



# 2024 ANNUAL SPONSORSHIP **PROPOSAL**

[ISFANOW.ORG](http://ISFANOW.ORG) | [SURFACESMAGAZINE.COM](http://SURFACESMAGAZINE.COM) | [INFO@ISFANOW.ORG](mailto:INFO@ISFANOW.ORG)

# Introduction

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 by facilitating education, standards and camaraderie. ISFA values innovation, dependability, trust, honesty, ethics, and serving others above all else.



## About The International Surface Fabricators Association

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.

### Our Vision

ISFA's vision is to be recognized as the expert and authority serving the manufactured surfaces industry.

### Our Mission

ISFA exists to help members improve safety measures, increase product quality, encourage professionalism and elevate profitability by facilitating education, standards and camaraderie within the manufactured surfaces industry.

### Our Values

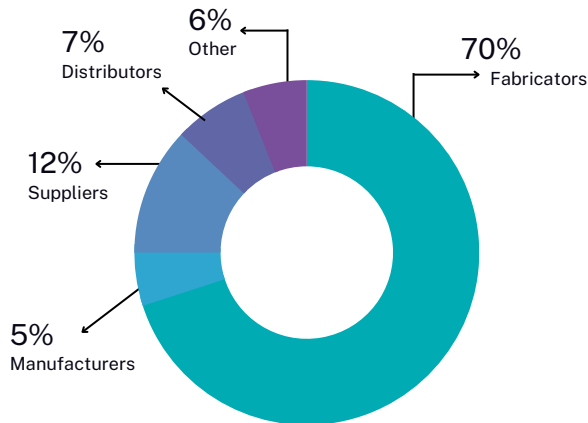
We value innovation, dependability, trust, honesty, being ethical, and serving others.



# What We Do

ISFA provides exclusive expertise — and drives progress — across the entire decorative surfacing industry. We help our members navigate:

- **Workplace safety measures** including crystalline silica risk mitigation, material handling and more.
- **Sustainable practices** including water treatment, waste management, material recycling, energy consumption and more.
- **Material specifications, standards and fabrication best practices** across solid surface, quartz, mineral surfaces and others.
- **Leadership and development strategies** for businesses of any size or scope.
- Progress and innovation of new materials, tooling and production processes.
- Through **workshops, training sessions, educational events, informative materials** and more, ISFA members gain unparalleled access to exclusive insights and premier opportunities for networking and collaboration.



## About Our Membership

Our members are fabricators, suppliers, distributors, manufacturers, contractors and others who are engaged in and driven to further promote the decorative surfacing industry. We represent thousands of fabrication companies and industry-related brands with a mission to promote manufactured surfaces and support the fabricators who work with these materials.

**"ISFA HAS HELPED ME GROW MY BUSINESS IN MORE WAYS THAN ONE. THE EDUCATIONAL OPPORTUNITIES AND EVENTS ARE A GREAT WAY TO GLEAN MARKET INSIGHTS AND NETWORK WITH OTHER INDUSTRY PROFESSIONALS. I WOULD RECOMMEND ISFA TO ANY ANY SHOP, LARGE OR SMALL."**  
—BRIAN TWARDOWSKI, WHITE HOUSE STONE, LAKE PARK, FLA.



# Meet Our Association Leadership

## BOARD OF DIRECTORS



**Austin Maxwell**  
President



**Laura Grandlienard**  
Vice President



**Jessica McNaughton**  
Secretary



**Tedd Sherritt**  
Treasurer



**Joe Duszka**  
Past President



**Mike Henry**  
Director



**Kimberly Homs**  
Director



**Paul "Max" Le Pera**  
Director



**Steve Mast**  
Director



**Travis McDermott**  
Director



**Mike Schott**  
Director



**Eric Tryon**  
Director



**Rodrigo Velasquez**  
Director



**Jim Callahan**  
Associate  
Member  
Representative



**Frank Sciarrino**  
Associate Member  
Representative

## ISFA STAFF



**Samantha Winslow**  
Member Experience  
Coordinator



**Carol Wilhite**  
Fabricator Member  
Services



**Sarah Peiper**  
Content Manager & Editor



**Amy Kyriazis**  
Web & Database  
Administrator



**Kanani Camacho**  
Administrative  
Assistant

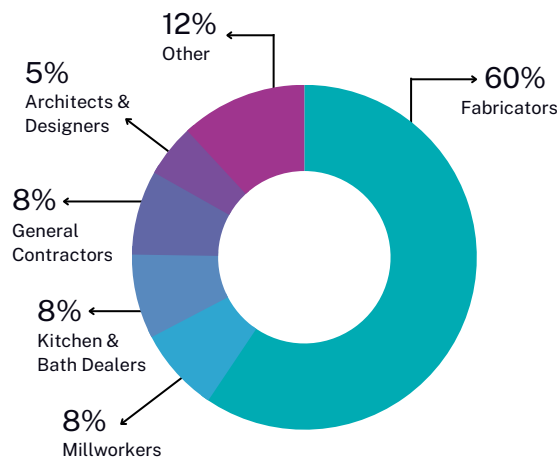


# ISFA's Flagship Publication: Countertops & Architectural Surfaces

ISFA releases a quarterly magazine in support of the decorative surfacing industry.

Find out all the latest news, educational opportunities, material trends and business strategies that elevate and perpetuate the industry.

In addition, each fall we release a Buyers' Guide which features the latest and greatest surfaces, tooling and services in our industry.



Circulation: 12,000

## Meet Our Readers

Countertops & Architectural Surfaces is printed quarterly and distributed to ISFA members and additional subscribers. It is also available digitally on ISSUU and adapted for the magazine's hub, SurfacesMagazine.com.

The circulation sits at approximately 12K, including print and digital. The audience comprises fabricators, millworkers, kitchen and bath dealers, general contractors, architects, designers and other industry professionals.

ISFA sponsors receive priority coverage across all channels, including the magazine, as well as deep discounts on advertising and marketing opportunities.

Leverage our list to get the word out about new products and other developments. Our readers are a perfect target for your message.

# 2024 Manufacturer Member Benefits

Annual membership dues are include. Enjoy these standard benefits with any sponsorship:

- Leverage our blog on SurfacesMagazine.com to create buzz around your brand.
- Join a committee and make a difference.
- Sponsor or participate in all ISFA events and programs.
- Host a webinar.
- Host and facilitate a live fabrication training session.
- Stay informed with our weekly members-only newsletter and monthly Surfacing News.
- Free subscription to ISFA's magazine, Countertops & Architectural Surfaces, which includes a fifth edition — a Buyers' Guide.
- Host a tour of your facility.
- Access our library of shop tours.
- Access our Education Center including webinars, safety resources, training and more.
- Print and digital advertising discounts.
- Proudly display the ISFA logo on your website and other marketing materials.
- **New in 2024!** Offer ISFA members exclusive discounts or programs through our Affiliate Program.





# 2024 Manufacturer Sponsor Benefits

Choose one of three sponsorship tiers designed to bring additional value to your company.

FEATURES	PLATINUM \$22,500	GOLD \$15,500	SILVER \$7,500	BASIC MEMBERSHIP \$3,250
Clickable company logo on sponsor pages on isfanow.org & surfacesmagazine.com	✓	✓	✓	
Company logo listed on <i>Countertops &amp; Architectural Surfaces</i> sponsor page*	✓	✓	✓	
Membership access for entire staff	✓	✓	✓	
Clickable company logo on weekly newsletter	✓			
Four one-week rotations on ISFAnow.org homepage carousel	✓			
Free full page ad in any 2024 issue of <i>Countertops &amp; Architectural Surfaces</i> (\$3000 value)	✓			
Free half page ad in any 2024 issue of <i>Countertops &amp; Architectural Surfaces</i> (\$1800 value)		✓		
Free eblast (\$795 value)			✓	
Membership access for two staff members				✓
Earmark budget for additional marketing and advertising	\$15,000	\$8,000		

\*includes all 2024 issues, print & digital; digital is clickable

# 2024 Event Calendar

Sponsor and attend ISFA events to engage with the people who bring your products to life.

Event	Date	Location	Theme
TISE	January 24-26	Las Vegas	TBD
MemberConnect Meeting	February 22	Virtual	TBD
Roundtable	March 7	TBD	TBD
Solid Surface Training	March 26-27	San Antonio, Texas	Training
Fabricator Crawl	April 9-10	TBD	Shop Tours
Coverings	April 22-25	Atlanta	TBD
Roundtable	May 9	TBD	TBD
Mineral Surface Training	May	TBD	TBD
MemberConnect Meeting	May 16	Virtual	TBD
Solid Surface Training	June 4-5	Boston	Training
Solid Surface Training	August 6-7	San Antonio, Texas	Training
Roundtable	August 15	TBD	TBD
Fabricator Crawl	September 10-11	TBD	Shop Tours
Mineral Surface Training	September	TBD	Training
MemberConnect Meeting	September 19	Virtual	TBD
Roundtable	October 10	TBD	TBD
Solid Surface Training	October 22 -23	Midwest Chicago	Training
MemberConnect Meeting	November 14	Virtual	TBD



# 2024 Event Opportunities

Support the association, get visibility for your brand and serve your customers.

## Regional Roundtables: Quarterly In-Person Fabricator Forums

ISFA's industry roundtables are powerful opportunities for fabricators to come together to network, discuss the latest industry innovations, current market conditions and challenges and learn business development techniques. Choose from three tiers of sponsorship:

- **Premier (\$1500):** Two staff registrations, four fabricator registrations, attendee list, logo on promotional materials and opportunity to present.
- **Standard (\$500):** One staff registration, two fabricator registrations, attendee list, group meal attribution, including logo table tents.
- **Basic (\$399):** One staff registration, one fabricator registration.

## Fabricator Crawls: Biannual Facility Tours & Educational Sessions

ISFA's fabricator crawls are a unique opportunity for fabricators to come together to network, experience live demonstrations, hands-on workshops, and tour state-of-the-art design and fabrication facilities. Choose from two tiers of sponsorship:

- **Premier (\$3000):** Two staff registrations, four fabricator registrations, attendee list, logo on promotional materials and opportunity to present.
- **Basic (\$399):** One staff registration, one fabricator registration.

## MemberConnect Meetings: Quarterly Virtual Gatherings

ISFA's MemberConnect Meetings are virtual. The agendas include industry-relevant topics such as project management tactics, team building and staffing challenges, supply chain issues, sales and marketing strategies, tooling, best practices in the shop and more. **Sponsorship (\$500)** includes 30-minute presentation or Q&A discussion and logo on promotional materials.

## Fabrication Training Sessions: Solid Surface, Porcelain, Sintered Stone & Ultra-Compact Materials

Get your product in front of those who bring your materials to life and build a trusting relationship between you and fabricators. ISFA has developed a full training program for Mineral Surfaces and Solid Surface. Sponsorship opportunities vary; ask for more details.



# Digital Marketing Channels That Click

## Surfacing News E-Newsletter

ISFA's monthly newsletter, Surfacing News, is sent to approximately 4,500 contacts. It's a great way to stay in front of our audience in between magazines with timely updates and promotional opportunities. Market your brand or products using two options:

- A clickable logo or banner ad.
- A short news item that directs to your specified landing page. (Includes 250 words and 1-3 images).

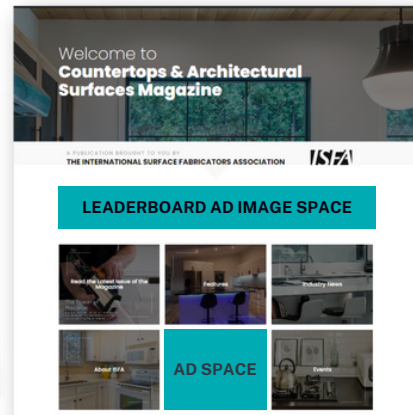
## Eblasts

Leverage our subscriber list to get the word out about your products and services.

1-2 \$750  
3+ \$725

## Banner Ads on ISFAnow.org & SurfacesMagazine.com

With one-week rotations on ISFA's membership hub, ISFAnow.org and the hub for Countertops & Architectural Surfaces magazine, SurfacesMagazine.com, capture the attention of our audience, which is a perfect target for your message.



ISFAnow.org

\$75

SurfacesMagazine.com Leaderboard

\$75

SurfacesMagazine.com Position 2

\$50

Leaderboard \$895  
News item \$475  
Position 2 \$470  
Position 3 \$450  
Position 4 \$425  
Position 5 \$400

## Audience Profile

4,500  
Surfacing News  
& Eblast Contacts

12,000  
Magazine  
Subscribers

11,000  
Monthly Website  
Visitors

2,300  
Podcast Listens &  
Workshop Views

5,000  
Social Media  
Followers

1,300  
Weekly Newsletter  
Subscribers

## SURFACING NEWS



### LEADER BOARD AD IMAGE HERE

#### Incorporating the Right Surfaces into Remodel Projects

Kitchen remodeling is a big business. In 2019, homeowners in the US spent an average of \$12,000 on kitchen remodels, and the total market value is expected to reach \$100 billion by 2025. Design by Countertops is one of the most surfacing materials in the market, and it's quickly becoming a popular choice for homeowners. Design by Countertops is made from a blend of over 20 materials and it's designed to withstand high temperatures, scratches and stains. And we mention it is completely maintenance free as well!

When it comes to kitchen remodeling, choosing the right surfacing material is essential. Design by Countertops is a great option for those who want a durable and stylish surface. It is one of the most surfacing materials on the market and is ideal for high traffic areas.

The beauty of this new Design by Countertops is that it's completely maintenance free as well!

Look for the annual Buyers' Guide in mailboxes and online beginning October 26!

2022-2023 Countertops & Architectural Surfaces Buyers' Guide Coming Soon

With some challenges behind us but a new set of challenges ahead, it seems there's never much downtime to just... sit. But perhaps that's the point of advancement. What other motivation is to create the next best thing... to think outside the box and be inspired... is a challenge.

The ISFA has been going over hundreds of submissions on behalf of our members and other surfacing industry professionals to help them stay on top of the industry through the year. We are continuously improving the development of products and services that support fabricators and their teams, and it's incredible to watch new trends and opportunities unfold before us.

In every corner of the industry, some manufacturers and suppliers are rising.

Our members are looking to improve the way we do business, and that's inspiring.

The Countertops & Architectural Surfaces annual Buyers' Guide is meant to help readers find manufacturers and suppliers of the solid and man-made products relevant to the decorative surfacing industry.

It's a commitment to keeping industry professionals up to speed on cutting-edge advancements, design trends and business solutions to help our members and readers make educated decisions — and above all — continue to succeed.

Look for the annual Buyers' Guide in mailboxes and online beginning October 26!

AD IMAGE POSITION 2



AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2

AD IMAGE POSITION 2



# Make a Splash in Countertops & Architectural Surfaces Magazine

Advertise in ISFA's quarterly magazine, Countertops & Architectural Surfaces. Prices include print and digital editions. The digital edition is clickable. With several ad sizes to choose from, find space to fit any budget. Share your brand story, case studies that feature your products or informative articles that appeal to your target audience with advertorial space.



**COUNTERTOPS  
& ARCHITECTURAL SURFACES**  
VOLUME 15 / ISSUE 3 • QUARTER 3, 2022 • SINGLE ISSUE \$14.95

**Room for Improvement**  
Harness the power of digital innovations that increase productivity and foster growth in your business.

THE OFFICIAL PUBLICATION OF THE INTERNATIONAL SURFACE FABRICATORS ASSOCIATION

**Solid Surface Meets Marble**  
The Marvel of Marble.  
The Performance of Solid Surface.

By Joseph Ellis

It is well established that a marble surface has the power to create and beautify any space. From dramatic veining to larger textures, marble countertops continue to be experienced with refined taste and design appeal. When treated, the pristine look of white marble is trending in modern kitchen renovations. While marble offers other veining and design flexibility that is a variety of styles and interior color palette. Plus, with the new warmer tones for cabinets and fixtures, white marble in the ideal choice for high-end or contemporary commercial spaces. So, the people choosing solid surface to recreate the beautiful presence of solid marble.

In short, solid surface is a surface that has the appearance of solid marble, but with the advantages of solid surface, and all the maintenance and repair that comes with it. Solid surface is a material that is made from a combination of natural stone and synthetic materials. It is a material that is made from a combination of natural stone and synthetic materials. It is a material that is made from a combination of natural stone and synthetic materials.

**Comparing Solid Surface to Marble**

There are many reasons to love solid surface. For the most part, it is a material that is made from a combination of natural stone and synthetic materials. It is a material that is made from a combination of natural stone and synthetic materials. It is a material that is made from a combination of natural stone and synthetic materials.

In the world of solid surface, there are many reasons to love it. It is a material that is made from a combination of natural stone and synthetic materials. It is a material that is made from a combination of natural stone and synthetic materials. It is a material that is made from a combination of natural stone and synthetic materials.

Photo: The Corian® Solid Surface by Wilsonart, Marble Avenue 9011103

**Countertop Innovation**

The Corian® Collection featuring marble inspired designs from 11 solid surface designers is the new standard. Wilsonart in 2021. Each of these surface designers includes solid and marble designs that are reminiscent of the solid surface industry. All available surface designs include depth, scale, and dimension of details that create stunning visual appeal to complement any space.

As surface technology continues to improve, manufacturers like Wilsonart are continuously engineering surfaces that resemble the appearance of natural stone and meet its capabilities. The lasting performance of the Corian® Collection

Photo: The Corian® Collection, Corian® Express 900003

COVER RATES	
Cover	\$5000
Inside front cover	\$2700
Inside back cover	\$2700
Back cover	\$2800

ADVERTISING RATES	
Spread	\$4700
Full page	\$3000
2/3 page	\$2000
1/2 page	\$1800
1/3 page	\$1500
1/4 page	\$1100

ADVERTORIAL RATES	
1 page	\$2500
2 pages	\$4500

Content subject to editorial approval.

**CHECK OUT THIS SHEET.**  
Beautiful, large scale, visual movement. Corian® Solid Surface in widesheet.

Corian® Solid Surface in widesheet dimensions enables architects, designers, and fabricators to create solutions that solve the toughest design challenges while maintaining known and trusted performance. Without sewing, there are the benefits of faster installation, less product waste, and less material for fabricators to inventory.

Perfect for commercial applications including Healthcare, Education, Food Service, and Retail—Corian® Solid Surface in widesheet dimensions with Class A Fire Rating allows for the fabrication of large-scale and more complex applications while ensuring alignment with building safety code requirements.

Discover for yourself why fabricators choose Corian® Solid Surface for widesheet applications. For more information on becoming a fabricator, contact your local distributor.

Visit [corian.com](http://corian.com) to view the entire Corian® Design portfolio. Featuring a multitude of options made to inspire.

© 2022 Corian. All rights reserved. The Corian® name, "Corian® Solid Surface" and all other trademarks are the property of the International Surface Fabricators Association (ISFA).  
All other trademarks are the property of their respective owners.  
Published online 4/20/22 10:00 AM

**DIGITAL STONEWORKING EXPO**  
Park Industries

education + networking + tour + demos

**WHERE FABRICATORS UP THEIR GAME**

SHOP TOUR GUEST SPEAKERS FOCUSED SESSIONS

**YOUR CAROLINA CUSTOM SURFACES "2022 FABRICATOR OF THE YEAR"**

**WEDNESDAY SEPTEMBER 14<sup>th</sup>**  
**GREENSBORO NORTH CAROLINA**

REGISTER NOW [parkindustries.com/dse](http://parkindustries.com/dse) Park Industries

With labor shortages and high market demand, fabricating digitally is no longer a business choice — it's a must.

Find out exactly what that means for your shop at the educational event of the year!

# Make a Difference in Our Industry with ISFA

## As a sponsor ...

Your company becomes a leader within the largest network of fabrication professionals within the decorative surfacing industry. Our members are invested in furthering awareness around your materials and services to become part of your success story. Get your brand in front of the fabricators who bring your surfacing materials to life!



Your contribution allows us to support our association on a day-to-day basis, and provide meaningful opportunities and relevant communication to our members.

Your contribution helps us maintain our websites — [ISFAnow.org](http://ISFAnow.org) and [SurfacesMagazine.com](http://SurfacesMagazine.com) — and support efforts toward the fabrication industry, safety, education, standards and so much more.

We can't do any of it without your support.

Sponsorship packages are designed to provide you with a host of opportunities that support your business. We look forward to serving you.

A handwritten signature in black ink, appearing to read 'A. Maxwell'.

Austin Maxwell  
President



# 2024 Earmark Menu

Spend your earmark dollars on these marketing and advertising opportunities:

## MAGAZINE ADVERTISING

Advertise in our magazine, Countertops & Architectural Surfaces. Prices are based on single buy. Additional discounts apply to multiple buys; see media kit for pricing. Cover and back cover spots require four advertising commitments.

- ☐ \$5000 Cover\*
- ☐ \$2800 Back Cover\*
- ☐ \$4700 Full spread (two pages)
- ☐ \$3000 Full page
- ☐ \$1800 Half page
- ☐ \$1500 Third page
- ☐ \$1100 Quarter page

## ONLINE ADVERTISING

Advertise on ISFAnow.org homepage or SurfacesMagazine.com. Prices are based on one week.

- ☐ \$75 ISFAnow.org
- ☐ \$75 SurfacesMagazine.com leaderboard
- ☐ \$50 SurfacesMagazine.com position 2

## MATERIALS LANDER ADVERTISING

ISFAnow.org website includes resources of surface materials. Include your brand in this space.

- ☐ \$500 250 word description, product image and clickable logo

## EBLASTS & NEWSLETTERS

Additional discounts apply to multiple buys; see media kit for pricing.

- ☐ \$795 Eblast
- ☐ \$895 Surfacing News leaderboard
- ☐ \$475 Surfacing News news item
- ☐ \$470 Surfacing News position 2
- ☐ \$450 Surfacing News position 3
- ☐ \$425 Surfacing News position 4
- ☐ \$400 Surfacing News position 5

## BEHIND THE SURFACE PODCAST

With a podcast sponsorship, you can be the expert or provide a guest speaker. Your sponsorship includes company recognition on all promotions, including social media, the weekly newsletter, ISFA event calendar, Surfacing News newsletter, dedicated email to membership, website promotion, hosted on the website for one year, and more. Choose the option that works best for you:

- ☐
  - Supply your own recording.
  - Record with our executive director over Zoom.
- ☐ \$300 Podcast Sponsorship

## YOUR SPONSORSHIP MATTERS.

Your contribution allows us to support our association on a day-to-day basis, and provide meaningful opportunities and important industry updates to our members.

Your contribution helps us maintain our websites and support efforts toward the fabrication industry in safety, education, standards and so much more.

We can't do any of it without your support.

Because ISFA's mission is to further the decorative surfacing industry, our Earmark Menu is designed to create opportunities that bring value to our members and our sponsors.

Choose your sponsorship and reserve your earmarks by December 31, 2023.



**ADVERTISING RESERVATIONS ARE AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS.**



# LET'S KEEP IN TOUCH

## **MEMBERSHIP | SPONSORSHIP | ADVERTISING**

SAMANTHA WINSLOW

888-599-ISFA

ADVERTISING@ISFANOW.ORG

## **COMMUNITY DEVELOPMENT**

AUSTIN MAXWELL

ISFA BOARD PRESIDENT

888-599-ISFA

INFO@ISFANOW.ORG

## **EDITORIAL INQUIRIES**

SARAH PEIPER

888-599-ISFA

EDITOR@ISFANOW.ORG

## **GENERAL INQUIRIES**

888-599-ISFA

INFO@ISFANOW.ORG

ISFANOW.ORG | SURFACESMAGAZINE.COM

**COUNTERTOPS<sup>SM</sup>**  
**& ARCHITECTURAL SURFACES**  
THE OFFICIAL PUBLICATION OF THE INTERNATIONAL SURFACE FABRICATORS ASSOCIATION

