

2019 MEDIA PLANNER
WE HELP YOU



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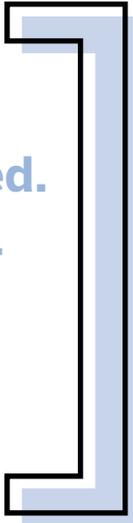
IN PERSON / ONLINE / IN PRINT





As the “**Voice of the Recycling Industry**,” ISRI helps companies stay at the forefront of the global recycling industry through a portfolio of distinct events, publications, and digital opportunities. Partnering with ISRI **increases your visibility**, **enhances your existing relationships**, and **fosters new business opportunities** with the recycling industry.

Over **12,000** unique industry executives turn to ISRI events, publications, and e-newsletters to stay connected. As recycling’s largest nonprofit association, we offer our marketing partners a **trusted platform** to connect to recycling industry influencers and decision makers.



▶ ISRI IS THE VOICE OF THE RECYCLING INDUSTRY, PROMOTING SAFE, ECONOMICALLY SUSTAINABLE AND ENVIRONMENTALLY RESPONSIBLE RECYCLING THROUGH NETWORKING, ADVOCACY AND EDUCATION.





We provide valuable resources to our audience in

3 WAYS:



IN PERSON

**Annual Convention & Exposition
Education & Training Events**



ONLINE

**Newsletters
Websites
Video
Mobile App
Webinars**



IN PRINT

**Scrap Magazine
Wall Calendar
ISRI Membership Directory**

MEMBERSHIP TO ISRI HAS ITS BENEFITS, INCLUDING SPECIAL ACCESS AND PREFERRED PRICING!

IN PERSON

When ISRI members were asked what they value most about ISRI in a 2018 independent survey, networking at ISRI events was far and away the **#1** answer.

#1



Whether it's the annual convention or a more focused education and training program, ISRI events are essential to our audiences. There's no better way to learn about the latest equipment updates, hear from industry leaders, or network with existing and new business partners than connecting in person.

We design each of our events with our unique audience in mind, providing participants with the networking and educational opportunities they crave, while offering one-of-a-kind marketing opportunities through exhibits and sponsorships.

If you're selling products or services to the recycling industry, nothing can replace facetime for building trust and new business.

Position your message to highly influential audiences while they're actively networking, absorbing information, and making purchasing decisions.

ISRI2020 CONVENTION & EXPOSITION

APRIL 25-30/LAS VEGAS

The ISRI Convention & Exposition is the largest event in the recycling industry held each year. Nowhere else in the world can you access this many recycling professionals gathered to see the newest and best in the industry's equipment and technology. No other related show draws the buying power of ISRI attendees. This makes the ISRI show the most important convention of the year for hundreds of exhibiting companies.

ISRI2019 will attract more than 5,000 attendees—people with the power to buy—representing more than 50 countries, ensuring the broadest exposure for companies selling equipment, products, and services in the industry.

EXHIBIT

The ISRI convention offers single and multiple booth spaces as well as equipment display space on the expo floor, with long-term exhibitors given preference in space selection.

ADVERTISE

A sponsorship or advertisement can drive more traffic to your booth, give you increased reach and exposure, and make a lasting impression on ISRI convention attendees!



104%

According to the nonprofit Center for Exhibition Industry Research, "sponsorship can increase booth traffic by 104%."



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IN PERSON

Education & Training Events: ISRI offers numerous other events that allow your company to reach **specialized audiences** and network with prospects in smaller, more focused settings. These meetings tend to draw the best and brightest among operations and management teams, allowing your brand and sales team to **forge lasting bonds** and meaningful relationships.



COMMODITIES ROUNDTABLE FORUM SEPT. 11–13/CHICAGO

The Commodities Roundtable Forum is one of the most widely anticipated events on the ISRI calendar. Brokers, traders, buyers, and sellers of scrap materials gather each year in Chicago to take part in discussions that provide the latest information on commodities markets and the state of global and domestic trade. This program is scheduled with networking in mind, providing attendees with opportunities to meet with clients and suppliers and to hear from expert market analysts from around the world. Whether your prospective customers are interested in ferrous, copper, nickel/stainless, or aluminum, this event offers exhibit and sponsorship opportunities to connect.

ISRI SAFETY AND ENVIRONMENTAL COUNCIL (ISEC) CONFERENCE SEMI-ANNUAL—SPRING & FALL

The ISEC meeting is the only event of its kind that focuses specifically on recycling industry safety and environmental services. ISEC allows sponsors to engage with hard-to-reach decision makers responsible for transportation and operational safety and environmental programs in recycling operations. Attendees typically represent 50 to 100 different companies in the United States and Canada, allowing you to reach a premium, targeted audience that regularly recommends and/or purchases safety and environmental equipment and services for their facilities.

SHREDDER OPERATIONS FORUM FALL 2019

The Shredder Operations Forum is designed for those who are involved in the day-to-day operations of a scrap shredding facility. The forum is an annual gathering of shredder operators and operations managers where they can learn about new techniques and technologies to help improve the quality, efficiency, and safety of their operations. Utilizing the talent and expertise of industry veterans respected for their deep knowledge and understanding of the operations side of the business, the forum examines infeed, shredding, and downstream operations. Exhibit and sponsorship opportunities are the most cost-effective and efficient way to reach this important audience.

INDUSTRY LEADERSHIP TRAINING PROGRAM

DATE: TBD/WASHINGTON DC

Managing a scrap recycling business brings unique challenges and situations that aren't taught in the typical business school environment. ISRI's Leadership Training Program brings together a small group of talented individuals who represent the next generation in scrap company management and leadership. Participants hear from experienced professionals who can help them fill the gaps in their understanding of the elements in managing a scrapyard, rounding out the skills that will help them grow in their companies, their industry, and their association. The small-group setting fosters networking among class participants that often develops into lifelong friendships and business relationships, making this program an ideal way for sponsors to connect with the next generation of industry leaders.

YARD MANAGEMENT FORUM

DATE: TBD/WASHINGTON DC

Running a scrapyard is like being the conductor of a symphony. When all the pieces are working together, the results can be masterful. But when they're not, the results can be disastrous. Learning how to manage the equipment, personnel, and other issues that come into play takes years of practice.

ISRI has created the Yard Management Forum to help managers learn new techniques

for running the equipment and managing personnel. Designed for members by members, this program calls on the experience, talent, and know-how of experienced scrap recyclers to teach aspects of scrapyard management you won't find anywhere else. Learn valuable insights from these leaders and take back new tips on running a better operation.



CORPORATE PARTNER PROGRAM

ISRI Corporate Partner Program recognizes supporters of ISRI in-person, online, and in print marketing programs. Partners qualify based on annual investments in ISRI marketing programs, and receive year-round benefits, added exposure, and special ISRI Corporate Partner logo for use in marketing materials.



EDUCATION & TRAINING

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