

Advertising and Selling at IECPA

Here at IECPA, one of our major objectives is to support community members who own small businesses and help them grow. Those business owners can showcase and offer their products and services at IECPA's facility and while benefiting from our diverse Media options and onsite approved sales. Our Center offers several advertising avenues and options, which vendors can utilize to their business advantage. Emails, Digital display monitors throughout the center, soliciting tables, Poster spaces and Events sponsorship are some of the many opportunities available at IECPA, which are perfectly suited to help small business and have maximum reach into the community.

Policy guidelines

Selling at IECPA:

1. Vendors who are interested in selling or advertising their products & services must obtain an approval from IECPA Board of Directors. Requests are to be made at least one week in advance of the expected launch date. ONLY approved vendors will be allowed.
2. Authorized and approved Vendors present during Friday (Jumu'ah) services are NOT allowed to make any sales or engage members in conversations during service time. However, they can setup prior to services starting, or during services if they arrive late but can't be disruptive.
3. All vendors and their associates must dress appropriately and in compliance with Islamic dressing codes and traditions.
4. Approved vendors may setup their displays only in approved designated areas.
5. All vendors are expected to contribute 10% of total sales or 20% of profit, whichever is greater to IECPA. This is considered a trust contract between you and Allah (swt) in which Allah may reward you for abiding by Insha'aAllah.
6. A \$50 charge is due per display table and payable with the attached form.
7. Vendors are expected to clean up their area at end of their services. Failure will result in fines and may jeopardize future engagements and opportunities for their return.
8. A valid state issued photo ID for each vendor representative attending the merchants' stand is required. A copy will be made and retained for our records.

Advertising at IECPA:

1. Vendors who are interested in advertising their products and services must obtain prior approval from IECPA Board of Directors. Requests are to be made at least one week in advance of the expected launch date.
ONLY approved vendors will be allowed.
2. Vendors can advertise their products or services through
 - IECPA weekly email distribution
 - Display monitors in the lobby and social events hall
 - IECPA website (IECPA.org)
 - During family dinner and special events
3. Advertisement contracts run from one week to one year.
4. A valid state issued photo ID is required with each advertisement contract. A copy will be made and retained for our records.

"The advertiser and advertising agency (if applicable) agrees to assume full liability & responsibility, jointly and severally, for the contents and effect of any advertisement they have caused to be published in The Islamic Education Center of PA (here referenced as IECPA) and/or its subsidiaries and divisions related media (Web site, facilities, be it digital and/or printed) and any claim arising from such publication, including, but not limited to, claims for libel, invasion of privacy, commercial appropriation of one's name or likeness, copyright infringement, trademark, trade name or patent infringement, commercial defamation, false advertising, or any other claim whether based in tort or contract, or on account of any state or federal statute, including state and federal deceptive trade practices acts. In addition, the advertiser and advertising agency agree, jointly and severally, to indemnify, defend and hold IECPA &/or its divisions harmless for all claims (whether valid or invalid), lawsuits, judgments, liabilities, damages, losses, costs and expenses of any nature (including the assessment of reasonable attorneys' fees) resulting from or caused by the publication of any advertisement placed by the advertiser or advertising agency."



IECPA Vendor Advertisement & Selling Application

Vendor details:

Vendor name: _____

Business legal name: _____

Type of business: _____

Street address: _____

City: _____ State: _____ Zip code: _____

Primary Phone: _____ Secondary Phone: _____

Email address: _____

Describe the product or service you intend to present at IECPA:

Selling request:

Number of tables or display counters (\$50 each) _____ Date /time requested: _____

Advertising request:

1. Accessing weekly announcements. Please select each option you require:

- A One week \$70
- B One month (2 weeks) \$120
- C Three months (6 weeks) \$245

2. Advertising on digital display at the center \$150/Month

3. Advertising through event sponsorship \$500 - \$750 depending on event

4. Facebook / Instagram Ads \$150/Week

5. Advertising on IECPA website \$50/Week

6. Ad design by graphic designer \$75

Total amount due: \$ _____ Signature: _____

Date: _____

For IECPA official use only:

Approved Not Approved

Approver: _____ Date: _____

Signature: _____

Reasons for disapproval: _____
