



INTERNATIONAL SEALING
DISTRIBUTION ASSOCIATION

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Technical Leader Sponsorship Opportunities

The Technical Leader sponsorship program is designed to reinforce and help support ISD's commitment to technical education through the Spring Tech event, the Annual Joint Industry Summit and the e-Seminar series. Sponsorships are available in nine categories:

- Packing **SOLD**
- Metal Gaskets
- Soft Gaskets **SOLD**
- Expansion Joints
- Mechanical Seals **SOLD**
- Rubber
- Teflon **SOLD**
- O-rings **SOLD**
- Hydraulic

Sponsorship Has its Benefits

The Technical Leader sponsorship is **exclusive** – only one-member company is recognized per product category.

- **Public recognition** received at the Industry Summit
- **Acknowledgements in publications** including the ISD Insider, ISD inBrief and the annual Summit Guide & Membership Directory
- Company or product **spotlight** in the newsletter and on ISD's social media channels
- A quarter page **print advertisement** in the Summit Guide & Membership Directory
- 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 **present** on a technical topic at Spring Tech or deliver a e-Seminar

Views and Impressions Count

Numbers tell the story. Between January 1 and December 31, 2020, the following are the views and impressions that last year's sponsor companies received:

Program	Participation
Spring Tech	50+
e-Seminar Live	20
e-Seminar Recordings	2,496
ISD Homepage Unique Impressions	40,255

	Avg Open	Avg CTRs
ISD inBrief	20.5%	4.5%
ISD Insider	26%	5.3%

Annual Cost of Sponsorship

The annual sponsorship is \$2,000 per category and invoiced at the time of annual membership renewal. If you have an interest in this available opportunity, please contact Cathy Vick, Sales Development Manager, at cvick@isd.org or 410-940-6344.