



2024 ANNUAL SPONSORSHIP **PROPOSAL**

ISFANOW.ORG | SURFACESMAGAZINE.COM | 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:

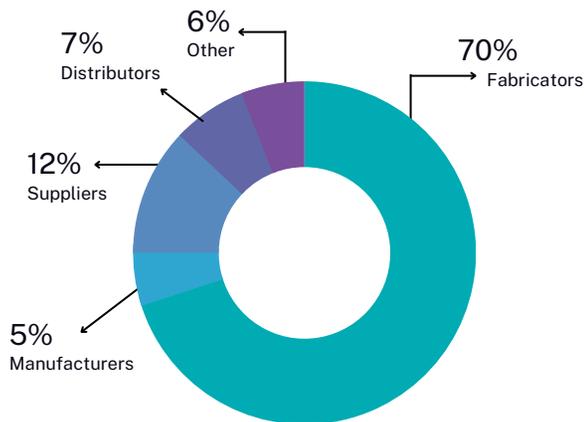
- **Workplace safety measures** including crystalline silica risk mitigation, material handling and more.
- **Sustainable practices** including water treatment, waste management, material recycling, energy consumption and more.
- **Material specifications, standards and fabrication best practices** across 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

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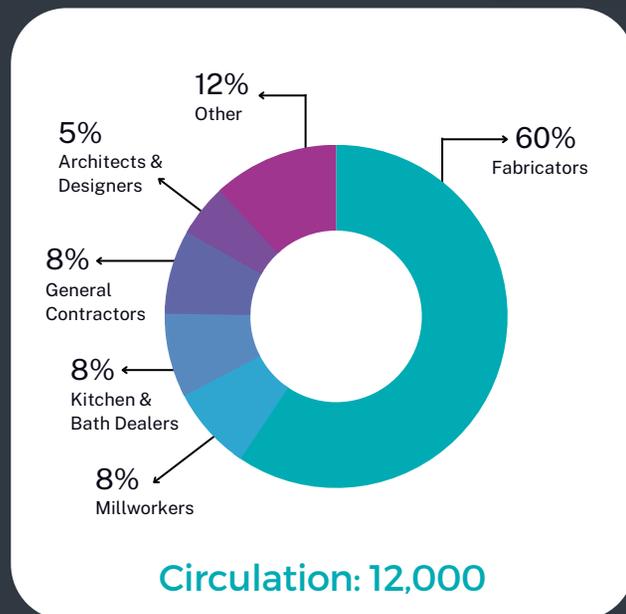
Kanani Camacho
Administrative
Assistant

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.



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 Supplier 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 Supplier Sponsor Benefits

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

FEATURES	PLATINUM \$15,500	GOLD \$7,500	SILVER \$3,250	BASIC MEMBERSHIP \$599
Clickable company logo on sponsor pages on isfanow.org & surfacemagazine.com	✓	✓	✓	
Company logo listed on <i>Countertops & 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 & Architectural Surfaces</i> (\$3000 value)	✓			
Free half page ad in any 2024 issue of <i>Countertops & Architectural Surfaces</i> (\$1800 value)		✓		
A 50% discount on any ad in our magazine (one-time use)			✓	
Membership access for two staff members				✓
Earmark budget for additional marketing and advertising	\$12,250	\$4,250		

*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.

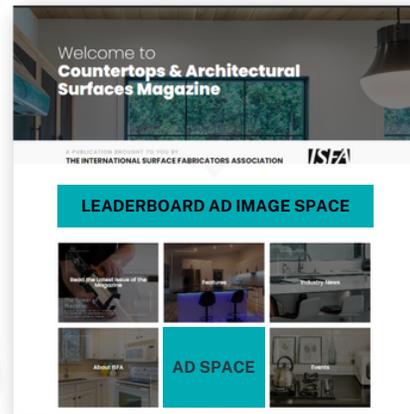
Eblasts

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

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 \$55.6 billion by 2025. Decora by Countertops is one of the most surfacing materials in the market, and it's quickly becoming a popular choice for homeowners. Countertops is made from a blend of over 20 materials and it's designed to withstand high temperatures, scratches and stains. Did we mention it is completely maintenance free as well?



The search for the new Decora collection... Quality materials... come at the perfect time.

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 a dull moment to just... in fact, perhaps that's the point of advancement. What often motivates us to create the next best thing... to think outside the box and to keep going... is adversity.

The ISFA has been busy over hundreds of submissions on both... Decora 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.

In every corner of the industry, some manufacturers and suppliers are always looking to improve the way we do business, and that's inspiring.



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

AD IMAGE POSITION 2

MORE INDUSTRY NEWS

Granite Gold Inc. Celebrates 20 Years, Kicks Off Partnership To Help Military Families and First Responders

Celebrating its 20th anniversary this month, Granite Gold Inc. (GGI) is partnering with Family of Heroes to help fund scholarships for families of first responders and military members.

"Of course, we're excited to look back at what we've accomplished over the past 20 years, and we're grateful for the support of our customers, partners, and community," said GGI's CEO and co-founder of GGI, "Without a doubt, we're proud to be a part of the success of the first responder and military families. Our home base in San Diego is a military town, and it's a honor to support these families and those of our first responders."



Fields of Honor is a nonprofit organization that provides educational scholarships to the spouses and children of military members serving in the U.S. Armed Forces, and to first responders who have been or are being deployed.

A two-year pilot program is set to begin in 2023 for college, technical or trade school and post graduate work. Funds for a second year of program or trade/technical program certification are also available.

LEARN MORE...

BACA Systems Resumes Regional In-Person Seminars for Customers and Prospective Customers

BACA Systems, a leading provider of innovative fabrication equipment for the countertop industry, announced that the company is resuming its regional in-person seminars throughout the United States this fall. General free seminars are scheduled and will be held in current BACA Systems customers' and their fabrication shops.

The fall day seminars offer prospective customers the opportunity to see a demonstration of BACA Systems equipment and a complimentary shop and case with the customer about their experience using equipment from the industry leader. BACA Systems provides a full line of equipment including the B-Edge XL CNC edge cutting machine and the B-Edge XL dedicated CNC router. In addition, attendees will benefit from other demonstrations, presentations and discussions on the topics of industry digital marketing, increasing production efficiency and more. Opportunities to speak with and get answers to questions from BACA Systems experts and other fabricators about unique challenges and market trends are also included.

The first event is scheduled for October 19 in Chicago.

LEARN MORE...

We're dedicated to the decorative surfacing industry

BB Industries has hired Matthew Wilson as the new USM warehouse manager to manage the company's expanding facility. Wilson has nearly a decade of experience successfully managing complex warehouse operations, inventory management and shipping across the United States Marine Corps Central Operation Center in Denver.

"Matthew has an excellent track record of meeting issues, increasing customer satisfaction, and driving solid operational improvements," said Ted Carver, director of logistics for BB Industries.

LEARN MORE...

MARK YOUR CALENDAR

BB Industries is excited to announce the new USM warehouse manager to manage the company's expanding facility. Wilson has nearly a decade of experience successfully managing complex warehouse operations, inventory management and shipping across the United States Marine Corps Central Operation Center in Denver.

New installing Profitability Series... Commercial & Residential Projects Appear & Change... Get Educated and Learn the Game... Financial Capabilities & Impact... Estimating & Presenting...

REGISTER NOW

Planning your next industry event or fundraiser? Let us know and we'll help you get the word out!

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 solid surface has the power to create and beautify any space. From dramatic veining to large slabs, marble countertops continue to be recognized with refined lines and clean edges. When married, the perfect look of marble meets the performance of solid surface. While marble offers rich veining and design flexibility, the ease of repair and maintenance offers a practical solution. Plus, with the new warmer tones for cabinets and fixtures, white marble like Solid Surface in light tones is a contemporary commercial space. So the next time you're choosing a solid surface to recreate the beautiful presence of marble, think again.

In short, Solid Surface offers the convenience of a flat, non-porous, and all-maintenance material that maintains the lasting appearance that homeowners love. Engineering and production manufacturers like Wilsonart have responded to consumer demand with new selections and innovative improvements.

Comparing Solid Surface to Marble

There are many reasons to love traditional marble. But for the most part, when it comes to the performance of a solid surface, the benefits are clear. Marble is composed of organic matter and requires regular cleaning due to its porous nature. It is also susceptible to staining and requires regular sealing.

In contrast, Solid Surface is a highly durable, repairable material and requires no sealing. It is also resistant to staining, scratching, and staining. Wilsonart's new Solid Surface collection offers the performance of marble with the ease of maintenance of solid surface.

Wilsonart recently expanded their solid surface design to include the Corbel Collection, an exclusive selection of three striking marble motifs. These motifs are designed for residential environments. The Corbel Collection features the organic appeal of a design that is easy to maintain. By utilizing the world's finest combination of Corbel motifs, the new beauty of Solid Surface, and the high-contrast color of Wilsonart's new, the collection features distinctive structures and movement.

In the world of solid surface, consistency is the key to success. In the world of solid surface, consistency and natural stone is becoming a trend. As businesses continue to grow, it is important to ensure that the look of stone, Wilsonart is building a solid surface.

Photo: Steve The Corbel Collection by Wilsonart, Marble Master 891110

Confidence Innovation

The Corbel Collection featuring marble inspired designs in 11 hand-drawn motifs that are modern, timeless, and elegant. Wilsonart in 2021. Each of these surface designs includes scale and detailing details that are uncommon in the solid surface industry. All innovations surface design provides depth, scale, and a sense of detail that create extraordinary visual appeal to complement any space.

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

achieve this goal with designs that are undeniably from the natural elegance of stone itself.

It is time to see about the Corbel Collection from Wilsonart, one manufacturer's vision of marble.

Photo: Steve The Corbel Collection by Wilsonart, Marble Master 891110

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 to view the entire Corian® Design portfolio. Featuring a multitude of options made to inspire.

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DIGITAL STONENETWORKING EXPO

education + networking + tour + demos

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SHOP TOUR | GUEST SPEAKERS | FOCUSED SEMINARS

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WEDNESDAY SEPTEMBER 14th

GREENSBORO NORTH CAROLINA

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!

REGISTER NOW | parkindustries.com/dse | Park Industries

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 and 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 and tooling. 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:

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



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

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.



LET'S KEEP IN TOUCH

MEMBERSHIP | SPONSORSHIP | ADVERTISING

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& ARCHITECTURAL SURFACES
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