

ACI CONVENTION EXHIBITS



American Concrete Institute®
Advancing concrete knowledge

Show Format



- ❖ Days/Hours
- ❖ Booths vs. Tabletops
- ❖ Inclusions for booths

Pricing/Benefits



- ❖ Chapter sets pricing
- ❖ Typically \$1000-\$1500 U.S. for 10 x 10 booth
- ❖ Booth for sponsorship
- ❖ Convention registration
- ❖ Recognition opportunities

Chapter Responsibilities



- ❖ Select Exhibit Coordinator
- ❖ Review exhibit section of Chapter Convention Guide
- ❖ Set pricing & benefits
- ❖ Obtain lists of companies to target
- ❖ Solicit companies – mail, e-mail, and phone calls
- ❖ Confirm exhibitors
- ❖ Coordinate with ACI Event Services

ACI Event Services Responsibilities



- ❖ Provide list of past exhibitors to chapter
- ❖ Designate space
- ❖ Contract with decorator, venue, and security
- ❖ Develop floor plan with chapter
- ❖ Update exhibitor contract/forms/prospectus
- ❖ Obtain exhibitor logos
- ❖ Confirm/send exhibitor services kits/info
- ❖ Assign booths based on point system
- ❖ Coordinate and oversee logistics of exhibits

Timeline



- ❖ 24 months
- ❖ 12 months
- ❖ 6 months
- ❖ 1 month
- ❖ 1 week
- ❖ During
- ❖ 1 month following

On Site



- ❖ Exhibitor Move-in/out
- ❖ Union Jurisdiction
- ❖ Exhibitor Orientation

Keeping Exhibitors Happy



- ❖ Exhibitors value to ACI
- ❖ Managing their expectations
- ❖ Traffic
- ❖ Prompt response to questions
- ❖ Deliver what is promised