The competition for the biggest accounts is mature. The competition for your next hundred or thousand isn't.

ISSA's 11,000+ members span the entire supply chain - manufacturers, distributors, wholesalers, building service contractors, and restoration companies - plus the in-house teams who manage cleaning and facilities for their own institutions at schools, universities, hospitals, longterm care facilities, sports stadiums, government buildings and more. Charter sponsorship puts your brand inside the handbook, the alert email, and the AI guide members open the moment severe weather threatens their business.

11,000+
ISSA member companies reached

12 months
of continuous placement

$68-$110
per day of exposure, founding rate

1 per category
exclusive, no competitor beside you

THE UNDERSERVED OPPORTUNITY

Every sponsor we talk to already knows its top prospects - whether you sell backup generators, lease carpet extractors and air movers, make IAQ sensors and solutions, manufacture cleaning chemicals and disinfectants, or underwrite commercial insurance. The competition for those large customers is mature: broad sales teams, long cycles, high acquisition cost, everyone chasing the same short list.

The opening is the rest of ISSA's membership - thousands of small and mid-sized distributors, building service contractors, and restoration companies, plus the in-house teams at schools, universities, hospitals, long-term care facilities, sports stadiums, and government buildings, all too numerous and too dispersed to reach efficiently one account at a time. Charter sponsorship reaches them at once and lets you own the name recognition before a competitor does, at a fraction of the cost of pursuing them individually.

For some categories it goes further: placement in the handbook and AI guide reaches not just the purchasing company but the people who work there - by our estimate, upward of 100 million employees across ISSA's member companies worldwide.

WHAT YOU ACTUALLY SPONSOR

Category placement inside the content members are already using

Where your brand appears	Natural sponsor category
Weather-alert channel (platform-wide) - NWS panel and alert emails	Generator & backup-power manufacturers, restoration-equipment lessors
Ch. 6 Energy Storage, Safety & Digital Continuity	Backup-power & battery manufacturers
Ch. 7 Protecting Your People + App. F heat safety	PPE, hydration, cooling - IAQ sensors and solutions
Ch. 8 Serving Customers Before, During & After	Restoration products, cleaning chemicals & disinfectant manufacturers
Ch. 9 Recovery & Returning to Normal Operations	Pump, air mover & drying-equipment makers and lessors
Ch. 10 Funding Resilience: Incentives & Insurance + Insurance Readiness module	Insurance carrier
App. B 2026 Safety & Preparedness Checklist (co-brand)	Any category - printable, posted and shared beyond the app
App. G Recovery Resources directory listing	Distributors, service providers

EVERY CHARTER SPONSOR RECEIVES

- Clearly labelled placement in the location you bought, for 12 months
- Category exclusivity for the term, on every tier above Directory
- Named in the ISSA webinar and convention launch announcements
- A monthly engagement report - chapter views, business-type mix, alert sends
- Right of first refusal on renewal at the Year-2 standard rate

CHARTER RATE CARD - YEAR 1

Thirteen slots. Founding pricing steps up once reach is proven.

Slot	Slots	Charter Yr 1	Yr 2 rate
Founding Insurance Partner Ch. 10 + readiness module, category exclusive	1	$25,000	$40,000
Alert Channel Partner NWS panel + alert emails, exclusive	1	$15,000	$25,000
Category Leader Chapter exclusive - Ch. 6, 8, 9, or 7+App. F	4	$10,000	$18,000
Checklist Co-Brand Appendix B + D, printable and shareable	1	$7,500	$12,000
Resource Directory Listing Appendix G, non-exclusive	6	$2,500	$5,000

Add-ons: seasonal alert placement $2,500 · co-branded webinar $3,500 · custom content module $5,000. Charter pricing is Year 1 only and steps to the standard rate once reach is proven.

THE YEAR-1 REACH GUARANTEE

If we haven't delivered this by month 12, your placement keeps running free until we do.

- 1,000 unique ISSA member companies engaged with the app
- 500 active weather-alert subscribers with a saved location
- Four co-branded emails sent to ISSA's full member list
- A monthly report - chapter views, business-type mix, and alert sends - so you can track all of this yourself

No extra cost to you, no fine print: this is what you're actually buying, not just what we're hoping happens.

The AI guide is not for sale. Its guidance never changes based on who paid, and it will never be steered to recommend a sponsor's product. Placements sit alongside the advice, clearly labelled, never inside it - written into every sponsor contract, and precisely why a brand next to that advice is worth something.

FOR THE INSURANCE CONVERSATION

The claims exposure is already commercial, not residential. U.S. insurers paid a record $50+ billion on severe convective storm claims in 2023 alone, as these storms increasingly strike the same commercial corridors and institutional campuses that make up ISSA's membership, not just houses, per the Insurance Information Institute and Swiss Re. Hurricane Michael's $7.4 billion in insured losses were split across residential and commercial property, flood, and business-interruption claims, according to the Florida Office of Insurance Regulation - the lost-revenue exposure that hits hotels, hospitals, and campuses hardest.

Every $1 spent on mitigation returns an estimated $4-$13 in avoided losses across building types, per the National Institute of Building Sciences. Corporate-funded preparedness already has direct precedent: the SBA's Readiness for Resiliency programme launched with FedEx as founding partner, alongside Verizon. At charter pricing, this is a rounding error against a single avoided commercial water-damage claim.

Launch window: ISSA membership webinar, 30 September 2026 · ISSA Show North America, Las Vegas, 17-19 November 2026 - the moment to be announced as a charter sponsor.

Preconditions we hold ourselves to before taking a sponsor dollar: ISSA distribution commitments in writing, and analytics instrumented in the app so every number above can be reported monthly.

Contact: James C. Waddell, Cognitive Corp · Stephen Ashkin, Green2Sustainable

Sources: ISSA membership 11,000+ companies; Insurance Information Institute / Swiss Re severe convective storm loss data (2023); Florida Office of Insurance Regulation, Hurricane Michael insured losses; National Institute of Building Sciences, Natural Hazard Mitigation Saves; SBA Small Business Readiness for Resiliency. Cognitive Corp IP claims preliminary pending GTPR review. Confidential draft - 6 September 2026.