



13th Annual ICAW Seminar

2021 Contract

June 3, 4 & 5, 2021
Simon J Graber Building
9164 E 875 N Odon, IN 47562
 South

September 16, 17 & 18, 2021
Elkhart County Fairgrounds
17746-D County Road 34, Goshen, IN 46528
 North

<p>June 3:</p> <ul style="list-style-type: none"> • Vendor set up starting at 3:00 pm <p>June 4:</p> <ul style="list-style-type: none"> • Farm Tour at 8:00 AM • Doors open to the public at Noon • Dinner will be served with free-will donations going to Amish schools <p>June 5:</p> <ul style="list-style-type: none"> • Doors open to the public at 7:00 AM • Seminar will conclude in the afternoon • Lunch will be served 	<p>September 16:</p> <ul style="list-style-type: none"> • Vendor set up starting at 3:00 pm <p>September 17:</p> <ul style="list-style-type: none"> • Farm Tour at 8:00 AM • Doors open to the public at Noon • Dinner will be served with free-will donations going to Amish schools <p>September 18:</p> <ul style="list-style-type: none"> • Doors open to the public at 7:00 AM • Seminar will conclude in the afternoon • Lunch will be served
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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>Platinum Sponsor</p> <ul style="list-style-type: none"> • Annual ICAW membership • Four booths at the ICAW seminar • Your choice of booth placement at ICAW seminar in the order that Platinum Sponsorships are received • Full page ad in each Newsletter • Full page educational article in each Newsletter • Full page ad in the Seminar Booklet • A large banner, of your design, displayed on stage at the ICAW seminar • Digital membership list • (1) 5-10 minute speaking session to share your company's story at the ICAW Seminar • Additional booth(s) at a lower rate of \$200 each • Be a guest speaker during one of the monthly conference calls <ul style="list-style-type: none"> <input type="checkbox"/> June 4-5 Seminar \$4,000 <input type="checkbox"/> September 17-18 Seminar \$4,000 <input type="checkbox"/> Both Seminars \$6,000 	<p>Gold Sponsor</p> <ul style="list-style-type: none"> • Annual ICAW membership • Three booths at the ICAW seminar • Choice of booth placement in the order that Gold sponsorships are received (after Platinum Sponsorship booths are placed) • Full page ad in each Newsletter • Full page ad in the Seminar Booklet • Additional booth(s) at a lower rate of \$225 each • Be a guest speaker during one of the monthly conference calls <ul style="list-style-type: none"> <input type="checkbox"/> June 4-5 Seminar \$2,500 <input type="checkbox"/> Sept. 17-18 Seminar \$2,500 <input type="checkbox"/> Both Seminars \$4,000 	<p>Silver Sponsor</p> <ul style="list-style-type: none"> • Annual ICAW membership • Two booths at the ICAW seminar • Full page ad in each Newsletter • Full page ad in the Seminar Booklet • Additional booth(s) at the lower rate of \$250 each <ul style="list-style-type: none"> <input type="checkbox"/> June 4-5 Seminar \$2,000 <input type="checkbox"/> Sept. 17-18 \$2,000 <input type="checkbox"/> Both Seminars \$3,000
<p>Bronze Sponsor</p> <ul style="list-style-type: none"> • Annual ICAW membership • One booth at the ICAW seminar • Half page ad in each Newsletter • Half page ad in the Seminar Booklet • Additional booth(s) at a lower rate of \$275 each <ul style="list-style-type: none"> <input type="checkbox"/> June 4-5 Seminar \$1,000 <input type="checkbox"/> Sept. 17-18 Seminar \$1,000 <input type="checkbox"/> Both Seminars \$2,000 	<p>Kennel Tour Sponsor</p> <ul style="list-style-type: none"> • Annual ICAW membership • One booth at the ICAW seminar • Half page ad in each Newsletter • Half page ad in the Seminar Booklet • Additional booth(s) at a lower rate of \$275 each <ul style="list-style-type: none"> <input type="checkbox"/> June 4-5 Seminar \$1,000 <input type="checkbox"/> Sept. 17-18 Seminar \$1,000 <input type="checkbox"/> Both Seminars \$2,000 	<p>Lanyard & Sleeves Sponsor</p> <ul style="list-style-type: none"> • Annual ICAW membership • One booth at the ICAW seminar • Half page ad in the Seminar Booklet • Additional booth(s) at a lower rate of \$275 each <ul style="list-style-type: none"> <input type="checkbox"/> June 4-5 Seminar <input type="checkbox"/> Sept. 17-18 Seminar
<p>Friday Night Meal</p> <ul style="list-style-type: none"> • Annual ICAW membership • Four booths at the ICAW seminar • Choice of booth placement at ICAW seminar • Full page ad in the Newsletter and Seminar Booklet • (1)15 minute speaking session during one of the monthly conference round table discussions • Additional booth(s) at a lower rate of \$225 each <ul style="list-style-type: none"> <input type="checkbox"/> June 4-5 Seminar \$3,000 <input type="checkbox"/> Sept. 17-18 Seminar \$3,000 	<p>Saturday Noon Meal</p> <ul style="list-style-type: none"> • Annual ICAW membership • Two booths at the ICAW seminar • Full page ad in the Newsletter and Seminar Booklet • Additional booth(s) at a lower rate of \$250 each <ul style="list-style-type: none"> <input type="checkbox"/> June 4-5 Seminar \$2,000 <input type="checkbox"/> Sept. 17-18 Seminar \$2,000 	<p>Clipboard Sponsor</p> <ul style="list-style-type: none"> • Annual ICAW membership • One booth at the ICAW seminar • Half page ad in the Seminar Booklet • Additional booth(s) at a lower rate of \$275 each <ul style="list-style-type: none"> <input type="checkbox"/> June 4-5 Seminar <input type="checkbox"/> Sept. 17-18 Seminar

Booth Rates

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

- \$300 – 1 booth space, 1 skirted table, 2 chairs and an annual ICAW membership
 - June 4 & 5 Seminar (Simon J Graber Building, Odon IN)
 - September 17 & 18 (Elkhart County Fairgrounds, Goshen IN)
- \$500 – 2 booth spaces, 2 skirted tables, 4 chairs and an annual ICAW membership
 - Both Seminars (1 booth in Odon, IN and 1 booth in Goshen, IN)
 - June 4 & 5 Seminar (2 booths at Simon J Graber building in Odon, IN)
 - September 17 & 18 Seminar (2 booths at Elkhart County Fairgrounds in Goshen, IN)
- \$1,000 – 2 booth spaces, 2 skirted tables, 4 chairs for each of the Seminars and an annual ICAW membership (June 4 & 5 Seminar and September 17 & 18 Seminar)

Advertising Rates

The deadline to submit any ads for the South Seminar is **MAY 1, 2021**. The deadline to submit any ads for the North Seminar is **August 15, 2021**. Please email all advertisements to icawinfo@gmail.com. Select your advertising choice(s) from below:

Newsletter SEMINAR BOOKLET AD <small>Will be sent out 2 weeks prior to seminar (2021) Ads are for 1 seminar only</small>		SINGLE NEWSLETTER AD <small>1 issue only for 2022</small>		FULL YEAR NEWSLETTER AD <small>4 issues for 2022</small>		COMBINATION RATES For 2022	
Full page	\$300	Full Page	\$300	Full Page	\$900	Full year-Full page Newsletter + Full page Seminar Booklet	\$1050 <small>(\$1200 value)</small>
1/2 page	\$150	1/2 page	\$150	1/2 page	\$550		
1/4 page	\$125	1/4 page	\$125	1/4 page	\$450	Full year-1/2 page Newsletter + 1/2 page Seminar Booklet	\$600 <small>(\$700 value)</small>
Business card	\$50	Business card	\$50	Business card	\$150		

Advertising Dimensions

Booklet:

Full page.....8.5" x 11.5"
 1/2 page.....8.5" x 5.5"
 1/4 page.....4.25" x 5.5"

Newsletter:

Full page.....8.5" x 11.5 "
 1/2 page.....8.5" x 5.5"
 1/4 page.....4.25" x 5.5"

Total Payment Due: \$_____

Please include a check, made payable to ICAW, with your contract. PayPal invoices are available upon request. Contracts can be sent to Darrin Yoder 69200 CR 29, New Paris, IN 46553 or emailed to icawinfo@gmail.com.

The deadline for payment and all information regarding any of the above must be received by **May 1, 2021** to be included in the Seminar Booklet for the South and **August 15, 2021** for the North Seminar.

*The Seminar Booklet will be sent out to all ICAW members two weeks prior to the seminars.

ICAW reserves the right to refuse booth space to any business and/or individual if, in the opinion of 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, it's officers and/or members. In understanding, please sign below:

Signature: _____

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____