

I, _____ [Print Name], an authorized representative and signatory of
_____ [Print Company Name] (hereinafter “Sponsoring Company” or “Sponsor”) have
committed to sponsor an ICPI Concrete Paver Installer Course in _____ [city] on
_____ [date].

Please check the course you would like to sponsor.

2-Day Courses

- Concrete Paver Installer (CPI) Course**
- CPI Residential Specialist Course**
- CPI Commercial Specialist Course**

Fees per participant: Nonmember \$350, Informational Member \$280, Affiliate Member \$245, Voting Member \$210*

Rebate per participant who attended the course: \$100*

1-Day Course

- Permeable Interlocking Concrete Pavement (PICP) Specialist Course**

Fees per participant: Nonmember \$295, Informational Member \$236, Affiliate Member \$207, Voting Member \$177*

Rebate per participant who attended the course: \$50*

The Sponsoring Company hereby acknowledges and agrees that it shall be solely responsible for diligently performing all the duties and responsibilities set forth in this Agreement, Guidelines for Sponsoring and ICPI Installer Course and associated with the implementation and completion of the ICPI Concrete Paver Installer Course, including the payment of costs associated with the course. Such costs include but are not limited to instructor fees and associated travel expenses, such as transportation to and from the course location, lodging, meals, venue room rental, audio-visual rental, promotional brochure printing, and any food or beverage for the attendees. **The Sponsor understands that the course must be conducted by at least one ICPI Authorized Contractor or Lead Instructor*, and that any additional instructors are optional but must be authorized by ICPI.** The Sponsor further agrees to deliver the ICPI Installer Course and exam in its entirety and that the course and its materials shall not be altered, amended or shortened in any way, nor shall it be discounted. Furthermore, in the event of a course cancellation, these costs include, but are not limited to, any pre-purchased non-refundable travel vouchers, incidental cancellation fees, and administration expenses related to the planning of the event.

The Sponsor further understands that ICPI has agreed to provide the Sponsor a rebate for each paid attendee, with the exception of students who previously failed the course and/or are retaking the course at no charge due to transfer from another course. The Sponsor agrees to staff registration onsite with an employee of the Sponsor to manage registration onsite. **Acceptance of onsite registrants is the responsibility of the Sponsor and any unpaid registration fee and extra manuals not returned will be deducted from the rebate if not received by ICPI within 30 days following the scheduled date of the course.** The Sponsor must inform registrants of any cancelled courses. Additionally, the Sponsor understands and agrees that auditing of the course is not allowable and that ICPI policy limits attendance to 60 participants per course. Exceptions to these requirements or special circumstances shall be addressed to the ICPI Executive Director and will require prior written approval by the ICPI Board of Directors.

**All pricing rates in US Dollars.*

The ICPI policy states that prepayment for all meetings and conference is required. ICPI will provide online registration and confirmation to participants.

The Sponsor also agrees to follow the sponsor guidelines attached to this agreement.

_____ **Optional:** By initialing next to this option, the Sponsoring Company grants ICPI permission to advertise the program/course in the public calendar section of the ICPI website, in the ICPI Magazine, Paver Express or any other areas where ICPI prints its calendar of events, thus allowing contractors or dealers who may not support the Sponsoring Company's products or services or some of whom may be outside of the Sponsor's distribution area, to register for and attend the program without the Sponsor's prior approval.

Read and Agreed to by _____ [signature], an authorized representative
and signatory of the Sponsoring Company _____, dated _____

Please fill out the all the boxes and mark NA for items that are not applicable.

Sponsoring Company (ICPI Member Company, Government Agency, Municipality, Non-Profit Association, Educational Institution):	
Dates of Course:	Start and End Time:
Location of Course (include facility name, street address, city, state/prov, postal code, tel number):	
Sponsor Contact Name:	Facility Maximum Capacity: (Attendance is limited to 60 participants.)
Sponsor Contact E-mail:	Sponsor Contact Phone:
Instructor 1 (Must be Authorized Contractor or Lead Instructor**):	Instructor 2 (Authorized Instructor – OPTIONAL):
Course materials should be shipped to (if different from course location/facility; a business address is preferred):	
Sponsor rebate payment should be mailed to (contact name, company, street address, city, state/prov, postal code):	

**Contact ICPI for a current list of ICPI Authorized Instructors for the course.

Updated July 2018



Guidelines for Sponsoring an ICPI Installer Course

1. Decide who the contact person is in your company for organizing the course. This person is to be the one person responsible for all aspects of the course and communication with ICPI. ICPI will send regular registration reports to the sponsor contact identified on the agreement. The sponsor contact (along with the instructors) is ultimately responsible for onsite registration and the prompt return of exams and course materials to ICPI after the course is complete.

2. Confirm instructor(s). Courses must be conducted by at least one ICPI Authorized Contractor Instructor. The sponsor may provide another instructor who is either an ICPI Authorized Instructor or an assistant instructor who has earned a Record of Completion for the course and has at least three years of industry field experience. Contact the ICPI education department to ensure that you have the most up-to-date list of instructors. The sponsor is responsible for negotiating fees, expenses, and any travel arrangements with the instructors. To assist you in this process, ICPI has set the following policy:

ICPI and ICPI member course sponsors will pay all actual and reasonable business-related expenses incurred by instructors in the performance of their responsibilities. All such expenses incurred by an instructor must be approved by the sponsor before reimbursement will be made. All reimbursable travel expenses should be submitted on an ICPI instructor travel expense report form (available upon request) with receipts attached.

- ✓ Air Travel: Economy, coach class should be used. When the travel itinerary is known well in advance, discount, non-refundable airfares should be purchased. Flights over \$400 shall be pre-approved by the sponsor. Time and expense should be considered when considering driving-versus-flying to destinations less than 150 miles.
- ✓ Hotel: Hotel shall be booked by the sponsor of the course.
- ✓ Car Rental: Before renting a car, the time and money savings of using hotel shuttle buses, taxis, or public transit should be considered. Consult sponsor for possibility of pickup by their employees as an alternative option. Car size may be mid-sized or as required to accommodate luggage, packages, additional (member) passengers, etc. Refuel before returning whenever possible.
- ✓ Business Entertainment and Miscellaneous: Provide receipts for purchases over \$5.00. Daily expenses for food should not exceed \$60 per instructor excluding tax and tips. Tips should not exceed 15%. Entertainment is not permitted. Use of personal vehicle is reimbursed in U.S. at the current U.S. IRS rate per mile or in Canada at the Canadian revenue rate per kilometer.
- ✓ Instructor Fee: The recommended instructor fee for member-sponsored courses, as set by the Executive Committee, is \$1700 per instructor for a 2-day course.

3. Choose a neutral location at which to hold the course, such as a hotel, school or community college. Holding the school at a manufacturing plant sometimes can be intimidating and is not recommended.

Hands-on, outdoor demonstrations of tools and compaction equipment during breaks or lunch periods as well as density testing of soils and base materials by a local testing laboratory can add to the installer experience. Contact local suppliers of equipment and services and ask if they can provide demonstrations. Sometimes they can be free of charge. Sponsors choosing to provide such a program would be responsible for all arrangements.

4. Complete the sponsorship agreement and return to ICPI at least 45 days in advance of the course date. Past experience has proven that 45 days is required to properly promote a course. The courses available are as follows:

- ✓ **The Concrete Paver Installer Course** requires two full days, including breaks and lunches. Allow approximately 14 hours of instruction time and 1-2 hours for the exam.
- ✓ **The Commercial Paver Technician Course** requires two full days, including breaks and lunches. Allow approximately 14 hours of instruction time and 1-2 hours for the exam.
- ✓ **The Advanced Residential Paver Technician Course** requires two full days, including breaks and lunches. Allow approximately 14 hours of instruction time and 1-2 hours for the exam.
- ✓ **The PICP Specialist Course** requires 1 day, including breaks and lunch. Allow approximately 7 hours of instruction time and 1-1.5 hours for the exam.

5. ICPI will send the sponsor contact a registration form that explains the course content, any recommended prerequisites and registration fees. Online registration is preferred, but you are encouraged distribute the registration form to potential participants, and add it to your company website. A key factor in the success of the course is the sponsor's promotional efforts.

6. Other expenses to consider - This may include renting a meeting room with tables and chairs, a projector and screen, DVD/TV, donuts, coffee, lunches, instructors' fees and travel. You would also be responsible for making the appropriate arrangements if someone was to specify a need related to ADA requirements. To offset some of the expenses, for every student who pays the registration fee and attends the full length of the course, ICPI will rebate the sponsoring member a specified amount per paid participant. Reimbursements are paid for first time attendees only. A rebate is not provided for "no-shows" or those who are retaking the course. When all ICPI materials have been returned and all registration fees have been verified against signed applications, ICPI will issue a rebate check to the course sponsor, minus any unpaid registration fees for participants admitted without confirmation of prepayment. The rebate check will be issued after the course. Materials and all payments are received by ICPI.

7. Promote the course to contractors in your area. The course registration form provided by ICPI includes details about course content, so it can be used as a promotional piece. As noted on the form, online registration and payment with a credit card is preferred, but registrations can also be sent via fax. Note that full pre-payment must be received by ICPI in order for registration to be processed and confirmed. ICPI will not invoice for registration fees. Registration fees and rebates for the courses are as follows:

2-Day Courses

Concrete Paver Installer (CPI) Course, Advanced Residential Paver Technician (ARPT) Course and Commercial Paver Technician (CPT) Course

Fees per participant: Nonmember \$350, Informational Member \$280, Affiliate Member \$245, Voting Members \$210

Rebate per participant: \$100

1-Day Course

Permeable Interlocking Concrete Pavement Specialist (PICPS) Course

Fees per participant: Nonmember \$295, Informational Member \$236, Affiliate Member \$207, Voting Members \$177

Rebate per participant: \$50

Sponsors can add additional educational sessions and charge a separate fee for those sessions. However, the ICPI course needs to be a stand-alone option at the stated pricing. Registration deadlines should be stressed in order to encourage early registration, but there may also be walk-in registrations if space allows. The sponsor contact noted on the agreement is responsible for collecting any registration fees on-site. Payment from walk-in registrants must be guaranteed to ICPI by the sponsoring member. Records of completion will not be sent to attendees until ICPI receives payment. Class size must not exceed the maximum of 60 people. If a sponsor decides to cancel a course, the sponsor must inform all attendees.

8. Student manuals and other materials are shipped to the address specified by the sponsor. ICPI will send student manuals to the sponsor several days prior to the start date of the course. The sponsor is responsible for onsite distribution of manuals to registered and paid attendees. Participants who are retaking the course should provide their own student manual. If they do not bring one, an additional manual may be purchased for \$30. Unused manuals must be returned to ICPI. Any unused manuals not received by ICPI will be deducted from the sponsoring company's rebate check at a rate of \$30 per manual.

ICPI will ship course materials to the address indicated by the sponsor contact. In addition to student manuals, ICPI will send the sponsoring member company a list of participants, exams, evaluation forms and name badges with a few blank badges for walk-in registrations. Also provided will be instructional materials, which must be returned to ICPI following the course.

9. Sponsor returns materials the next business day after the course. Upon conclusion of the course and exam, the sponsoring member agrees to return all exam booklets, evaluations, onsite registration forms and completed Scantron exam forms to ICPI the next business day after the course concludes. Detailed instructions will be provided with the shipment of course materials.

10. Records of completion are mailed to students 30 days following ICPI's receipt of exams and payment. The ICPI will grade the exams and issue records of completion by mail to students within 30 working days of receipt of the exams, provided full payment and registration forms are complete. Records of completion apply to the individual, not his or her employer. Once collected and tabulated, ICPI will send exam and evaluation reports to the sponsor contact and the instructors.

Thank you for your participation and support of ICPI education programs!

Questions?

Contact Anya Plana-Hutt, ICPI Manager of Education

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Email: aplana-hutt@icpi.org

Updated February 2018

Tips for Sponsoring a Successful Course

Special thanks to **Bob Bridges** (SWM PAVE), **Mark Dooley** (Basalite) and **Darrin Braun** (County Materials)

Sponsoring a course requires a lot of due diligence. Offering and planning an ICPI course is not for the faint of heart. Select a champion within your organization. It takes long hours and commitment from the champion. The certification process should be noted as an important part of one's business. ICPI certification course should be noted as one of the biggest events your company will have all year long.

1. Start early – plan these in March/April/May so they are scheduled on the participants' calendars. Start to ask feedback from the sales team and dealers and put on course once enough interest is there.
2. Pick a good venue, good food. Rooms and the food are biggest way to cut costs dramatically. Some are based on companies' preferences and every city has organizations where you can use their facilities at low cost. Once scheduled, ask for a planning room from local Association of General Contractors as members, ex. \$50/day rental for 100-person room. Also, ask the cities or colleges for rooms for cheap space. Cater and bring in own food/catering. This saves money rather than doing it at a hotel. Keep costs down so that needing to break even will only require as little as 5 -10 people since instructor is from the company and room is inexpensive.
3. Contractor Sales Rep follows up with contractors or dealers to get people register. Use registration list from ICPI to call and follow-up.
4. Reach out to highway and cities inspection department, ask them to send their inspectors.
5. The people coming to this class are your customers, arm them to be the best of the best.
6. Do not dilute the calendar with too many classes. One or two dates will be more than plenty. By offering too many classes the contractor customer, engineer, or regulatory official can change his own schedule around your saturated offering of ICPI Courses. This also minimizes the value you place on the course.
7. Develop a marketing campaign.
 - a. Digital marketing campaign – digital signature in emails, etc.
 - b. Email blasts and phone calls, event on the front page of website.
 - c. Email campaign to customer base
 - i. Take time to target and write an individual email to your contractor, specifier or regulatory official.
 - ii. Send frequent emails to your customer base.
 - iii. Your customer base seldom visits your company website. Although it's important to list the ICPI Course on your website your customer will likely not see it.

8. Develop a package of “Why” for “one on one” contractor meetings.
 - a. ICPI Course introductions
 - b. Without ICPI certification you likely will not be installing commercial pavers. When you have ICPI certification you will qualify for commercial projects.
 - c. Get them to sign up and pay on the spot
 - d. Ensure they have it on their calendar
 - e. Send reminders of upcoming date for the event.
9. Sell the benefit as if it were a paver sale.
10. When you contractor customer successfully passes the course, he will wear it proudly.
11. Do 3-day training of CPI and PICPS together.
12. Always include an agenda when soliciting and offering an ICPI Course. Enhance the agenda by providing meals, equipment companies exhibiting, Key note speakers and door prizes.
 - a. Some classes are very long days. I have split the class into two days offering dinner and a social event on the evening between the two days.
13. Bring in good speakers for credibility. Bring outside instructors to add an element of interest.
14. Takes a little bit of effort with phone calls from sales staff but it pays off. Once had 24 people register over a 2-day period. Phone calls from rep, from inside staff to remind them of the date of the training gets the best results.
15. Make sure the location is centrally located, not in the outskirts, somewhere where people can get out quick.