



INTERNATIONAL
CODE
COUNCIL®

2022 Visibility Prospectus



THANK YOU



We appreciate the generous sponsorship support of a diverse cross-section of organizations which align with the Code Council's building safety mission.



WELCOME

If your business goals for 2022 include raising your brand's visibility and staying top-of-mind with decision-makers in the building safety community, we can help.

The International Code Council is the leading global source of model codes and standards and building safety solutions. Code Council codes, standards and solutions are used to ensure safe, affordable and sustainable communities and buildings worldwide. Code Council products and services fall into seven main categories:

1. Codes & Standards
2. Membership
3. Product Evaluation & Testing
4. Accreditation
5. Professional Development & Training
6. Software & Technology
7. Consulting

Our mission is to provide the information, tools, and resources that members rely on, building safety professionals turn to, and the public trusts.

Sponsorship opportunities with the Code Council provide unparalleled access to building safety professionals including code officials, architects, engineers, builders, contractors, plan reviewers, permit technicians and designers.

We offer many dynamic ways to showcase your brand including advertising in our award-winning digital publication and weekly newsletters, mentions on our popular podcast, and of course, sponsorship of our annual Building Safety Month and Annual Conference.

Our team is happy to help you choose the right mix of activities to reach your audience and your goals while maximizing your budget.

Thank you for your interest in sponsorship opportunities with the International Code Council. We look forward to working with you.

With sincere gratitude,



Dominic Sims, CBO
Chief Executive Officer
International Code Council



ICC FAMILY OF SOLUTIONS



Overall Reach

 No. of Members
63,000+

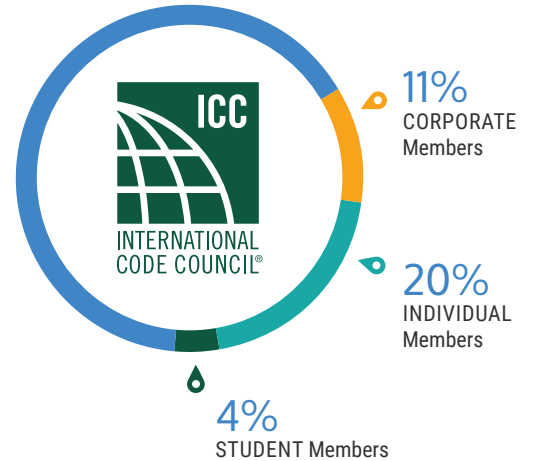
 No. of Chapters
390+

 No. of Customers and BSJ Weekly Subscribers
100,000+

 2020 Webinar Series Attendees
3,200+

 2020 Pulse Podcast downloads
18,000+

65%
GOVERNMENTAL
Members/
Representatives



Social Media Reach

 **16,900+**
FOLLOWERS

 **15,200+**
FOLLOWERS

 **20,000+**
FOLLOWERS

Sponsorship

Learn Live Webinars

The Code Council will deliver online training sessions on current topics of interest to the building safety industry. See [page 7](#) for more information.

Pulse Podcast

This quarterly podcast focuses on industry hot topics. Listenership is approximately 500 per episode. See [page 8](#) for more information.

Building Safety Month

Building Safety Month is an international public awareness campaign celebrated each May to promote modern building codes and the code officials who maintain them. See [page 9](#) for more information.

Annual Conference & Expo

The Annual Conference and Expo is the MUST attend building safety event of 2022! The conference brings together building professionals and industry leaders from around the world to network and learn about the latest advancements in building safety. See [page 12](#) for more information.

Advertising – Building Safety Journal (BSJ)

BSJ Weekly

Each issue of the Code Council's digital newsletter is distributed to more than 100,000+ potential readers. It is a proven, successful way to point prospective customers to your website, programs and services, and generate sales leads. See [page 15](#) for more information.

BSJ Online Magazine

The Code Council's award-winning online magazine platform, with 380,000+ pageviews annually, provides the opportunity to reach industry professionals. See [page 16](#) for more information.

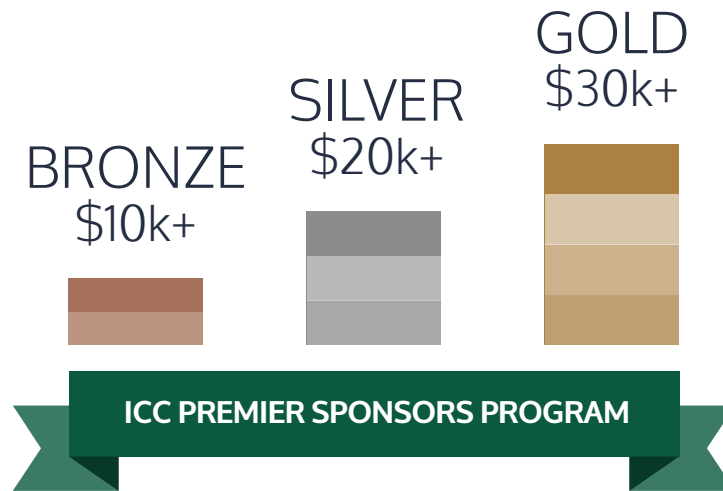
BSJ Sponsored Content

ICC publishes sponsored articles. They can cover technical content or industry trends analysis and are otherwise placed to expand the body of knowledge in the field. The articles will be marked sponsored and may not promote particular company products or services. All content is subject to approval by the Code Council. See [page 16](#) for more information.

THE ICC PREMIER SPONSORS PROGRAM

Now in its second year, the ICC Premier Sponsor Program adds even more value to the Code Council's sponsorship and advertising opportunities.

As your organization reaches ascending thresholds of Code Council sponsorship, exhibiting and/or advertising, it will receive a variety of add-on benefits, in addition to those included in specific sponsorship package and advertising buys.



We are fortunate to have many companies and organizations which significantly invest in ICC to reach code officials and building safety professionals throughout the year. The Premier Sponsors program will provide even greater value, as outlined on [page 18](#).

ICC thanks our 2021 Premier Sponsors for their extraordinary partnership and support!

BRONZE



American Concrete Institute



SILVER



4LEAF, INC.



GOLD



“ 4LEAF has been honored to be a Premier Sponsor of numerous ICC platforms including Building Safety Month and the Annual Business Meeting. We feel ICC's nationwide platform allows us to deliver our message of code uniformity and delivery of our services within the industry to our colleagues, clients, employees, and prospective new hires. We look forward to many future sponsorship opportunities.

— CRAIG TOLE
DIRECTOR OF DEVELOPMENT SERVICES, 4LEAF

”

Learn Live Webinars

ICC's Learn Live webinar program enables organizations to get their name and brand in front of the building safety community while supporting educational opportunities for the industry.

There will be a multi-day session in the Fall with many educational sessions available for sponsorship.

Stand-alone Learn Live webinar topics will be based on approved sponsor proposals and schedule based on sponsor preference.

2022 Learn Live Sponsorship Opportunities

- Multi-Day Program (Fall 2022)
 - \$25,000 Overall Sponsor (Fall 2022)
 - \$5,000 Single Session Sponsor (many)
- Stand-Alone Learn Live Programs
 - Series of Three Webinars – \$15,000 (theme/topic selections and content provided by sponsor)
 - Single Webinar – \$7,500 (topic selection provided by sponsor)

All sponsors will be appropriately recognized in advance marketing communications to the Code Council membership, as well as during and after the webinar itself.

For more information, please contact Dave Coyne at dcoyne@iccsafe.org or 703-626-9899.

Podcast Series

The ICC Pulse Podcast is a quarterly podcast that offers listeners the inside scoop on the Code Council and the building safety industry. Episodes of the ICC Pulse Podcast feature interviews with leading industry experts discussing a wide range of topics including current events and new technologies.

2022 Pulse Podcast Schedule

Q2 Episode: Living with Fire: How Wildland-Urban Interface Fires Impact Everyone

Q3 Episode: Building Safety, a Global Mission: Around the World with the International Code Council

Q4 Episode: Building Access to Clean and Safe Water for All: Emerging Water Conservation Sources

For the latest updates, please visit: www.iccsafe.org/content/icc-pulse-podcast-topics.

The podcast is available on www.iccsafe.org, [Apple Podcasts](#), [Google Play](#) and [Spotify](#).

Check out our [ICC Pulse Podcast FAQs](#).

ICC Podcast Series Sponsorship Opportunities

- Title Sponsor – The ICC Pulse Podcast – Sponsored by <Company Name> – \$15,000
- Individual Podcast Episode – \$5,000

Sponsors will be acknowledged in all advance and post podcast marketing, on the Building Safety Journal platform once each podcast is posted, and during the podcast.

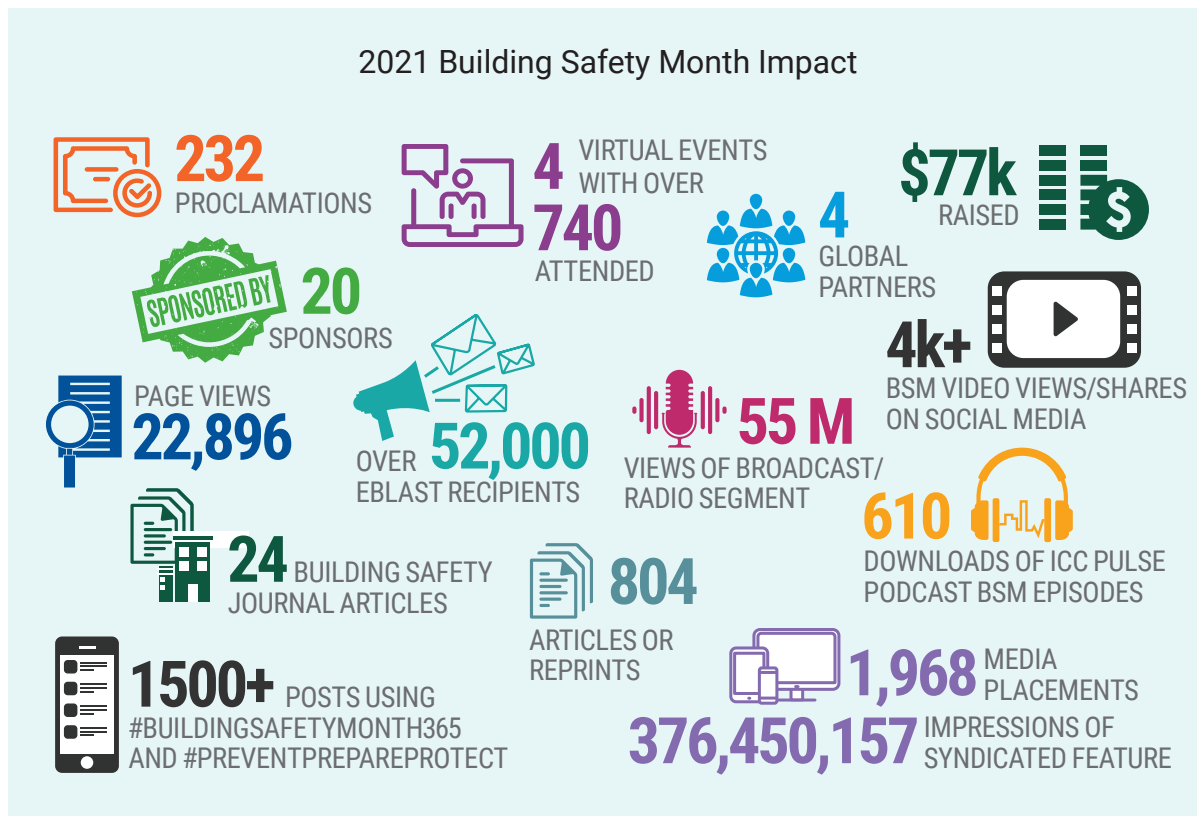
For more information, please contact Dave Coyne at dcoyne@iccsafe.org or 703-626-9899.

Building Safety Month (May, 2022)

Building Safety Month is an annual public awareness campaign culminating in May that is celebrated by jurisdictions worldwide to help individuals, families and businesses understand what it takes to create safe and sustainable structures. For more than 41 years, the campaign has reinforced the need for the adoption of modern, regularly-updated building codes, a strong and efficient system of code enforcement, and a well-trained, professional workforce to maintain the system.

The Code Council heavily promotes Building Safety month to its members and chapters worldwide as well as professionals from the building construction, design and safety communities. Building Safety Month sponsors support the program because they understand the need for safe and sustainable structures where we live, work and learn.

Building Safety Month is made possible through the efforts of extraordinary sponsors who receive an unparalleled opportunity to stand out as leaders in building safety. This campaign is a chance for sponsors to reach the Code Council membership, others in the built environment and the public. Each year we receive additional recognition and attention for the importance of building safety by community leaders around the globe.



continued

Building Safety Month 2022 Highlights

The 2022 campaign theme is “**Safety for All: Building Codes in Action.**”

Frequent messaging in advance of, during and after the month of May will reinforce and leverage these special weekly themes.



Planning for a Safe & Sustainable Tomorrow WEEK ONE // May 1–8, 2022

Safety and sustainability relies on action at the individual and community level. The building safety industry is focused on creating safe & sustainable construction by addressing the key areas of energy efficiency, building science and innovation. The International Code Council works with its industry partners and membership to address the needs of individual communities around the world. Each community is unique – some are leading the way in green building practices and carbon reduction efforts while others are just getting started. No matter where your community is on this journey and by taking actions in your own home, you can help by learning about safety and sustainability and the innovative technologies that are paving the way for a better future for all of us.



Exploring Careers in Building Safety WEEK TWO // May 9–15, 2022

There is a tremendous work opportunity for qualified candidates seeking a job in the building industry, including code officials. Professions within the building safety field vary widely in their specialties, and the industry offers many well-paying career options for today's workforce.



Understanding the Four Phases of Emergency Management WEEK THREE // May 16–22, 2022

Natural disasters are increasing in severity and frequency. Advanced planning for devastating events like hurricanes, floods, snowstorms, tornadoes, wildfires and earthquakes helps individuals and communities increase the health and safety of their population during a disaster, protects the local tax base, ensures continuity of essential services, and supports a faster recovery in the aftermath of a disaster.



Creating a Safe & Abundant Water Supply WEEK FOUR // May 23–31, 2022

Clean water is the world's most precious commodity. According to World Health Organization estimates as of June 2019, 785 million people lacked even a basic drinking-water service, including 144 million people who are dependent on surface water. Building, plumbing and green codes help guard our potable water for future generations through proper construction, conservation and safe disposal. Code officials are vigilant protectors of our water supply. Because of their dedicated service, you can turn on the tap in your home and draw sufficient, clean water. It is important to understand where your water comes from and what's being done (and how you can help!) to protect the water you use every day.

continued

Building Safety Month Sponsorship Opportunities

1. Foundation Sponsor (\$15,000) (Exclusive)
 - Listed as the presenting sponsor for Building Safety Month with logo on all distributions
 - Sponsored article in the Building Safety Journal
 - Receives all benefits from the Presenting Sponsor Level
2. Presenting Sponsor (\$10,000) (4)
 - Sponsor will choose one of the four weeks to be featured and will have the option to provide a statement on how they impact building safety for that week's press release
 - One (1) complimentary Code Council Annual Conference (Fall 2022) registration
 - Receives all benefits from the Theme Week Co-Sponsor Level
3. Webinar Sponsor (\$10,000)
 - Sponsor involvement in webinar design and presentation.
 - One (1) complimentary Code Council membership
 - 30-second promotional message before and midway through webinar.
 - Receives all benefits from the Theme Week Co-Sponsor Level
4. Chapter Resources Page Sponsor (\$5,000) (Exclusive)
 - Listed as the exclusive sponsor on the Chapter Resources Page which helps more than 390 Code Council chapters around the world promote building safety in their communities
 - Receives all benefits from the Supporter Level
5. Theme Week Co-Sponsor (\$5,000) (open)
 - Sponsor will choose one of the four weeks to be featured
 - Listed as an overall sponsor of Building Safety Month throughout the campaign
 - Sponsor logo shown on the Building Safety Month website homepage
 - Sponsor logo featured on promotional flyers and advertisements used in virtual sessions.
 - 100-word profile, logo and link to your corporate website on the sponsor web page
 - Sponsor logo and link in the Building Safety Journal
 - Recognition on signage at the Code Council Annual Conference (Fall 2022)
 - Receives all benefits from the Supporter Level
6. Supporter (\$1,500)
 - Social media mentions (LinkedIn, Facebook and Twitter)
 - Company/Individual name listed on the sponsor webpage
 - Use of the Building Safety Month logo to promote your involvement and support

For more information, please contact Jennifer Macotto at jmacotto@iccsafe.org or 703-731-4386.

2022 Annual Conference

The International Code Council’s Annual Conference brings together building safety professionals from around the world. During the conference, participants will have the opportunity to network, earn CEUs, socialize with peers, and participate in elections and other association business. The Annual Conference offers a unique opportunity to reach a large and diverse group of building safety professionals to share your organization’s knowledge and expertise.

In 2022, Louisville, Kentucky, will host the ICC Annual Conference from September 11–13. In addition, later in the fall, ICC Learn Live will offer virtual educational sessions.

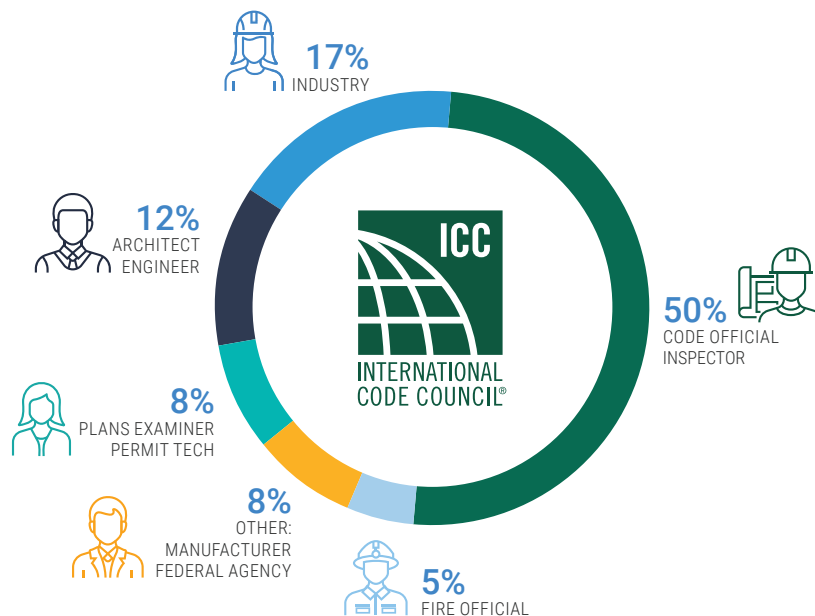
Who attends?

Code and fire officials, architects, builders, engineers, contractors, inspectors, design professionals, plan examiners and industry media.

Conference Features

- Code Hearings
- Education Sessions & Continuing Education Units (CEUs)
- Off-Site Building Tours
- Networking Opportunities
- Preconference Activities

Attendees by Job



Make a Statement During Annual Conference about Your Commitment to Building Safety and Creating Safer Communities!

If the target audience for your company or organization includes code, fire and plumbing officials as well as inspectors, plan reviewers, architects, designers, engineers, contractors and builders, the ICC Annual Conference provides rare opportunities to affordably reach your most desired customers. Sponsorships and/or advertising at these events allow you to showcase your company's products and services to new customers and renew relationships with existing customers. This is an opportunity you can't afford to miss.

2022 Annual Conference Sponsorship/Advertising Opportunities

▶ Annual Conference Education Sessions

The Conference Education Program will include a day of in-person educational sessions in Louisville.

- Overall Education Sponsor – \$25,000
- Individual Track Sponsor – \$5,000

Overall Education Sponsor will receive:

- Top-line sponsorship recognition at the Annual Conference which includes:
 - » Sponsor logo on welcome PowerPoint slide in all sessions
 - » Sponsor logo will appear on education signage
- Sponsor has the option to provide handouts such as notepads, pens or pencils at the sponsor's expense. All hand out items must be pre-approved.
- Complimentary 10'x10' booth space at the Expo (excludes decorator fees)
- Two-minute promotional video or in-person greetings at an in-person educational session.
- Two (2) complimentary full conference registrations.
- One (1) banner ad in each daily conference newsletter.

Individual Track Sponsor will receive:

- One (1) complimentary education only registration.
- Logo placement on session welcome slides, sponsor recognition webpages, and conference signage.
- Live conference recognition or a 30-second promotional message during the sponsored track session.
- One (1) banner ad in one daily conference newsletter.

continued

2022 Annual Conference Sponsorship/Advertising Opportunities (continued)

▶ Conference Mobile App | \$10,000 (Exclusive) (Reserved)

The Annual Conference Mobile App will be the single most-used information resource for Annual Conference attendees. A Conference Program or Pocket Schedule are no longer printed for attendees. As a sponsor of the Mobile App, you receive the following benefits:

- Sponsor logo and/or advertisement will appear prominently within the Mobile App.
- Sponsor logo will be included in all communications and webpages promoting the downloading and use of the Mobile App.
- One (1) complimentary full conference registrations.
- Logo placement on sponsor webpages and general conference signage.

▶ Conference Registration Web Page | \$10,000 (Exclusive) (Reserved)

The registration page is the online information resource for the Annual Conference. The sponsor will receive:

- Logo and appreciation messaging in all conference marketing communications.
- One (1) complimentary full conference registration.
- Logo placement on sponsor recognition web pages and general conference signage.
- A 30-second promotional message on the registration web page.

▶ Conference Keynote Speaker | \$7,500 (Exclusive)

The Annual Conference will feature a keynote address during the Leadership Luncheon. Sponsor benefits include:

- Two-minute video or brief remarks, followed by scripted introduction of keynote speaker.
- Logo placement on session welcome slide, general conference signage, and conference sponsor recognition web page.
- Two (2) complimentary Leadership Luncheon tickets.

▶ Awards Luncheon | \$7,500 (Exclusive)

The Awards Luncheon will honor extraordinary building safety professionals and organizations. Sponsor benefits include:

- Event welcome remarks or 2-minute promotional video.
- Recognition in the mobile app.
- Reserved seating for sponsor representatives at the event.
- Logo placement on session welcome slides, general conference signage, and conference sponsor recognition web page.
- Two (2) complimentary Awards Luncheon tickets.

continued

2022 Annual Conference Sponsorship/Advertising Opportunities (continued)

▶ Welcome Reception | \$7,500 (Multiple)

The Code Council will welcome attendees to Louisville in style on September 11.

The reception sponsor benefits include:

- Recognition at the event.
- Table space for organization's promotional materials.
- Logo placement on session signage, general conference signage, and conference sponsor recognition web page.
- Two (2) complimentary Welcome Reception tickets.
- Opportunity to provide branded merchandise to attendees. Item must be approved by Code Council staff; sponsor in charge of item creation and delivery.

▶ Expo Reception | \$6,000 (4)

Expo Reception sponsors will ensure high traffic at their booth which will include a beverage station during this Monday night reception. As a sponsor, you will receive the following benefits

- Complimentary 10'x20' booth space.
- (Space includes carpet but excludes other decorator fees)
- Beverage stations will be setup in 10' of your booth space on Monday, September 12.
- Sponsor logo and booth number will appear on signage outside the main entrance.

▶ Gala Reception | \$5,000 (Exclusive)

This reception will afford attendees an additional networking opportunity before the Annual Conference Gala. Sponsor benefits include:

- Signage located at the beverage stations.
- Sponsor logo and booth number will appear on signage outside the main entrance.
- Two (2) complimentary Gala tickets.

continued

OTHER SPONSORSHIP OPPORTUNITIES

▶ **Conference Onsite Registration Area/Information Desk | \$5,000 (Exclusive) (Reserved)**

A central information hub for Annual Conference attendees to receive help with registration changes, session information, and conference logistics. Benefits include:

- Prominent signage in registration area.
- Logo placement on general conference signage and conference sponsor recognition web page.
- One (1) complimentary full conference registration.
- Sponsor can provide one sponsored item for tote bag. Item must be approved by Code Council staff; sponsor in charge of item creation and delivery.
- 30 second video to play in registration area

▶ **Conference Tote Bags | \$5,000 (Reserved)**

Be the first company in front of attendees as they open their mailed-in-advance registration packet. The conference tote bag, produced by the Code Council, will feature the Annual Conference logo on one side and your organization's logo/message on the other.

▶ **Sanitizing / Charging Station | \$5,000 (Multiple)**

Associate your brand with the amenities of hand sanitizer supplies and power supply for computers, cell phones and other electronic devices. As a sponsor, your logo will appear on signage promoting the sanitizing/charging kiosks, on the conference sponsor recognition webpages and on general conference signage.

▶ **Business Center | \$5,000 (Exclusive) (Reserved)**

Your company's support of the ICC Business Center provides an added bonus. The Center will remain opening throughout the Code Hearings which follow the Annual Conference, for a total exposure of nine days (Sept. 11–20). Amenities include printer, copier, scanner, and complimentary office supplies such as post-it notes, pens, tape, staplers, paper clips, etc. If you respond by July 31, your corporate imprint can be included on a selected item.

▶ **Morning Coffee Break Station | \$5,000 (2)**

Your company or organization will receive full credit via signage recognition for offering complimentary coffee/tea service for attendees on Monday or Tuesday morning (9/12 or 9/13).

continued

2022 Annual Conference Sponsorship/Advertising Opportunities (continued)

▶ Attendee Registration Packet | \$5,000 (Exclusive) (Reserved)

Attendee registration packets will be mailed prior to the show. Announce your company to each attendee by including a small branded 'give away' item in the packet. Give away items may include notepad, charging cords, hand sanitizer, pens, or another item upon approval.

Sponsor logo will be included prominently on the insert.

NOTE: Sponsors must mail in their branded items by July 31, 2022, for guaranteed inclusion in the attendee registration packet. Give away items are subject to size and weight limits.

▶ Mobile App Daily Alert | \$3,000 (3)

Get directly into the palm of the hand of each attendee through a mobile app daily alert. The alert will go out at 8:00 AM on the day chosen to all conference attendees. Alert message will include the sponsor's logo and 25-word description.

▶ Attendee Registration Initial Confirmation Email | \$3,000 (Exclusive)

Get the first impression with conference attendees when you sponsor the registration confirmation. This confirmation email is sent out as attendees register for the event. The sponsor's logo, booth number and 25-word description will be included at the bottom of the confirmation email. (Exposure is based on time of purchase.)

▶ Attendee Registration Final Confirmation Email | \$3,000 (Exclusive)

Two weeks prior to the conference, a confirmation email will be sent out with important information about the conference and the registration process. Sponsor's logo, booth number and 25-word company description will be included at the bottom of the confirmation email.

▶ Expo Happy Hour | \$3,000 (4)

The Expo Happy Hour will be Sunday, September 11 from 6–7 pm. This social event will allow you to network with exhibitors and peers before heading off to the 2022 Welcoming Event. As a sponsor, you will receive the following benefits:

- Signage located at the beverage stations.
- Sponsor logo and booth number will appear on signage outside the main entrance.

▶ Tote Bag Placement | \$2,000 (Multiple)

Provide one sponsored item for tote bag. Item must be approved by Code Council staff; sponsor in charge of item creation and delivery.

NOTE: Sponsors must mail in their branded items by July 31, 2022, for guaranteed inclusion in the tote bag. Give away items are subject to size and weight limits.

continued

2022 Annual Conference Sponsorship/Advertising Opportunities (continued)

▶ Expo Passport Raffle | \$1,000 (Space limited to first 12)

Attendees must visit each sponsor on the passport to be eligible for prize drawings, which will take place on Sunday night during the Expo Happy Hour Reception and Monday during the Expo Reception.

ADVERTISING OPPORTUNITIES

▶ Aisle Signs | \$2,000 (Multiple)

Increase your exposure during the show by sponsoring the Aisle Signs. One (1) hanging aisle sign per aisle will include your custom advertisement below the main aisle sign. (Message will appear at the bottom of the sign)

▶ Freestanding Ad | \$1,000 (Limited)

Placed in high-traffic public areas of the conference, these freestanding, single-sided displays are a great way to gain additional exposure for your company. Sign measures 24" wide x 72" high. (Displayed September 11–20).

▶ Digital Advertisement (onsite television screen) | \$1,000

Company recognition (just name or logo capability) on in-house video monitors in high-traffic public areas of the conference venue. (Displayed September 11–20)

▶ Daily Conference Newsletter Banner Ad | \$1,000

The Building Safety Journal issues a special daily newsletter during the Annual Conference to all conference attendees. Banner ad per issue is 600x100pixels (width x height), 72dpi, 300kb file size, 175 maximum character count in either PNG or JPG format. Days will be given on a first come first served basis.

▶ Floor Ad Decal | \$500 (Limited)

Sure to catch the eyes of all the attendees walking the floor and drawing them to your booth, these custom printed decals will be placed at the expo entrance and/or aisles. Floor graphics will be 4' x 4' in size. (Displayed September 11–12).

Sponsorship subject to change.

For more information, please contact Dave Coyne at dcoyne@iccsafe.org or 703-626-9899.



International Code Council Expo

The 2022 International Code Council Expo is a place where exhibitors can educate and update building safety and design professionals. Take advantage of this opportunity to connect your organization with a broad audience of code officials, building safety professionals and other industry leaders to attract new leads and achieve your business development goals.

Why Attend

- Meet face-to-face with building safety and design professionals from across the country, around the world and locally
- Demonstrate your product and show how it stands out from the competition
- Educate attendees about your products and services and why they are important to their business or next building project.
- Establish your credibility as an expert by networking with attendees and helping them solve real world challenges.

Benefits of Exhibiting

- Two (2) complimentary exhibitor badges for every 100 square feet of exhibit space*.
- Complimentary listing on the Expo website (Listing includes company name, booth number, web address, and 100-word company description)
- Complimentary listing in the Mobile App (Listing includes company name, booth number, phone number, web address, company logo, and 100-word company description)
- Complimentary listing on signage located outside the main expo entrance (Listing includes company name and booth number)
- Use of the Expo logo and marketing materials to help with your exhibit promotions.

Exhibitors are responsible for the following services (not included in booth space fee):

- Booth furnishings
- Booth carpet or floor covering (required)
- Inbound and outbound shipping and freight handling cost
- Electrical, Internet or other utility services
- Audiovisual equipment
- Booth installation and dismantling
- Booth cleaning

Exhibitors may promote their brand, products and services as long as these items do not, in the judgment of Show Management, rise to the level of advocating a position on a code hearing action. Advocating a position on a code change is strictly prohibited.

Exhibitor Rates

- \$2,000 – Standard Fee
- \$1,500 – Early Bird Fee (register by July 1, 2022)
- Fees listed are per 10'x10' or 100 sq. ft. booth space

[Register for a booth!](#) Or more information, please contact Jackie Claus at jclaus@iccsafe.org or 888-ICC-SAFE (422-7233), ext. 4226.

** Exhibitor badges are only valid for functions inside the exhibit hall and public events. They are not valid for meal functions or education sessions.*

BSJ Weekly

Each issue of the Code Council's award-winning electronic newsletter is distributed to more than 100,000+ potential readers, resulting in 41,000 'opens' per month and 44,000 'click-throughs' annually. BSJ Weekly is a proven, very successful way to point prospective customers to your website, programs and services, and generate sales leads.

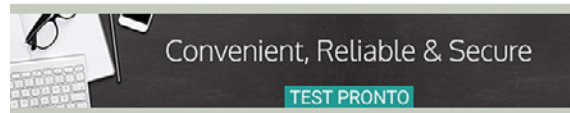


March 11, 2021 | The weekly news & insights of the [Building Safety Journal](#)

Code Council releases new framework to address energy efficiency needs across the entire building industry



The International Code Council released a new framework — Leading the Way to Energy Efficiency: A Path Forward on Energy and Sustainability to Confront a Changing Climate — to assist in meeting energy efficiency goals. The framework includes using the Code Council's ANSI-approved standards process to update the International Energy Conservation Code. [Read more](#)



ASHRAE partners with Code Council to publish the latest energy efficiency requirements in a single source

The International Code Council and ASHRAE have collaborated to release the 2021 International Energy Conservation Code and ANSI/ASHRAE/IES Standard 90.1-2019: Energy Standard for Buildings Except Low-Rise Residential Buildings. By compiling the complete text of both publications, this joint resource offers users convenient access to the latest requirements for energy efficiency in a single volume to provide the information needed to achieve optimal energy conservation in both residential and commercial construction. It is available now in digital and print formats. [View publications](#)

BSJ Weekly Advertising Specifications

- 600 x 100 px – JPEG and PNG are preferred, 72 dpi or better.

Pricing

\$2,200 per issue

Buy More and Save

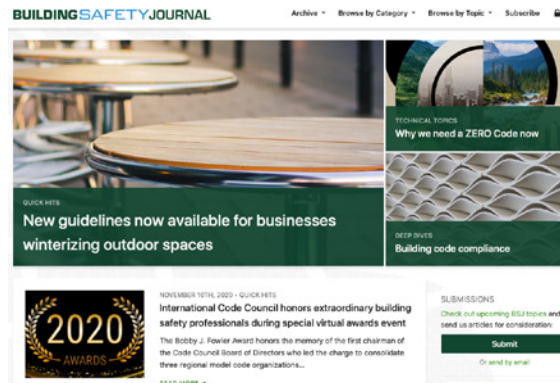
- Six BSJ Weekly ads – \$12,000 (weekly newsletter and spend only \$2,000 per ad)
- One monthly ad for the online platform and one newsletter ad – \$2,880 (10% discount)

For customized advertising packages and other questions, please contact Sophie Manthe at smanthe@iccsafe.org or 888-ICC-SAFE (422-7233), ext. 6238.

Building Safety Journal

The Code Council's award-winning magazine is published in digital format. Building Safety Journal features technical articles relevant to current trends and hot topics within the industry. The Journal is pushed out to BSJ Weekly's 100,000 subscribers on a monthly basis; each issue receives approximately 23,000 unique views.

View the [2022 Editorial Calendar](#).



Building Safety Journal Advertising Specifications

- 270 x 270 px – JPEG and PNG are preferred, 72 dpi or better.

Pricing

\$1,000 per month

Building Safety Journal – Sponsored Content

Sponsored content articles should be between 600 and 2,000 words. They can cover technical content, analytical articles, or marketing content. The articles will be marked sponsored. All content is subject to approval by the Code Council.

Building Safety Journal Sponsored Content Specifications

We edit all submissions for clarity, grammar and organization (following standard AP guidelines). Any accompanying images or artwork need to be high-resolution images (at least 1920 x 1200 pixels, 300 dpi). Captions/descriptions should accompany photos/graphics, including any photo credit/copyright.

Pricing

\$1,500 per article

Buy More and Save

- One monthly ad for the online platform and one newsletter ad – \$2,880 (10% discount)
- Six BSJ Weekly ads – \$12,000 (weekly newsletter and spend only \$2,000 per ad)

For customized advertising packages and other questions, please contact Sophie Manthe at smanthe@iccsafe.org or 888-ICC-SAFE (422-7233), ext. 6238.

1. Construction related product advertisements from manufacturers, vendors and service providers are encouraged and will be accepted for inclusion in Code Council publications, such as BSJ Weekly and the Building Safety Journal. However, outside of arrangements made with the Code Council, advertisements promoting the following categories will not be accepted:
 - a. Safety Codes and Standards not referenced in the ICC Family of Codes
 - b. Product and System Evaluation Services
 - c. Plumbing, Mechanical and Fuel Gas Services
 - d. Sustainability (Green) Evaluation and Verification Services
 - e. Training, Education and Certification on Codes and Standards
 - f. Building Department Accreditation and Accreditation Services
 - g. Plan Review Services
2. The Code Council must approve all advertisements and reserves the right to refuse any advertisement for any reason.
3. The Code Council will not accept advertising unless the client is prepared to validate any claims, issues or statements made in the advertisement about a product, material, system, method or service.
4. The Code Council will not accept advertising that contains comparisons to or derogatory, disparaging or inflammatory comments about the client's competitors or about competing products or services.
5. The client acknowledges that an advertisement in a Code Council publication does not constitute, and shall not be interpreted as an endorsement by the Code Council of the client's organization, product, material, system, method or service.
6. It is understood that clients shall not use the Code Council name or image in their commercial activities in any manner that would directly or indirectly indicate the Code Council's endorsement of the client, or product, system or services, unless there is a contractual agreement with the Code Council.
7. The Code Council does not accept advertising that is discriminatory based on race, religion, color, national origin, sex, age or disability.

Acceptance of Contracts

1. No rebates will be allowed for errors in submitted advertisements.
2. The client and/or the client's agency agree to indemnify the Code Council against all expenses of any nature arising from the unauthorized use of names or pictures and copyright infringements in their advertisements.
3. No contracts will be accepted for more than 12 months in advance.
4. An order may be canceled by the Code Council if the client(s) fail to pay accounts when due, and the difference between rates billed and rates earned on space used shall become due and payable immediately.
5. Cancellation policy: Client must cancel in writing, including reason for canceling. Written notice must be received via email 7 business days prior to the scheduled issue.
6. The Code Council is not bound by any condition or instruction, whether verbal or written, if it is in conflict with ICC's established policies.
7. Contracts must specify a definite schedule of insertions, issues and advertisement sizes.
8. All advertising rates and conditions are subject to change without notice.

PREMIER SPONSORS PROGRAM DETAILS

As your organization reaches ascending thresholds of Code Council sponsorship, exhibiting and/or advertising, it will also receive the 'over and above' benefits outlined below.

ADDITIONAL BENEFITS	GOLD* \$30,000+	SILVER \$20,000+	BRONZE \$10,000+
Sponsorship			
Proportional Website/Social Media/ Media Exposure	X	X	X
BSJ Weekly & Web Platform Proportional Listing	X	X	X
Annual Conference Proportional Signage	X	X	X
Premier Sponsor Page Proportional/Descriptive Listing	X	X	X
ICC Corporate Membership	X	X	X
Annual Conference Tote Bag Placement (see details on page 17)	X	X	
Webinar Sponsorship	1		
Complimentary Expo Booth (10' x 10')	2	1	
Advertising			
BSJ Weekly Ad Spots	2	2	1
BSJ Platform Spots	2 months	2 months	1 month
Pulse Podcast Ad Spots	2	1	1

**For spending levels above \$30,000, ICC will work with your organization to customize and tailor Premier Sponsor benefits.*

For more information, please contact Dave Coyne at dcoyne@iccsafe.org or 703-626-9899.