



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](http://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](http://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](http://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](mailto: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](http://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](mailto: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

- Certificate of sponsorship
- Company recognition in IAATE conference program
- Online quarterly Feathered Friends newsletter

#### OWL ENTHUSIAST: \$250

- Certificate of sponsorship
- Company recognition in IAATE conference program
- Online quarterly Feathered Friends newsletter
- Free Business Directory Link on IAATE website
- Company recognition on a sign or banner displayed throughout the conference

#### FALCON FRIEND: \$500

- Certificate of sponsorship
- Company recognition in IAATE conference program
- Online quarterly Feathered Friends newsletter
- Company recognition on a sign or banner displayed throughout the conference
- Company recognition on IAATE website
- Company recognition in IAATE Flyer publication
- Framed bird photograph from photo contest
- Company items in delegate registration gift bag



### **EAGLE CONSERVATOR: \$1000**

- Certificate of sponsorship
- Company recognition in IAATE conference program
- Online quarterly Feathered Friends newsletter
- Company recognition on a sign or banner displayed throughout the conference
- Company recognition on IAATE website
- Free Business Directory Link on IAATE website
- Company recognition in IAATE Flyer publication
- Framed bird photograph from photo contest
- Company items in delegate registration gift bag
- Company recognition in conference mailer
- Company verbally recognized during paper sessions
- Vendor booth in main conference room

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](mailto: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 2007*

*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 *

*\*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:** conference@iaate.org

**Submit advertising contract and format by mail to:**  
Helen Dishaw  
585 W. Capitol Street  
Apt. A  
Salt Lake City, UT 84103  
USA



### 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 301 East Hollywood St, Tampa FL 33604 (“Publisher”) and

Company Name: \_\_\_\_\_ Agency : \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_ Fax Number: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Email: \_\_\_\_\_

**Please check advertising choices:**

**Ad Size:**  Full Page  1/2 Page  1/4 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: \_\_\_\_\_