



2020 CONTRACT FOR 12TH Annual ICAW Seminar September 17-19, 2020

THE MEC - 455 EAST FARVER STREET • SHIPSHEWANA, IN 46565

THURSDAY SEPT. 17: FARM TOUR AND VENDOR SETUP; MORE INFORMATION TO BE PUBLISHED
FRIDAY SEPT. 18: DOORS OPEN AT 7 AM FOR EXHIBITOR SETUP; DOORS OPEN AT 10 AM TO THE PUBLIC. **DINNER PROVIDED**
SATURDAY SEPT. 19: DOORS OPEN TO THE PUBLIC AT 7 AM; SEMINAR WILL CONCLUDE IN AFTERNOON. **LUNCH PROVIDED**

ICAW SPONSORSHIP PROGRAM

This program allows our supporters to know in advance how much they are contributing to the pet industry and community. Sponsorships will be recognized throughout the conference and in the quarterly newsletter. The program has numerous levels which are detailed below.

<p style="text-align: center;">Platinum Sponsorship: \$6000</p> <ul style="list-style-type: none"> • Annual ICAW membership • 4 booths at the ICAW Seminar • Choice of booth placement at ICAW Seminar • Full page ad in Newsletters, Seminar Booklet, and Membership Manual • 1/2 page ad in Seminar Flyer • Large sign behind stage at ICAW Seminar • (1) 30 minute speaking session during (1) of the monthly conference round table discussions • Digital membership list • (1) 30 minute speaking slot at ICAW Seminar • (1) Free Newsletter Article • Additional booth(s) at the lower rate of \$200 each <p><i>First two Platinum Sponsors will be given the opportunity to have ICAW raffle tickets at their booth</i></p>	<p style="text-align: center;">Gold Sponsorship: \$4000</p> <ul style="list-style-type: none"> • Annual ICAW membership • 3 booths at the ICAW Seminar • Choice of booth placement at ICAW Seminar • Full page ad in Newsletters, Seminar Booklet, and Membership Manual • (1) 15 minute speaking session during (1) of the monthly conference roundtable discussions • Additional booth(s) at the lower rate of \$225 each <p style="text-align: center;">Friday Night Meal Saturday Noon Meal</p>	<p style="text-align: center;">Silver Sponsorship: \$2500</p> <ul style="list-style-type: none"> • Annual ICAW membership • 2 booths at the ICAW Seminar • Full page ad in Newsletters and Seminar Booklet, • Additional booth(s) at the lower rate of \$250 each <p>Your sponsorship will go directly to the selection of your choice below:</p> <p style="text-align: center;">Building Rental Pipe & Drape Rental ICAW Liability Insurance</p>
<p style="text-align: center;">Clipboard Sponsor:</p> <ul style="list-style-type: none"> • Annual ICAW membership • 1 booth at the ICAW Seminar • 1/2 page ad in Seminar Booklet, • Additional booth(s) at the lower rate of \$275 each <p>Sponsor will pay all expenses and retain any leftovers after seminar. All attendees will receive above item with sponsor's name/logo on it.</p>	<p style="text-align: center;">Bronze Sponsor: \$1500 <i>(Select Your Sponsorship Choice)</i></p> <ul style="list-style-type: none"> • Annual ICAW membership • 1 booth at the ICAW Seminar • 1/2 page ad in Newsletters and Seminar Booklet • Additional booth(s) at the lower rate of \$275 each <p>Your sponsorship will go directly to the selection of your choice below:</p> <p style="text-align: center;">Stage & Speaker System Printing Needs Donuts Snacks & Drinks Miscellaneous/Most Needed</p>	<p style="text-align: center;">Farm Tour Sponsor: \$2000</p> <ul style="list-style-type: none"> • Annual ICAW membership • 1 booth at the ICAW Seminar • 1/2 page ad in Newsletters and Seminar Booklet • Additional booth(s) at the lower rate of \$275 each
<p style="text-align: center;">Lanyards + Sleeves Sponsor:</p> <ul style="list-style-type: none"> • Annual ICAW membership • 1 booth at the ICAW Seminar • 1/2 page ad in Seminar Booklet, • Additional booth(s) at the lower rate of \$275 each <p>Sponsor will pay all expenses and retain any leftovers after seminar. All attendees will receive above item with sponsor's name/logo on it.</p>	<p style="text-align: center;">SPONSORSHIP SELECTION:</p> <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/>	

BOOTH SPACE RATES:

All booths measure 10' x 10' and include electricity. Each exhibitor must provide own liability insurance.

- ___ \$350 - 1 booth space, 1 skirted table, 2 chairs; Annual ICAW Membership
- ___ \$600 - 2 booth spaces, 2 skirted tables, 4 chairs; Annual ICAW Membership

ADVERTISING RATES:

All advertisements must be emailed to: icawinfo@gmail.com. Please select your advertising choice(s) from below:

SEMINAR BOOK AD		SINGLE NEWSLETTER AD		FULL YEAR NEWSLETTER AD		COMBINATION RATES	
FULL Page	\$300	Full Page	\$300	Full Page	\$900	FULL YEAR FULL PAGE NEWSLETTER + FULL PAGE SEMINAR BOOK	\$1,050
1/2 Page	\$150	1/2 Page	\$150	1/2 Page	\$550		(\$1,200 Value)
1/4 Page	\$125	1/4 Page	\$125	1/4 Page	\$450	FULL YEAR 1/2 PAGE NEWSLETTER + 1/2 PAGE SEMINAR BOOK	\$600
Business Card	\$50	Business Card	\$50	Business Card	\$150		(\$700 Value)

ADVERTISING DIMENSIONS:

Booklet:	Newsletter:
Full Page.....5.5" x 8.5"	Full Page.....8.5" x 11.5"
Half Page.....5.5" x 4"	Half Page.....8.5" x 5.5"
Quarter Page..2.5" x 4"	Quarter Page..4.25" x 5.5"

TOTAL PAYMENT DUE: \$ _____

Please include a check (payable to ICAW) with your contract, or you may request a PayPal invoice. Contracts can be sent to Darrin Yoder at 69200 CR 29 • New Paris, IN 46553, or emailed to icawinfo@gmail.com.

Deadline for payment and all information regarding any of the above must be received by September 4, 2020 to be included in the Seminar Book.

ICAW reserves the right to refuse booth space to any business and/or individual if, in the opinion of the ICAW officers and board, the subject of the booth is not keeping with the objectives of ICAW. ICAW reserves the right to ask any business and/or individual to leave the premises if the information or communication at the booth is derogatory toward ICAW, its officers, and/or members. In understanding, please sign below:

SIGNATURE: _____
 Company Name: _____
 Contact Person: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____ Email: _____

(Please direct any questions to icawinfo@gmail.com or see our website for more information at: www.icaw.org)