



INTERNATIONAL ASSOCIATION  
*of* INTERVIEWERS  
EDUCATE ■ NETWORK ■ ADVANCE

# SPONSORSHIP OPPORTUNITIES 2024



AN ASSOCIATION CREATED FOR THE PROFESSIONAL INVESTIGATOR

Law Enforcement • Loss Prevention • Banking • Military • Government Agencies •  
Insurance Companies • Risk Management • Auditing • Students • Human Resource

# THE FACTS

**6,500+**

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!

Welcome to The International Association of Interviewers (IAI), the premier association in the world representing the profession of forensic interviewing. Our mission is to educate the global interviewing community by providing access to credible research, facilitating unique networking opportunities, and creating a platform for career advancement.

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 6,500 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, each representing a unique mission and scope within the industry that aligns with the IAI core principles. 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 SPONSOR IAI?

IAI provides unparalleled access to professionals within the interviewing industry. From investigators to vice presidents and everything in between, becoming an IAI Sponsor provides your company with a unique opportunity to connect with both current and future key-decision makers ideally suited for your products and/or services.

## BUILD YOUR BRAND

Gain additional brand recognition when your logo and company website link are viewed by IAI members who obtain access to interview and interrogation resources, top publications, and webinars.

## MARKET PRODUCTS & SERVICES

IAI offers educational programs focused on topics such as Eye Witness Accuracy, Organized Retail Crime Rings, Linguistics, and False Confessions. These events are well attended by our diverse group members and provide your company with an ideal environment to introduce products and services.

## NETWORK AT ELITE TRAINING EVENTS

Throughout the year, IAI offers a variety of scheduled training events to support networking opportunities with managers, directors and vice presidents from leading corporations and government agencies.

# ELITE TRAINING SERIES

Each event in the IAI Elite Training Series addresses key topics that confront professional interviewers. Attendees range from a wide variety of industries including retail (LP/HR), law enforcement, mental health practitioners, academics, and the military. IAI members and those seeking the CFI designation participate in these highly sought after events for many reasons, including the opportunity to earn required continuing education credits.



**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** - Join industry leaders at IAI's premier annual conference. Keynote addresses at this event include top professionals from various industries and unique educational sessions. Interact with attendees in an engaging and intimate environment showcasing innovative and relevant products.



**CFI PREP SEMINAR** - The Certified Forensic Interviewer (CFI) designation indicates an elite level of professionalism for anyone within an investigative role. Participants attending a CFI Preparation are recognized as an ELITE Interviewers and provide an opportunity for a featured sponsor to include their logo on all class marketing materials.

## ELITE SPONSORSHIP

\$9,000 PER YEAR

### IMMEDIATE BENEFITS

- Thirty (30) CFI Online Prep Courses – a \$14,850 value!
- Fifty (50) IAI Annual Memberships – a \$3,750 value!
- Five (5) CFI Exams – a \$1,905 value!

### BRAND BUILDING

- Four (4) half-page ad placements within the CFInsider Journal
- Your logo and promotional video listed on the IAI website with hotlink to your company website (sponsor to provide video)
- One (1) sponsored educational webinar *or* Truth be Told Podcast episode available to all IAI members  
Includes branding on promotional material for specific webinar/episode and recognition in the delivery of the program (host-read promotion)

Elite sponsors may provide suggested topics or speakers that they prefer to be branded with, but final determination of speaker selection will be with IAI.

- Targeted ad on IAI website landing page for a set amount of days
- Your brand represented on all Elite Training Event marketing

### ELITE TRAINING DAYS | IN-PERSON EVENT

- Two (2) complimentary registrations
- Your logo on all Elite Training Days Event marketing materials
- Exhibitor booth with one (1) additional registration – *a \$1,590 value!*
- Customized e-mail campaign to IAI members via Constant Contact (IAI will manage mailing)
- Live endorsement of your company at the event
- CFInsider Journal, IAI blogs, LP Magazine and IAI website.

## PREMIER SPONSORSHIP

\$6,000 PER YEAR

### IMMEDIATE BENEFITS

- Fifteen (15) CFI Online Prep Courses – a \$7,425 value!
- Twenty-five (25) IAI Annual Memberships – a \$1,875 value!

### BRAND BUILDING

- Your logo in the CFInsider Journal
- Your logo on IAI website with hotlink to your company website

### ELITE TRAINING DAYS | IN-PERSON EVENT

- One (1) complimentary registration
- Exhibitor booth with one (1) additional registration – *a \$1,590 value!*
- Customized e-mail campaign to IAI members via Constant Contact (IAI will manage mailing)

## ASSOCIATE SPONSORSHIP

\$3,750 PER YEAR

### IMMEDIATE BENEFITS

- Ten (10) CFI Online Prep Courses – a \$4,950 value!
- Fifteen (15) IAI Annual Memberships – a \$1,125 value!

### BRAND BUILDING

- Your logo in the CFInsider Journal
- Your logo on IAI website with hotlink to your company website

### ELITE TRAINING DAYS | IN-PERSON EVENT

- One (1) complimentary registration



# LET'S GET STARTED.

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