



# SPONSORSHIP PROSPECTUS

THE INTERNATIONAL SURFACE FABRICATORS ASSOCIATION

2025

## About The International Surface Fabricators Association

The International Surface Fabricators Association (ISFA) exists to help fabricators and other industry professionals improve safety measures, increase product quality, encourage professionalism and elevate profitability. ISFA values innovation, dependability, trust, honesty, ethics, and serving others above all else.

In 1997, a small group of solid surface fabricators formed the International Solid Surface Fabricators Association. The Association's main emphasis was on education, promotion, improving industry standards, cooperation with suppliers and manufacturers, sharing experiences and uniting for the common benefit of the industry. These ambitions are still the cornerstone of the association today.

## Mission and Vision

### Mission

ISFA's mission is to promote the surfaces industry through education, standards, resources, camaraderie, and safety.

### Vision

To be recognized as **the** expert and authority serving the Fabricators and professionals of the surfaces industry.

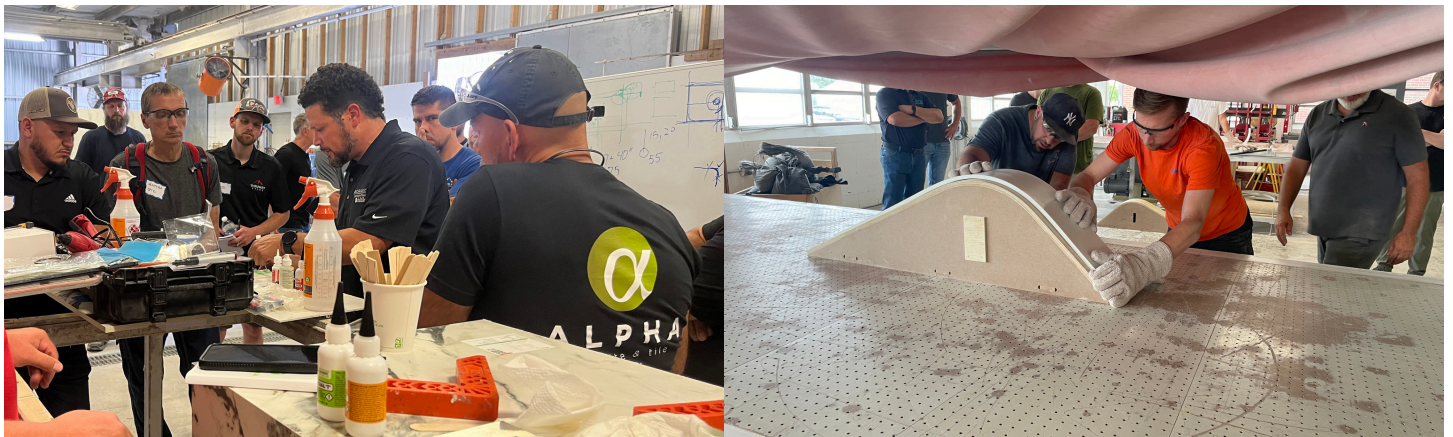


# Empower Surfacing Industry Excellence – Partner with ISFA as a Sponsor of Training

ISFA Trainings are designed to bring hands-on training to fabricators. These trainings enable fabricators to develop practical skills and techniques they will encounter in real-world situations at the shop. It fosters problem-solving abilities and critical thinking, helping attendees to face challenges and complete projects with a higher success rate by allowing them to troubleshoot and adapt – all best honed through practical experience.

## Why Sponsor?

- Engage with those individuals who are directly using products like yours.
- Showcase your brand to a targeted audience that influences the decision-makers at their shops.
- Align your company with education, innovation and training in the surfacing industry.
- Network, collaborate and build lasting partnerships within the industry.



**“ We had someone on our staff who knew how to fabricate solid surface, but he retired,” said Sean Murphy of ShowFab, a company located in New Jersey that specializes in creating immersive experiences for film and television, museums, retail, tourism and more. “We know there is a lot of opportunity with solid surface, so we need the ability to go after those projects. The expanded session on thermoforming helped me understand the techniques used to shape the material.**

**”**

# Sponsorship Opportunities

## ***Solid Surface Fabrication Training (Texas – March, Kent, Washington – September)***

This hands-on, two-day session provides attendees with the skills and knowledge in all facets of the fabrication process, including layout, templating, seaming, support, sanding, edges, cutouts, backsplashes, thermoforming, finishing and installation. Participants will complete a vanity application that includes an integral bowl sink, built-up edge profile, edge inlay and examples of coved as well as set-on style backsplash.

## ***Porcelain Fabrication Training (May)***

ISFA's Porcelain Fabrication Training enables fabricators to develop practical skills and techniques they will encounter in real-world situations back at the shop. It fosters problem-solving abilities and critical thinking, helping attendees to face challenges and complete projects with a higher success rate by giving them the ability to troubleshoot and adapt — all best honed through practical experience.

## ***Fabrication Innovation Workshop: Hands-On Solutions for the Surfacing Industry – NEW IN 2025! (Cleveland, Ohio – August)***

ISFA's Fabrication Innovation Workshop is a one-day, immersive event designed to equip fabricators with practical skills and solutions for emerging trends and common challenges in the surfacing industry, such as setting shower pans and on-site repairs. By sponsoring this event, your brand will be directly showcased to an engaged audience of fabricators eager for new tools, materials, and technologies. Sponsors will benefit from premium brand exposure, hands-on product demonstrations, and direct engagement with potential customers—positioning your company as a leader in industry innovation.

## ***Advanced Fabrication Techniques and Problem-Solving – NEW IN 2025! (Nashville, Tennessee – October)***

This Training is designed for fabricators ready to advance their skills and take their craftsmanship to the next level. This full-day, hands-on training focuses on solving more complex surfacing challenges, building on foundational knowledge from the Solid Surface Fabrication Training and the Porcelain Fabrication Training. By sponsoring this event, your brand will gain direct access to a select group of highly engaged, skilled fabricators eager to deepen their expertise. Sponsors will benefit from premium brand visibility and the chance to connect with fabricators as they sharpen their advanced problem-solving techniques, preparing them to tackle real-world fabrication challenges with confidence.



## Sponsor Benefits

	Innovator	Supporter	Friend
Opportunity to Welcome attendees on the first day	x		
If not in attendance, we will send the shop owner material that indicates you are a sponsor.	x		
Your logo on on-site signage	x		
Your logo on ISFA's website training page hyperlinked to your website.	x	x	
Opportunity to address the attendees	x	x	
"Event Sponsor" Language is included in promotional material, including social media, ISFA newsletters and eblasts.	x	x	x
Complimentary registration	3	1	1
Use the "ISFA Sponsor" logo on your promotional materials.	x	x	x
Your company name is listed on the on-site signage.		x	x
For companies who sponsor more than three training events			
A 3-minute video of your company on ISFA's Website Training page. The video will be posted for the entirety of 2025.	x		
Thank you for sponsoring on ISFA's Social Media channels (two pre & post event)	x		

## Empower Surfacing Industry Excellence – Partner with ISFA as a Sponsor of the Fabricator Forum (*Montreal, Canada – April*)

ISFA's primary mission is to provide education and networking opportunities to support the decorative surfacing industry. Our Fabricator Forum events offer fabricators the chance to connect, discuss the latest industry innovations, learn valuable business development techniques, and tour state-of-the-art design and fabrication facilities. ISFA recognizes the importance of networking for business owners, as it fosters growth, creates new opportunities, and builds a strong professional support system.



## Why Sponsor?

- Gain direct access to key industry professionals, engaging with fabricators and decision-makers in the surfacing industry.
- Showcase your brand and products, positioning your company as an industry leader to an audience seeking innovative solutions.
- Align with education and innovation by supporting ISFA's mission to provide valuable educational content and networking opportunities.
- Build lasting business relationships in an intimate setting, fostering connections that can lead to future partnerships.
- Participate in on-site facility tours, gaining insights into cutting-edge fabrication processes while interacting with potential customers.



“ We first learned about silica at an ISFA event nearly 10 years ago,” said Troy Page of Ellis Page Company. “The silica presentation and overview included some updates that helped me identify some places we might have exposure. I recommend these fabricator forums; there were a lot of great takeaways.”



# Empower Surfacing Industry Excellence – Partner with ISFA as a Sponsor of Virtual Events

ISFA Virtual Events are designed to engage a diverse audience of shop owners, fabricators, and industry professionals, making them an invaluable platform for showcasing your brand. Our webinars provide in-depth insights into the latest trends, techniques, and best practices within the surfacing industry, featuring expert speakers and interactive discussions that foster learning and collaboration. These events cover a range of topics relevant to fabricators, including innovative fabrication techniques, material advancements, and business strategies to enhance efficiency and profitability.

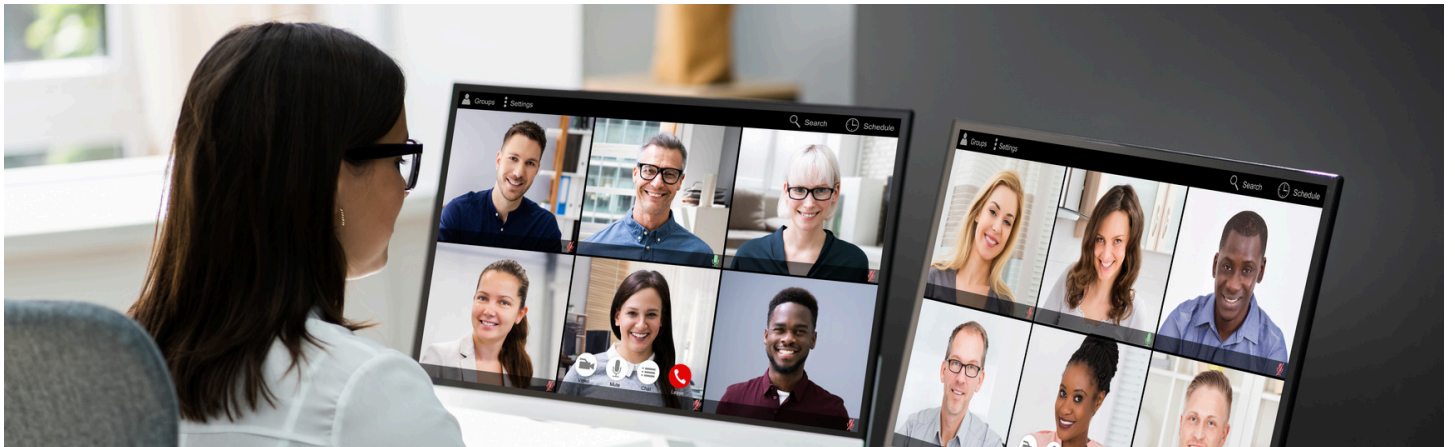
## Why Sponsor?

- Webinars and podcasts provide consistent exposure that boosts brand recognition and awareness.
- Align your company with education and innovation as you position your company as an expert in the surfacing industry.
- Webinar and podcast sponsorship allows you to stand out by connecting with fabricators right in their own shop, offering a direct and impactful way to reach prospects in ways your competitors do not.
- Webinars and podcasts live online long after the event, creating an ongoing presence for your brand. People who view the recorded version later will still see your company's name, extending the life of your sponsorship.



# Sponsor Benefits

	Webinars	Podcasts
“Sponsor” Language is included in promotional material, including social media, ISFA newsletters, and eblasts.	X	X
Use the recordings in your promotional materials	X	X
Use the “ISFA Sponsor” logo on your promotional materials.	X	X
Your logo on ISFA’s website virtual event page is hyperlinked to your website.	X	X
Sponsor can welcome the speaker plus a one-minute video of your company during the webinar, and logo displayed during the webinar	X	
Sponsors may be allowed to present or co-host, enabling you to highlight your expertise directly to the audience.		X
Thank you for sponsoring on ISFA’s Social Media channels (One pre- and one post-event)	X	X



# Thank you!

ISFA thanks our generous Associate Partner members who continue sponsoring fabricator events. Your support is invaluable to us, and we are excited to work together to make 2025 a huge success.

One key factor in ensuring the success of ISFA events is having a solid turnout—your brand benefits from a vibrant, diverse, and engaged audience. Your influence and connection with the fabricator community can significantly contribute to reaching the right people.

As a sponsor of 2025 ISFA events, we ask you to assist in driving attendance. We will provide promotional materials, such as social media content, email templates, or any other assets you may need to share with your network.

By working together on this, we’ll enhance the event’s impact and maximize your brand’s exposure to a



broader audience.

Thank you again for your partnership, and we look forward to making 2025 a remarkable success together.

## Prices and Deadlines

To secure your sponsorship and take advantage of this unique opportunity, please confirm your participation by **December 21, 2024**. Sponsorship packages are available on a first-come, first-served basis, so be sure to reserve your spot early.

## Let's keep in touch

### Membership | Sponsorship

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