



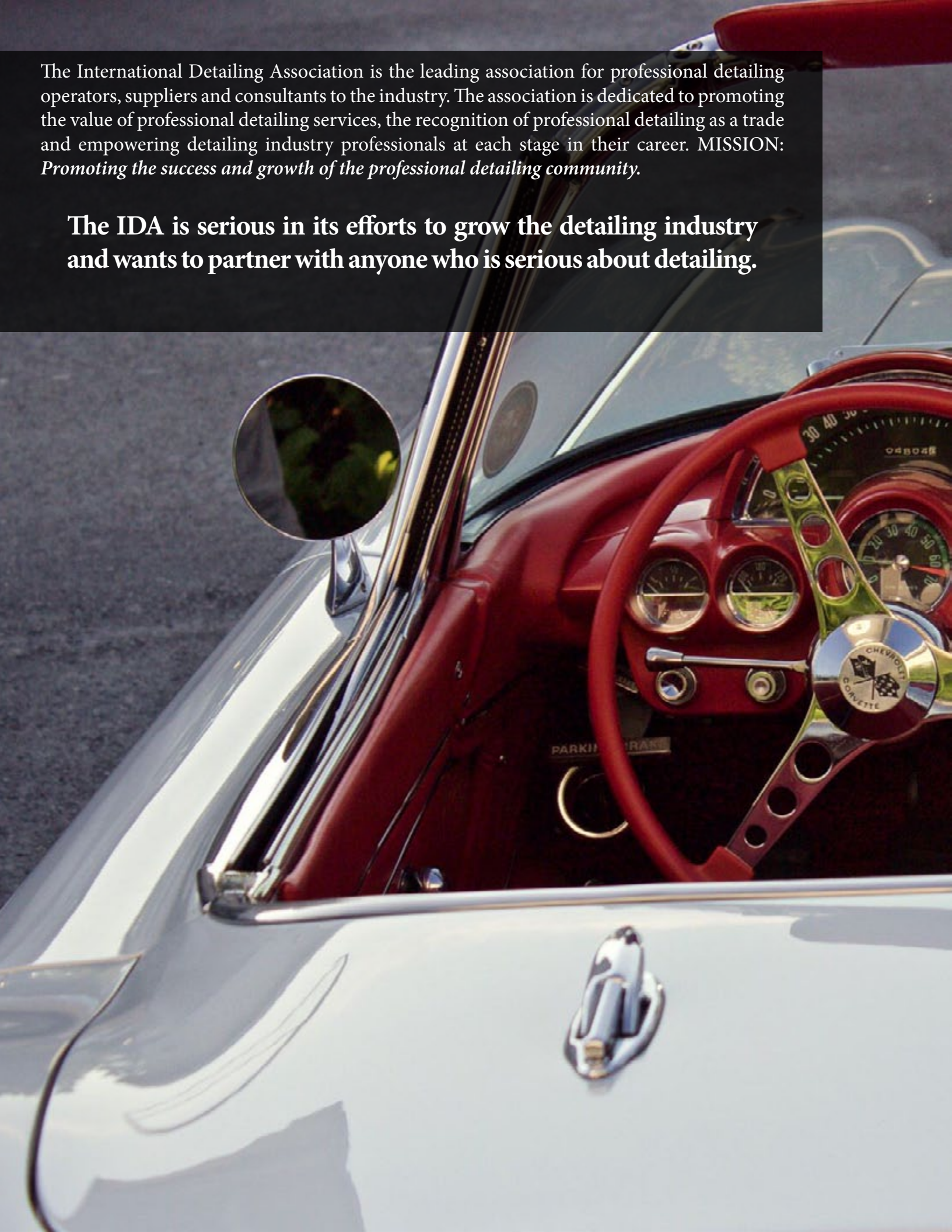
Advertising

IDA

INTERNATIONAL DETAILING ASSOCIATION

The International Detailing Association is the leading association for professional detailing operators, suppliers and consultants to the industry. The association is dedicated to promoting the value of professional detailing services, the recognition of professional detailing as a trade and empowering detailing industry professionals at each stage in their career. MISSION: *Promoting the success and growth of the professional detailing community.*

The IDA is serious in its efforts to grow the detailing industry and wants to partner with anyone who is serious about detailing.



Sponsorship Advertising Packages

Diamond \$4,000

Our newest package features all advertising options the IDA has available. This package is for sponsors that want the ultimate exposure. This package is available for 12-months only.

- **One eBlast per quarter**
- **Sponsored newsletter including spotlight article in Detailing News**
- **Banner ad in Detailing News**
- Color banner on the IDA website home page ad linked to company website (980 pixels x 363 pixels with one ad change per quarter)
- Color sidebar ad on the IDA website linked to company website (200 pixels x 450 pixels with one ad change per quarter)
- Monthly sponsored post on IDA social media
- Complimentary Certified Detailer Certification
- Additional IDA Supplier Member Contacts (*five allowed with Supplier Membership*)
- One promotional PowerPoint slide for webinars
- **15-second webinar advertising spot**
- Free job postings during the year
- Featured listing on the IDA website identifying sponsorship level and company logo
- **Two company products promoted on IDA website**

Platinum \$3,000

The Platinum package is the most popular advertising package. It offers a little bit of everything and is a great way for a business to get noticed. This package is available for 12-months only.

- **Two eblasts per year**
- Spotlight article in *Detailing News*
- **Square ad in Detailing News**
- **IDA website home page banner ad linked to company website (980 pixels x 363 pixels with one ad change twice a year)**
- **Color sidebar ad linked to company website (200 pixels x 450 pixels with one ad change twice a year)**
- Monthly sponsored post on IDA social media
- **Complimentary Certified Detailer Certification**
- Additional IDA Supplier Member Contacts (*five allowed with Supplier Membership*)
- **Free job postings during the year**
- **One promotional PowerPoint slide for webinars**
- Featured listing on the IDA website identifying sponsorship level and company logo
- **One company product promoted on IDA website**

Gold \$2,000

Our Gold package is perfect for businesses who want to be noticed without the price of our Diamond package. This package offers some of our most popular advertising options and is available for 6- or 12-months.

- Color sidebar ad rotating with other Gold Sponsors shown on every website page and linked to your company website (200 pixels x 450 pixels)
- Monthly announcement posted on IDA social media
- Spotlight article in *Detailing News*
- Additional IDA Supplier Member Contacts (*five allowed with Supplier Membership*)
- One eblast per year (for 12-month option only)
- Featured listing on the IDA website identifying sponsorship level and company logo

Advertising available for individual purchase:

Job postings (\$50) ▪ Mailing labels (\$150) ▪ Webinar advertising (\$100)

Advertising Package Descriptions

Website Advertising

The IDA website has been experiencing exponential growth in traffic and visits. The website is constantly evolving to become an increasingly beneficial resource to the detailing industry. It is a great place to reach potential customers and expand your business.

Featured Membership Directory Listing

Our popular website membership directory is not only a great tool for operators seeking the products or services of a non-operator member, but also for the general public seeking a reputable detailer in their state.

Detailing News Advertising

Detailing News is the IDA's e-newsletter. Published every month, it has exclusive members-only content including articles from leading industry professionals created exclusively for *Detailing News*. Each e-newsletter is published on the association website for members to access and posted on IDA's social media outlets.

Social Media Advertising

Social media sites are a great way to provide regular and unique communication opportunities for IDA members, and anyone offering a new product, service or technique. IDA currently utilizes Facebook, Instagram and Twitter to help members build a stronger business. Company logo will accompany the sponsored post.

Complimentary eBlast Promoting Product/Service

IDA will send an eBlast to all members promoting you as a sponsor. Note, this is not an endorsement or sales flyer.

Spotlight Article in Detailing News

Each month we will feature an article from a sponsor that highlights a product or service they offer. This article is not intended to be a sales flyer, but an educational piece. With an engaged audience and an unheard of 40% open rate, this is a great way to regularly reach customers. Diamond sponsors have the option to sponsor a whole issue of *Detailing News* which entails providing content and graphics for the specific issue chosen.

Additional IDA Supplier Member Contact

Receive five contacts listed under your company in the membership directory. These five contacts will receive all benefits as a standard, Operator member with the IDA.

Complimentary Certified Detailer Certification Package

This program is a culmination of the cooperative efforts of industry leaders specializing in the detailing industry. The multi-phased program evaluates and develops a detailer's technical knowledge and proficiency. Successful completion of the first phase will grant the detailer the title of IDA Certified Detailer (IDA-CD).

Set of Member Mailing Labels for Sending Promotional Items*

Mailing labels will be provided in hard-copy, standard 3-up format. Great for sending mailings with samples or promotional items. Before receiving your mailing labels, purchasers will need to send the item being mailed to the IDA office for review at info@the-ida.com.

Webinar Advertising*

- **Promotional slide:** a member of the IDA staff will create a PowerPoint slide with company information and sponsor status to include in the introductory slideshow.
- **15-second webinar advertising spot:** the webinar moderator will make a small announcement provided by the sponsor.

Job Postings*

Post open positions within your company online and in *Detailing News*.

Important Information

Artwork should be sent as image files (.jpg or .tiff) with a **MINIMUM RESOLUTION OF 300 DPI**, via email to info@the-ida.com. When making a purchase, please provide a high-resolution company logo. **Current IDA members receive 10% off all sponsorships.**

*Can be purchased individually without a sponsorship package

Ready to sponsor the IDA?

Contact Amy Thompson at (651) 925-5526 or info@the-ida.com.

Advertising Agreement

Company Name _____
(as it is to be printed on program materials)
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____
Representative 1: Name _____
Representative 2: Name _____

Choose sponsorship package:

- Diamond Package Platinum Package Gold Package (6-mo)
 Gold Package (12-mo)

PAYMENT METHOD

____ Check enclosed or please charge my (circle one): Visa MC Discover AMEX
Name on Credit Card _____ Card # _____
Security Code (3-digit) _____ Exp Date _____
Cardholder Address _____
City _____ State _____ Zip _____

I authorize the IDA to charge the credit card provided above for \$ _____

Signature of Cardholder _____ Date _____

____ **If applicable, the above listed address is to be used for product display equipment return from Mobile Tech Expo. If not, please correct below:

Address _____ City _____ State _____ Zip _____

Please mail agreement forms with payment to:

The IDA • 2345 Rice Street, Suite 220, St. Paul, MN 55113 • Phone 651.925.5526 • Email: info@the-ida.com

Payment must be received in full at the time of order.



Sponsorship

IDA

INTERNATIONAL DETAILING ASSOCIATION



Sponsorship Opportunities

All Mobile Tech Expo sponsorship opportunities are time sensitive. Please respond by January 4, 2017.

IDA Mobile Tech Title Sponsor

\$2,000 - Two sponsorships available

Recognition at all activities, one product display table in the IDA Booth (details will be emailed), a mention on all IDA communications and a website ad. In addition, your logo will be on related website pages, social media outlets and in emails promoting the event.

IDA Annual Business Meeting

Cocktails & Hors d'oeuvres

\$500 each - Four sponsorships available

IDA will host a cocktails & hors d'oeuvres event after the IDA Annual Business Meeting and Awards Presentation in January. As a recognized sponsor, your logo will appear on all materials and signage at this popular event. In addition, your logo will be on related website pages, social media outlets and in emails promoting the event. You may also display a company marketing brochure on the hors d'oeuvres table.

IDA Booth Refreshments

\$750 each - Two sponsorships available

Sponsor beverages at the IDA Booth during exhibit hours. As a recognized sponsor, your logo will appear on signage on the refreshment table; and also on related website pages, social media outlets and in emails promoting the event.

IDA Awards Program

\$750 each - Two sponsorships available

The IDA has developed a program to recognize individuals and companies who have made significant contributions to the detailing profession. As a recognized sponsor of the Awards, your logo will appear on all event materials and signage. In addition, your logo will be on related website pages, social media outlets and in emails promoting the Awards presentation. As a sponsor, you may also hand out your company marketing materials at the IDA Annual Business Meeting in January, and assist in presentation of the awards.

IDA Certification Sponsorship

Unlimited sponsorships available. Choose from one of two options below.

1. CD-in-a-Day at MTE (\$500 each)

Recognition as a sponsor during the event and on promotional materials.

2. SV Certification at MTE (\$500 each)

Display your marketing materials, two banners and a table sign during the event.

IDA Roundtable Refreshments

\$250 each - Unlimited sponsorships available

Your company name will be listed on a table tent at each table.

2016 IDA Webinar Sponsorship

\$200 each or 10 for \$1,500

The IDA offers a monthly webinar covering topics relevant to our members. These valuable learning and professional development education events are offered for free to our members and are \$25 for non-members. We encourage industry professionals to share their expertise through a webinar presentation (the presentation must be product/service neutral). The presenter and their company will receive recognition on the website, on marketing materials, and during the presentation.



INTERNATIONAL DETAILING ASSOCIATION

Sponsorship & Advertising Agreement

Company Name _____
(as it is to be printed on program materials)

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Representative 1: Name _____

Representative 2: Name _____

Please select the additional sponsorship opportunities you wish to participate in:
(given on a first-come, first-served basis)

IDA Mobile Tech Title Sponsor - \$2,000

IDA Annual Business Meeting Cocktails & Hors d'oeuvres - \$500

IDA Booth Refreshments - \$750

IDA Awards Program - \$750

IDA Roundtable Refreshments - \$250

IDA MTE Certification Sponsor

CD-in-a-Day (\$500 each)

SV Certification (\$500 each)

IDA 2016 Webinar Sponsorship - \$200 or 10/\$1,500

PAYMENT METHOD

Check enclosed or please charge my (circle one): Visa MC Discover AMEX

Name on Credit Card _____ Card # _____

Security Code (3-digit) _____ Exp Date _____

Cardholder Address _____

City _____ State _____ Zip _____

I authorize the IDA to charge the credit card provided above for \$ _____

Signature of Cardholder _____ Date _____

**If applicable, the above listed address is to be used for product display equipment return from Mobile Tech Expo. If not, please correct below:

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