ISRI2020 CONVENTION & EXPOSITION
LAS VEGAS | APRIL 27-30
MANDALAY BAY RESORT & CASINO

SPONSORSHIP OPPORTUNITIES
ACCESS, BRANDING, CONNECTIONS

OVER 5,000 PROFESSIONALS IN ATTENDANCE
OVER 73% HAVE PURCHASING AUTHORITY
OVER $1 BILLION IN COMBINED PURCHASING POWER

Janesha Russell | Sponsorship & Exhibit Manager | Institute of Scrap Recycling Industries, Inc. | jrussell@isri.org | (502) 409-2615

Pricing Representative of ISRI Member organizations, Non-member organizations add 20% for Total.

ISRI2020.org
LEVEL 1 SPONSORSHIPS

ISRI offers a variety of sponsorship opportunities to fit any budget. We are open to your creativity – if you have a sponsorship idea that’s not listed, contact us to see how we can work with you to tailor a package!

WIFI ................................................................................................... $50,000
Your opportunity to own the convention & BE everywhere, providing this service available both in the exhibit hall and throughout the ISRI2020 space! Additional benefits include:

• Naming rights of the network & password
• Default browser landing page set to the URL of your choice
• Brand/Logo recognition along with access instructions included in convention program, app, onsite signage, & pre-convention e-mail
• Banner ad included in ISRI App

TOTE BAGS ........................................................................................ $40,000

OPENING SESSION W/ GARY VAYNERCHUK ...................................... $35,000
Tuesday, April 28, 2020: The opening General Session sets the tone for the entire convention. You can associate your brand with ISRI’s message and be in front of the most senior of all convention attendees. Additional benefits include:

• Up-to 90 sec sponsor produced video presentation played at the start of the session and on hotel TV channel
• Brand/Logo recognition prominently displayed at the entrance to the General Session Hall and throughout convention
• Brand/Logo featured on the big screens during the session
• Acknowledgement by the convention chair and ISRI chair from the stage
• Photo with Keynote Speaker
• Event-related recognition on the Convention website with appropriate social media, with hash tags and hyperlinks

MEMBERS LOUNGE ........................................................................... $30,000

LEVEL 1 BENEFITS
(unique benefits outlined with each opportunity):

• VIP seating at Opening and Closing General Sessions
• Photo with Keynote Speaker (as permitted by Keynote Speaker)
• One round trip VIP Shuttle airport to/from Convention Hotel
• Brand recognition on Sponsor thank you signs throughout the ISRI Convention
• Choice of an advertisement on ISRI TV playing in the convention hotels or an insert in the tote bag.
• Brand featured on the inside cover of the program.
• Brand featured as a sponsor in the convention issue of Scrap.
• 1 complimentary registration for every $5,000 in sponsorship

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CLOSING SESSION W/ RENÉE MAUBORGNE .....................................$30,000
Thursday, April 30, 2020: Our featured speaker is, the award-winning economist and business strategist who coauthored the global best-seller Blue Ocean Strategy (Harvard Business Review Press). This session also introduces ISRI’s Chair-elect as he informs the industry of ISRI’s priorities for the coming term. Additional benefits include:
• Up-to 90 sec sponsor produced video presentation played at the start of the session and on hotel TV channel
• Brand/Logo recognition prominently displayed at the entrance to the General Session Hall and throughout convention
• Brand/Logo featured on the big screens during the session
• Acknowledgement by the convention chair and ISRI chair from the stage
• Photo with Keynote Speaker
• Event-related recognition on the Convention website with appropriate social media, with hash tags and hyperlinks

EXHIBIT HALL AISLE SIGNS ..............................................................$30,000

LANYARDS .........................................................................................$28,000

OPENING RECEPTION ........................................................................$25,000

CLOSING NIGHT PARTY .....................................................................$25,000
Thursday, April 30, 2020 | 6PM-9PM: Join friends and colleagues at one of the more famous locations on the Vegas Strip in the heart of the action for one of ISRI’s biggest and best parties ever!
• Exclusive naming rights to the event: “Your Name & ISRI Closing Night Party”
• Acknowledgment by the convention chair from the stage
• Custom giveaway to party guests with your brand imprinted (sponsor produced)
• Your brand featured on entrance signs and throughout the event space

LEVEL 1 BENEFITS
(unique benefits outlined with each opportunity):
• VIP seating at Opening and Closing General Sessions
• Photo with Keynote Speaker (as permitted by Keynote Speaker)
• One round trip VIP Shuttle airport to/from Convention Hotel
• Brand recognition on Sponsor thank you signs throughout the ISRI Convention
• Choice of an advertisement on ISRI TV playing in the convention hotels or an insert in the tote bag.
• Brand featured on the inside cover of the program.
• Brand featured on the 2020 ISRI Convention website. (more than 37,000 unique visitors)
• Brand featured as a sponsor in the convention issue of Scrap.
• 1 complimentary registration for every $5,000 in sponsorship

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EDUCATIONAL WORKSHOPS .......... $25,000 EXCLUSIVE ($13,000 SHARED)
Connect your brand to more than 20 workshops offering attendees business intelligence on issues important to their operations. Everything from regulatory compliance, to new market strategies, and finding ways to make money processing a variety of commodity products.
- Brand recognition on the introductory AV slides in each classroom
- Brand recognition on all signs featuring workshop schedules

HOTEL KEY ............................................................... $25,000

LEVEL 1 BENEFITS
(unique benefits outlined with each opportunity):
- VIP seating at Opening and Closing General Sessions
- Photo with Keynote Speaker (as permitted by Keynote Speaker)
- One round trip VIP Shuttle airport to/from Convention Hotel
- Brand recognition on Sponsor thank you signs throughout the ISRI Convention
- Choice of an advertisement on ISRI TV playing in the convention hotels or an insert in the tote bag.
- Brand featured on the inside cover of the program.
- Brand featured as a sponsor in the convention issue of Scrap.
- 1 complimentary registration for every $5,000 in sponsorship

YOUR BRAND HERE x 20+

Own the Experience

ISRI2020.org

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LEVEL 2 SPONSORSHIPS

ISRI offers a variety of sponsorship opportunities to fit any budget. We are open to your creativity – if you have a sponsorship idea that’s not listed, contact us to see how we can work with you to tailor a package!

LEVEL 2 BENEFITS

(unique benefits outlined with each opportunity):

- VIP seating at Opening and Closing General Sessions
- One round trip VIP Shuttle airport to/from Convention Hotel
- Brand recognition on Sponsor thank you signs throughout the ISRI Convention
- One sponsor produced printed insert in the tote bag.
- Brand featured on the inside cover of the program.
- Brand featured on the 2020 ISRI Convention website. (more than 37,000 unique visitors)
- Brand featured as a sponsor in the convention issue of Scrap
- 1 complimentary registration for every $5,000 in sponsorship

CONVENTION PROGRAM ..................................................$20,000

HIGHLIGHTER PEN ......................................................$17,500

NOTEPAD .................................................................$17,500

Expand your reach beyond just the convention. Notepads are a high-demand item provided to all attendees at convention and at all ISRI events throughout the year. Additional benefits include:

- Brand recognition on the official ISRI notepad (one color imprint, 4 color available for additional $500)

CHARGING STATIONS ..................................................$15,000

MOBILE APP ..........................................................$15,000

EXHIBIT HALL LUNCH + AFTERNOON BREAK ..........$15,000 (3 AVAILABLE)

Additional benefits include:

- Choice of: Tuesday, Wednesday or Thursday
- Brand recognition on napkins, convention program, mobile app, and signage in conjunction with the event.

ISRI AFTER HOURS ..........................$15,000 NON-EXCLUSIVE (2 AVAILABLE)

Exclusive available at $28,000 (one organization only). This is an exclusive ISRI Full Registrant ONLY event, no trade-show-only & exhibit hall badges allowed) Additional benefits include:

- Choice of: Tuesday or Wednesday
- Exclusive naming rights to the event: “Your Name & ISRI After Hours”
- Custom giveaway to party guests with your brand imprinted (sponsor produced)
- Your brand featured on entrance signs and throughout the event space
- Brand recognition on napkins, convention program, mobile app, and signage in conjunction with the event.

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LEVEL 2 BENEFITS
(unique benefits outlined with each opportunity):

- VIP seating at Opening and Closing General Sessions
- One round trip VIP Shuttle airport to/from Convention Hotel
- Brand recognition on Sponsor thank you signs throughout the ISRI Convention
- One sponsor produced printed insert in the tote bag.
- Brand featured on the inside cover of the program.
- Brand featured on the 2020 ISRI Convention website. (more than 37,000 unique visitors)
- Brand featured as a sponsor in the convention issue of Scrap.
- 1 complimentary registration for every $5,000 in sponsorship

YOUNG EXECUTIVE RECEPTION ......................................................... $15,000
Align your brand with the next generation of leadership (Attendees 40 and under) in the industry. Additional benefits include:
- Brand recognition on napkins, convention program, mobile app, signage in conjunction with the event, and all pre-event promotional materials
- Post-Convention attendee roster of all self-identified 40 and under

DAILY VIDEO RECAP .................................................................$15,000
The convention recap videos are ISRI’s most watched content across our video platform engaging the 5,000 convention attendees and over Additional benefits include:
- Exclusive brand recognition in 5 daily ISRI2020 recap videos
- Brand recognition on daily 2 min recap video:
  - Beginning (logo only)
  - End (30 sec sponsor produced spot with call to action and link)
- Daily e-mail distribution to over 5,000 convention attendees
- Daily social media distribution across all ISRI channels
- Daily posting to the ISRI website

HEALTH & SAFETY - HAND SANITIZER ........................................... $12,000
Make your brand synonymous with health and safety. Production included.
- Brand recognition on the official ISRI hand sanitizer clipped to the handle of every convention tote bag

20X30 EXPO NETWORKING LOUNGE .................................$10,000 (5 AVAILABLE)
This is the last opportunity to lock in a presence on the SOLD OUT exhibit hall floor.
- Branded corner unit signage & hanging sign
- Cafe table rounds, chairs and carpet to fill the space included.
- Brand recognition on convention program, mobile app, and signage in conjunction with the space.
- Custom furniture, carpet, decor, and electric available for added fee (90% of space must be allocated to seating & tables to facilitate networking, all final furniture orders and layouts are subject to approval by ISRI)
LEVEL 3 SPONSORSHIPS

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20X20 EXPO NETWORKING LOUNGE ...........................................$8,000 (3 AVAILABLE)
This is the last opportunity to lock in a presence on the SOLD OUT exhibit hall floor.

- Branded corner unit signage
- Branded hanging sign
- Cafe table rounds a chairs to fill the space.
- Brand recognition on convention program, mobile app, and signage in conjunction with the space.
- Custom furniture, carpet, decor, and electric available for added fee (90% of space must be allocated to seating & tables to facilitate networking, all final furniture orders and layouts are subject to approval by ISRI)

LEVEL 3 BENEFITS
(unique benefits outlined with each opportunity):

- VIP seating at Opening and Closing General Sessions
- One sponsor produced printed insert in the tote bag.
- Brand featured on the inside cover of the program.
- Brand featured on the 2020 ISRI Convention website. (more than 37,000 unique visitors)
- Brand featured as a sponsor in the convention issue of Scrap.
- 1 complimentary registration for every $5,000 in sponsorship

EXHIBITOR LOCATOR BOARDS ..................................................$8,000

POCKET SCHEDULES ..................................................................$8,000

EXHIBIT POCKET MAPS ...............................................................$8,000

LUGGAGE TAGS ..........................................................................$7,500
Additional benefits include:
- Distribution in the official convention tote given to all attendees

BRANDED ITEM IN TOTE BAG ..................................................$5,000
All item production costs will be passed on to the sponsor. Sponsor may provide the item directly to ISRI. Additional benefits include:
- Distribution in the official convention tote given to all attendees
- Options: Coozie, Flashlight, Water Bottle
- Have an idea contact use to discuss

PRINTED ITEM IN TOTE BAG ........ $2,000 (STANDARD) $4,500 (OVERSIZED)
Sponsor must provide the item directly to ISRI no production assistance available. Additional benefits include:
- Distribution in the official convention tote given to all attendees

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