



To: Supervisor, Manager or Board of Direction
Re: Participation at the ACI Concrete Convention
Dates: November 3-6, 2024

I am formally requesting your support of my attendance at the ACI Concrete Convention. Attending this convention, will provide me with the opportunity to engage with hundreds of industry professionals throughout four days of technical sessions, committee meetings, and networking events. I will be able to establish new connections by sitting side by side with some of the most influential individuals within our industry.

The ACI Concrete Convention will provide me with the opportunity to attend numerous committee meetings, where standards, reports, and other necessary documents are developed—allowing me the ability to keep up with the latest in concrete technology. Additionally, I will have access to over 50 technical and educational sessions that offer the most up-to-date information on research; case studies; and best practices for the industry, while also earning Professional Development Hours.

I plan to achieve the following three objectives while attending the ACI Concrete Convention:

Example:

- Objective 1: Make three connections that could lead to future business.*
- Objective 2: Take back three innovative ideas that I can apply in my daily work.*
- Objective 3: Earn a minimum of 10 Professional Development Hours.*

I plan to attend the following specific sessions, committee meetings and networking events to achieve my objectives; gain education and tools to bring back and implement within our organization; and network with other attendees.

Example:

- Session on “Computer Simulations and Analytical Methods for Concrete 3D-Printing”*
- Session on “Graphene-Based Admixtures in Concrete”*
- Session on “Durability, Service Life, and Long-Term Integrity of Concrete Materials, Bridges, and Structures”*
- Session on “Research Development and Applications of FRP Reinforcements”*
- Committee 318 – Structural Concrete Building Code*
- Committee 124 – Concrete Aesthetics*
- Committee 310 – Decorative Concrete*
- Committee 370 – Blast and Impact Load Effects*
- Opening Reception*
- Concrete Mixer Networking Reception*
- Exhibit Area Networking*

I look forward to bringing back my key takeaways and to implementing and sharing them with our team to improve efficiency, productivity, and to positively impact our “bottom line”. Please review the Cost/Benefit Worksheet (attached) to see the value my attendance will bring to the organization in hard dollars.

Thank you for your consideration,

[Insert Your Name]



Guide to Creating a Cost/Benefit Worksheet

COST ANALYSIS

Registration Fees

The full week registration rate for the ACI Concrete Convention includes admittance into all open committee meetings, technical and educational sessions, Exhibit Area, Opening Session, Opening Reception, Concrete Mixer, and President’s Reception.

Select	Registration Type	Through 11/1/24	After 11/1/24
*X	Member – Full Week	\$809 USD	\$1049 USD
	Nonmember – Full Week	\$919 USD	\$1159 USD
Total			*\$809 USD

*Select and insert the appropriate rate listed above.

Travel Costs

Travel Item	Estimated Costs
Airfare	\$350
Parking	\$40
Incidentals	\$200
Transportation	\$100
Total	*\$690

*Insert your own estimated costs for airfare, parking, etc.

Hotel Costs

ACI offers attendees discounted hotel rooms. ACI has a room block at the Philadelphia Marriott Downtown. Rates at the Philadelphia Marriott Downtown Hotel are \$255, plus applicable taxes and will be added on to the room rate.

Philadelphia Marriott Downtown	
Occupancy	Rates w/ taxes
Single/Double	\$255 + tax
Number of Room Nights	*4
Total	*\$1020 + tax

*Insert the number of nights you plan to stay and multiply by the room rate.

Total estimated cost for attending the ACI Concrete Convention: *\$2,519 + tax

*Insert your own total of estimated costs.

BENEFIT ANALYSIS

List key “takeaways” anticipated from any/all sessions, committee meetings, and networking events you plan to attend. Once you have listed the takeaways that you can implement in your job, with your team, and for your organization, estimate the dollar value that implementation will gain and/or save for your organization.

Example #1

Plan to meet with at least 3 potential new clients that have contracts expiring within the next 6 months.

*Estimated Value: I anticipate the face-to-face networking/relationship building will allow me to sign at least one new client requiring our organizations services and who is looking to source a 3-year contract. Estimated contract revenue would be **\$25,000 annually**.*

Example #2

Will attend the session on “Decorative Concrete and Aesthetic Innovations” which will give an overview of the newly published ACI 310 R13, Guide to Decorative Concrete and highlight key practices for decorative concrete flatwork. As a result of attending this session, I will be able to (1) Explain the most popular methods for producing decorative concrete; (2) Describe the proper selection and maintenance of polished concrete floor finishes; (3) Examine multiple ways of imparting color into decorative concrete; and (4) Discover specialty applications for achieving high performance concrete finishes.

*Estimated Value: Learn from industry leaders a more effective approach to decorative applications, post-placement, and maintenance of decorative concrete, including best practices for concrete batching and material handling which could yield less waste and save our organization up to **\$5,000 annually**.*

Total estimated benefit of attending the ACI Concrete Convention in the first year: *\$30,000



COST/BENEFIT FOLLOW UP

At the completion of the ACI Concrete Convention, take some time to review your original objectives. Develop an analysis of whether you were able to fulfill your original objectives and assess how you will be able to apply what you learned in order to either provide cost savings to your organization, offer innovative ideas to increase revenue generation, and/or obtain tools to increase your team's work efficiency, and the cost savings that would result.

Demonstrating the ROI from the ACI Concrete Convention will not only provide value to your company's bottom line but will also "ease the way" to approval to attend the ACI Concrete Convention in the future.