



American Concrete Institute®

Advancing concrete knowledge

Chapter Convention Guide

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I. Convention Facts

This manual has been assembled to assist and inform chapters who are considering hosting, or have committed to host, an ACI convention of their responsibilities. The requirements, suggestions and recommendations set forth in this manual were established as guidelines for developing successful and interesting conventions. The manual has been approved by the ACI Convention Committee, and reviewed by the Chapter Activities Committee and the Board of Direction.

Conventions are significant in the overall success and operation of ACI. The purpose of conventions are to provide the opportunity for membership, through committees, to come together to formulate the Institute's codes, standards, recommended practices and administrative policies. An equally important function of conventions is to provide a forum for the presentation of technical and educational sessions. Conventions are a forum for persons interested in the cement and concrete construction industries to share ideas, discuss and resolve problems, and network with individuals involved in these disciplines. The local chapter hosting the convention helps provide an enjoyable atmosphere in which the convention attendees achieve their goals.

ACI holds two conventions a year, one in the spring (mid-March to mid-April) and one in the fall (mid-October to mid-November) and typically attracts 1200 to 1600 attendees per convention dependent upon location. A convention is four days in length (Sunday through Wednesday). Most attendees arrive on Saturday or Sunday and depart on Wednesday or Thursday. The location for a convention is selected five to ten years in advance. Part of the criteria for site selection is based on the chapter's willingness to host and sponsor certain activities. These activities include:

- 1) Publicize the convention locally
- 2) Host and sponsor the Opening Reception
- 3) Host and sponsor the "Concrete Mixer" reception
- 4) Host and sponsor the guest program (tours and guest hospitality room)
- 5) Student Program – Coordinate the Student Competitions, obtain a luncheon speaker and sponsor student luncheon fees
- 6) Contractors' Day – Coordinate/moderate session(s) and obtain a luncheon speaker

[Should we add criteria for how a convention site is selected?]

These commitments deal directly with the host chapter's pledge to raise the funds necessary to host and sponsor the above activities. Each host chapter is strongly encouraged to sign a Good Faith Agreement shown as **Exhibit A**. The Convention Committee reserves the right to change the convention schedule and location. Specific responsibilities for convention activities are detailed in the following sections. In addition, **Exhibit B** depicts a complete timeline of chapter activities.

II. Chapter Convention Committee

Chapter Convention Committee Role

The chapter should form a Chapter Convention Committee (CCC) to coordinate chapter convention activities. A representative of the CCC should attend conventions and ACI Convention Committee meetings a minimum of three years preceding the convention date. The ACI Convention Committee meets on Tuesday at each convention. A committee roster for the CCC should be submitted to the ACI Convention Committee prior to each convention. **Exhibit C** depicts a sample committee roster.

CCC Structure

Chapters should strongly consider using a Chair and Co-chair or two Co-Chairs to lead the CCC as well as the subcommittees. Use of co-chairs to oversee the committee as well as each subcommittee results in a more equitable dispersion of the workload. The organization of a convention can be broken into several areas. Generally the CCC should be comprised of subcommittees responsible for Fundraising, Contractors' Day, Exhibits, Guest Program, Publicity, Social Events, Student Program, Technical Program, Treasurer, and Secretary. CCC should have a secretary take minutes at CCC meetings. The Treasurer handles monies collected, disperses monies owed for the convention and maintains the financial records.

CCC Reports

The CCC should submit the minutes of each meeting to the Director of Event Services at ACI. Beginning 36 months prior to a convention, the chapter is required to report to the ACI Convention Committee on the planning efforts of the host chapter. **Exhibit D** shows the reports required by the ACI Convention Committee and their accompanying due dates.

Only the final details and the necessary changes should be left for the last six months. Each committee chair should target to have all major decisions, approvals and commitments completed two months prior to the convention.

A. General Information

The convention chair and/or co-chairs are the thread between the subcommittees and ACI headquarters. The Chair and/or Co-Chairs should create a budget with input from the subcommittees. A sample budget worksheet is shown as **Exhibit M**.

Suggestions for Selecting Chair/Co-Chairs

- Start early! At least three years in advance select the convention chair and/or co-chairs and committee chairs.
- If possible select a convention chair and/or co-chairs that is not involved with too many ACI national committees. It is difficult to find time to do both.
- Select a chair and/or co-chairs that are familiar with managing multiple groups or projects all working towards a common goal. (eg. Contractors, head of an architectural firm or engineering firm)
- Select as many committee chairs as possible that have attended an ACI convention.
- Select a chair/co-chairs and subcommittee chairs that are not timid about telling others what to do. Volunteers are prepared to help, but are reluctant to make decisions or line out what needs to be done.
- All subcommittee chairs should have e-mail as most communication is done through this medium.
- If a subcommittee chair is not keeping up, be ready to replace them. Make the existing chair, that is not keeping up, a co-chair and select another person as the new chair. This is a good way to help the person save face and keep them involved.

Chapter Convention Committee Meetings

The CCC Committee should pay close attention to the timeline for convention preparation. Initially, the CCC should hold meetings on an annual or semi-annual basis. Six months to a year before the convention, the frequency of the meetings should increase to bimonthly or monthly. Three months before the convention, meetings should be held weekly. With vacations and normal construction activities, very little is accomplished June 1st through September 1st. The CCC should plan accordingly. Minutes should be kept at each of these meetings and a copy sent to ACI Event Services.

The CCC should also meet each day of the convention to verify plans for the next day. It is recommended that the CCC hold a “wrap-up” meeting following the convention. Separate meetings of the subcommittees before and during a convention are also necessary.

Convention Registration

Everyone attending a convention must register and pay the registration fee. The only exceptions are host chapter members who are staffing the Chapter Hospitality Desk (see Publicity Committee Section), up to ten Chapter Convention Committee members and/or staffing the Guest Hospitality room. It is perfectly admissible for the CCC to pay the registration fee for CCC members out of funds raised for the convention. The CCC must inform ACI Event Services staff prior to the opening of convention registration (approximately 4 months prior to the convention) if the registration fee for CCC members will be paid by the CCC.

RECOMMEND THIS BE REMOVED DUE TO COMPLICATIONS IN TRACKING THESE.

Hotel Contracts

ACI contracts with hotels and meeting facilities ten years to one year in advance of the convention. ACI is working toward having convention locations firmly committed five years in advance.

When a host chapter commits to a convention, it is important to know that ACI commits to certain items in the contract that affect the host chapter. The CCC should be aware of the following general rules.

1. Hotels require that all food and beverage in the hotel be provided by the hotel.
2. No outside food or beverages may be brought into the hotel for a function being held in the hotel. Surcharges will apply for any outside food or beverages that the hotel agrees to allow.
3. Hotels may require ACI to meet a food and beverage minimum. Failure to meet this amount may result in financial penalties to ACI.
4. Hotels do not allow ACI or its host chapters to publicize or refer other hotels to those attending the convention. The hotels in most cases, are not charging for meeting space and rely on the income from sleeping rooms to cover the expenses for maintaining and servicing the meeting space. It is very important that the host chapter assist ACI in maintaining the integrity of this portion of the contract. Should ACI not meet the sleeping room block as committed in the contract, ACI could be liable for substantial charges for the use of the meeting space and the short fall for sleeping rooms.

Each hotel and city has requirements specific to that location. It is always a good idea to talk to ACI's Director of Event Services about the contract for your city in case there are additional conditions for which you should be aware. Staff will be happy to provide a copy of the hotel/venue contract(s) if requested.

Sessions and Dinners Honoring Prominent ACI Members

The ACI Board of Direction and Convention Committee have instituted guidelines for board committees to honor prominent ACI members. Host chapters that wish to participate should submit their request through any board committee, such as the Chapter Activities Committee, Convention Committee, TAC, EAC, etc. at least one year in advance of the convention.

The policy for chapters wishing to participate is:

1. The individual must have made an outstanding contribution to ACI and the concrete industry.
2. The Convention Committee shall evaluate the proposed individual's contribution in approving this event.
3. Proposals for sessions and dinners to honor an ACI member should be submitted for consideration to the Convention Committee by a Board Committee. Submittals must include a written explanation as to why the individual should be honored, outlining the individual's accomplishments.
4. All sessions and dinners should be approved by the Convention Committee at least one convention in advance to ensure that there are no conflicts and that the event is properly planned and promoted.
5. As per the Convention Committee's existing requirements, no dinner shall be held in conflict with the Opening Session, Opening Reception, President's Reception or Concrete Mixer.

Additionally, the Convention Committee guidelines for dinner speeches are:

1. Limit the total time for speeches to 45 minutes, no matter how many speakers participate.
2. The organizer of the event for the CCC should arrange a meeting with the speakers and ACI's Director of Event Services at least one convention prior to the dinner to finalize details. This meeting should occur prior to the Convention Committee meeting.

Local Award Nominations

Chapter Convention Committees have the option of nominating individuals and organizations from the local area for the Distinguished Achievement Award and Young Member Award. Information regarding each award is listed below.

Distinguished Achievement Award

Award Description: "The Distinguished Achievement Award was established in 2004 by ACI's Board of Direction. This award recognizes nonmember individuals or associations who have made notable contributions to the advancement of the concrete industry through their support of concrete utilization."

History: The Distinguished Achievement Award (DAA) was created by the Personal Awards Committee (PAC), approved by Honors & Awards (H&A) and ACI Board of Directors (BoD) in an attempt to give recognition to a **nonmember** individual or firm. The original intent was for the recipient and ACI to gain additional recognition in non-traditional venues. This has been set up to allow the host Chapter Convention Committees (CCC) to nominate a local individual or firm to be recognized at their respective convention.

Procedure: The award is given for outstanding contributions to the advancement of knowledge of concrete as a construction material and need not be presented at each convention. All nonmember persons, firms, corporations or organizations are eligible to receive the award, a certificate. The **recipient must be present** at the Opening Session of the Convention at which the award is given.

Chapter Convention Committees have the option to nominate local prospective awardees to the Committee for Personal Awards. The CCC can set up their own procedure for the selection process. When nominating a person or firm for an ACI Personal Award, the biographical form must be filled out, including the wording for a suggested citation, and returned to diane.pociask@concrete.org. Any CCC wishing to nominate a firm, shall include a corporate history, a corporate overview, list of projects completed (with adequate description, i.e., innovative usage of concrete and locations), and any other information you feel is pertinent. Upon receipt of the above data, it will be forwarded it to the ACI Personal Awards Committee for its consideration. The top two choices should be submitted in the order of preference. A pdf version of the form is attached as **Exhibit Y** can be obtained at <http://www.concrete.org/MEMBERS/PersonalAwardForm.PDF> or an online form can be filled out at http://www.concrete.org/members/personal_awards_form.htm.

Decisions are made in the spring and fall and presented to the ACI Board of Direction for approval. Awards are presented to awardees at the Opening Session of the Convention at which the award is given. Therefore, all nominations **must be submitted one year prior to the award being given**.

For more information please contact:

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Use of ACI Logo

The ACI Convention Committee must approve the use of the ACI logo for use on stationery, flyers, handouts and any materials produced for promotional purposes. **The CCC may wish to budget for and hire a graphic consultant to develop a logo and related materials.** Additionally ACI has graphic designers who are able to help develop logos with advance notice. For camera-ready copies or an electronic version of the ACI logo, please contact ACI's Director of Event Services. An example of the correct usage of the ACI logo is shown as **Exhibit E**.

Convention Logo

The CCC selects a logo to be used on local convention stationery. This logo should include "ACI" and must be approved by the ACI Convention Committee 18 months in advance. **The CCC should check for copyright conflicts.** ACI uses an element of the logo or the logo itself on the Convention Preview and Program books. The CCC shall also provide an electronic version (300 dpi or greater) in JPEG, TIF or EPS format to ACI's Director of Event Services.

Hot Topic

The Hot Topic Committee, a subcommittee of the ACI Convention Committee, selects a "Hot Topic" for presentation at an upcoming Hot Topic Session. This event is typically held on the first night of the convention

after the Opening Reception. It is usually a timely topic of general interest to convention attendees. CCC may request to co-sponsor the Hot Topic session for their convention. CCC members should attend Hot Topic Committee meetings to provide input on topics selected for their convention beginning 12 months prior to the convention.

Chapter Functions at Convention

The host chapter is strongly discouraged from holding a chapter function, such as a Chapter Dinner Meeting, during the convention week. It might seem convenient to have the President of ACI address a chapter during the convention, but because of his or her duties during the convention week, it is impossible and impractical to arrange time for this dinner. Experience shows that attendance by your chapter officers is also difficult because of the demands on their time during the convention week.

Chapter Hospitality Suite & Sleeping Rooms

For the duration of the convention, the host chapter is furnished with a complimentary hospitality suite. The suite is provided by ACI; however, any incidental charges (i.e. movies, room service, phone calls) are the responsibility of the chapter. This suite is provided for the host chapter to have a place to hold daily organizational meetings during the convention and also to provide a locale for chapter members to gather. The Chair or Co-Chairs of the convention customarily resides in this suite, but it should not be regarded as a personal room. This room may not be given to other attendees for their private use and it should not be used for private functions by the Chair or Co-Chairs.

The chapter may wish to plan at least one chapter function with beverages and snacks in the chapter suite to thank the chapter convention committee members for their hard work. The best time to hold this is usually the second day of the convention between 5:30 p.m. and 6:30 p.m. ACI Event Services can make the arrangements for this event.

If possible, each sub-committee chair, speaker and all others involved from the local chapter may want to stay in the hotel the night before to assure traffic or other obstructions will not delay their arrival.

B. Subcommittees

Subcommittees typically include Contractors' Day, Exhibits, Fundraising, Guest Program, Publicity, Social Events, Student Program, and Technical Program.

B. 1 Contractors' Day Subcommittee

Contractors' Day consists of:

1. Contractors' Day Lunch
2. Two sessions

Contractors' Day is held on the third day of the convention. The sessions and luncheon planned for this day are designed specifically for contractors.

Goal: The goal of Contractors' Day is to demonstrate to local contractors the advantages and benefits of participating in ACI-nationally and to provide programs for contractors who are currently members. This can be accomplished by structuring the day with a format and content that is contractor oriented and addresses issues of specific interest to local contractors. Incorporate the features of ACI such as committee documents that pertain to the session theme as appropriate.

The Construction Liaison Committee (CLC) and the CCC jointly plan the events for this day. All planned activities/events are to be coordinated/scheduled through the Convention Committee. Please refer to the Contractors' Day timeline shown as **Exhibit F** for responsibilities and deadlines.

How to Get Started: Form a local committee at least 18 months in advance. The committee normally comprised of 4-6 key individuals.

Tasks: Set a theme, organize the contractors' day sessions (could be demos, tours or presentations), and develop an advertising campaign.

Selecting a Theme: The theme should reflect the goal of Contractors' Day and be of specific interest to local contractors. Topics should provide solutions to local problems contractors and their associates face. The theme should be established 16-18 months prior to the convention date.

Contractors' Day Sessions:

- Develop a list of possible topics, it is suggested that session presentations not be repeats of topics previously made on a local level, this can help to draw local contractors to come learn about more current issues.
- Create a list of qualified presenters, verify the topics through a survey to ensure that all presenters are tied to, periodically communicate with presenters as to the status and format, select session moderators and verify their qualifications, have one or more back up presenters in the event someone is unable to participate on short notice. **Communication with presenters is very important.**
- Session Moderators need to be selected and may help with speaker coordination and follow up.
- Develop list of speakers and topic 12-16 months prior to the convention.
- Provide the list of speakers and their presentation titles to ACI Event Services at least six months prior to the convention.

Contractors' Day Communications: Contractors' Day should be heavily promoted to contractors in the local area. Work with ACI headquarters to be sure that the communications developed stress the benefits of attendance to local contractors, the goal and theme of Contractors' Day. Develop mailing lists using local ACI, AGC, ASCC, ABC, ASCE, CSI, AIA and Structural Engineering Groups. Develop press releases that can be sent to local industry trade or business journals and newspapers. ACI Event Services staff can assist in producing and mailing appropriate promotional material..

Promotional material should contain information about special Contractors' Day sessions and the luncheon speaker. Materials should be sent to local contractors starting two to three months prior to the convention. The materials should contain the following information:

1. Contractors' Day sessions and luncheon information
2. Convention registration information
3. General information about the convention and other sessions that would be interesting to contractors.
4. List of pertinent committee meetings that contractors might be interested in attending.
5. Information about any evening events following the Contractors' Day events

Enlist local chapter members to make routine announcements at industry related meetings and functions and ask local members to deliver letters of invitation to key contractor personnel. Conduct a phone campaign 1-3 weeks prior to the convention.

Contractors' Day Lunch: The local committee shall select a luncheon speaker 12-14 months prior to the convention. Ideally, the person and topic will address contractor issues. As a part of the luncheon the speaker or the CLC Chairperson should make a short address regarding the days events and benefits of ACI to the construction community.

Optional Activities:

Poster Display: The local committee may choose to sponsor a poster display highlighting projects or topics of local interest. Select 6-12 poster displays. A poster display needs to be coordinated with ACI Event Services six (6) months prior to the convention.

Contractors' Day Reception/Breakfast: If the committee intends to coordinate this event work with ACI Event Services to ensure it does not conflict with the other major activities. Verify that the logistics of this event are convenient in timing and location to the events scheduled for that day. Use this event as an opportunity to introduce contractor attendees to ACI.

The reception/breakfast may be in the morning prior to the start of the session (8 a.m. to 9 a.m.) with coffee and pastries or a reception at the conclusion of the day with refreshments. At the breakfast/reception invite the Construction Liaison Chair to introduce the group to ACI and the benefits to the construction industry. The breakfast/reception is an opportunity for local contractors to network and socialize.

Contractors' Day Summary/Critique: It is requested that a brief summary of the Contractors' Day events be made to CLC and the Convention Committee. A form is available for this and any supplemental information will be used to improve future Contractor's Day activities. Please submit this to ACI Event Services within one (1) month following the convention so that it may be included in the agenda for the next ACI Convention Committee meeting. An example of this questionnaire is shown as **Exhibit G**.

B. 2 Exhibit Subcommittee

The exhibitor fees are a large part of the funds raised by the CCC. Extra effort to keep the exhibitors happy is well worth it to the CCC and ACI.

The CCC should determine if they wish to sell exhibit space at least 24 months in advance of the convention. The CCC is responsible for promotion of the exhibits and selling 6' tables or 10x10 booths (dependent on space available at the venue).

Function space for exhibits is allocated by ACI Event Services staff typically 18 to 24 months prior to the convention. Refer to **Exhibit H** for a detailed timeline for the Exhibit Subcommittee.

Table/Booth Costs

If booths are utilized, ACI Event Services staff will negotiate and sign an agreement with a general service contractor and arrange for overnight security. The CCC should determine what items they would like to provide for exhibitors (i.e. table, chairs, drape, power, registrations). The CCC is responsible for the payment of any decorator and security costs, power/water (if included in booth package to exhibitors) and any exhibitor registration fees (if the chapter has chosen to include in the booth package to exhibitors). These costs will be discussed with the chapter prior to the signing of the decorator agreement. In some venues, there may be a venue/exhibit hall rental fee. The chapter is responsible for paying this fee. **Exception:** If ACI Registration, the ACI bookstore and cyber cafe is located inside the exhibit area, the chapter will be responsible for paying the fees associated with the amount of space used. ACI Registration will only be located in an exhibit area if space and sufficient set up time permits. Specific amounts for a shared registration/exhibit space will be agreed upon by the chapter and ACI Event Services staff 6 to 12 months prior to the convention.

Exhibit Fees

The chapter is responsible for collecting all signed exhibitor applications and payment for exhibits. The average number of exhibitors is 40 to 50 for each convention. Typical fees for a booth are between \$1000-\$1500. The costs of a general service contractor vary by city.

A non-refundable deposit should be obtained at the time an exhibitor commits to a booth. Typical deposits are at least \$250 to 50% of the exhibit fee. In addition, the balance should be paid in full four months in advance of the convention so that the CCC has ample time to find a replacement for any cancellations and raise any additional funds needed. The CCC may wish to keep a waiting list once all spaces are full in the event of a cancellation.

The Exhibit Sub-committee should keep track of the dates the exhibitor application and payments are received. Upon receipt of the completed application and payment, the application should be faxed to ACI Event Services.

Exhibitor Application/Correspondence

Accurate and frequent communication with exhibitors is essential to the success of the exhibits for all parties involved. The CCC should work with staff to develop promotional and informational materials for exhibitors.

To help avoid any complaints for booths being full from Sustaining Members and repeat exhibitors, the CCC may wish to send out two mailings. The first is to Sustaining Members and repeat exhibitors approximately 9 to 12 months prior to the convention. The second mailing is to all other potential vendors including local vendors one to two months later. ACI Event Services staff maintains a database of past exhibitors for the CCC to use when soliciting potential exhibitors.

Prior to selling the exhibit space, the chapter should develop and distribute a letter, an application and work with ACI Event Services to obtain the exhibit area floorplan to potential exhibitors. The CCC is encouraged to use **Exhibit I** and modify it to the specific convention. Exhibitors should sign an application that states the hotel is not responsible for the exhibitor's property. In addition, ACI and the Chapter could be held financially accountable for any damage or loss to the exhibitor. Therefore, the following indemnification clause must be included on the exhibitor application:

Exhibitor assumes responsibility and agrees to indemnify and defend the American Concrete Institute, the chapter and the hotel and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The exhibitor understands that neither the American Concrete Institute, chapter nor the hotel maintain insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

The exhibitor is required to sign the application and provide a copy of proof of insurance with their exhibitor application. The chapter must send ACI Event Services staff a listing of exhibitors with contact information 10 weeks prior to the convention. The chapter must send a copy of the proof of liability insurance to ACI Event Services 10 weeks prior to the convention.

Exhibit Floorplan

The floorplan must be approved by ACI Event Services, the general services contractor, the hotel/venue and the fire marshal. Therefore, the exhibitor floorplan should start to be developed 18-24 months in advance so that it may be included with the exhibitor application and letter. ACI Event Services can provide a blank copy of the exhibit room layout. You can free-hand draw the layout and ACI Event Services will have it converted to a CADD drawing and submit it for the necessary approvals.

Suggestions:

- 1) Cluster the booths in groups of four so that every booth has a corner for more exposure.
- 2) Do not crowd the exhibit area with too many exhibit booths and activities. People want room to move around.
- 3) Placing the student competition next to or near the exhibit area will increase traffic. Work with ACI Event Services to determine if this is possible.
- 4) Collocate ACI registration, the ACI bookstore, Cyber Café, coffee breaks, student competition, and demos to help increase booth traffic.
- 5) Consider holding the Opening Reception in the exhibit area.

Booth Assignments

The application requests the exhibitor to provide their top five location choices. **ADD POINT SYSTEM INFO HERE**
The CCC must keep track of the date a deposit check and completed application were received in order to settle any disputes that may arise from more than one exhibitor wanting the same location.

Exhibitor Prospectus

Exhibitors and potential exhibitors will be sent an Exhibitor Prospectus at the time of solicitation or confirmation by staff and/or the CCC. ACI Event Services will update this document prior to each convention and provide a copy to the CCC. An example Exhibitor Prospectus is shown as **Exhibit J**.

Show Guidelines

1. The following guidelines are included in the Exhibitor Prospectus. These have been established and approved by the ACI Convention Committee. Exhibits should be present each day of the convention.
2. Exhibits are not required to be manned each day, but should have promotional material available for attendees.
3. Exhibits may be tabletop or booths based on the availability of space.
4. **Hours** - Exhibit days/hours shall be first through third days 8 a.m. to 5 p.m. and fourth day 8 a.m. to 12 p.m.
5. **Assignments**: - Two competitors should not be placed side by side on the exhibit floor.
7. **Booth Construction** – Exhibit materials may not extend past the allotted 8'x10' or 10'x10' area.
8. **Care of the Venue** – Exhibitor shall promptly pay for any and all damages to the venue or booth equipment of the property of others caused by the exhibitor.
9. **Forced Freight** – Materials not packed and picked up by the end of the designated move-out time will be considered forced freight. The general service contractor will assume responsibility for forwarding that freight to the exhibitor. Exhibitors will be responsible for the costs to break down, package and ship forced freight.
10. **Insurance** – Exhibitor shall, at its own expense, secure and maintain insurance through the term of the ACI convention, including move-in and move-out days, keep in force general liability insurance covering bodily injury, broad form property damage and automobile liability and workman's compensation insurance.
11. **Move-in** – Exhibitor move-in shall be the day before the convention opens from 8 a.m. to 12 p.m. All exhibitors must be set-up by 12 p.m. on Saturday. If an exhibitor foresees a problem with moving in during the designated move-in hours, the exhibitor should call ACI Event Services in advance to make alternate arrangements. Exhibitors will be responsible for any additional charges in the event they need assistance from the general service contractor before and after move-in/out hours. Exhibitors who have not made prior arrangements and have not set up at the end of the move-in may not be permitted to set their booths.

12. **Move-out** – Move-out shall be Wednesday 12 p.m. to 5 p.m. Exhibitors may NOT breakdown prior to the end of the show hours. ACI schedules labor based on the show closing time. No adjustments to the scheduled labor, delivery of storage materials and acceptance of bills of lading will be made for an exhibitor that breaks down prior to the show closing.

13. **Sales on Exhibit Floor** – Exhibitors may sell or take orders for any concrete related product only in their booth. Only the ACI Bookstore may sell publications/documents or like products. Any exhibitor found to be selling publications/documents on the show floor or unrelated products to the concrete industry will be given a verbal warning for the first offense, written warning for the second offense and immediately requested by staff to leave the exhibit floor on the third offense.

14. **Suit casing** – Attendees and/or exhibitors found to be “suit casing” (soliciting business in aisles or booth of another exhibitor) will be asked to leave the exhibit floor immediately.

15. **Storage** – Combustible materials such as crates and boxes are limited to a ONE DAY SUPPLY on the exhibit floor. Storage of combustible materials behind booths is prohibited. The fire marshal will inspect prior to the show opening. Exhibitors must remove any items which the fire marshal deems a fire hazard. Failure to do so will result in delaying the opening of the show and exhibitors may be removed from the exhibit floor.

Exhibitor Manual

Once exhibitors have committed to exhibit, an exhibitor manual containing all pertinent information will be sent to exhibitors from ACI and the general service contractor approximately eight (8) weeks prior to the convention. This manual will contain all of the necessary details, forms and instructions for the show.

Food & Beverage in the Exhibit Area

ACI budgets for coffee and assorted soda Saturday afternoon through Wednesday morning. The CCC may wish to add pastries each morning and snacks in the afternoon as a way to draw members past the booths. Another very successful idea is to set up a beer garden or bar in the late afternoons. The CCC may also wish to find an exhibitor to sponsor these items as well as a cash deli bar in the exhibit area during lunch to attract attendees.

Ideas for Increasing Booth Traffic

Scheduling the Opening Reception inside the exhibit area is another way to provide additional exposure for exhibitors. ACI Event Services will confirm that this is acceptable and make the arrangements for this event.

The CCC may also wish ask exhibitors to contribute to or obtain items to hold a daily drawing for attendees that get a “passport” stamped by exhibitors.

If space permits, a demonstration area could be set up for exhibitors to demonstrate their products on Monday and/or Tuesday. The tasks and responsibilities outlined below are guidelines approved by the ACI Convention Committee.

| Task | Responsibility | | |
|------|----------------|---------|------------|
| | Staff | Chapter | Convention |
| | | | |

| | | | Committee |
|---|---|---|------------------|
| Determine the amount of time needed to do demonstrations | | X | |
| Request to hold demonstrations 18-24 months prior to convention | | X | |
| Approve the content of the demonstration 12-6 months in advance | | | X |
| Scheduling | | | |
| Approve the day/time for demonstrations 6 months in advance | | | X |
| Work together to schedule demonstrations | X | X | |
| Provide a final copy of the demonstration schedule to staff six months in advance of the convention | | X | |
| Determine location of demonstrations | X | | |
| Expenses for Demonstrations | | | |
| Obtain quotes and approval for expenses prior to being incurred for demos | X | | |
| Pay expenses related to demonstrations | | X | |
| Communication/Promotion | | | |
| Create and send promotional material and communications to organizations/companies and cc: staff | | X | |
| Provide information to be included in Preview and Program Book by deadline | | X | |
| Promote demonstrations in Preview and Program Book etc. | X | | |
| Logistics | X | | |
| Sign agreements with suppliers for labor and materials | X | | |
| Provide a contact list for demonstrations to ACI staff 2 months prior to the convention | | X | |

To get contractors and engineers involved, the CCC could hold a competition such as a form building or rebar tying between local firms in the exhibit area on Tuesday. The CCC may wish to include judges and prizes.

B. 3 Fundraising Subcommittee

The Fundraising Committee's objective is to raise money to fund CCC responsibilities and financial commitments. Financial commitments range from \$75,000-\$200,000 depending on the cost of living/expenses in a particular destination. A list of financial commitments is listed below.

1. Opening Reception – First evening (cheese and crackers, dry snacks with a cash bar or dinner with a cash bar, bartender fees) for 800-1000 people.
2. Concrete Mixer – Third evening (2 drink tickets per attendee & bartender fees) and 8 hors d'oeuvres per person, facility fees (if applicable), transportation, decoration, entertainment and audio visual if needed.
3. Continental Breakfast for the guest hospitality suite each morning (Sunday – Wednesday) for 75-200 people daily
4. CCC convention stationery (if required) and postage
5. CCC flyers and postage
6. Posters / advertising for convention in the local area
7. Recognition PowerPoint presentation or signs for convention sponsors, etc.
8. Convention registration and travel for CCC members (optional)
9. Appreciation reception for convention contributors (optional)
10. Gratuities for tour company (e.g. drivers, tour guides)
11. Potential losses from Guest Program/ Tours
12. Promotion of convention at the convention prior. Pins, stickers and local information are usually distributed to convention attendees.
13. Incidentals for chapter suite incurred by the CCC, not Chair or Co-Chair's personal incidentals
14. Exhibit Booth Costs – e.g. decorator fees for equipment, electrical and labor, exhibit area rental (if applicable),
15. Student Luncheon cost for students registered for the convention
16. Attendee bags - optional
17. Convention magazine/newspaper - optional
18. Sponsor convention registration fees (if offered to top sponsors as a benefit) - optional
19. Banking fees
20. Graphic design services (logo, letterhead etc.) – optional
21. Student competition refreshments – optional
22. Hot Topic Session refreshments – optional
23. Additional parking passes for volunteers - optional

Please see **Exhibit K** for the Fundraising Subcommittee timeline. ACI has also developed a separate guide to Convention fundraising (Section III).

Miscellaneous information:

1. According to the IRS, funds solicited and collected for the convention may only be used for the convention or educational programs.
2. It is permissible for the convention fund to pay for meals of CCC members at some of the planning meetings.
3. Host chapter will receive a rebate of two-thirds of the fees collected for guest registrations and any profits from guest program tours.
4. The majority of funds for a convention are received less than three (3) months prior to a convention.

Suggestions from previous Chapter Convention Committees:

1. **Select the Vice President of Sales and/or Accounts Receivable from local concrete companies, contractors, material suppliers etc. for the Chair or Co-Chairs.** These individuals have access to the right people within their vendors, material suppliers, clients etc. that can be persuaded to donate. Do not select engineers, architects or professors for this committee. They do not have the contacts nor the know how to solicit funds, and they do not feel comfortable asking people for money.
2. **Start the fund raising effort at least 2 to 2 ½ years in advance** so that firms can have more than one year to absorb the cost of the donation into their budget.
3. Consider consecutive pledges over two to three years.
4. **Set a goal of having all pledges and most of the funds in hand six months prior to the convention.** (It is difficult and worrisome trying to plan a convention without knowing how much money you can expect to raise.)
5. **Send a request letter to all other local chapters.** They receive points for donating to the conventions.

6. Selling advertising space on a flyer to promote the local area guest activities is an option to consider. Advertisers may include: convention hotel, tour companies, restaurants, etc.
7. **FUNDRAISING IS A GROUP EFFORT FOR THE ENTIRE CCC.** All members of the CCC should assist the Fundraising Chair or Co-Chairs.
8. The fund raising subcommittee should work closely with the exhibit subcommittee.

Other Ideas

- 1) Seminars
- 2) Golf Tournaments

Categories

The CCC normally sets “levels” or “categories” of contributions that reflect the amount of money donated. The chapter should set these levels prior to kicking off their fund-raising activities. Each category should be named. Some chapters select categories that are related to their area, i.e. San Francisco – The Big One. Benefits for various levels of sponsorship should be developed, reviewed by ACI Event Services and included in the chapter’s report to the Convention Committee for their approval. Samples of sponsor benefits, letters and forms are shown in **Exhibit L**.

Sponsor List

The fundraising committee should maintain a list of all donors (including contact information), the amount pledged, the amount received, and the date received. The list should include the categories and the value set for each category. Any donations for services or value-in-kind (VIK) products or discounts should be listed as income.

The fund raising committee must provide ACI Event Services with the list of donors/sponsors by the following dates in order to be incorporated into convention materials.

Six months prior – inclusion in convention preview brochure
 Ten weeks prior -inclusion in the convention program book
 Four weeks prior – inclusion on convention signage

Sponsor Benefits

Benefits can include:

- Convention registration – optional for top level sponsors
- Exhibit booth – optional for top level sponsors
- Name of company in convention program book (if received 10 weeks prior to convention)
- Name of company in convention preview (if received 6 months prior to convention)
- Sponsor name and link to their website on the ACI website
- Sponsor contribution signs/banners at the convention (if received 4 weeks prior to convention)
- Convention sponsor ribbons to be attached to the sponsor’s badge
- Logo or name of top level sponsor on convention bags
- Inclusion on flyers promoting the convention created and distributed by the CCC
- Recognition on a powerpoint during the Opening Reception and/or Concrete Mixer
- Recognition for sponsorship of specific events (i.e. food in exhibit area, students to attend the Student Lunch etc.) Recognition Where/How?
- Inclusion of name and/or logo on CCC or chapter website
- Ad in chapter newsletter or on website

Additional benefits not listed here must be approved by the ACI Convention Committee in advance.

Convention Registration: The CCC may provide the sponsor with complimentary convention registrations. The CCC must pay ACI the convention registration fee for these individuals. This should be included as an expense in the CCC’s budget.

The logistics of registrations for convention sponsors **MUST** be coordinated with ACI Event Services 8 months in advance of the convention. ACI Event Services will provide a special registration form and instructions to be distributed to sponsors 6 months prior to the convention.

Exhibit Space: The CCC may offer sponsors complimentary exhibit space. Typically this is offered to one of the top levels of sponsorship. The Fundraising Sub-committee should be sure to coordinate with the Exhibitor Sub-committee to be aware of the number of spaces to be held for sponsors who have opted for this benefit prior to selling exhibit space to other companies.

Program Book: The sponsors’ name will be listed in alphabetical order under the category for which they pledged. The listing of sponsors needs to be submitted to ACI Event Services 10 weeks prior to the convention in order to be printed in the convention program book. Unfortunately space does not permit the use of company logos.

Signage/Banners: ACI Event Services can help create these materials or provide a source for doing so. The number and text for signage must be received by ACI Event Services at least four weeks prior to the convention. Additional signage ideas include a gobo (light shown thru a metal or glass piece cut to look like sponsor's logo) on the wall at the Opening Reception or Concrete Mixer for top level sponsors.

Ribbons: The host chapter may request ribbons be made saying "Host Chapter" and/or "Convention Sponsor". Names of sponsor companies and/or logos and professions may NOT be listed on ribbons. The CCC will be responsible for distributing the ribbons to their members and sponsors.

Bags: The CCC may offer sponsors the opportunity to place their logo on the convention bags. Typically this is reserved for top level sponsors or sponsors that donate funds specifically donated to cover the cost of the bags. The convention and ACI logo must also appear on the bags.

Flyers/Ads/Newsletters: The CCC may include a sponsor's name and/or logo on flyers, the chapter newsletter, and/or ads purchased by the CCC promoting the convention in the local area or at the convention prior to theirs.

Powerpoint: The CCC may include sponsor names and/or logos on a Powerpoint continuous loop or presentation during the Opening Reception and/or Concrete Mixer. The CCC would be responsible for creating the Powerpoint and should coordinate the needed equipment through ACI Event Services. Equipment and labor charges for this item should be shown as an expense in the CCC budget.

Events: A sponsor may wish to donate to cover the cost of a specific event (i.e. student lunch tickets for students, food in the exhibit area etc.). The CCC may offer recognition of these sponsors through signs, banners, inclusion in the convention program book, flyers promoting that event etc. The CCC must provide ACI Event Services with the names of these sponsors ten weeks prior to the convention if they are to be included in the convention program book or four weeks prior for signs created by ACI for that event.

Website: The CCC may include sponsor names and/or logos, their associated sponsorship levels and a link to the sponsors' website on the chapter or CCC website. This may also be added to the ACI website. Contact ACI Event Services to make arrangements to have sponsor information added.

Ads: The CCC may wish to allow sponsors to create and place an ad in the chapter newsletter or a banner ad on the chapter or CCC website at no cost. The CCC may also purchase ad space in *Concrete International* to thank sponsors.

The CCC should be careful to use the correct company name and logo for a sponsor when including it on any of the above items.

The following materials should **NOT** include sponsor names and/or logos:

- Lanyards to be distributed at ACI registration
- Pins and stickers promoting the convention
- Flyers promoting the company may NOT be placed in the convention registration packet or bag
- Ribbons with company names and/or logos

When in doubt, the CCC should contact ACI Event Services or the Chair of the ACI Convention Committee regarding sponsor benefits prior to offering items which are not addressed above or may be considered commercialization. As a general rule, it is not acceptable to ask for forgiveness rather than permission.

B. 4 Secretary

The CCC should designate a separate individual to be the secretary. This individual is responsible for transcribing and distributing agendas and minutes of the meetings to the CCC and the ACI Director of Event Services.

B.5 Treasurer

The CCC should designate a separate individual to be the Treasurer. The responsibilities of the Treasurer include: set up and maintain the CCC bank account, handle payables and receivables, and maintain/update the

budget. The convention funds should be administered in a separate account from the chapter's funds. There should be more than one person with check writing authority.

Master Account

The chapter may wish to set up a master account with the hotel. The hotel will likely request a large deposit prior to the convention.

Tax Exemption

B. 6 Guest Program Subcommittee

Directive: Arrange at least one recreational activity/ tour per day: Typical activities include museum tours, shopping or tourist attractions for guests. The tours should be 3 to 5 hours in length. These activities should include any unusual or unique attractions in the area, as well as historic attractions. Tours should be coordinated with the activities of the technical program and other convention activities. ACI Event Services staff may negotiate for tours and can sign contracts for tours with the approval of the CCC. The ACI Convention Committee must approve the guest program six to twelve months in advance of the convention. Refer to **Exhibit N** for a guest program timeline.

Responsibilities:

1. Develop a survey to be distributed to guests 12-18 months in advance of the convention. A sample survey is shown as Exhibit O. This will allow the CCC to create a tour program that will be attractive to guests as well as meet the minimum numbers required by tour companies.
2. Make a presentation at each of the two conventions prior to your convention at the Guest Overview (first day of the convention) to promote the destination and tours to convention guests. The presentation should include a PowerPoint presentation or video approximately 5 minutes (2 conventions out), 10 minutes (1 convention out) or 15 minutes (your convention). Audio/visual needs should be coordinated with the ACI Director of Event Services.
3. Schedule only one tour per day. Tours should be arranged to avoid ACI scheduled events. All tours should end by 4 p.m. Tours should not conflict with the following events:

| | |
|-----------------------|---|
| First Day – | Guest Overview, 8:00 a.m. to 9:00 a.m. Opening Session, 5:15 p.m. to 6:30 pm |
| First or Second Day – | Guest Tea, 3:00 p.m. to 5:00 p.m. |
| Third Day – | Concrete Mixer, 6:30 p.m. to 8:00 p.m. |
| Fourth Day – | President's Reception, 6:30 p.m. to 8:00 p.m. |

4. Staff the Guest Hospitality Room
 - a) Arrange for the room to be staffed by chapter volunteers who will act as greeters from 7 a.m. – 10 a.m. on the first day through the fourth day of the convention.
 - b) Work with ACI Event Services to arrange a continental breakfast during the aforementioned days/times.

Sample RFP

Insurance

Vendor insurance should NOT expire before or during the dates of service.

Review of contracts

Checking references

5. Obtain lists of local information, attractions and local restaurants to provide and distribute to guests. Your local Convention & Visitor's Bureau or Tourism Association is a good source for this information.
6. Arrange transportation for tours and other off-property events.

Guidelines:

1. If tours run through the lunch hour, lunch should be included in the price of the tour or guests should have the option to have lunch on their own at the attraction.
2. Suppliers employed to provide transportation must have public liability and property damage insurance with a minimum of \$1,000,000 in coverage and render ACI, the host chapter and the CCC harmless. All carriers must provide certificates of insurance at the time of contract and the host chapter must have a copy for its file and ACI's files to avoid any confusion in the event problems occur.
3. Staff will be responsible for tour and chapter sponsored event registration. Tour and destination management companies are not to be used in this capacity.

Miscellaneous Information/Suggestions:

1. ACI collects pre-registration fees for guest tours. The CCC receives two-thirds of the guest registration fee and all revenue from guest tours (if paid by the CCC to the supplier) following the convention.
2. The CCC is responsible for payment of any fees for destination management, tour and/or transportation companies. Payment arrangements should be discussed and in writing prior to the convention.
3. A copy of destination management, tour and transportation company contracts should be forwarded to ACI's Director of Event Services prior to signature so that they may be reviewed for liability reasons.
4. The CCC should discuss the "**break even point**" of tours and transportation. To offset the cost of the tours that do not meet the minimum required to break even, add 10% to 15% to the price of each tour or be prepared to absorb the cost.
5. The Guest Program Sub-committee should be aware of the deadlines to cancel a tour and provide this information to ACI Event Services. The CCC should develop contingency arrangements for tours that must be cancelled due to lack of interest. Most often ACI will offer guests an opportunity to sign up for an alternate tour on another day.
6. The Guest Program Sub-committee should know the due dates for tour, meal and transportation guarantees. Guarantees should be delayed as long as possible. Deadlines for such guarantees should not be made more than 24-72 hours before the event so that the subcommittee has a fairly firm count on those planning to attend the tour. Additionally it is important for ACI Event Services to know if a particular tour may not be offered on site.
7. Since most members are busy with the convention, a golf outing is probably not going to be well attended Sunday through Tuesday by convention attendees.

Setting tour prices

Technical tours

B. 7 Publicity Subcommittee

Directive: To promote the convention in the local area and at the convention prior. CCC may set up or use the chapter's website to promote the convention. Please see **Exhibit P** for the publicity committee timeline.

Ideas/Suggestions for promotion:

1. ACI headquarters has graphic designers on staff who can assist in the development of convention logos and graphics. There is no charge to use the ACI graphic designers, however, advance notice is requested. Please contact ACI Event Services for contact information. Additionally the CCC may hire a graphic artist to create your banners, flyers, donor boards etc. Most local chapter members are not very creative, nor do they have the time to produce these items. This is money well spent.
2. Hire the person in your chapter that distributes the chapter newsletter to send out convention previews, flyers, and various other mailings.
3. Create or update a chapter website and include convention information and local links. Note: The chapter website cannot be linked to the ACI website until six months before the convention.
4. Distribute convention previews (printing free of charge from ACI) in the local area. Quantities should be requested from ACI Event Services Department six months prior to the convention date. Convention previews will be provided to the chapter approximately three (3) months prior to the convention.
5. Use posters, flyers, brochures, and Convention Previews that will promote the convention and membership in the Host Chapter. Distribute these items to:
 - a. Engineering offices
 - b. Engineering and technical schools
 - c. Government offices (local municipalities, county, state)
 - d. Construction site offices
 - e. Direct mailing across the state
 - f. Local engineering associations, universities and construction/trade associations.
6. Signs at Conventions
 - a. Convention sponsors/contributors
 - b. Pledge meter/Contribution Level Sign
 - c. Chapter Banner
7. Distribute fliers to target special groups (e.g. local AGC, AIA etc.)
8. Develop a flyer/brochure to pass out at the convention prior describing tours, special events, Concrete Mixer, Contractors' Day, Technical Session(s) etc. (Note: This brochure/flyer must be reviewed prior to printing by ACI's Director of Event Services and the ACI Convention Committee Chair.)
9. Pins, stickers, and patches are popular, so be sure to order enough to distribute at the convention prior as well as your convention. Typically you will need 3000-3500 in total. Pins, stickers and patches may not exceed 1" x 1".
10. Obtain brochures of local attractions, restaurants and maps from the Convention & Visitor's Bureau to be distributed at the convention prior and your convention. If you are providing bags for the attendees, you can place this material in them.
11. Promotion at Convention Prior
 - a. Staff Chapter table each day of convention prior to yours as well as during your convention.
 - b. Hand out promotional pieces, local attraction information, and brochures at the convention prior and your convention.
12. ACI Event Services and the Marketing Department send press releases, solicit to obtain media coverage of the convention and invite members of the press to the convention. It is always a good idea to coordinate your local efforts with ACI headquarters as they may have already developed some material you can use as well. A conference call with ACI Event Services and the Marketing Department is recommended.

Guidelines:

All promotional materials should be submitted to ACI Event Services for review prior to printing and distribution.

- b. Use the term "guest" in lieu of "spouse". c. Use the ACI logo correctly.

13. Convention Tote Bags

Contact ACI Event Services for information on bag vendors. It is recommended that you obtain a quote from at least three vendors. Typically 1600-1800 bags are needed. The CCC is expected to stuff any local materials such as maps, restaurant guides and flyers the Friday before the convention. The CCC should plan to set aside about four hours with eight people to stuff 1400 tote bags.

14. CCC Table

Staff the chapter table at the convention prior and during your convention (each day of convention from 8 a.m. to 5 p.m.) by people who are knowledgeable about the local area. The CCC table should have maps, restaurant guides, tour information, etc. The local Convention and Visitors Bureau should be able to help supply this information and may be willing to help increase attendance by manning the table

B. 8 Social Events Subcommittee

Directive: Arrange and sponsor the following social activities: First evening Opening Reception, third evening Concrete Mixer, host chapter VIP Reception (optional).

Events held at the convention site, must be serviced by the in-house banquet department to comply with health and sanitation codes. No outside caterers may be used at these locations. Please note: hotels often have bartender fees unless a minimum expenditure has been achieved.

Please refer to **Exhibit Q** for the social activities timeline. The following is a description of each function. The chapter is responsible for all costs incurred in sponsoring these activities.

1. **Opening Reception** -- First evening, 6:30 p.m. – 7:30 p.m.
This reception is arranged to welcome attendees and is held at the convention site. This reception may also be used by the host chapter to honor contributors. The host chapter should budget for 1000 people for food with 2 to 3 pieces per person (such as dry snacks, crackers and cheese, etc.) and 8 to 10 cash bars (1 bar per 100-125 people). Suggestion: Assign one member of the committee to oversee this reception.
2. **Concrete Mixer** -- Third evening, 6:30 p.m. – 8 p.m.
A cocktail party for ALL convention attendees. The host chapter should arrange food for 1200 to 1500 attendees with 8 pieces per person (such as a pasta station and other heartier hors d'oeuvres) and two drinks per person. Remember this event is over the dinner hour.
3. **Host Chapter VIP/Sponsor reception** -- (optional)
A reception to honor the chapter VIP's at the convention and/or contributors to the convention fund. This is typically held either the last day of the convention or the day after.

NOTE: If live or recorded music is played at any function, royalties must be paid to the American Society of Composers, Authors and Publisher (ASCAP) and Broadcast Music Incorporated (BMI). ACI Event Services staff may assist in how to accomplish this task.

Remember: The ACI Director of Event Services can negotiate any contract for food and beverage price(s) for the host chapter. This arrangement must be made no later than 18 months prior to the convention.

B. 9 Student Program Subcommittee

Student activities at a convention include: the Student Competitions on the first day of a convention, and the Student Lunch on the second day of the convention. The host chapter should appoint a Student Program Coordinator. The Student Program Coordinator is recommended to be a faculty member at a local educational institution. The Student Program Coordinator should attend the student program for both of the two conventions prior to their convention and the E-801 committee meeting. Committee E-801 will expect a report to be given at each meeting. He/she should also contact the chair of E-801 at the earliest possible date to initiate contact and coordination for the Student Competition and the Student Day program. E-801 and ACI must approve the Student Day activities. Contact information for the E-801 Chair can be obtained from the ACI Director of Event Services.

The CCC should publicize the convention at various engineering, technical and trade schools in the area. The subcommittee should encourage school faculty to send their students to the convention technical sessions. Attending these sessions is an ideal way to expose students to the latest technology in the concrete and cement industry.

Students must register and pay the student registration fee. The student rate applies to full-time students only (they must present their student identification card or class schedule when registering in order to qualify). Students should be encouraged to attend the social events at the convention. Drink tickets may be used for non-alcoholic beverages if they are under the legal drinking age. Any individual who appears to be under the legal drinking age will be asked for identification when purchasing alcoholic beverages.

The Student Competition is a **required** event that is co-sponsored by ACI Committee E-801 and the CCC. It is usually held on the first day of the convention. The Student Day Program held on the second day of the convention consists of a luncheon and is co-sponsored by E-801 and the CCC. The Student Luncheon should be closely coordinated with E-801 for the speaker/topic and ACI Event Services for audio visual and miscellaneous arrangements. The CCC should select a speaker for the Student Luncheon that appeals to the students, not the members.

For each student activity, ACI, the CCC and E-801 each have specific responsibilities. A successful student program depends on communication and coordination between these parties. **Exhibit Q** represents a timeline for planning student activities

Student Competition (REQUIRED)

The student competitions (i.e. Egg Protection Device and FRP Beam Competitions in the spring and Concrete Cube Competition in the fall) are typically held on the first day of the convention. Contact E-801 for information that describes the competitions and their requirements. Rules for the competitions are shown as **Exhibit R**. Both the spring and fall Student Competitions are held at the hotel or Convention Center. Judges for the competition are usually invited by the CCC.

This event is attended by students (both undergraduate and graduate), general members of ACI, and E-801 committee members. There are usually 20-40 teams for each competition. ACI staff receive and compile team registrations. The number of teams will be given to the Student Program Coordinator in advance of the competition. A sample Student Competition Session schedule is shown in **Exhibit S**.

Responsibilities for Student Competitions

ACI

- Promote student competition nationally
- Register students for competition
- Coordinate logistics (testing device, set-up, storage, seating, refreshments, ect.) as needed

CCC

- Contact ACI and E-801 at least one year in advance to coordinate student activities program.
- Promote student competition in local area. See **Exhibit T** for a sample Student Day promotional letter and sign-up sheet.
- Work with ACI to arrange competition site and/or refreshments

- Obtain testing equipment (ask companies that sell testing equipment to provide in return for a free booth)
- Obtain judges
- Coordinate with E-801 for competition requirements and rules.

E-801

- Coordinate with Chapter for competition requirements and rules.
- Monitor and help with competition

Student Luncheon (REQUIRED)

The Student Luncheon is a required function of the Student Day on the second day of the convention. The Student Program Coordinator should invite a speaker to the luncheon who appeals to the students. The speaker must be pre-approved by E-801 and the Convention Committee.

The CCC is responsible for paying for the cost of student lunches for students who are registered for the convention. The CCC may elect to find sponsors to do so. The arrangements for the luncheon as well as logistics of the student competitions are performed by ACI Event Services. The CCC should let ACI know an estimate on the number of local students anticipated at the Student Lunch 3 months in advance.

| Item | Event Services | CCC | E-801 |
|---|----------------|-----|-------|
| Arrange luncheon menu | X | | |
| Arrange set up | X | | |
| Pay for or find a sponsor to fund lunch tickets for students | | X | |
| Promote attendance for Student Lunch in the local area (See Exhibit U for sample promotional letter) | | X | |
| Select speaker for lunch that appeals to the students | | X | |
| Contact ACI Event Services 2 months in advance to provide an estimate on the number of local students | | X | |
| Approve Student Lunch speaker | | | X |
| Present awards for student competition | | | X |



B. 10 Technical Session Subcommittee (Optional)

Directive: Coordinate and organize one to three sessions. These sessions should include topics of special interest in the local area. The topics may include: use of concrete in the local area, special construction techniques, and local design procedures. The subcommittee may organize a technical field trip to a local construction project or historical site that is of interest to convention attendees. Topics related to the convention theme should be considered. A timeline for technical sessions is shown as **Exhibit V**.

Miscellaneous Information/Suggestions:

1. No fees may be charged except for handout material copies. If handouts are required, try to get local companies to donate copy services.
2. Field trips must be coordinated with the ACI Director of Event Services. Arrangement and payment of transportation is coordinated by the CCC.

3. Select topics of local interest.
4. This subcommittee will solicit, receive, review and select suitable papers for presentation. Approval is required from Technical Activities Committee (TAC). However, the ACI Convention Committee must approve and allocate sessions. Please see **Exhibit W** for session criteria and approval forms.
5. ACI Committee E-903 has an excellent speaker-training document and sponsors a session for speakers at conventions.
6. All session moderators and co-moderators are required to attend a Session Moderator Orientation Workshop no later than one convention prior to their session. Should a moderator or co-moderator not attend a session, their session may be removed from the Convention schedule.
7. Each session requires a moderator and co-moderator who will coordinate and introduce the speakers, and monitor A/V equipment. Please see **Exhibit X** for specific session moderator responsibilities.
8. It is the session sponsor's responsibility to find out speaker's A/V requirements and submit them to Event Services staff.
9. Be sure to have substitute speakers available for emergencies. If a speaker does not show up, do not re-arrange the session speakers. Attendees often schedule their time at a convention to attend a particular presentation. It is very disappointing to attend a session and find the topic you came for has already been discussed.
10. The CCC Technical Session subcommittee is required to send all session information (speaker names, co-author names, speaker and co-author contact information, presentation titles, order of presentations etc.) for their sessions to ACI Event Services six months prior to the convention.

III. Chapter Fundraising

I. Purpose

This guide has been assembled to assist and inform Chapters who have chosen to host an ACI Convention about fundraising. When a Chapter hosts an ACI Convention, there are certain financial obligations. The requirements, suggestions and recommendations set forth in this manual were established as guidelines for developing successful and interesting conventions. This material has been approved by the ACI Convention Committee, and reviewed by the Chapter Activities Committee and the Board of Direction. This section elaborates on information given in section B. 3.

II. Fundraising Committee

The Chapter Fund Raising Committee (CFC) is a subcommittee of the Chapter Convention Committee (CCC). The CFC must report to the CCC and keep them informed of financial affairs. The CFC should develop a plan to raise the monies for the convention as set forth by the CCC. A complete list of financial commitments is listed in the Convention Facts section of this guide. A timeline for CFC responsibilities is shown in **Exhibit H**.

III. Financial Plan

It is important to develop a financial plan to raise monies for a convention. Many Chapters begin raising monies 2 to 5 years prior to their convention. Some Chapters have previously hosted a convention and have established seed money for future conventions.

The vast majority of monies raised are pledged 3 to 6 months before a convention. A lesser amount is raised 6 to 12 months before a convention. Most monies are received 1 to 2 months prior to the convention.

If you have any questions, please contact ACI's Event Services Department. The Director of Event Services can put you in contact with previous CFC chairs.

Listed below is a series of steps which should be completed to successfully raise funds for the convention.

a) Select CFC chairs

It is important to select CFC chair or co-chairs that have contacts with people in management of large firms and those well known in local industry. It is easier to get money from someone who can approve the expenditure.

b) Develop a budget with CCC subcommittee input

Consider costs from previous conventions in other locales. Some areas have significantly higher costs. For example, convention costs are higher in San Francisco, Los Angeles, etc., but lower in other areas i.e. Salt Lake City or Tampa Bay.

The largest single cost in a convention is the Concrete Mixer. Some Chapters have chosen to have large lavish affairs, while other Chapters haven chosen a lower key approach. Concrete Mixers are not contests! You are not providing dinner, just some refreshments for attendees gathered in a social setting. Since budgets are developed several years before a convention, account for inflation and adjust budgets as the convention date approaches. Please consult with the ACI Director of Event Services for hotel menus to develop an accurate budget for the Concrete Mixer.

c) Develop a list of potential donors

Include all areas of the concrete industry – suppliers, ready-mix, test laboratories, engineers, and contractors. Consider both local companies and branches of national companies.

d) Develop a fundraising strategy (2 to 5 years out)

Chapters may opt to hold convention fund-raisers several years before a convention. Ideas for fund-raisers include Golf Tournaments, raffles at Chapter Meetings, and proceeds from ACI seminars and certification programs. Allow local companies to pledge amounts which are paid monthly or annually. **All monies raised for a convention should be kept in a convention account separate from chapter monies.**

e) Select donor levels

So, how do you budget for monies not even pledged? Several companies have historically pledged monies for every convention regardless of the locale. It is easier to obtain larger sums from the local branch of the nationwide company. However, local companies pledge in smaller amounts but support a convention in greater numbers. Consider the possible financial commitment of local companies when setting convention contribution levels.

f) Crunch time fundraising (6 months to 1 year out)

Develop a "solicit" letter, which "sells" the potential donor on becoming a contributor to the convention. Consider what the contributors can expect in the way of exposure, including tasteful advertising displays, listings in Concrete International, convention programs book and contributor display. The CFC creates the contributor display/sign. An example of a "solicitation" letter is shown in **Exhibit L**.

g) Convention imminent – Follow up

Ok, now you're panicking, the convention is just around the corner and you don't have any money yet. Don't worry, history shows, the monies will come (ask any previous convention finance chair). Have you called potential donors who didn't respond to your initial letter? A thank you call to contributors is appropriate when you've received their pledge.

h) Post Convention

Send thank-you notes to all contributors. They should be sent out no later than 30 days following your convention.