



SO YOU'RE THINKING OF HOSTING AN ACI CONVENTION



American Concrete Institute®
Advancing concrete knowledge

Reasons to Host a Convention



- ❖ Potentially raise funds for chapter educational programs and future conventions
- ❖ Showcase your city and chapter
- ❖ Fun challenge
- ❖ Possibly increase membership
- ❖ Past host
- ❖ Earn points toward Chapter Award

Overview of Presentation



- ❖ Basic information about ACI
- ❖ Basic information about conventions
- ❖ Elements of convention
- ❖ Chapter responsibilities related to each element
- ❖ Additional considerations

ACI



- ❖ Founded in 1904 as a technical and educational society
- ❖ Dedicated to improving the design, construction, maintenance, and repair of concrete structures
- ❖ 17,000 members (not including Chapter members)
- ❖ Over 96 chapters worldwide

Convention Profile



- ❖ 2 conventions a year, spring and fall, held in North America
- ❖ Hosted by local chapters
- ❖ Offer technical and educational sessions, committee meetings, networking opportunities, and tours of the local area

Attendance Profile



- ❖ Attendance 1,200 to 1,600
- ❖ 85% male; 15% female
 - Between ages of 41-65
- ❖ Over 33 countries in attendance
- ❖ Occupations
 - Professors
 - Engineers, most abundant
 - Contractors
 - Public Agency Workers
 - Material Suppliers
 - Researchers
 - Scientists
 - Students

Scheduled days and dates



- ❖ Sunday through Wednesday, but subject to change
- ❖ Conventions are scheduled up to 10 years in advance
- ❖ Chapter does not choose days/dates, but may request spring or fall

Destination Considerations



- ❖ Events and sleeping rooms may be held in one or two hotels within two blocks of one another
- ❖ Cost
- ❖ Easily accessible (flights, taxis)
- ❖ Restaurants
- ❖ Unique and interesting attractions

Elements of a Convention



- ❖ Committee Meetings
- ❖ Technical and Educational Sessions
- ❖ Exhibits
- ❖ Student Program
- ❖ Contractors' Day
- ❖ Guest Program
- ❖ Social Events
- ❖ Educational Seminar

Committee Meetings



- ❖ 300+ committee meetings at each convention
- ❖ Offer attendees a chance to focus on specific issues, to provide input, and to gain insight from industry peers
- ❖ Open to all attendees
- ❖ Joining a committee

Sessions



- ❖ 30 to 35 technical and educational sessions
- ❖ Each session has generally 6 speakers, 20 minutes each
 - Timing posted/program book
- ❖ Wide variety of timely topics
- ❖ Top industry speakers
- ❖ Sponsored by committees

Professional Development Hours



PDH Form for Activities at the ACI Fall 2004 Convention

Enter your name and address here:

Sunday, October 24, 2004

2:00 pm - 5:00 pm 3 PDHs

- Air Entrainment in Concrete
- Emerging Technologies in Civil Infrastructure Applications
- Grouting Materials for the 21st Century
- Performance-Based Design of Concrete Buildings
- Soil Cement—Recent Advances and Innovations

7:30 pm - 10:00 pm 2.5 PDHs

- Hot Topic Session—Are Performance-Based Specifications the Preferred Alternative?

Monday, October 25, 2004

9:00 am - 12:00 pm 3 PDHs

- 123 Research in Progress
- Designing for 100 Years of Service Life
- Innovations in Concrete Bridge Design and Construction—Historic Bridges
- Strength Evaluation of Existing Structures: Techniques and Case Studies, Part I
- The Past and Future of Concrete, Part I

2:00 pm - 5:00 pm 3 PDHs

- Strength Evaluation of Existing Structures: Techniques and Case Studies, Part II
- The Past and Future of Concrete, Part II
- Case Studies in Serviceability
- Innovative Materials in Seismic Design of Bridges
- Meeting of the Minds: Analysts and Engineers Cooperate to Solve Concrete Problems

7:00 pm - 10:00 pm 3 PDHs

- 123 Forum—Earthquake Engineering? Have We Done Enough Research?

Daily PDH Totals Available

Sunday, October 24, 2004 4.5
Monday, October 25, 2004 9

Total Completed on Sunday, October 24 _____
Total Completed on Monday, October 25 _____

PDH Form for Activities at the ACI Fall 2004 Convention

Enter your name and address here:

Tuesday, October 26, 2004

9:00 am - 12:00 pm 3 PDHs

- Concrete for the Sustainable World, Part I
- Contractor's Day—The Future of Concrete, Part I
- Fracture of Externally Bonded FRP Composite Structures
- Recent Developments in Seismic Evaluation and Rehabilitation of Concrete Buildings
- What's New in Field Testing Concrete

2:00 pm - 5:00 pm 3 PDHs

- 123 Open Paper Session
- Concrete for the Sustainable World, Part II
- Contractor's Day—The Future of Concrete, Part II
- Controversial Issues in Rehabilitation
- Precast Concrete Structural Systems for the Future

Wednesday, October 27, 2004

9:00 am - 12:00 pm 3 PDHs

- Controlled Low-Strength Materials (CLSM)—An Update on Recent Research and Specifications
- Get In, Get Out, and Stay Out with Precast Concrete Pavements
- Performance-Based Seismic Design of R/C Buildings
- Recent Advances of Concrete Technology in Japan
- Shear Strength of R/C Members Under Seismic Loading, Part I

2:00 pm - 5:00 pm 3 PDHs

- Early Age and Long-Term Mechanical Properties of Self-Consolidating Concrete
- Model-Based Simulation of Reinforced Concrete Walls
- Parking Structures of the Future
- Repair Application Procedures
- Shear Strength of R/C Members Under Seismic Loading, Part II

Daily PDH Totals Available

Tuesday, October 26, 2004 6
Wednesday, October 27, 2004 6
Total PDHs Available 25.5

Total Completed on Tuesday, October 26 _____
Total Completed on Wednesday, October 27 _____
Total Number of PDHs Completed _____

Exhibits



- ❖ 30 to 45 exhibitors per convention
- ❖ National/repeat exhibitors
- ❖ Local exhibitors

Student Program



- ❖ Competition on first day of convention
 - Egg protection device, bowling ball, cube, cylinder, FRP beam, and others
- ❖ Student Lunch next day

Contractors' Day



- ❖ Sessions
- ❖ Lunch with speaker
- ❖ Possible demonstration or tour

Guest Program



- ❖ Mostly female
- ❖ Daily tours of local attractions
- ❖ Morning hospitality suite
- ❖ One afternoon tea

Social Events



- ❖ Great opportunities to network with others in industry
- ❖ Opening Reception
- ❖ Concrete Mixer, big party!

Educational Seminar



- ❖ Nationally-run seminar typically offered on last day of the convention

Chapter Responsibilities



- ❖ Chapter-Sponsored Sessions (optional)
- ❖ Exhibit Sales
- ❖ Student Lunch Speaker
- ❖ Contractors' Day Lunch Speaker and Sessions
- ❖ Opening Reception and Concrete Mixer
- ❖ Guest Hospitality and Tours
- ❖ Fundraising
- ❖ Local Publicity
- ❖ Other responsibilities

Sessions (optional)



- ❖ Chapter typically sponsors one or two half-day sessions that showcase projects in their city
- ❖ Minimal, if any, financial impact

Exhibits



- ❖ Solicit and sell exhibit space
- ❖ Revenue generating
- ❖ Work closely with fundraising
- ❖ Coordinate with ACI Event Services
- ❖ \$250 deposit/balance 4 months prior
- ❖ Keep good records
- ❖ Layout important

Increasing Exhibit Traffic



- ❖ Student competition in Exhibit Hall
- ❖ Serve food/drinks in Exhibit Hall
- ❖ Cluster booths in 4's (corner exposure)
Cash deli bar in Exhibit Hall for lunch
- ❖ Opening Reception in Exhibit Hall
- ❖ Drawings/demonstrations/competitions
- ❖ Advertise Exhibit Hall events
- ❖ Do not crowd Exhibit Hall

Student Program



❖ Student Competition

- Publicize to local universities
- Obtain judges
- Obtain materials as needed
- Coordinate with ACI Event Services

❖ Student Lunch

- Obtain speaker

❖ Partial financial support

Contractors' Day Program



- ❖ Contractors' Day Sessions
 - Obtain and organize speakers for two ½ day sessions
 - Moderate sessions
- ❖ Contractors' Day Lunch
 - Obtain speaker
 - Assist in planning
- ❖ Minimal financial impact

Guest Program



❖ Tours of local attractions

- Set up and coordinate
- Oversee operation of one tour per day
- Offset minimums by adding 10 to 15% to tour cost

❖ Hospitality Suite

- Plan menu
- Host each morning

Social Events



❖ Opening Reception

- Financially sponsor
- Attendance approximately 1,000

❖ Concrete Mixer

- Financially sponsor, largest chapter expenditure
- Plan and execute
- Attendance 1,300+

Educational Seminar (optional)



- ❖ Host one nationally-run seminar on last day of convention
- ❖ Publicize to local organizations
- ❖ Handle on-site registration
- ❖ Possible modest revenue generator

Fundraising



- ❖ Solicit and track funds raised to conduct events
- ❖ Assemble target lists, execute multiple mailings, utilize many personal contacts
- ❖ May be tied to exhibits

Fundraising Tips



- ❖ Goal—pledges and funds in hand 6 months prior to convention
- ❖ Start soliciting early to spread donations over 2 years
- ❖ Solicit funds from other ACI chapters

Fundraising Subcommittee



- ❖ Chair/members—VP of sales and/or accounts receivable of:
 - Concrete companies
 - Contractors
 - Material suppliers, etc.
- ❖ Select individual with access to vendors/material suppliers/clients
- ❖ No engineers/architects/professors

Publicity



- ❖ Prepare and distribute materials
 - Flyers, letters, press releases, pins and brochures, ads
- ❖ Publicize convention locally
 - Mailings, flyers, letters, press releases
 - Visit local organizations
- ❖ Publicize convention at convention prior
 - Pins and brochures
 - Chapter representative present
- ❖ Coordinate Chapter Desk

Publicity Tips



- ❖ Hire a graphic designer for logo development, banners, flyers, brochures, posters, etc.
- ❖ Hire chapter secretary to mail 1,000 copies of convention preview
- ❖ Create flyer/brochure for distribution at convention prior promoting guest tours and special events
- ❖ Chapter website for convention

Teamwork



- ❖ It takes a chapter to host a great ACI Convention
- ❖ It takes a team of people working together to host a great ACI Convention
- ❖ It takes dedicated volunteers to host a great ACI Convention

Other Factors to Consider in Hosting a Convention



- ❖ Chair or Co-Chairs
- ❖ Treasurer, Secretary, or T/S
 - Make sure there is more than one person with check writing authority
- ❖ Financial commitment
- ❖ Time commitment
- ❖ People commitment
- ❖ Not much activity from June 1 to September 1

Characteristics of Effective Committee Chairs



- ❖ Manager
- ❖ Works for a company willing to donate significant amount of chair's time and resources
- ❖ Has attended an ACI convention
- ❖ Recognizes when a chair needs help

Financial Commitment



- ❖ \$125,000 to \$250,000 (depending on city and chapter)
- ❖ Source: Donations and exhibits

Time Commitment



- ❖ Hotel booked about 10 years out
- ❖ Planning begins 4 or-so years out
- ❖ Intense planning begins 2 years or-so out, with nearly monthly or bimonthly meetings until convention
- ❖ Time commitment for each subcommittee varies

People Commitment



- ❖ Approximately 9 committees,
with 2 to 3 people per committee

Guidance



- ❖ Work closely with ACI Event Services staff, very helpful!
- ❖ Chapter Convention Guide gives detailed information
- ❖ ACI Convention Committee liaison

What's the Next Step?



- ❖ You've established strong chapter support and long-term commitment for hosting a convention...
- ❖ Talk to Renee Lewis, ACI staff
- ❖ Submit request letter to Convention Committee
- ❖ Sign Good Faith Agreement

Questions & Answers



Thank You!