

# 2020 **M**arketing guide

Iowa State Association of Counties

# PREFERRED vendor program

The Iowa State Association of Counties (ISAC) is the principal, authoritative source of representation, information and services for and about county government in Iowa. Our members are county officials and employees from all 99 counties.

ISAC knows that companies are looking for ways to build and to strengthen their relationships with county governments. With that in mind, we offer the ISAC Preferred Vendor Program to give companies the greatest exposure to county officials and employees.

The Preferred Vendor Program can help you accomplish your goals of creating and strengthening awareness and visibility. Our preferred vendors are uniquely positioned to build and deepen relationships with county officials in all 99 Iowa counties.

## **Why did we create this program?**

This program offers companies the ability to have year-round exposure to county officials while helping to support ISAC events throughout the year.

## **What is the benefit to your company?**

As a preferred vendor you will be able to keep in touch with ISAC members throughout the year. The program will minimize your costs by offering a large package rather than charging on a per-item basis. Budgeting for your company will also be made easier with this one-stop-shop approach. We will do all of the work for you so that you don't miss any opportunities to communicate with county officials.

## **Which level is right for your company?**

The wide range of preferred vendor packages will fit every budget. Four levels of preferred vendors range from \$10,000 with the maximum exposure to \$1,000 annually. ISAC also offers a la carte opportunities.

## **Preferred vendor vs. a la carte?**

The preferred vendor packages will give you a presence with the county officials of Iowa. A la carte opportunities are offered for the company interested in seeing if a market exists in county government. A la carte items can be added to preferred vendor packages.

Please contact Jacy Ripperger, 515.244.7181 or [jripperger@iowacounties.org](mailto:jripperger@iowacounties.org), to discuss the program and your best opportunity for 2020. Payment plans are available for Elite Preferred Vendors.

# Benefits at a glance

Four preferred vendor packages offer a variety of year-round benefits to companies looking to increase exposure among Iowa county officials and employees.

	Elite Preferred Vendor \$10,000	Platinum Preferred Vendor \$5,000	Gold Preferred Vendor \$2,500	Silver Preferred Vendor \$1,000
Pick of exclusive conference sponsorship	•			
Featured as Company of the Month - website and magazine	•			
Electronic database of county officials	•	•		
Monthly magazine ads	Full Page	Half Page	Business Card	Listing
ISAC website	Linked Logo	Linked Logo	Linked Logo	Linked Listing
Company Profile in Vendor Directory	Up to 4 Categories	Up to 3 Categories	Up to 2 Categories	1 Category
Magazine subscription	•	•	•	•
Listing in ISAC Annual Report	•	•	•	•
<b>Annual Conference</b>				
Hospitality suite	•			
Exhibit booth	•	•	•	
Electronic listing of conference attendees	•	•	•	
Exhibit booth signage	•	•	•	•
Mobile app logo and special listing	•	•	•	•
Conference registrations	6	4	2	1
General Session presentation	Logo	Logo	Logo	Listing
<b>Spring Conference</b>				
Hospitality suite	•			
Exhibit booth	•	•		
Electronic listing of conference attendees	•	•		
Exhibit booth signage	•	•	•	•
Mobile app logo and special listing	•	•	•	•
Conference registrations	6	4	2	1
General Session presentation	Logo	Logo	Logo	Listing
Total Value	\$20,000	\$10,000	\$5,000	\$2,000
Total Savings	\$10,000	\$5,000	\$2,500	\$1,000

The Elite Preferred Vendor Package will offer your company the greatest visibility and will maximize your dollar. For \$10,000 annually we will offer you double your money's worth of benefits and place you in the direct spotlight of county officials throughout the year. This package offers an overall savings of \$10,000.

- Invitation to an ISAC Board of Directors social event
- Pick of an exclusive conference sponsorship (see options in box below)
- Featured as Preferred Vendor of the Month on the ISAC website and in our monthly magazine
- Electronic database of county officials
- Full page monthly magazine ads
- Linked logo on the ISAC website
- Linked profile in the vendor directory — up to four categories
- Listing in the ISAC Annual Report
- Magazine subscription

#### **ISAC Annual Conference**

- Hospitality suite
- Exhibit booth
- Exhibit booth signage
- Electronic listing of conference attendees
- Logo and special listing on conference app
- Six conference registrations
- Logo on the General Session presentation

#### **ISAC Spring Conference**

- Hospitality suite
- Exhibit booth
- Exhibit booth signage
- Electronic listing of conference attendees
- Logo and special listing on conference app
- Six conference registrations
- Logo on the General Session presentation



#### **Exclusive Conference Sponsorship Options**

*\*\*Awarded on a first come, first served basis*

- ISAC Annual Conference Keynote Speaker Sponsor
- ISAC Annual Conference Morning Refreshment Sponsor - Friday
- ISAC Spring Conference Lunch Sponsor
- ISAC Spring Conference Morning Refreshment Sponsor - Friday

The Platinum Preferred Vendor Package offers excellent visibility at both ISAC annual conferences and a wide range of exposure in other areas as well. With a price tag of \$5,000 and a value of over \$10,000, this package is an excellent value.

- Electronic database of county officials
- Half page monthly magazine ads
- Linked logo on the ISAC website
- Linked profile in the vendor directory -up to three categories
- Listing in the ISAC Annual Report
- Magazine subscription

### **ISAC Annual Conference**

- Exhibit booth
- Exhibit booth signage
- Electronic listing of conference attendees
- Logo and special listing on conference app
- Four conference registrations
- Logo on the General Session presentation

### **ISAC Spring Conference**

- Exhibit booth
- Exhibit booth signage
- Electronic listing of conference attendees
- Logo and special listing on conference app
- Four conference registrations
- Logo on the General Session presentation



### **ISAC Conferences**

2020 Spring Conference

March 12-13

Veterans Memorial Community Choice Credit Union Convention Center, Des Moines

2020 Annual Conference

August 26-28

Veterans Memorial Community Choice Credit Union Convention Center, Des Moines

- Over 1,500 county official/employees in attendance
- Audience of key decision makers and purchasers
- Exhibit your products and services
- Educate county officials about your company
- Network with county officials during conference activities

The Gold Preferred Vendor Package will continue to offer you optimum exposure at ISAC's largest event of the year, the fall school of instruction, while allowing you to attend the spring school of instruction. Year-round perks in the magazine and on the website will guarantee that county officials across Iowa see your company on a regular basis. The gold package is valued at over \$5,000, but the price to you is only \$2,500.

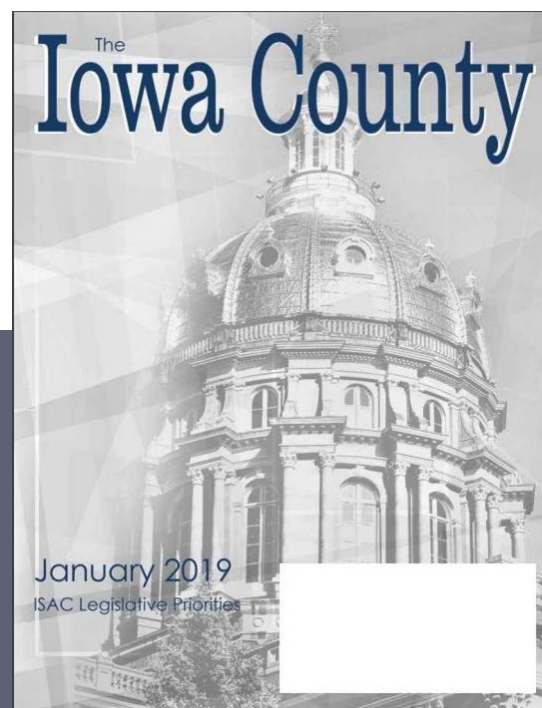
- Business card monthly magazine ads
- Linked logo on the ISAC website
- Linked profile in the vendor directory — up to two categories
- Listing in the ISAC Annual Report
- Magazine subscription

#### **ISAC Annual Conference**

- Exhibit booth
- Exhibit booth signage
- Electronic listing of conference attendees
- Logo and special listing on conference app
- Two conference registrations
- Logo on the General Session presentation

#### **ISAC Spring Conference**

- Logo and special listing on conference app
- Two conference registrations
- Logo on the General Session presentation



#### **The Iowa County magazine**

The magazine is a major source of information for county officials. It provides details on the latest topical information and upcoming meetings and events. We also offer an online copy of the magazine on our website each month.

- Circulation of around 2,200 mailed and 2,500 email
- 24 pages
- Monthly publication
- Running for over 40 years



The Silver Preferred Vendor Package is a must for the company who is looking to have contact with county officials on a year-round basis. A representative from your company will be invited to attend both annual conferences during which you will be recognized as an ISAC Silver Preferred Vendor. Listings in our magazine, website and annual report will ensure that counties know your name and where to find you when they are in need of your service. With a total value of over \$2,000, we will save you \$1,000 by offering this package at only \$1,000 annually.

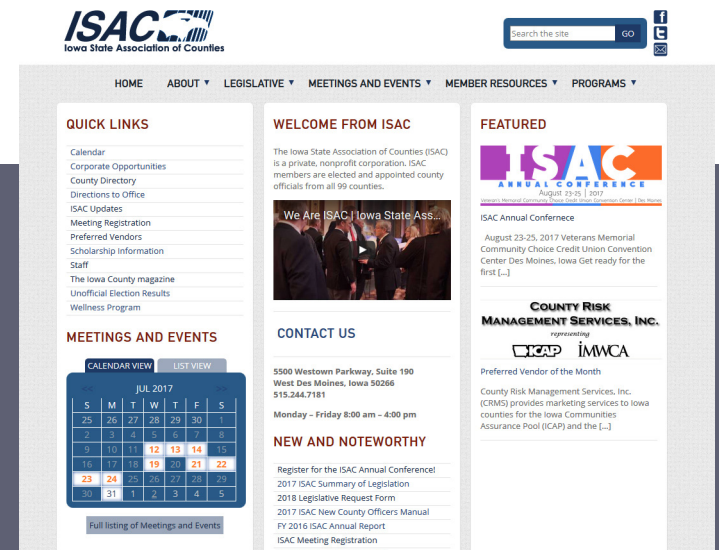
- Listing in the monthly magazine
- Linked listing on the ISAC website
- Linked profile in the vendor directory
- Listing in the ISAC Annual Report
- Magazine subscription

### ISAC Annual Conference

- Logo and special listing on conference app
- One conference registration
- Listing on the General Session presentation

### ISAC Spring Conference

- Logo and special listing on conference app
- One conference registration
- Listing on the General Session presentation



**www.iowacounties.org**

ISAC's website has become one of the most visited sites among county officials in Iowa. Over the past year iowacounties.org has received over 42 million hits and averages around 3.5 million hits per month. A linked logo or company listing will be included on the website.

# A la carte

Although the preferred vendor packages offer the most bang for the buck, a la carte opportunities are also available. The following options are mainly offered for a company looking to get started mid-year and/or feeling out the market. A la carte items can also be added to preferred vendor packages, but discounts cannot be given for these items.

The Scholarship Golf Fundraiser sponsorships are partially tax deductible. Sponsorships of these events fund the ISAC Education Foundation which awards scholarships to high school seniors who are children of county officials or employees.

The Supervisors Statewide Annual Meeting is held by the Iowa State Association of County Supervisors. ISAC coordinates the sale of their annual meeting booths.

Specific event sponsorships are also available. Please contact Jacy Ripperger, 515.244.7181 or [jripperger@iowacounties.org](mailto:jripperger@iowacounties.org), to discuss availability.

Exhibit Booth	<b>Spring Conference</b>
	\$800
	<i>Includes two free exhibit booth attendees. Any additional attendees will be \$50.</i>
Vendor Profile	<b>Vendor Directory</b>
	\$500 + \$200/additional category
<b>Magazine Advertising</b>	
Back Cover Full Color	\$970
Inside Front Cover Full Color	\$970
Inside Back Cover Full Color	\$970
Full Page Full Color	\$870
Full Page	\$620
1/2 Page	\$370
1/3 Page	\$320
1/4 Page	\$260
1/6 Page	\$220
Business Card	\$150

Exhibit Booth	<b>Annual Conference</b>
	\$1,000
	<i>Includes two free exhibit booth attendees. Any additional attendees will be \$75.</i>
Exhibit Booth	<b>Supervisors Statewide</b>
	\$400
<b>Scholarship Golf Fundraiser</b>	
Title Sponsor	\$3,000
Dinner Sponsor	\$1,500
Reception Sponsor	\$1,500
Lunch Sponsor	\$1,500
Beverage Cart Sponsor	\$1,500
Mulligan Sponsor	\$1,500
Hole Sponsor	\$1,000
Co-Hole Sponsor	\$500
Ring Game Sponsor	\$250
Range Ball Sponsor	\$250
Eagle Sponsor	\$300
Birdie Sponsor	\$200