

ANNUAL CONVENTION & EXPOSITION ISRI2018—APRIL 14-19, LAS VEGAS

ISRI has held its most successful conventions in Las Vegas, so it's a safe bet that being an exhibitor and sponsor at ISRI2018 is a smart move for your business. ISRI will bring its annual gathering back to Las Vegas in 2018, and if history is any guide, the event's networking, programming, and social features will attract more than 5,000 attendees. Those attendees are the best prospects in the recycling business—people with the power to buy—and they come from more than 50 countries, ensuring the broadest exposure for what you're selling.

In addition to showcasing your company on the exposition floor in exhibit spaces or equipment display space, you can take advantage of numerous sponsorship opportunities, including the convention tote bags, events (such as general sessions, workshops, or spotlights), hospitality areas in the expo hall, convention program, hotel key cards, lanyards, expo hall locator boards, highlighter pens, and tote bag inserts.



EXHIBITION BOOTHS & EQUIPMENT SPACE

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 on space selection. The ISRI2018 convention expo offers almost 343,000 square feet of exhibition space, including 60,000 square feet of equipment display space.



STANDARD BOOTH

Member	\$3,750
Nonmember	\$6,250 for the first booth \$3,750 for each additional booth

PREMIUM BOOTH

Member	\$4,250
Nonmember	\$6,750 for the first booth \$4,250 for each additional booth

EQUIPMENT SPACE

Member	\$10,000 for the first 400 square feet \$12 for each additional square foot
Nonmember:	\$12,500 for the first 400 square feet \$12 for each additional square foot



SPONSORSHIPS

ISRI offers a variety of sponsorship opportunities to fit any budget, and we are open to your creative suggestions. If you have a sponsorship idea that's not listed, contact us to see how we can work with you to tailor a package that works. All sponsors receive recognition on the ISRI2018.org website, in signs at the convention, and more. Here are some of the offerings available:

LEVEL I SPONSORSHIPS

(available to ISRI member companies only)

- VIP seating at opening and closing general sessions
- Photo with keynote speaker
- Recognition on the ISRI2018.org website, with appropriate social media, hash tags, and hyperlinks
- One roundtrip VIP airport shuttle to/from the convention hotel
- Recognition on exhibit hall entrance unit(s).
- Six tables in hospitality areas with your company logo on centerpieces.
- Recognition at closing night party

CONVENTION TOTE BAGS—SOLD to LBX

The convention tote bag is offered to every attendee at the convention. In addition to the Level I benefits, sponsor receives the following:

- Company name and/or logo featured with the 2018 convention logo on the tote bag.

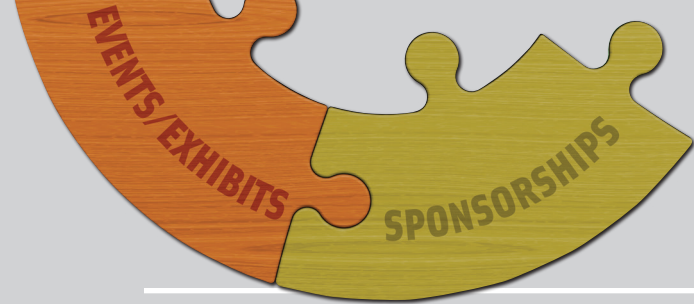


- Name and logo featured on the inside cover of the program.
- Name and logo featured on the ISRI2018.org website as a Level I sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo featured exclusively on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- Logo on the entrance unit and décor at the exhibit hall and/or registration.
- Choice of either an advertisement on ISRI TV playing in the convention hotels or a tote bag insert.
- Name and logo featured as a Level I sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.*

OPENING GENERAL SESSION SPONSOR—SOLD to RecycleGuard®

The opening general session sets the tone for the entire ISRI convention. Associate your brand with ISRI's message and be in front of the most senior of all convention attendees. In addition to the Level I benefits, sponsor receives the following:

- Company name and/or logo featured on the big screen(s) during the session.
- Acknowledgment by the ISRI convention chair and the ISRI chair from the stage.
- A 90-second video presentation played at the start of the session and on hotel TV channels.
- Name and logo featured on the inside cover of the ISRI convention program.
- Name and logo featured on the ISRI2018.org website as a Level I sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo featured exclusively on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- Logo on the entrance signs of the general session hall.
- Name and logo featured as a Level I sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.*



OPENING RECEPTION SPONSOR AVAILABLE—\$30,000

ISRI's exhibit hall opening reception is a legendary, must-attend event for most ISRI convention attendees. In addition to the Level I benefits, sponsor receives the following:

- Company name and/or logo on all napkins used at the reception.
- Name and/or logo featured in every food service area on the show floor.
- Name and logo included on the inside cover of the program.
- Name and logo featured on the ISRI2018.org website as a Level I sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo featured exclusively on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- Logo on the entrance unit and décor at the exhibit hall and/or registration.
- Choice of either an advertisement on ISRI TV playing in the convention hotels or a tote bag insert.
- Name and logo featured as a Level I sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.*



CLOSING GENERAL SESSION SPONSOR AVAILABLE—\$30,000

The closing session traditionally showcases the convention's distinguished speaker. It also is the event that sets the message for the year in the industry. In addition to the Level I benefits, sponsor receives the following:

- Company name and/or logo on the big screen(s) during the session.
- Acknowledgment by the ISRI convention chair and the ISRI chair from the stage.
- A 90-second video presentation played at the start of the session and on hotel TV channels.
- Name and logo included on the inside cover of the program.
- Name and logo featured on the ISRI2018.org website as a Level I sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo featured exclusively on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- Logo on the entrance signs of the general session hall.
- Name and logo featured as a Level I sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.*

CLOSING NIGHT BEACH PARTY SPONSOR AVAILABLE—\$25,000

ISRI's famed closing night beach party has become one of the best networking opportunities of the convention. It's also a great chance for you to visibly support ISRI in front of the leaders of many ISRI members as well as other recyclers from across the globe. In addition to the Level I benefits, sponsor receives the following:

- Company name and/or logo projected via gobo in the beach area.
- Acknowledgment by the ISRI convention chair from the stage.
- Flip-flops provided to party guests with your name or logo imprinted.
- Name and logo included on the inside cover of the program.
- Name and logo featured on the ISRI2018.org website as a Level I sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo featured exclusively on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.



- Logo featured on the entrance signs of the general session hall.
- Name and logo featured as a Level I sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.*

COMMODITY SPOTLIGHTS & RECEPTIONS (Level I, II, or III Sponsorships Available)

Ferrous—\$12,000

Nonferrous—\$12,000

Paper/Plastics/Electronics/Tires & Rubber—\$12,000

Buy any two for \$22,000 and get Level II benefits.

Buy all three for \$30,000 and get Level I sponsorship benefits.

Be among the first companies to sponsor one of the receptions that follow ISRI's commodity spotlights on the first two full days of the convention. The Ferrous Reception will be Tuesday, April 17, after the nickel/stainless and ferrous spotlights. The Nonferrous Reception will be Wednesday, April 18, in the afternoon following the copper and aluminum spotlights. The Paper/Plastics/Tire & Rubber



Reception also will be held the evening of Wednesday, April 18, at one of the ISRI hotels. Following are the benefits your company will receive as a sponsor of one or more of these receptions:

- Company name and logo projected on screen before spotlight begins.
- Recognition of your company by the spotlight moderator from the stage.
- Name and logo featured on bar and buffet tables during commodity reception.
- Name and logo featured on the ISRI2018.org website as a Level I, II, or III sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo among those featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level I, II, or III sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.*

LEVEL II SPONSORSHIPS

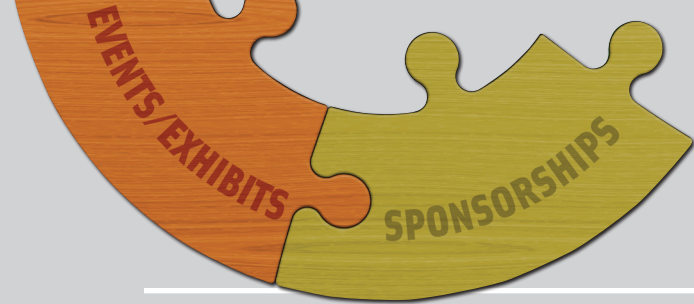
(available to ISRI member companies only)

- VIP seating at opening and closing general sessions
- One roundtrip VIP airport shuttle to/from convention hotel
- Recognition at closing night party
- Four tables in hospitality areas with your logo on centerpieces

ISRI LANYARDS—SOLD to Royce

Imagine your logo visible on attendees as they move about the convention. The lanyards also are used at other ISRI meetings throughout the year. In addition to the Level II benefits, sponsor receives the following:

- Company name and/or one-color logo featured on the lanyard.
- Name and logo featured on the inside cover of the convention program.
- Name and logo featured on the ISRI2018.org website as a Level II sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.) ▶



- Name and logo featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level II sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.*

HIGHLIGHTER PEN—SOLD to Sennebogen

The highlighter pen is a high-demand item provided to all attendees and used at various events throughout the convention. In addition to the Level II benefits, sponsor receives the following:

- Company name and/or one-color logo featured on the highlighter pen.
- Name and logo featured on the inside cover of the convention program.
- Name and logo featured on the ISRI2018.org website as a Level II sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level II sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.*

CONVENTION PROGRAM—SOLD to Harris

The convention program is the official handbook of information. Over 5,000 programs are produced and distributed at the conference, and electronic versions of the program remain available on the convention website after the convention. In addition to the above Level I benefits, you will receive the following:

- Company name and/or logo featured on the center-spread floor map.
- A full-page, four-color ad on the back cover of the program.
- Name and logo featured on the inside cover of the program.



- Name and logo featured on the ISRI2018.org website as a Level II sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level II sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.*

HOTEL KEY SPONSOR AVAILABLE—\$23,000

Hotel keys are like placing a business card in the hands of everyone at the convention hotel. In addition to the Level II benefits, sponsor receives the following:



- Company name and/or one-color advertisement on hotel keys for all in the ISRI block at the host hotel(s).
- Name and logo featured on the inside cover of the program.
- Name and logo featured on the ISRI2018.org website as a Level II sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level II sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.*

LEVEL III SPONSORSHIPS

(available to ISRI member companies only)

- VIP seating at opening and closing general sessions
- Recognition at closing night party
- Two tables in hospitality areas with your logo on centerpieces

EXHIBIT LOCATOR BOARDS AVAILABLE—\$8,000

These six (6) highly visible exhibit locator boards are located throughout the convention center. They provide maps of the exhibit floor and locations for convention programming. In addition to the Level II benefits, you will receive the following:

- Company name and logo featured on the ISRI2018.org website as a Level III sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo among those featured on a minimum of four signs and/or banners located in central areas of the center trafficked by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level III sponsor in the March/April 2018 Convention Issue of *Scrap* magazine.

POCKET SCHEDULE—SOLD to Argus Media

The pocket schedule provides a condensed version of the ISRI convention schedule, covering the titles, times, and locations of all essential events and activities. The schedule, which is designed to fit behind the name tag, is an essential resource that attendees refer to throughout the convention. In addition to the above Level III benefits, you will receive the following:

- Company name and logo on the front of the pocket schedule.
- Name and logo featured on the ISRI2018.org website as a Level III sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo among those featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level III sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.*



EXHIBIT POCKET MAPS SOLD to Volvo

ISRI produces an easy-to-read printed map of the exhibit hall floor that allows attendees to plot their course through the ever-expanding show. In addition to Level III benefits, you will receive the following:

- Company name and logo on the front of the map.
- If exhibiting, your booth location is highlighted to identify your location.
- Name and logo featured on the ISRI2018.org website as a Level III sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)

- Name and logo among those featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- Name and logo featured as a Level III sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.*

LUGGAGE TAGS AVAILABLE—\$7,500

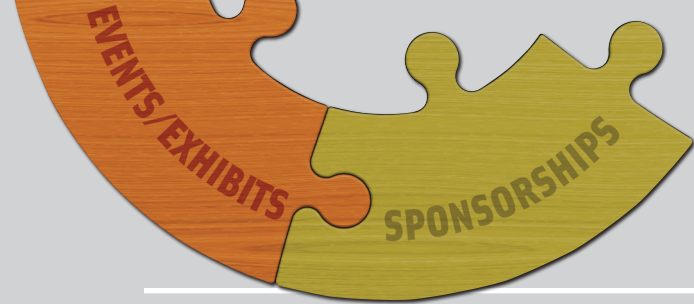
Help attendees with a high-visibility, multi-use luggage tag featuring your company logo. These tags are distributed in the convention tote bag. In addition to Level III benefits, you will receive the following:

- Company name and logo featured on the ISRI2018.org website as a Level III sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo among those featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level III sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.*

ISRI RULES & GUIDELINES DOCUMENTS AVAILABLE—\$10,000

ISRI regularly reminds meeting attendees of the importance of following ISRI Antitrust Guidelines and the ISRI Code of Conduct. These documents are distributed in all scheduled workshops, spotlights, and sessions. The sponsor can place an approved message on the back of this document. Sponsorship cost does not include printing costs, which the sponsor must bear. In addition to Level III benefits, you will receive the following:

- Company name and logo featured on the ISRI2018.org website as a Level III sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo among those featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level III sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.*



LEVEL IV SPONSORSHIPS

(available to ISRI member companies only)

- VIP seating at opening and closing general sessions

WORKSHOP SPONSOR AVAILABLE—\$2,500

ISRI's educational sessions deliver high-quality ROI to attendees on topics ranging from management skills to compliance guidance. Some are commodity specific while others apply to all recycling operations. Sponsorships are available for these programs. Workshop sponsors receive the following:

- Company name featured on the room signage as sponsor of the workshop.
- Name featured on printed and electronic schedules in which the workshop is announced, including the ISRI convention website, the convention program, and the pocket schedule.

CELLPHONE CHARGING STATION(S) AVAILABLE—\$1,500 per station

A full day at the convention can deplete the battery in your cellphone, laptop, or other mobile electronic devices. Sponsors of cellphone charging stations get their message displayed in a large monitor atop a modern, secure charging station that holds up to six devices at a time. Charging stations will be visible throughout the convention and available to assist attendees who need it the most. Sponsors receive the following

- Company name and logo displayed on large monitors atop charging stations placed in areas frequented by convention attendees.
- Acknowledgement in the convention program in a section noting the locations of charging stations.

OTHER OPPORTUNITIES FOR VISIBILITY

(available to members and nonmembers)

ISRI's convention gives you a unique opportunity to get your name and logo in front of the best professionals in scrap recycling. ISRI can facilitate the placement of your print materials (advertisements/promotions) in the convention tote bag, which attendees receive at registration. For a bigger splash, consider including logo merchandise in the bag, including luggage tags, note pads, flashlights, magnets, water bottles, travel mugs, and many other options. These items are priced for your budget, with a promotional fee (covering placement costs, etc.) plus the costs of production and delivery of the selected item. ISRI can manage production for you, or you can provide the items from your own vendors (with preapproval of the item).

Printed Tote Bag Insert (Standard Size)

Printed Tote Bag Insert (Oversize)

Promotional Item (less than 8 oz./250 g)

Promotional Item (more than 8 oz./250 g)

Promotional Item (separate from tote bag)

***THE FINE PRINT**

As with nearly anything that is successful, delivering the most value to you for your sponsorship dollars will require cooperation on the part of ISRI and your company. Delivery of the offered benefits will require delivery of required logos, texts, advertisements, and other materials in a timely manner. For sponsorships acquired after deadlines, deliverable benefits will be impacted. On the plus side, your sponsorship dollars count double for the purposes of exhibit points.

To discuss these and other business-building opportunities at ISRI2018, contact Janesha Russell, 502/409-2615 or jrussell@meetinginsites.com.