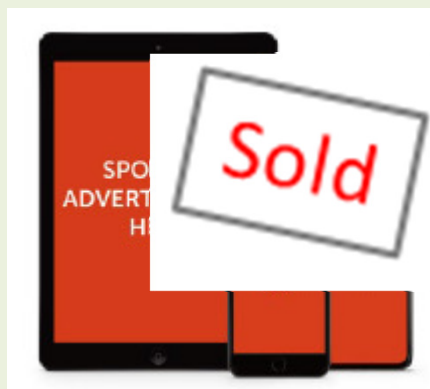
Push Notifications

\$200 member | \$350 nonmember

Title and Message: Up to 230
characters



Sticky Banner



Splash Screen (both horizontal and vertical)

One (1) Opportunity

\$1,500 member | \$2,000 nonmember

Attendees will see one loading
"splash screen" when the app
launches. It shows for 3.5 seconds.

* Additional Mobile App Opportunities
available upon request.



The Official IECA Annual Conference & Geosynthetics Conference Buyers Guide 2021

What it is?

The official conference buyers guide is your platform to connect with current customers and generate new, highly-qualified leads before, during and after the shows.

Attendees will use the show guide to plan their event, from developing their education schedule to the exhibitors that are 'must-see's', make sure your sales message is within the show guide and drive interest in your virtual exhibit.

3,000 copies sent to IECA Annual Conference and Geosynthetics Conference registrants, members and past attendees prior to the show launch. This will also be included into the 200 swag boxes from IECA and 200 swag boxes from Geosynthetics.

Ads must be submitted by January 11th for inclusion in the edition.



SHOW GUIDE		
	IFAI MEMBER	NON-MEMBER
Full Page Ad	\$2,675	\$2,975
Cover 2 Ad	\$2,950	\$3,250
2 Page Spread Ad	\$5,075	\$5,375
2/3 Vertical Ad	\$2,500	\$2,800
1/2 Horizontal Ad	\$1,850	\$2,150
1/2 Island Ad	\$1,925	\$2,225
1/3 Horizontal or Vertical Ad	\$1325	\$1625
1/6 Horizontal or Vertical Ad	\$1025	\$1325
Enhanced Listing with Logo	\$400	\$500



As leaders in the industry we are changing and adapting to make sure that our industry is going forward into the future by providing you with new opportunities to connect with industry.

Thank you for your support!

Kim Kline
Director of Sales
Kim@ieca.org
970-846-9015



Virtual Booth Marketing & Production Packages by



Package	Description	Cost
Base	AGS Booth Page & Content Management Services: <ul style="list-style-type: none"> AGS will collect all the booth elements from exhibitor and upload them on their behalf setting up their page. AGS will also work with them to get content upload approval and sign off from IECA. 	\$225
Midsize	AGS Custom Booth Design JPEG, Booth Page & Content Management Services: <ul style="list-style-type: none"> AGS will design the exhibitor a custom booth JPEG by them selecting a unit from our custom booth catalog OR creating custom header (includes one round of revisions). AGS will collect all the booth elements from the exhibitor and upload them on their behalf setting up their page. AGS will also work with them to get content upload approval and sign off from IECA. 	\$425
Premium	AGS Premium Marketing Package, Booth Page & Content Management Services: <ul style="list-style-type: none"> AGS designs/re-designs your logo to fit size requirements. AGS designs booth header to size and file specifications. AGS designs and creates one single-page marketing PDF. Package pricing includes one round of revisions for each marketing component. Note: Video and additional marketing PDFs available to exhibitors as package add-ons. 	\$610



Virtual Booth Marketing & Production Packages by



Additional Marketing Offerings

- **30-Second Video** – AGS takes static and video content, edits and designs 30-second video advertisement for virtual booth page. \$450
- **Up to 3-Minute Video**— AGS takes static and video content, edits and designs video advertisement for virtual booth page. Service includes taking your pre-existing video footage, branding assets and text/content to create a seamless presentation. \$975
- **Additional Marketing PDF** – AGS consults with exhibitor and creates attractive and informative PDF promoting exhibitor services, products, company values – whatever message exhibiting company wishes to communicate. \$340
 - **NOTE:** Base Booths come with up to (3) PDF attachments. Premium Booths include up to (6) PDF attachments.
- **Custom Marketing Consultation Services** – Want to discuss a specific virtual marketing plan with our experts? Not sure what messages to convey and how to best reach your audience? Schedule time with our Virtual Event Experts to help guide you in Best Practices and how to get the most ROI out of your virtual event.

Contact AGS Virtual
Events Team for
Custom Priced
Packages

Call AGS Expo Services Today to Order!

(407) 292-0025

virtualeventservices@ags-expo.com