



International Association of
Avian Trainers and Educators

ADVERTISING PACKET

THE FLYER MEMBERS NEWSLETTER

IAATE WEBSITE BUSINESS DIRECTORY

IAATE ANNUAL CONFERENCE SPONSORSHIPS

Prepared and published by
The International Association of Avian Trainers and Educators
www.IAATE.org



ABOUT IAATE

The International Association of Avian Trainers and Educators (IAATE) was founded to foster communication, professionalism, and cooperation among those individuals who serve Avian Science through training, public display, research, husbandry, conservation, and education.

Specifically, IAATE recognizes its role in and responsibilities to the continued existence of zoological parks, public and private institutions housing birds. Trainers and other personnel involved in the husbandry and research of birds must have a clear understanding of their individual roles as well as the interplay between themselves, the animals in their care, the communities in which they live and work, and the public which they serve and to which they are ultimately responsible. IAATE will provide opportunities through which bird trainers can exchange and disseminate current knowledge, research and other information among themselves in professional and social settings. In addition, IAATE seeks to maintain a positive public image by preparing its members to act as ambassadors for the avian community.

IAATE hopes to establish a community of members aspiring to attain the objectives of the Association and committed to its code of professional ethics. IAATE is dedicated to providing and advancing the most professional, effective, and humane care and handling of birds in all habitats.

www.iaate.org



ADVERTISING IN OUR QUARTERLY NEWSLETTER *THE FLYER*

The International Association of Avian Trainers and Educators is offering advertising space in our quarterly members newsletter *The Flyer*. This is a new and special service we will be providing to help support our association.

IAATE was founded to foster communication, professionalism and cooperation among those individuals who serve avian science through training, public display, research, husbandry, conservation, and education. Through advertisements in *The Flyer* your company information will reach over 340 members throughout the world. We currently have members in the United States, Canada, Europe, Asia and Australia. For more information on our organization, check our website at www.iaate.org.

The Flyer is published four times a year with spring, summer, fall and winter editions and is printed in color. Advertisement is offered on a one time or more basis. Your participation in the newsletter will not only reach members who specialize in this field, but help the organization continue the yearly conference where members can gather and share current knowledge, research and other information among themselves in professional and social settings.

All IAATE Members who advertise receive a 10% discount!

For current advertising rates, specifications and conference sponsorships, please see the attached information. If you have any questions, feel free to contact us.

advertising@iaate.org



We look forward to working with you. Thank you for your support of IAATE!



BUSINESS DIRECTORY LINK ON THE IAATE WEBSITE

The International Association of Avian Trainers and Educators is currently adding a *Business Directory* to our website. This Directory will be a useful and convenient guide of available suppliers for those in the avian field. This Directory will include a direct link to your company website. Some examples of the type of businesses we are looking to list are suppliers of falconry equipment, telemetry, cages, parrot supplies and toys, food vendors, books, and videos to name a few.

IAATE was founded to foster communication, professionalism and cooperation among those individuals who serve avian science through training, public display, research, husbandry, conservation, and education. The *IAATE Business Directory* is available for free to over 340 members of this organization from the United States, Canada, Europe, Asia and Australia. For more information on our organization, check our website at www.iaate.org.

The cost to be listed in the *Business Directory* is only \$100. ***IAATE members receive this for free!*** Your listing will not only reach members who specialize in this field, but advertising fees received help the organization continue the yearly conference where members can gather and share current knowledge, research and other information among themselves in professional and social settings.

In addition to the Business Directory on the IAATE website, we are also offering advertising space in our quarterly newsletter to members. And with advertising or Conference Sponsorship of ***\$250 or more***, you will receive the listing on the *Business Directory* for **free!**

If you would like to be listed in the *Business Directory*, please contact us below and include the following information.

Name

Company or Organization Name

Address, City, State, Country

Phone Number/Fax Number

Website

Email Address

Description of your service, company, products, etc

If you have any questions, feel free to contact us.

advertising@iaate.org

We look forward to working with you. Thank you for your support of IAATE!



IAATE ANNUAL CONFERENCE SPONSORSHIPS

Do you want to see your name or company in front of hundreds of trainers representing dozens of facilities from around the country? Our annual conference provides an exchange of valuable information and exposure to new products, people and ideas. Companies and individuals can be placed front and center in conference materials for our delegates through sponsorship. We are excited to invite you to be a sponsor of the International Association of Avian Trainers and Educators (IAATE) Conference. This is an annual conference that IAATE presents and is one of the most important gatherings available to animal trainers and educators with a special interest in bird species.

It is a perfect opportunity for your company to introduce your products and services to our IAATE members. You can recognize the value of this conference with an individual donation as well. Your contribution to IAATE will help offset some of our conference costs, which in turn, will allow a greater portion of the event proceeds to directly benefit IAATE's conservation and grant efforts.

Every sponsorship level includes recognition and participation benefits. Choose which works for you.

SPONSOR/DONOR LEVELS AND BENEFITS

PARROT PAL: \$100

- Company recognition in IAATE conference program.
- Company recognition in IAATE Flyer.
- Company recognition on IAATE website for one year.

OWL ENTHUSIAST: \$250

- Company recognition in IAATE conference program
- Company recognition in IAATE Flyer
- Company recognition on IAATE website for one year
- ¼ page advertisement in one issue of the IAATE Flyer
- Sponsorship of one coffee break during conference with company logo displayed and verbal recognition

FALCON FRIEND: \$500

- Company recognition in IAATE conference program
- Company recognition in IAATE Flyer
- Company recognition on IAATE website for one year
- ½ page advertisement in one issue of the IAATE Flyer
- Company recognition on a sign or banner displayed throughout the conference
- Company promotional items in delegate registration gift bag
- Sponsorship of one day of networking in the hospitality suite during conference with company logo displayed and verbal recognition



EAGLE CONSERVATOR: \$1000

- Company recognition in IAATE conference program
- Company recognition in IAATE Flyer
- Company recognition on IAATE website for one year
- ½ page advertisement in one issue of the IAATE Flyer
- Company recognition on a sign or banner displayed throughout the conference
- Company items in delegate registration gift bag
- Company verbally recognized during paper sessions
- Sponsorship of one special event (Icebreaker, Night Out, Banquet) during conference with company logo displayed and verbal recognition

In addition to monetary support, we are seeking donated items to be used in the conference fundraisers and as door prizes. As IAATE is a non-profit organization, donations are tax deductible. Those that make donations also receive the benefits listed above depending on the total value of the product(s). *Start the sponsorship process today!*

Your donation will be put to good use. Workshops, roundtables, and lectures are critical in teaching new and seasoned trainers in the avian field. IAATE provides a valuable service of uniting avian professionals. Together we raise the bar of best practices for education, conservation, training, and husbandry. Your contribution would be an important part of educating trainers all over the world, sparking passions, and funding grants.

Place your name, product, and company in front of this dynamic group. Once our annual conference is over our delegates take names, products, and ideas to their facilities around the country and the world. Companies and individuals can be placed prominently in front of individuals through conference materials for our delegates as part of your sponsorship

Donations are always appreciated. Thanks for contributing your talents and efforts to our conference. I hope you will consider becoming a sponsor of this important event.

If you have any questions or would like to become a sponsor, please contact our Conference Committee Chair:

conference@iaate.org

We look forward to working with you. Thank you for your support of IAATE!



INTERNATIONAL ASSOCIATION OF AVIAN TRAINERS AND EDUCATORS
THE FLYER

Rates and Specifications Effective November 2016

Discount for multiple editions.

Color	1 X	2 X	3 X	4 X
Full Page	275	260	245	230
½ Page	220	210	200	190
¼ Page	195	185	175	165
Business Card	55	45	35	25

Online Advertising

Business Directory Link	100.00 *
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**Free with \$300 or more in advertisement fees or \$300 in conference sponsorship*

Deadlines:	Spring Issue	Summer Issue	Fall Issue	Winter Issue
Date Due	February 1	May 1	August 1	November 1

AD REQUIREMENTS:

- Ads or ad materials may be submitted electronically or by mail.
- Accepted formats: PDF, Adobe Photoshop, Adobe Illustrator.
- All pictures must be of print quality and high resolution.
- IAATE reserves the right to refuse any advertising received that is too low in quality, and will contact the advertiser prior to going to press.

ADVERTISING POLICIES:

- IAATE reserves the right to refuse any advertising.
- Position preference is always noted but not guaranteed.
- When advertising copy is submitted, it should be correct and no responsibility will be assumed by the Publisher or IAATE beyond the original copy.
- No advertising cancellations accepted after deadline.

TERMS:

- Payment is due upon placement of advertising for all non-established accounts, past due accounts or accounts without a business address.
- Payment within 20 days after invoice for companies or agencies with prior credit approval.
- Should advertiser default in payments of advertising bills, advertiser becomes responsible for any collection and/or attorney fees.
- A finance charge of 18% per annum, or the highest rate permitted by applicable laws may be added on any balance 30 days past due.

Submit advertising contract and format electronically to: flyer@iaate.org

Submit advertising contract and format by mail to: Helen Dishaw
4599 W Friardale Street
West Valley City, UT 84120



THE FLYER ADVERTISING AGREEMENT

This agreement is entered into by and between the International Association of Avian Trainers and Educators, a non-profit corporation located at 15001 Margaux Drive Clermont, FL 34714 (“Publisher”) and

Company Name: _____ Agency : _____

Contact Person: _____ Phone Number: _____

Address: _____ Fax Number: _____

City/State/Zip: _____ Email: _____

Please check advertising choices:

Ad Size: Full Page ½ Page ¼ Page Business Card

Edition(s) for Advertisement: Spring Summer Fall Winter

Business Directory Link: Yes, I would like a link on the IAATE website No, not at this time

If yes, please fill out how you would like your company to be listed:

Company Name: _____ Phone: _____

Address: _____ City: _____

State: _____ Zip: _____ Website: _____

Brief description of products or service: _____

IAATE Annual Conference Sponsorship: (also see <http://iaate.org/conference/php>)

- For a donation of \$100 or more, your company name will be included in the Conference Sponsor List included in each attendee’s Conference Registration Package.
- For a donation of \$250 or more, in addition to the above, your company will be added to the Business Link Directory on the IAATE website for free. If check this, please fill out company information under Business Directory Link.

Yes, I would like to help sponsor the conference. **Sponsorship Amount:** _____ No, not at this time

Fees:

Payment to be made by Check (make checks payable to IAATE) Mastercard Visa Expiration Date: _____

The Flyer Ad: _____ Card Number: _____

Base Rate: _____ Number of Editions: _____ Name as it appears on card (please print): _____

Total Ad Fee: _____

Business Directory Link: _____

Conference Sponsorship: _____

Total Amount Due: _____ **Please charge this to my above listed credit card.**

Date: _____ Signature: _____