

SPONSORSHIP OPPORTUNITIES

SPONSORSHIPS ARE AVAILABLE IN TEN CATEGORIES

The Technical Leader sponsorship program is designed to reinforce and help support ISD's commitment to technical education through the annual Industry Summit and the Sealing Your Success e-Seminar series.

EXPANSION JOINTS	O-RINGS SOLD
FLUOROELASTOMERS SOLD	PACKING SOLD
HYDRAULIC	RUBBER
MECHANICAL SEALS SOLD	SOFT GASKETS SOLD
METAL GASKETS SOLD	TEFLON SOLD

SPONSORSHIP HAS ITS BENEFITS

The Technical Leader sponsorship is exclusive — only one-member company is recognized per product category. Benefits include:

- Public recognition at the Annual Industry Summit
- Acknowledgements in publications, including the ISD InBrief e-newsletter
- Company or product spotlight in the e-newsletter and on ISD's social media channels
- One premium placement banner ad in ISD InBrief e-newsletter
- Recognition in two places on the ISD homepage: a direct button link to their website and in the scrolling ad box
- Leader logos are highlighted at the end of each e-Seminar
- Invitation to deliver an e-Seminar on your technical topic or submit an article to be published in ISD InBrief

VIEWS AND IMPRESSIONS COUNT

Numbers tell the story. Between January 1 and December 31, 2023, sponsor companies received these views and impressions:

PROGRAM	PARTICIPATION
e-Seminar (live)	69
e-Seminar (recorded)	1,286
ISD.org Home (unique impressions)	40,255

INBRIEF NEWSLETTER

Average Open: 26.3%
Average Click-Through Rate: 4.5%

ANNUAL COST OF SPONSORSHIP

The annual sponsorship is \$2,500 per category and invoiced at the time of annual membership renewal. If you have an interest in this available opportunity, or would like to sponsor a category not listed here, please contact ISD Sr. Sales Director Cathy Vick at cvick@isd.org or 410-940-6344.