

2026

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!

Welcome to the International Association of Interviewers (IAI), the leading global association for investigative interviewers. Our mission is to empower professionals in the interview and investigative fields by providing top-tier education, resources, and a strong community. Through our comprehensive support, we set the standard for ethical and effective practices, helping our members access the skills and knowledge necessary to conduct interviews that champion truth and justice.

The IAI administers the Certified Forensic Interviewer (CFI) credential, a designation designed to establish the gold standard for elite interviewers. Earning the CFI represents a significant professional achievement, showcasing a commitment to advancing the field of forensic interviewing through the promotion of ethical, evidence-based practices in real-world applications.

MEET OUR MEMBERS

IAI boasts a membership of over 4,000 professionals representing more than 2,000 organizations worldwide. In alignment with our mission, our diverse membership includes both academics and practitioners, all working toward a common goal—learning from one another and driving an evidence-based evolution in the investigative interviewing field.

MEET OUR PROFESSIONAL PARTNERS

IAI Professional Partners are independent organizations whose missions align with IAI's core principles to educate, network, and advance as a community. IAI actively supports these organizations by promoting their brands, and in return, they extend the same support to the IAI.

Each Partner brings a unique clientele, enabling them to share IAI's content and that of its sponsors with a broader audience. These strategic affiliations amplify IAI's visibility, expanding our reach through each Professional Partner.

WHY BECOME AN IAI PARTNER?

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.

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 Level

\$9,000 per year
Over \$29,370 in Value

Education

- 20 CFI Online Prep Courses (\$11,000 value)
- 20 CFI Exams (\$9,900 value)
- 20 IAI Annual Memberships: (\$1,500 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 events
- **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**

➔ Premier Level

\$6,000 per year
Over \$16,620 in Value

Education

- 12 CFI Online Prep Courses (\$6,600 value)
- 12 CFI Exams (\$5,940 value)
- 12 IAI Annual Memberships: (\$900 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 events

Elite Training Days

- **Two Complimentary ETD Event Registrations** (\$1,180 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 Level

\$3,750 per year
Over \$8,110 in Value

Education

- 6 CFI Online Prep Courses (\$3,300 value)
- 6 CFI Exams (\$2,970 value)
- 6 IAI Annual Memberships: (\$450 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 events

Elite Training Days

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



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