

2025

# Professional Partner Opportunities



INTERNATIONAL ASSOCIATION  
of INTERVIEWERS  
EDUCATE ■ NETWORK ■ ADVANCE

AN ASSOCIATION CREATED FOR  
THE INVESTIGATIVE INTERVIEWER



## THE FACTS

**4,000+**

members strong and growing

**33%**

of IAI members are Certified Forensic Interviewers (CFI)

**400+**

CFI's promoted to Directors or Vice Presidents of Loss Prevention since 2020

**20%**

of IAI members are Directors, Vice Presidents and decision-makers who make key buying decisions within their organizations.

### IAI MEMBER COMPOSITION

- Law Enforcement
- Loss Prevention
- Banking
- Military
- Government Agencies
- Insurance Companies
- Risk Management
- Auditing
- Students
- Human Resources

## HELLO!

Our mission is to empower professionals in all interview and investigative fields by providing ethical, effective, and professional training resources, tools, and community. Through our comprehensive resources, we advance standards and equip members with the knowledge to conduct insightful, ethical interviews that promote truth and justice.

Additionally, IAI manages Certificated Forensic Interviewers (CFI) credentials. The CFI designation was developed to set the standard of what it takes to be an elite interviewer. Professionals who have worked to earn their CFI represent a prestigious group of individuals who are committed to advancing the field of forensic interviewing by promoting ethical, evidence-based practices for field application.

### MEET OUR MEMBERS

IAI has over 4,000 members, representing more than 2,000 organizations from around the globe. In line with our mission, our member base is a blend of both academics and practitioners, all advancing towards the same objective – to learn from one another and promote an evidence-based evolution in the interviewing field.

### MEET OUR PROFESSIONAL PARTNERS

IAI Professional Partners are independent organizations who represent a variety of missions that align with the IAI core principles to educate, network, and advance. IAI proudly supports these organizations through active promotions of their brands, and in return, they do the same for us.

Each Partner has a distinctive base of clientele, allowing them to promote content from IAI and IAI sponsors. These affiliations serve to exponentially expand the reach of IAI visibility through each Professional Partner.

# Why Become an IAI Partner?

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The IAI offers unmatched access to professionals across the interviewing spectrum—from investigators to vice presidents and every role in between. Partnering with IAI positions your company to connect with current and future key decision-makers who are perfectly aligned with your products or services.

## BUILD YOUR BRAND

Enhance your brand visibility by showcasing your logo and company website link to IAI members as they access industry-leading resources, top publications, and webinars on investigative interviewing.

## MARKET PRODUCTS & SERVICES

The IAI provides educational programs that address key topics relevant to interview professionals across various disciplines and industries. These events attract a diverse audience, offering your company opportunities to showcase products and services in an engaging and targeted environment.

## NETWORKING AT ELITE IAI EVENTS

IAI hosts a variety of virtual and in-person training events, as well as regional chapter meetings throughout the year. These events provide valuable networking opportunities with practitioners and senior leaders from diverse industries, as well as local, state, and federal government agencies.

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## ELITE TRAINING OPPORTUNITIES

The IAI and Wicklander-Zulawski & Associates, Inc. (WZ) training programs address critical topics faced by professional interviewers. Participants come from diverse industries, including retail, law enforcement, mental health, academia, and the military. These highly sought-after events attract IAI members, CFIs, and aspiring CFI candidates who value the opportunity to earn continuing education credits while enhancing their expertise.



**ELITE TRAINING EVENTS** - Connect with more than 450 attendees at each IAI Elite Training Series event. Select sponsors will join speakers from different disciplines to address one central theme at each event. Network. Educate. Advance.



**ELITE TRAINING DAYS** - Connect with industry leaders at IAI's flagship annual conference. This premier event features keynote presentations by top professionals from a range of industries, along with unique educational sessions. Engage with attendees in an intimate, dynamic setting while showcasing your innovative and relevant products.



**WZ AFFILIATION** - WZ delivers virtual and in-person training to nearly 10,000 professionals across various disciplines each year. As part of their training, all WZ seminar attendees receive a complimentary one-year IAI membership and are introduced to IAI Professional Partners. Additionally, WZ amplifies the reach of IAI events through targeted partner emails and social media campaigns, engaging an audience of nearly 70,000 followers.



## ⊕ Elite Package

**\$9,000 per year**  
Over \$27,500 in Value

### Education

- 30 CFI Online Prep Courses (\$16,500 value)
- 50 IAI Annual Memberships: (\$3,750 value)
- Five CFI Exams (\$2,475 value)

### Brand-Building

- Four Half-Page Ads in CFInsider Journal (\$2,000 value)
- IAI Website Exposure w/ logo and promotional video on IAI website w/hotlink.
- WZ Support w/ logo shared at over 400 W-Z training seminars
- One Sponsored Elite Training Event or Truth Be Told Podcast episode (\$1,000 value)
- One Targeted Ad on the IAI website landing page for five days (\$1,000 value)

### Elite Training Days

- Three Complimentary ETD Event Registrations (\$1,770 value)
- Complimentary ETD Exhibitor Booth (\$1,200 value)
- Logo Featured on all ETD event marketing w/ exposure in CFInsider Journal, IAI blogs, LP Magazine, and on the IAI website
- Dedicated Custom ETD Email Campaign
- Live ETD Event Endorsements

## ⊕ Premium Package

**\$6,000 per year**  
Over \$13,500 in Value

### Education

- 15 CFI Online Prep Courses (\$8,250 value)
- 25 IAI Annual Memberships: (\$1,875 value)

### Brand-Building

- Your Logo in the CFInsider Journal (\$800 value)
- IAI Website Exposure w/ logo and hotlink.
- WZ Support w/ logo shared at over 400 W-Z training seminar

### Elite Training Days

- Two Complimentary ETD Event Registrations (\$1,770 value)
- Complimentary ETD Exhibitor Booth (\$1,200 value)
- Logo Featured on all ETD event marketing w/ exposure in CFInsider Journal, IAI blogs, LP Magazine, and on the IAI website
- Dedicated Custom ETD Email Campaign

## ⊕ Associate Package

**\$3,750 per year**  
Over \$8,000 in Value

### Education

- Ten CFI Online Prep Courses (\$5,500 value)
- 15 IAI Annual Memberships: (\$1,125 value)

### Brand-Building

- Your Logo in the CFInsider Journal (\$800 value)
- IAI Website Exposure w/ logo and hotlink.
- WZ Support w/ logo shared at over 400 W-Z training seminar

### Elite Training Days

- One Complimentary ETD Event Registration (\$590 value)



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