



2023 ICA Conference

"We are Stronger Together: Making Connections Matter"

January 26th-28th, 2023

Boise Centre East, Boise, Idaho

Sponsor & Exhibitor Prospectus

Idaho Counseling Association

P.O. Box 1426

Boise, ID 83701

www.idahocounseling.org

conference@idahocounseling.org



DEAR RETURNING OR POTENTIAL SPONSOR OR EXHIBITOR:

The Idaho Counseling Association is excited to be **BACK IN-PERSON** for the 2023 ICA Conference after a challenging time for our professional and community members. We are ready to support, educate, and connect again - especially now when the need for quality education and mental health services in Idaho has never been more important.

Did you know:

- Idaho ranks 48th for education in the United States.
- Idaho ranks near the bottom in funding for mental health services.
- Idaho is identified as a state with limited service providers.
- Idaho ranks in the Top 10 for completed and attempted suicides-adolescents and veterans.

The Idaho Counseling Association represents seven (7) Divisions or Chapters of professional counselors that represent some of the following areas: Mental Health, School Counseling, Career Development, Marriage/Family, LGBTQIA+, Spirituality/Religious Issues and Counselor Education/Supervision. Together we believe these statistics are changeable, and we are asking for your partnership in supporting continued education and networking for those providing key mental health services for all Idahoans.

The 2023 ICA Conference will include the traditional content; however, we are moving to a three-day event:

- Pre-Conference on Thursday (January 26th)
- Main Conference on Friday & Saturday (January 27th & 28th)
 - Sponsors and Exhibitors are welcome during this portion of the event

ICA is also using knowledge gained and technology from our virtual conferences in 2020 & 2021 to offer a selection of conference sessions virtually in an effort to reach more Idaho counselors.

PLUS - We are very excited to be including another ICA annual event, returning after a two year hiatus - the Legislative Luncheon! ICA will welcome all counselors in Idaho to join us on the first day of the conference, Thursday, January 26th to march from the conference venue to the Idaho Statehouse as we lunch with legislators and staff in support of mental health in Idaho. This year we will specifically be supporting Idaho joining the Counseling Compact. *No sponsorship funds will be directed towards this event*

Will you join us as we gather to continue the visibility, professional development, and growth of the counseling profession in Idaho?

We hope to have your partnership,

ICA Executive Committee
Lianna Trembath-Erickson, President

ICA Conference Committee
Denise Winkel, Chair

Why sponsor the ICA Conference and exhibit your business or organization?

- **Key Audience.** The Idaho Counseling Association (ICA) Conference is the *largest professional development event for mental health professionals in the state of Idaho*. There are currently more than 3,500 registered counselors and interns in Idaho, and ICA plans to continue active recruitment and education to rapidly expand the network with both new and experienced professionals.
- **Marketing Outreach.** More than 200 counselors are expected to attend from state and national locations, as well as virtually.
- **Business Development Leads.** ICA attendees provide business development leads and expanded referral network: mental health professionals attend from academia, community agencies, health networks, and private practices as well as other diverse sources.
- **Counseling Professional Parity and Professionalism.** ICA looks to further the professional development and networking opportunities of mental health professionals to continue the promotion of mental health counseling as a key component of continued client care. Your sponsorship promotes this goal and links your business to this growth.
- **New Networking Opportunities.** Reach new professionals with key messaging about your products and/or services. Graduating mental health students are a key component of your business growth and visibility within the counseling community. New graduates and current students from four CACREP-accredited in-state university programs attend and/or volunteer each year.
- **Network Diversity.** Approximately 30 specialty topic development sessions attract a diverse group of professionals from across and beyond the state.
- **Consistent Local Market Brand Recognition.** Promote consistent name recognition and secure brand loyalty within the established and expanding Boise market.
- **Sponsor Collaboration.** Connect with more than 20 projected sponsors and exhibitors.
- **Low Cost Professional Development and Training for Your Team.** Provide professional development, education credits and networking for your staff and business with complimentary registrations as part of some sponsorship levels.
- **Opportunity for Non-Profit Organizations.** ICA will grant complimentary booths in the Exhibit Hall for up to five (5) small non-profit organizations. Organizations must contact ICA for an application to qualify. Discounted booth pricing may also be available to non-profit organizations that are not able to pay the full booth price. Please reach out to ICA for more information.

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Sponsorship Opportunities

Presenting Sponsor - \$15,000

- Six (6) Conference Registrations Included
 - Dedicated Full Table for all main stage events
 - Including key notes, meals, award ceremonies, breaks, etc
 - Speaking Opportunity Available
 - Banner in Main Lobby/Check-in Area or Main Foyer
 - Banner is not provided by ICA
 - Large Presenting Sponsor Logo on marketing materials
 - Such as event banners, stage screens, programs, table tents, etc that include all sponsors
 - Space Provided for Optional Wellness Room with directional signage provided by ICA.
 - Lunch for Wellness Room Attendants on days lunch is served
 - Social Media Shout-Outs
 - Conference Program Ads
 - Presenting Sponsor Logo on Main Cover with Conference Logo
 - Presenting Sponsor Logo also found on sponsorship page
 - Full Page Ad
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ICA Advocate - \$10,000

- Four (4) Conference Registrations Included
 - Dedicated Full Table for all main stage events
 - Including key notes, meals, award ceremonies, breaks, etc
 - Large ICA Advocate Logo on marketing materials
 - Such as event banners, stage screens, programs, table tents, etc that include all sponsors
 - Space Provided for Premier Booth in Foyer.
 - Lunch for two (2) Booth Attendants on days lunch is served
 - Social Media Shout-Outs
 - Conference Program Ads
 - ICA Advocate Logo found on sponsorship page
 - Full Page Ad
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ICA Partner - \$5,000

- Three (3) Conference Registrations Included
 - Dedicated Half Table for all main stage events
 - Including key notes, meals, award ceremonies, breaks, etc
 - Medium ICA Partner Logo on marketing materials such as event banners, stage screens, programs, table tents, etc that include all sponsors
 - Space Provided for Regular Booth in Foyer or Premier Exhibitor Hall
 - Lunch for two (2) Booth Attendants on days lunch is served
 - Social Media Shout-Outs
 - Conference Program Ads
 - ICA Partner Logo found on sponsorship page
 - Half Page Ad
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Other Sponsorship Opportunities

Virtual App Sponsor - \$5,000

- Two (2) Conference Registrations Included
- Virtual App Sponsor Logo on all App Pages
 - "2023 ICA Virtual Conference App Presented by..."
- Space Provided on Virtual App - **High Visibility Sponsorship!**
 - All conference attendees will use the virtual conference app to check-in/out and complete session evaluations
- Social Media Shout-Outs
- Conference Program Ads on App
 - Presenting Sponsor Logo also found on sponsorship page
- Opportunity to Train Conference Attendees on App Use during Conference Opening Remarks
 - This is not required of the sponsor. Training would be required prior to conference
 - ICA reserves the right to step-in at any time

****Virtual Sponsorship is offered to Presenting, Advocate or Partner Level Sponsors as an Add-On for \$4,000*

ICA Colleague - \$3,000

- Two (2) Conference Registrations Included
- Small ICA Colleague Logo on marketing materials
 - Such as event banners, stage screens, programs, table tents, etc that include all sponsors
- Space Provided for Regular Booth in Exhibitor Hall with Premier Location
- Social Media Shout-Outs
- Conference Program Ads
 - ICA Colleague Logo found on sponsorship page
 - Quarter Page Ad

ICA Friend - \$1,500

- One (1) Conference Registration Included
- ICA Friend Name (No Logo) on marketing materials
 - Such as event banners, stage screens, programs, table tents, etc that include all sponsors
- Space Provided for Regular Booth in Exhibitor Hall
- Social Media Shout-Outs

Exhibitor Only - \$500

- Space Provided for Regular Booth in Exhibitor Hall

****\$600 for non-members of ICA*

Conference Exhibition Planning

Exhibition Hall Layout will be set professionally based on the number of sponsors and exhibitors. Sponsor tables will be reserved and labeled individually. Exhibitor tables will be available first come, first served

2023 ICA Conference Information

Date	Event	Notes
Friday December 9, 2022	Due: Complete Sponsor & Exhibitor Form and Agreement	All ICA Conference Sponsors & Exhibitors are required to complete a Sponsor and Exhibitor Agreement Form before Sponsorship and/or booth space is secured. This form can be found at www.idahocounseling.org .
Friday December 9, 2022	Due: Logo and Program Ads	Submit to conference@idahocounseling.org *Logo must be a PNG with transparent background *Program Ad must be the size indicated in sponsor level package ICA reserves the right not to publish the ad if deemed inappropriate or not relevant. Sponsors are encouraged to submit ads early to allow time for edits or adjustments.
Sunday December 18, 2022	Due: All Payments	ICA reserves the right to charge a fee of 20% of the total agreed upon amount if payment has not been received by this date.
Thursday January 26, 2023	Pre-Conference	No Sponsor or Exhibitor Presence
Thursday January 26, 2023 2:00pm-7:00pm Friday January 27, 2023 6:00am-7:30pm	Sponsor and Exhibitor Booth Set-Up and Access	Check-in at the registration table. Booth <u>must be ready</u> by 7:30am on Friday Morning. <i>*Late arrivals must check-in with the registration desk and may not be able to set-up at the time of late arrival.</i>
Friday January 27, 2023 8:00am-6:00pm Saturday January 28, 2023 8:am-4:00pm	Main Conference	Sponsors and Exhibitors are expected to have a representative at their booth during all networking times (AM check-in, breaks, lunch, etc) <i>*Please prepare booth representative(s) to make arrangements for lunch off-site if sponsorship does not include lunch as the venue does not allow outside food (see Sponsor benefits page)</i>
Saturday January 28, 2023 4:00pm-5:00pm	Booth Breakdown	Booths cannot be taken down until the conference concludes at 4:00pm. Booth must be torn down completely, and all items removed from the venue by 5:00pm. <i>*ICA will not be responsible for receiving, packaging, or shipping of booth materials.</i>

ICA Thanks You!



The ICA Executive & Conference Committees would like to thank you for your time in reviewing the ICA Conference Sponsor & Exhibitor Prospectus. We hope you can support ICA in its mission to strengthen the counseling profession in Idaho by joining us in January.

The annual ICA Conference is not only Idaho's largest event for counselors to receive continued education credits, it is also ICA's largest fundraising event, providing two-thirds of the funding required to operate and provide the much-needed support for our members and the profession.

We couldn't do the important work we do without this event, and we couldn't do this event without the generous support of our professional and community partners.

YOU ARE VERY APPRECIATED!!!

The Idaho Counseling Association (ICA) is an organization of counseling and human development professionals who work in education, health care, residential treatment, private practice, community agency, government and business/industry settings.