

ISFA

INTERNATIONAL SURFACE FABRICATORS ASSOCIATION

The trusted source of the countertop and surface industry

2027 Sponsorship &

Associate Partner

Handbook

Build your own package. Earn your own rate.

Every dollar in this handbook keeps training, safety education and licensing advocacy free to the fabrication shops that need it most.

PREPARED FOR	Prospective 2027 ISFA Associate Partners
PROGRAM YEAR	January 1 – December 31, 2027
PREPARED BY	Laurie Weber, CAE — Chief Executive Officer
ORGANIZATION	International Surface Fabricators Association — a 501(c)(6) trade association
ELIGIBILITY	Participation in every opportunity in this handbook requires current ISFA Associate Partner membership
COMMITMENT DEADLINE	Rates and inventory held through _____
CONTACT	_____ _____ isfanow.org

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1. WHY THIS HANDBOOK LOOKS DIFFERENT

Most association sponsorship decks sell attention. This one sells attention too — nearly 14,000 contacts a week, 7,500 print subscribers, a national conference, a podcast, a magazine, and twelve education sessions a year. But attention is not the reason to be here.

Almost everything ISFA delivers to a fabrication shop is delivered free. Silica awareness training runs every Wednesday in English and Spanish at no charge to members, and workers who complete it carry a wallet-size hard card. ISFA Academy — the learning management and safety compliance platform shops use to assign training, run toolbox talks and document OSHA compliance — is included in membership dues at no additional fee. The Fabricator Exchange runs twelve sessions in 2027, free to fabricator members. None of that is free to produce.

Sponsorship is the reason it stays free. A shop with eight employees does not have a training budget line. ISFA's job is to make sure it does not need one. When a supplier underwrites a training class, a webinar, or a PPE kit, the cost never reaches the shop floor — and the shop knows exactly who made that possible. That is the product you are buying: not an impression, but a removed cost and a visible reason for a fabricator to choose you.

The second thing you are buying

ISFA is pursuing a national Fabrication Shop License on a bipartisan basis, running the California pilot in coordination with Cal/OSHA, developing the product-side crystalline-silica testing and documentation standards that do not currently exist, and building the independent inspection capacity a licensing authority would need. Cal/OSHA has said it will use ISFA's silica awareness course in English and Spanish going forward.

The industry agrees on two things: shops need licensing, and workers need protection. The argument is over how. Companies that fund this work are on the record as choosing the path that keeps fabrication legal, safe and open for business — rather than waiting to find out what a ban would mean. Your listing in the ISFA partner directory is where a fabricator sees that you made that choice.

How to use this handbook

There are no fixed packages. Choose the programs that fit your business, add them up, and your total commitment determines your discount — up to 25% off published rates. Section 5 explains the mechanics; Section 7 shows four real examples; Section 10 is the worksheet.

2. THE ENTRY POINT: ISFA ASSOCIATE PARTNER MEMBERSHIP

Every opportunity in this handbook is available exclusively to current ISFA Associate Partners. This is not a paywall for its own sake. The fabrication community treats the partner list as a statement about who stands behind shop licensing and the fabricator Code of Ethics, and that statement only means something if the list is a membership rather than a media buy.

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
Associate Partner Membership — annual dues January – December. Required for participation in all programs below. Not discounted; counts in full toward your partner level.	Open	\$3,000

Related, for context: ISFA Fabrication Shop Membership is \$850, of which \$250 is allocated directly to advocacy.

3. WHAT ASSOCIATE PARTNERSHIP DELIVERS

Included with dues, before a single sponsorship dollar is added:

- **A vote.** ISFA is a nonprofit membership association. Associate Partners hold a voting right at the annual general membership meeting — a real say in the direction of the organization representing this trade in Washington and Sacramento.
- **Public directory listing with SDS access.** Covered in detail in Section 4. This is the benefit fabricators actually use.
- **Listing in the annual Buyers Guide.** The reference shops keep on the desk.
- **Eligibility to exhibit at the ISFA Annual Conference.** ISFA's largest gathering of the year, including the annual general membership meeting.
- **Eligibility to host training on ISFA Academy.** Your content inside the platform shops already use for compliance.
- **Eligibility for partner-exclusive webinar hosting and participation in ISFA education.**
- **Promotion to the fabrication community.** Roughly 14,000 contacts across weekly, monthly and print channels.
- **Support of California and federal OSHA advocacy.** Named in the record of who funded it.

ISFA is product-agnostic and bipartisan. Partnership buys recognition and access. It does not buy endorsement, a vote in standards development, or influence over any inspection finding or licensing position. Section 9 states this in full — and it is the reason a fabricator believes the directory in the first place. Please note: any dollars dedicated to the lobbyist work is not tax deductible and will be reported to you in January 2028. The work our staff does is considered advocacy the work the a paid lobbyist does is lobbying.

4. THE PUBLIC PARTNER DIRECTORY & SDS LIBRARY

Every Associate Partner receives a public listing on isfanow.org — open to the entire trade, not gated behind a member login — and every listing can carry the safety documentation a fabrication shop is legally required to keep.

What your listing holds

- Company profile, product and service categories, territories served, and contact routing to your team.
- Safety Data Sheets hosted directly on your listing, or direct links into your own SDS library — your choice, and updatable whenever your formulations or labeling change.
- Technical and installation documentation, silica content disclosures, and product-specific handling guidance where you have it.
- Your ISFA partner level mark, and — where applicable — recognition of the specific programs you underwrite.

Why this is worth more than it looks

Under the OSHA Hazard Communication Standard (29 CFR 1910.1200), an employer must maintain a safety data sheet for every hazardous chemical in the workplace and keep it readily accessible to employees on every shift. In a fabrication shop that means adhesives, resins, sealers, densifiers, colorants, cleaners and abrasives — from a dozen suppliers, in three languages, revised without notice.

Shop owners chase this paperwork constantly. Suppliers field the same request over and over. Putting your SDS where fabricators already go for compliance material removes that friction in both directions, and it does something a catalog page cannot: it makes you the easy company to buy from at the exact moment a shop is documenting its compliance program.

It also removes a cost from the shop floor. A shop assembling a hazard communication program should not have to pay a consultant to reconstruct documentation its suppliers already hold. Partners who publish SDS through the ISFA directory are lowering the real compliance cost of running a fabrication business — which is why sponsorship exist, made concrete in one line item that costs you nothing but the upload.

Listings are maintained for the full membership year and refreshed on request. ISFA hosts and links the material as supplied by the partner; the partner remains responsible for the accuracy and currency of its own documentation.

5. HOW THE PARTNER LEVELS WORK

There are no pre-built bronze / silver / gold boxes. You build the package that fits your business, and the size of your total commitment sets your rate.

PARTNER LEVEL	QUALIFYING COMMITMENT	DISCOUNT	RECOGNITION ADDS
Supporting Partner	\$25,000	10%	Discount applies across every eligible program in this handbook.
Sustaining Partner	\$50,000	15%	Adds Academy landing-page recognition and one complimentary webinar slot.
Leadership Partner	\$100,000	20%	Adds Partner Advisory Roundtable seat and podium recognition at the annual conference.
Founding Standard Partner	\$150,000+	25%	Adds 2028 category first right of refusal and Founding Standard recognition in licensing materials.

The two numbers that matter

Qualifying Commitment is the total of everything you commit to for the 2027 program year at published rate — including dues, lobbying and advocacy contributions, and inspection program funding. This number, and only this number, determines your level.

Discount-eligible subtotal is your Qualifying Commitment less three items: Associate Partner dues, direct lobbying and advocacy contributions, and the Third-Party Independent Inspection Feasibility Program. Your level discount applies to this subtotal.

Why those three are carved out — and why it works in your favor. Dues are the price of admission, not a purchase. Lobbying and advocacy contributions fund representation of fabrication shops, not a benefit, and discounting them would misstate what they are. Inspection program dollars are considered grants. So none of the three is discounted — **but all three count in full toward your level.** A company that funds the licensing work is buying its media, training and event exposure at the best rate ISFA offers. That is deliberate.

The rules, plainly

- Levels are earned on the calendar-year 2027 commitment, documented in one agreement. Commitments added later in the year are added to your Qualifying Commitment and the improved rate applies to everything booked from that point forward; ISFA does not re-invoice completed placements.
- Multi-issue magazine frequency rates and pre-bundled podcast packages are published rates. Your level discount applies on top of them.
- Cover-position upcharges (inside front, inside back, outside back) are calculated on the published rate before your level discount is applied.
- Rates and inventory are held for the period stated on the cover. Exclusive and limited positions are confirmed in the order they are signed, not in the order they are discussed.
- Affiliated companies under common ownership may combine commitments to reach a level, provided they are named in a single agreement.
- Payment terms: 50% on execution, balance by June 30, 2027, unless the program's own schedule requires earlier funding. Founding Standard and Leadership Partners may request a quarterly schedule.

6. THE 2027 PROGRAM MENU

All rates below are 2027 published rates. Your partner level discount applies at invoicing.

6.1 Digital & Owned Media

The Countertop Source — weekly newsletter

The fastest way to stay visible all year. ISFA and industry news delivered weekly to nearly 14,000 shop owners, managers, workforce and suppliers across North America at a 24% open rate, then posted to ISFA's social channels and isfanow.org. Banner or featured placement with a click-through to your site or product.

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
The Countertop Source — per weekly issue Buy single weeks or run the year. Ideal for product launches, event promotion, or steady visibility with real buyers.	104	\$500

Fabricators' Voice — monthly digital publication

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
1st Leaderboard — 12 months	1	\$5,060
1st Row of Rectangles — 12 months	1	\$4,780
1st Sponsored Content — 12 months	1	\$4,500
2nd Leaderboard — 12 months	1	\$4,500
2nd Row of Rectangles — 12 months	1	\$4,220
2nd Sponsored Content — 12 months	1	\$3,940

isfanow.org website banners

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
Leaderboard display ad — 12 months	1	\$4,550
Skyscraper display ad — 12 months	1	\$4,300

Sponsored blog post

A branded, ISFA-edited article of up to 800 words featured on our website, pushed through the ISFA Insider email and social channels, and kept permanently in ISFA's source library. Best for companies that want to teach fabricators something useful — safety practice, shop improvement, new products, business lessons — and be seen as a go-to source by shop owners.

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
Blog post — up to 800 words, ISFA-edited Permanent placement in the ISFA source library.	52	\$1,500

Product eBlast

Reach 8,500+ decision-makers with a message that stands alone in the inbox — no competing content — with a direct link to the landing page of your choice.

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
Dedicated product eBlast Ideal for product launches, specials and event promotion.	Limited	\$1,550

6.2 Countertop Confidential — The Podcast

ISFA's weekly show from the trusted source of the countertop and surface industry, hosted by ISFA's chief executive and produced professionally for distribution on Apple, Spotify and YouTube. Conversational, jargon-free, and built to give fabricators credible information, honest peer perspective, and one thing they can act on.

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
Presenting sponsor — per feature Open and close billboard, “presented by,” logo in show notes, one social mention.	52	\$1,500
Meet the Maker segment — within a feature An 8–10 minute in-show interview segment. Get to know the person and the product.	52	\$2,500
Mid-roll host-read — 60 seconds The highest-attention slot in the episode.	52	\$1,000
Pre-roll host-read — 30 seconds Early spot, before the Rundown.	52	\$500
“Toolbox” source mention A single product or source shout in the Takeaway.	52	\$250
Bundle — Presenting + one mid-roll + Toolbox mention Saves \$750 against the same items bought separately.	52	\$2,000
Bundle — Presenting + Meet the Maker segment Saves \$1,000 against the same items bought separately.	52	\$3,000

Note: Bundle rates are published rates. Your partner level discount applies on top of them.

6.3 EDGE Live — Monthly Education Series

NEW IN 2027. EDGE Live puts your company in front of fabrication shops every month, not once a year at a booth. Twelve sessions on the third Tuesday of every month, free to ISFA fabricator members, each one carrying the licensing and apprenticeship updates members come for and a working tool they take back to the shop.

Quarterly economic updates from ISFA's partnered economist run in March, June, September and November. The Built to Scale business track — selling and preparing a company to scale — runs in February, May, August and October. Every session includes an update on the ISFA licensing initiative, the path to a licensed industry, and the apprenticeship and training programs.

ISFA controls the content. Sponsorship is recognition and access, never a sales pitch — which is exactly why the audience shows up. Attendance reporting follows every session.

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
Presenting Partner — full series Named across all twelve sessions and all series promotion. Attendance reporting after every session.	1	\$20,000
Track Presenting Partner — Built to Scale February, May, August, October. Committed for 2027.	SOLD	—

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
Track Presenting Partner — Economic Outlook March, June, September, November. The quarterly economist sessions.	1	\$7,500
Session Sponsor One month, named in all promotion for that session, attendance report.	12	\$2,500
Community Supporter Recognition across the series as a supporter of free fabricator education.	Unlimited	\$1,000

6.4 The EDGE Open — National Virtual Golf Tournament

NEW IN 2027. Friday, May 21, 2027. One day. Every time zone. One standard. Fabricators from Florida to Washington State tee off on their own local courses and play against each other on a single national leaderboard. No travel budget, no host hotel, and no reason a two-person shop in rural Missouri can't beat a distributor's executive team in San Diego. Every player posts a net score to the same scoreboard.

Suppliers sponsor the day; shops play it. At 9:00 p.m. Eastern everyone logs on for a thirty-minute awards broadcast, a check presentation to the Fabricator Safety Initiative, and the announcement of next year's date. Proceeds benefit the Fabricator Safety Initiative and the licensing fund.

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
Presenting Sponsor Name in the event lookup ("The EDGE Open, presented by ____") on every asset. Opening and closing remarks on the awards broadcast. Logo on the leaderboard all day and on every player kit. Four complimentary team entries. Full field list with contact data, subject to opt-in. First right of refusal for 2028.	1	\$50,000
Time Zone Sponsor Owns Eastern, Central, Mountain or Pacific. Logo on that zone's leaderboard view, presents the Time Zone Cup on the broadcast, sixty-second segment during that zone's peak play window. Two team entries.	4	\$15,000
Simulator Division Sponsor Names the division and the designated virtual course. Logo on every simulator scorecard and on the launch-monitor skills results. Presents the Simulator Champion. Two team entries.	1	\$12,500
Live Leaderboard Sponsor Persistent logo on the leaderboard for the full playing day — the single most-viewed placement in the event. Named in every score-update push. Two team entries.	1	\$10,000
Player Kit Sponsor Logo on the box and on the premium item inside, shipped to every registered player nationwide. Two team entries.	1	\$10,000
Safety Cup Sponsor Underwrites the award tying the tournament to silica awareness training. Named in all training-completion outreach in the run-up and presents the Cup on the broadcast. Two team entries.	1	\$10,000
19th Hole Broadcast Sponsor Title of the awards broadcast, opening billboard, named in the on-demand replay. One team entry.	1	\$7,500
Skills Contest Sponsor Owns Longest Drive, Closest to the Pin or Straightest Drive. Logo on that contest's leaderboard and in the contest results release. One team entry.	3	\$5,000
Host Site Sponsor Hosts your market's players. \$1,500 stipend against local costs, branded signage package, logo on the market leaderboard view, two minutes on the broadcast, one team entry.	10	\$5,000
Shop Team Sponsor Sponsors four fabrication shop teams in the tournament. Recognized by name to each sponsored team and on the leaderboard.	10	\$2,500
Digital Hole Sponsor Logo on one of the eighteen leaderboard holes, seen by every player every time they post a score. Named in the results release.	18	\$1,500

6.5 Fabricators' Edge — Quarterly Magazine

Four issues a year in print and digital, mailed to a print circulation of 7,500 fabrication decision-makers. Frequency rates below are published rates; your partner level discount applies on top of the frequency rate you earn.

UNIT	1x	2x	4x
Double page advertorial	\$6,540	\$6,210	\$6,050
Double page spread, 4-color	\$6,540	\$6,210	\$6,050
Full page advertorial	\$3,950	\$3,750	\$3,650
Full page, 4-color	\$3,950	\$3,750	\$3,650
2/3 page, 4-color	\$3,280	\$3,120	\$3,030
1/2 page, 4-color	\$2,690	\$2,560	\$2,490
1/3 page, 4-color	\$2,130	\$2,020	\$1,970
1/4 page, 4-color	\$1,700	\$1,620	\$1,570

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
Inside front cover Upcharge on the applicable published rate, before partner discount.	1	+20%
Inside back cover Upcharge on the applicable published rate, before partner discount.	1	+20%
Outside back cover Upcharge on the applicable published rate, before partner discount.	1	+25%
Polybag insert — per issue Sealed in the bag with every issue, your insert reaches the reader's hand before the cover does. Your own design, format and offer, mailed to the full 7,500 print circulation.	4	\$10,000

6.6 ISFA Academy — Training & Compliance Platform

Smarter Training. Safer Shops. Better Results. ISFA Academy is the learning management and safety compliance platform of the association, included in membership at no additional cost to member shops. It is where fabrication shops assign safety training, run toolbox talks, document OSHA compliance and build the skills their teams get paid for.

Product Webinar — sponsored training slot

Teach the trade what you know. Your product, your equipment, your service, taught by the people who know it best. You bring the expertise; ISFA brings the shops. Every session is delivered live and then recorded into ISFA Academy — which makes your training evergreen. It does not disappear after one class; it stays in the system, ready to be assigned during future safety campaigns, toolbox talks and OSHA compliance training.

Sponsor topics that work: industry updates, sales and estimating, safety and silica/RCS control, product and installation training, repair best practices, water recycling. Sponsor benefits include “presented by” on all marketing, the choice to teach the session or select the topic, attendee polls and questions, the attendee list plus a performance snapshot, a downloadable checklist or tool, and first shot at future dates.

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
Product Webinar — per session Live delivery plus permanent recorded placement in ISFA Academy.	Limited	\$2,000

Training Host Partner

Your training already exists. Put it where fabricators actually go. As a Training Host Partner, your company's training library lives on ISFA Academy — tracked, reported, promoted, and woven into the trade-skill learning paths ISFA is building for its apprenticeship and certification programs. ISFA reports interaction with your content and promotes your company to the 14,000+ fabrication community.

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
Training Host Partner — annual The clearest available demonstration that a company is invested in how this trade is trained.	Limited	\$20,000

6.7 Hands-On Training & Workforce Development

ISFA runs eleven sponsored hands-on courses in 2027 — five solid surface, three porcelain, three repair — plus private courses. Sponsors supply the consumables and equipment students actually put their hands on, and are recognized on training slides, during applicable demonstrations, and in promotion all year. Best for product companies eager to show real-world performance in front of the people who specify and buy.

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
Materials — adhesives Full-year commitment across all eleven courses: \$11,000.	11 courses	\$1,000 ea.
Materials — machinery Full-year commitment across all eleven courses: \$11,000.	11 courses	\$1,000 ea.
Materials — tooling and bits Full-year commitment across all eleven courses: \$11,000.	11 courses	\$1,000 ea.
PPE attendee kits Every student leaves with protective equipment carrying your name. Full year: \$11,000.	11 courses	\$1,000 ea.
Food and beverage Full-year commitment across all eleven courses: \$16,500.	11 courses	\$1,500 ea.
Student t-shirt sponsor — annual, exclusive Every student receives an ISFA shirt on completion, with a certificate. Your logo on the shirt everyone actually wants.	1	\$10,000

6.8 Annual Conference

ISFA's largest gathering of the year, including the annual general membership meeting where members vote on the direction of the association. The 2027 program marks ISFA's 30-year anniversary; the full exhibit and sponsorship program is released in the fourth quarter of 2026.

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
2027 Awards Ceremony and Dinner — exclusive Late October or early November. Exclusive sponsor of the annual ISFA awards ceremony with reception and dinner — the EDGE Awards night.	1	\$20,000
Exhibiting and other conference opportunities Budget for participation now; final 30-year anniversary program released Q4 2026. Partner level discount applies when the program is published.	Multiple	\$2,000 – \$25,000

6.9 The Fabricator Safety Initiative

The reason most of this exists. FSI is ISFA's licensing, worker-protection and compliance program: a national Fabrication Shop License pursued on a bipartisan basis, the California pilot run in coordination with Cal/OSHA, product-side crystalline silica standards development, and the independent inspection capacity a licensing authority would need in order to function. FSI is funded through two separate channels, described below: the inspection feasibility program and direct lobbying and advocacy contributions.

Third-Party Independent Inspection Feasibility Program — California (Grant dollars)

An independent third-party inspection of California countertop and surface fabrication shops, delivered against a published checklist of existing federal and state law, resulting in a pass/fail attestation and a listing on a public registry of attested shops. The program goal is 300 California shops inspected. At the \$5,000-per-shop funding rate below, the full program grant request is \$1,500,000, and partners may fund it in 1, 10- or 20-shop increments, you make the call!

The pilot does not create a license. What it creates is the operating machinery a license would need — a registration pathway, an independent inspector corps, a defensible checklist, a scoring rule, a corrective-action process, an appeals path and a data record — built and proven at pilot scale, so that when a licensing authority exists in California or federally, there is a working program to plug into rather than a concept to start building. That is the co-regulation argument in one sentence: the regulator keeps the pen; the industry builds and pays for the inspection capacity the regulator does not have.

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
Independent Inspection Feasibility Program — 20 shops Funds the feasibility assessment and inspection process only. Not allocated to lobbying. Not discounted; counts in full toward your partner level.	Unlimited	\$100,000
Independent Inspection Feasibility Program — 10 shops Not discounted; counts in full toward your partner level.	Unlimited	\$50,000
Independence: A company that funds the inspection program has no access to, and no influence over, inspection findings for any shop. That separation is what makes the attestation worth anything.		

Lobbying & Advocacy Contribution — Contracted Lobbyist for Fabrication Shops (Lobbying funds, not tax deductible)

A separate line from the inspection program. Contributions go directly toward a contracted lobbyist who represents fabrication shops on federal licensing and the other matters ACMC must address on their behalf. These donations also support ISFA's advocacy work, which is not lobbying: educating members, regulators and the public on worker protection and shop licensing. Lobbying dollars are separately accounted for, reported as the law requires, and subject to board oversight and due process. The campaign goal is \$500,000.

OPPORTUNITY	AVAILABLE	2027 PUBLISHED RATE
Lobbying & advocacy contribution — contracted lobbyist NOT tax deductible — IRC §162(e). Not discounted; counts in full toward your partner level.	Open	\$500 and up

7. FOUR WAYS TO BUILD A PACKAGE

Real packages at each level, built from the menu in Section 6. Yours will look different — that is the point.

Example A — Supporting Partner (10%)

A regional tooling and abrasives distributor that wants steady visibility and one credible teaching moment.

EXAMPLE A	Qty	Rate	Extended
Associate Partner dues <i>not discounted — counts toward level</i>	1	\$3,000	\$3,000
The Countertop Source — weekly newsletter, 26 weeks	26	\$500	\$13,000
Product eBlast	2	\$1,550	\$3,100
Countertop Confidential — Presenting + Meet the Maker	1	\$3,000	\$3,000
EDGE Live — Session Sponsor	1	\$2,500	\$2,500
Sponsored blog post	1	\$1,500	\$1,500
Discount-eligible subtotal			\$23,100
Non-eligible subtotal			\$3,000
QUALIFYING COMMITMENT — Supporting Partner, 10%			\$26,100
Partner discount (10% of eligible)			– \$2,310
TOTAL 2027 INVESTMENT			\$23,790

One step up: adding the PPE attendee kit sponsorship across all eleven training courses (\$11,000) lifts this package to \$37,100 — still Supporting Partner. Adding the student t-shirt sponsorship as well reaches \$47,100, within \$2,900 of Sustaining Partner and a 15% rate on everything.

Example B — Sustaining Partner (15%)

An adhesives manufacturer whose product is used in every one of these classes.

EXAMPLE B	Qty	Rate	Extended
Associate Partner dues <i>not discounted — counts toward level</i>	1	\$3,000	\$3,000
Training materials — adhesives, all 11 courses	11	\$1,000	\$11,000
Student t-shirt sponsor — annual, exclusive	1	\$10,000	\$10,000
ISFA Academy Product Webinar	2	\$2,000	\$4,000
EDGE Live — Session Sponsor	2	\$2,500	\$5,000
Fabricators' Edge — full page 4-color, 4x rate	4	\$3,650	\$14,600
Countertop Confidential — Presenting sponsor	4	\$1,500	\$6,000
Discount-eligible subtotal			\$50,600
Non-eligible subtotal			\$3,000
QUALIFYING COMMITMENT — Sustaining Partner, 15%			\$53,600
Partner discount (15% of eligible)			– \$7,590
TOTAL 2027 INVESTMENT			\$46,010

Example C — Leadership Partner (20%)

A machinery manufacturer making a full-year commitment across education, media and events.

EXAMPLE C	Qty	Rate	Extended
Associate Partner dues <i>not discounted — counts toward level</i>	1	\$3,000	\$3,000
ISFA Academy — Training Host Partner	1	\$20,000	\$20,000
EDGE Live — Economic Outlook Track	1	\$7,500	\$7,500
The EDGE Open — Time Zone Sponsor	1	\$15,000	\$15,000
The EDGE Open — Digital Hole Sponsor	2	\$1,500	\$3,000
Training materials — machinery, all 11 courses	11	\$1,000	\$11,000
Fabricators' Voice — 1st Leaderboard, 12 months	1	\$5,060	\$5,060
isfanow.org Leaderboard banner, 12 months	1	\$4,550	\$4,550
Fabricators' Edge — double page spread, 4x rate	4	\$6,050	\$24,200
Annual Conference — Awards Ceremony and Dinner	1	\$20,000	\$20,000
Discount-eligible subtotal			\$110,310
Non-eligible subtotal			\$3,000
QUALIFYING COMMITMENT — Leadership Partner, 20%			\$113,310
Partner discount (20% of eligible)			– \$22,062
TOTAL 2027 INVESTMENT			\$91,248

Example D — Founding Standard Partner (25%)

A slab manufacturer or national distributor putting real money behind licensing — and earning the best rate ISFA offers on everything else.

EXAMPLE D	Qty	Rate	Extended
Associate Partner dues <i>not discounted — counts toward level</i>	1	\$3,000	\$3,000
FSI Independent Inspection Feasibility Program — 20 shops <i>not discounted — counts toward level — grant funding</i>	1	\$100,000	\$100,000
FSI lobbying & advocacy contribution <i>not discounted, not tax deductible — counts toward level</i>	1	\$25,000	\$25,000
The EDGE Open — Safety Cup Sponsor	1	\$10,000	\$10,000
ISFA Academy Product Webinar	3	\$2,000	\$6,000
EDGE Live — Community Supporter, all 12	12	\$1,000	\$12,000
The Countertop Source — weekly newsletter, 26 weeks	26	\$500	\$13,000
Discount-eligible subtotal			\$41,000
Non-eligible subtotal			\$128,000
QUALIFYING COMMITMENT — Founding Standard Partner, 25%			\$169,000
Partner discount (25% of eligible)			– \$10,250
TOTAL 2027 INVESTMENT			\$158,750

Read that last one carefully. \$128,000 of this commitment goes to licensing, independent inspection, lobbying and advocacy — none of it discounted, all of it counting toward the level. The result is that every media, education and event dollar this company spends in 2027 is bought at 25% off. A partner who funds the initiative pays the least for everything else. That is the incentive working exactly as designed.

8. RECOGNITION BY LEVEL

Sustaining Partner benefits sit between Supporting and Leadership and are noted in Section 5.

BENEFIT	Associate Partner	Supporting 10%	Leadership 20%	Founding 25%
Public partner directory listing with SDS hosting or links	●	●	●	●
Annual Buyers Guide listing	●	●	●	●
Voting right at the annual general membership meeting	●	●	●	●
Eligibility to exhibit at the ISFA Annual Conference	●	●	●	●
Eligibility to host training on ISFA Academy	●	●	●	●
Partner level mark on directory listing and materials	—	●	●	●
Named in the ISFA annual report and partner wall	—	●	●	●
Quarterly partner briefing from the CEO	—	●	●	●
Priority renewal window before inventory opens	—	●	●	●
Logo on the ISFA Academy landing page	—	—	●	●
One complimentary Academy webinar slot (\$2,000 value)	—	—	●	●
Named in licensing initiative supporter communications	—	—	●	●
Seat at the annual Partner Advisory Roundtable	—	—	●	●
Recognition from the podium at the annual conference	—	—	●	●
First right of refusal on your positions for 2028	—	—	●	●
Category first right of refusal across all committed properties	—	—	—	●
Founding Standard recognition in licensing program materials	—	—	—	●
Named at the launch of the public attested-shop registry	—	—	—	●
Two standing meetings a year with the ISFA CEO	—	—	—	●
CEO participation in one partner-hosted customer event	—	—	—	●

9. TERMS, ETHICS AND TAX TREATMENT

What sponsorship does and does not buy

ISFA is product-agnostic and does not endorse products, brands or materials. Participation in advertising or sponsorship does not imply product endorsement by the association. Sponsorship confers recognition and access to ISFA audiences. It confers no role in standards development, no influence over any inspection finding for any shop, no role in setting ISFA's licensing or regulatory positions, and no preferential treatment in any ISFA program, certification or apprenticeship pathway.

ISFA's advocacy is bipartisan and issue-based; the association does not endorse candidates or parties. ISFA maintains an antitrust compliance policy consistent with ASAE standards. Partners are reminded that ISFA meetings, sessions and communications are not a forum for discussion of pricing, terms of sale, costs, customer or territory allocation, or any other competitively sensitive matter.

Tax treatment

- **Associate Partner dues:** generally deductible as an ordinary and necessary business expense, except for the portion attributable to lobbying, which is non-deductible under IRC §162(e). ISFA provides members an annual lobbying non-deductibility percentage.
- **Sponsorships and advertising:** generally treated as ordinary and necessary business advertising expense.
- **Lobbying and advocacy contributions:** NOT tax deductible — IRC §162(e). These dollars fund a contracted lobbyist representing fabrication shops and support ISFA's non-lobbying advocacy work. Lobbying dollars are separately accounted for and subject to board oversight.
- **Independent Inspection Feasibility Program funding:** funds the California feasibility assessment and independent inspection process. Not allocated to lobbying or sponsorship. These are grant donations.
- **501(c)(6) status:** ISFA is a 501(c)(6) trade association. Payments to ISFA are not charitable contributions and are not deductible under IRC §170.

ISFA does not provide tax or legal advice. Consult your own advisors on the treatment of any payment described here.

Commercial terms

- Rates and inventory are held through the date stated on the cover of this handbook.
- Limited and exclusive positions are confirmed in the order agreements are executed.
- Partner level is determined by Qualifying Commitment as defined in Section 5 and is documented in a single 2027 agreement.
- Payment: Due on receipt. Terms can be considered upon request.
- Creative materials are due to specification by the deadlines published for each program. ISFA reserves the right to decline creative inconsistent with association standards or with its product-agnostic position.
- Cancellation after execution forfeits any earned level discount on completed placements and is subject to the production costs already incurred.
- Attendee and registration data is provided subject to participant opt-in and applicable privacy law.

Company
Primary contact / title
Email / phone
Billing contact

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PROGRAM / OPPORTUNITY	Qty	Rate	Extended
F. TOTAL 2027 INVESTMENT (C – E)			\$

☐ **Yes — include our Safety Data Sheets on our public ISFA directory listing.** We will supply files or a direct link to our SDS library.

☐ **Yes — we want to be named as a supporter of the licensing initiative in ISFA communications.**

Authorized signature

Accepted for ISFA

Name / title / date

Laurie Weber, CAE — Chief Executive Officer

Next steps. Return this form or a marked-up program list and ISFA will build your agreement, confirm your level, and hold your exclusive positions. If you are not yet an Associate Partner, dues can be added to the same agreement. Questions on any program, or on how a different mix would change your level, go straight to the CEO.

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