



Fall 2019 | Cincinnati

The Concrete Convention and Exposition

Exhibitor & Sponsor Prospectus



A River of Knowledge

October 20-24, 2019

Duke Energy Convention Center | Cincinnati, OH

Dear Colleague,

We invite you to support The Concrete Convention and Exposition—an opportunity for more than 2000 engineers, architects, contractors, educators, manufacturers, and material representatives from around the world to gather and learn from one another, as well as engage with companies such as yourself who make an impact in the concrete industry and its codes, specifications, and guides. Decisions made during the ACI Convention improve the safety and sustainability of concrete structures worldwide.

Through over 300 committee meetings, 40+ sessions, an exhibit area, and numerous networking events, the ACI Convention provides a forum for the development and advancement of current issues in the concrete industry. What better opportunity to showcase your company's products and services than by exhibiting at a meeting attended by the key leaders and decision-makers in the concrete industry?

As an exhibitor at the ACI Convention, you will receive great visibility through events held in the exhibit hall. Attendees of the ACI Convention are looking to enhance their concrete knowledge and will look to the products and services in the exhibit area to help them make educated decisions to better serve the industry and keep their practices up to date.

Create an even higher profile through sponsorship opportunities! Combine your pre-, at-, and post-show exposure for the highest visibility and message delivery. Your company will have personal and direct contact with the attendees from various professions, backgrounds, and expertise in the concrete industry. Through a wide variety of sponsorship opportunities, your company can be in the spotlight during networking events, lunch breaks, technology outlets, and more! Your support is essential for the ACI Convention to be a success.

Don't miss this opportunity to be part of this important gathering of professionals! We thank you for your consideration and look forward to the chance to speak with you personally to discuss the ACI Convention and how you can become a valuable partner!

Sincerely,



Kim Spillane
+1.248.848.3197
kim.spillane@concrete.org



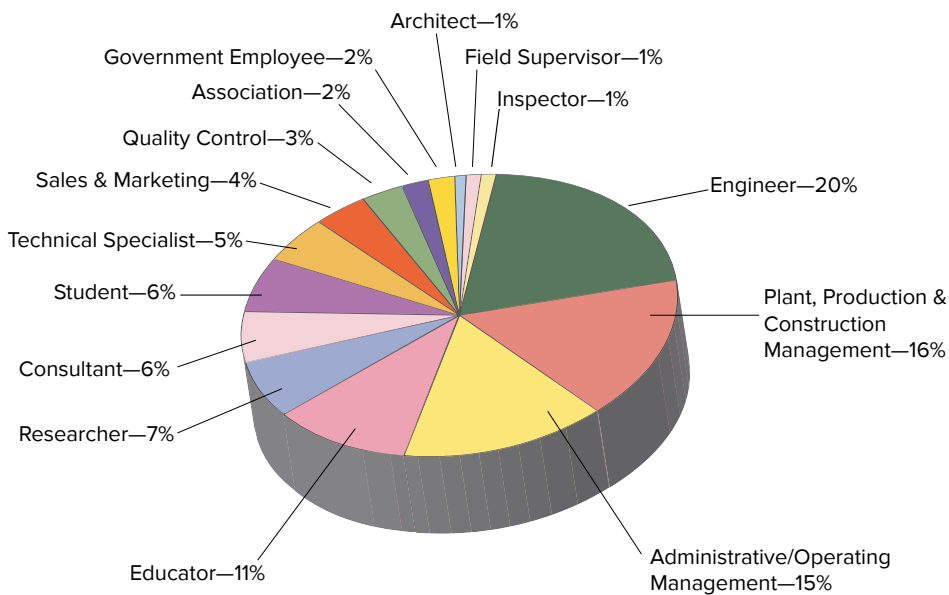
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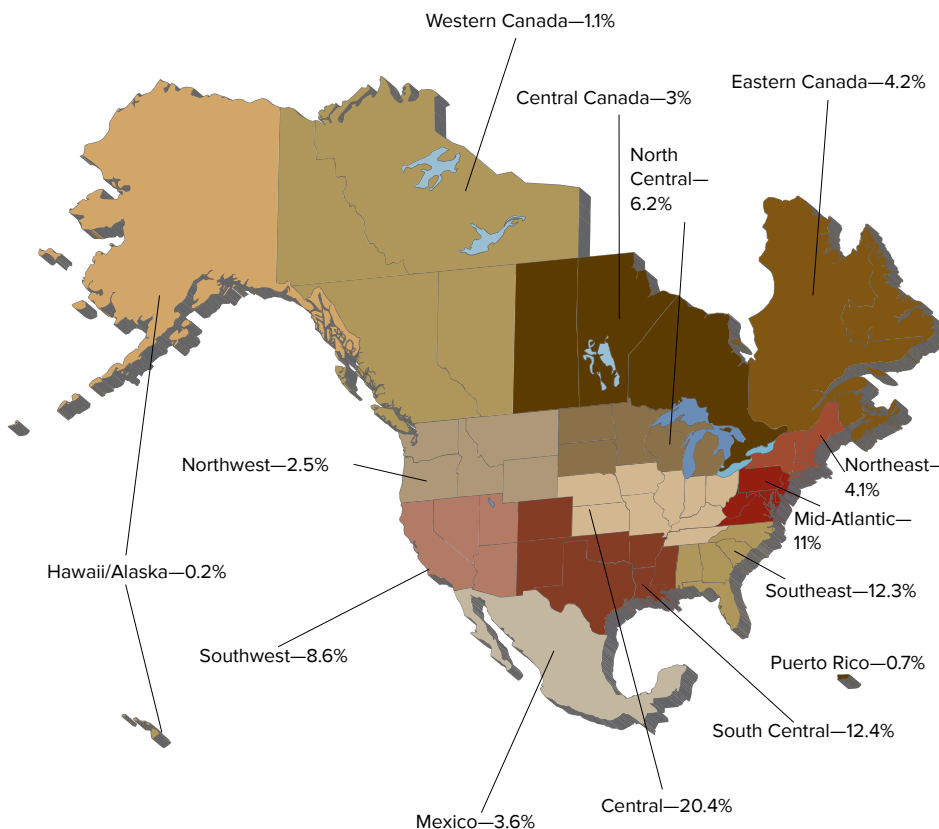
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Contents

Support the ACI Convention.....	3	Exhibitor Floorplan	7
ACI Convention Sponsorship Opportunities ...	4	Application and Remittance Form	8
Exhibit at the ACI Convention.....	6	Terms & Conditions.....	9



Geographic Breakdown of Convention Attendees



Other Continents Represented at the ACI Convention

Africa—0.26%	Europe—3.6%
Asia—4.2%	Latin America—1.6%
Australia—4.2%	

Testimonials

"The Silica Fume Association has been exhibiting at ACI conventions since the late 90s, and likely from the beginning. We've strong feelings about reaching out to the upcoming engineers and students in the concrete profession and have found ACI conventions a great venue for contacting the next movers and shakers in our industry. We are always pleased when a field engineer on a project says, I first heard of high-performance concrete, and silica fume technology at an ACI convention. Who are the next specifiers? We (The SFA) meet them at ACI conventions."

**—Tony Kojundic,
Silica Fume Association**



"In addition to showcasing our products and networking with people who are influential in the concrete industry, attending and exhibiting at ACI conventions allows us to stay current on issues that may affect the GPR inspection market."

**—Carrie-Ann Amyot,
Sensors & Software, Inc.**



ACI Convention attendees represent decision makers and influential members of the concrete industry. Allow them to learn about your company and product offerings up close and personal!

4 ACI Convention Sponsorship Opportunities

Why Sponsor the ACI Convention?

Sponsorship is one of the best ways to brand your organization as a leader in the industry and to highlight your commitment to advancing and sharing knowledge. As a sponsor, you will be able to:

- **Connect with industry decision makers.** With over 2000 attendees, the convention is the place to be heard and seen. The convention represents organizations from across the globe!
- **Showcase your organization's expertise** at a world-class convention. The convention provides high-quality opportunities for attendees to learn, connect, and share with their peers.
- **Demonstrate your leadership.** As we focus on the essential role that concrete plays in society, share with your colleagues the topics and work you care deeply about.

	SPONSORSHIP LEVEL						
	Mississippi River	Ohio River	Missouri River	Allegheny River	Great Miami River	Little Miami River	Licking River
BENEFITS	\$20,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Company name listed on select promotional materials (i.e. <i>Concrete International</i> , preview, program book, networking event slideshows, and signage)	X	X	X	X	X	X	X
Company logo on convention website	X	X	X	X	X	X	X
Sponsor recognition ribbons at convention	X	X	X	X	X	X	X
Additional Concrete Mixer tickets	4	4	3	2	2	1	—
Company logo displayed on banners and select networking events	X	X	X	X	X	X	—
Company logo featured in several e-mail blasts	X	X	X	X	X	—	—
Company logo in program book	X	X	X	X	X	—	—
Complimentary convention registration(s)	4	3	2	2	1	—	—
10 x 10 ft exhibit space (includes two exhibitor badges) OR two convention registrations	X	X	X	X	—	—	—
Company ad featured in convention mobile app	X	X	X	—	—	—	—
Four-color ad in program book	Full page	Half page	Quarter page	—	—	—	—
Upgrade 10 x 10 ft exhibit space to a 10 x 20 ft space	X	X	—	—	—	—	—
Company logo on dedicated sponsor banner	X	X	—	—	—	—	—
Name attached to one refreshment break	X	—	—	—	—	—	—

As a sponsor, ACI would like to offer you the opportunity to create your own package that best meets your goals and reaches our attendees through an avenue most suitable to your objectives. The following are some ideas to select from. Other options may be discussed as well.

Opening Session Keynote Speaker—\$25,000

Capture the attention of over 800 people at the Opening Session!

- Logo displayed on slideshow
- Video played before the start of the Opening Session
- Company logo in awards book
- Opportunity to introduce the Keynote Speaker
- Mississippi River benefits

Concrete Mixer Sponsor

(Limited number of opportunities available)

Exclusive \$50,000 sponsor or two shared \$25,000 sponsors

- Name on event
- Mississippi River benefits

Opening Reception

(One exclusive opportunity available) \$20,000

- Name on event
- Mississippi River benefits

Breakfast or Lunch Sponsor—\$15,000 each

- **Continental Breakfast** (one opportunity per day available): Sponsor a continental breakfast in the exhibit area for attendees on Sunday, Monday, or Tuesday mornings and ensure each of the convention attendees starts their day off right!
 - **Convention Orientation Breakfast** (one opportunity available): Sunday, 8:00 am – 9:00 am: Gathering of over 100 individuals who are attending the ACI Convention for the first time, as well as Convention Mentors, ACI Executive Committee, and other Board members. Be visible to impressionable minds, as well as leaders in the industry!
 - **Student Lunch** (one opportunity available): Support the future of the concrete industry! Sponsor the Student Lunch and you will provide a complimentary lunch for students who preregister.
 - **Contractors' Day Lunch** (one opportunity available): Local contractors are vital to the implementation of the codes and standards written at the ACI Convention. Give back to these hardworking individuals with the Contractors' Day lunch. Sponsor provides a complimentary lunch for local contractors who preregister.
 - **Exhibit Hall Lunch Concessions** (three opportunities available): Sunday, Monday, or Tuesday lunch in the exhibit hall. Provide convention attendees with vouchers throughout the week to get lunch in the exhibit hall, where they can relax and network between sessions and meetings.
- Name on event (signage, program, looping slides provided by sponsor, etc.)
- Allegheny River benefits
- Three complimentary tickets for Student/Contractors' Day lunch sponsors only
- Lunch Concession sponsor—opportunity to distribute vouchers displaying your company logo throughout the week to attendees

Massage Sponsor—\$7500 each

- 10 x 20 ft space in the exhibit hall (10 x 10 ft will be for the massage area)
- Great Miami River benefits

Networking Sponsor—\$7500 each

- **Host a Happy Hour** (one opportunity available): Many convention attendees are looking for a fun and unique way to network and continue great conversation into the evening. Host a Happy Hour on Monday, 5:00 pm - 6:00 pm in the Exhibit Area to provide an outlet for attendees to gather! You will have the option to set up a tabletop display right next to the bar to pass out information and chat with the attendees.
 - **Networking Events** (one opportunity per event available): ACI Student and Young Professionals Networking Reception on Sunday night or Women in ACI Reception on Monday night.
- Name on event (signage, program, looping slides provided by sponsor, etc.)
- Opportunity to distribute tickets displaying your company logo throughout the week to attendees
- Great Miami River benefits

Promotional Sponsor—\$7500 each

- **Lanyard**: Your logo adorned on each and every attendee for the entire convention!
 - **Hotel Keycard**: Have your logo displayed on all of the hotel key cards. Your information will be in the hands of every attendee staying at the convention hotel (1500 keycards will be printed). Subject to availability.
 - **Jump drive** (one opportunity available): Provide each attendee with a jump drive adorned with your company logo and pre-loaded with information of your choosing. Attendees can go paperless with this great giveaway!
 - **Headshot Sponsor**: \$5000 plus cost of photographer Mingle with attendees while they wait to get a professional headshot at your booth. This sponsorship includes a 10 x 20 ft booth with half of the booth being occupied by the photographer.
- Great Miami River benefits

Attendee Refreshment Sponsor—\$5000 each

- **AM Refreshment Break** (four opportunities available): Provide coffee and tea (regular and decaf) for attendees. Sunday, Monday, Tuesday, and Wednesday mornings available.
 - **PM Refreshment Break** (four opportunities available): Provide coffee, lemonade, and soda for attendees. Saturday, Sunday, Monday, and Tuesday afternoons available.
- Little Miami River benefits

Tech Sponsor—\$2500 each

- **Cyber Station** (one sponsor per station): Cyber stations are available in the exhibit hall. Your company can make it possible for attendees to access FREE wireless internet in the exhibit hall!
- Licking River benefits
- Logo/name on tech item (signage and/or screen saver)

Banner Ad Sponsor—\$750 each

- **Use our convention app to showcase your company products.**
- Licking River benefits

TV Ad Sponsor—\$500 each

- Place your ad into the in-room cable TV service. Subject to availability.

Don't see any options you like? Contact Kim Spillane at kim.spillane@concrete.org to discuss other options better suited for you and your company's goals.

6 Exhibit at The Concrete Convention and Exposition

Why Exhibit?

- Gain direct access to decision-makers and leaders in the industry
- Showcase your line of products and recent innovations
- Elevate your company's brand
- Share your expertise

As an exhibitor, you will receive great visibility throughout the various events held in the exhibit hall. During open exhibit hours, companies are provided the opportunity to establish and build communication with their target market, as well as showcase products and services to industry professionals.

Exhibitor Benefits:

Each 10 x 10 ft booth space includes (\$2000):

- Pipe and drape, one 6 ft skirted table, two chairs, waste basket, and company ID sign
- Two exhibitor registrations, giving access to committee meetings, sessions, and networking events, including the Concrete Mixer
- Existing carpeting
- Opportunity to give a demonstration to convention attendees during a dedicated 30-minute time slot

Other benefits include:

- Pre- and post-convention registration list (those attendees who have opted in to share information)
- Company logo listed in convention preview*
- Company listed in convention program book*
- Company logo listed on the ACI Convention website and mobile app with link to company home page
- Company logo display on exhibitor banner during the convention
- Recognition at the Opening Reception and Concrete Mixer
- Company recognition in *Concrete International**
- Flexible move-in hours available
- Exposure to over 2000 industry leaders and decision-makers

**If confirmed by print date*

Events in the Exhibit Area:

- The Concrete Convention Registration—Saturday through Wednesday
- ACI Bookstore—Saturday through Wednesday
- Student Competition—All day Sunday
- Opening Reception—Sunday evening
- Exhibitor Demonstrations—Monday and Tuesday
- Cyber Stations offering Free WiFi to attendees—Sunday through Wednesday
- Morning and afternoon refreshment breaks—Sunday through Tuesday

Schedule

Saturday, October 19, 2019

Exhibitor Move In 8:00 AM – 12:00 PM

Sunday, October 20, 2019

Exhibit Hall Open 8:00 AM – 5:00 PM

*Morning Beverage Break, Student Competition,
Afternoon Beverage Break*

Opening Reception 7:00 PM – 8:00 PM
in Exhibit Hall

Monday, October 21, 2019

Exhibit Hall Open 8:00 AM – 5:00 PM

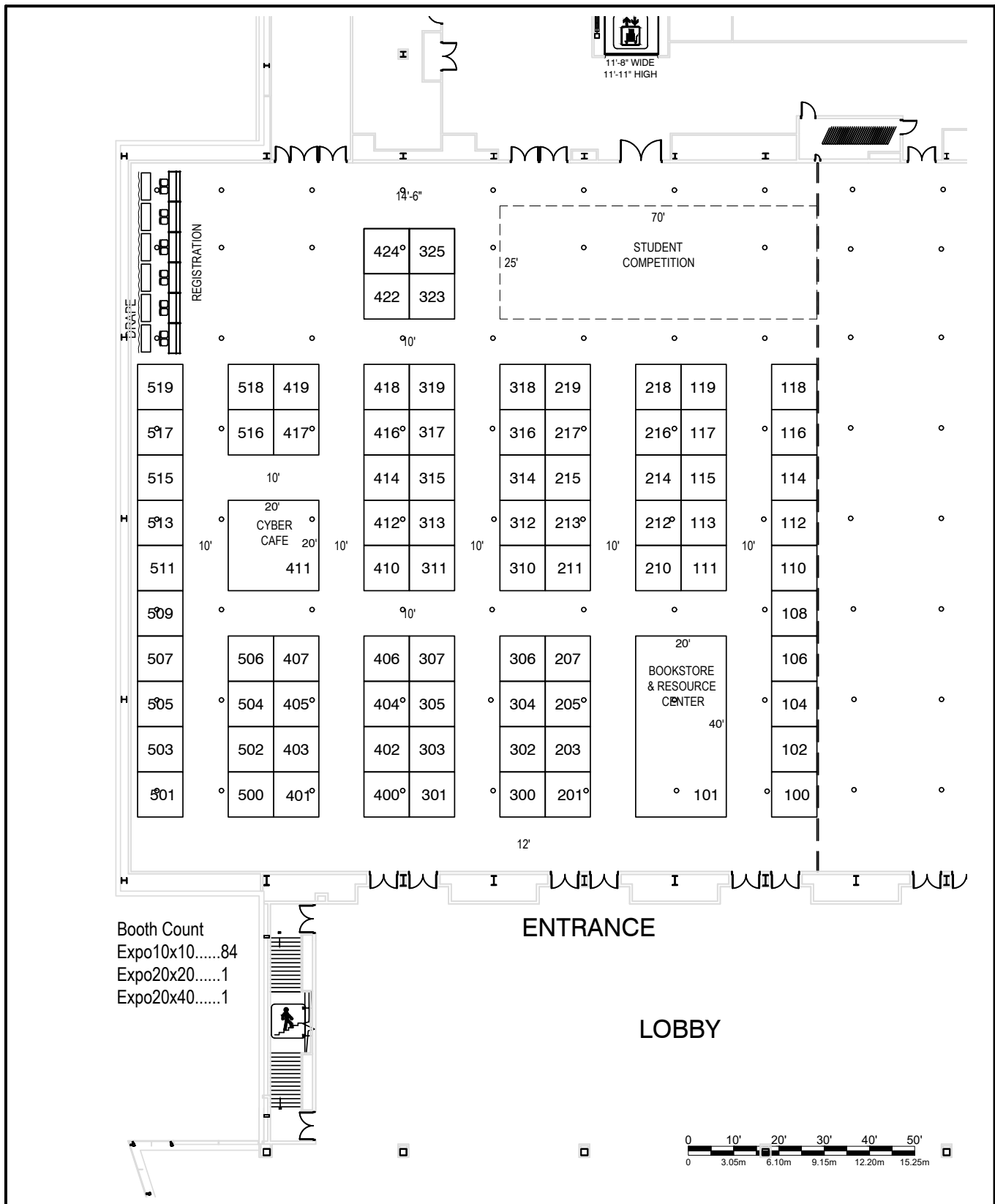
*Morning Beverage Break, Exhibitor Demos,
Afternoon Beverage Break*

Tuesday, October 22, 2019

Exhibit Hall Open 8:00 AM – 5:00 PM

*Morning Beverage Break, Exhibitor Demos,
Afternoon Beverage Break*

Exhibitor Move Out 5:00 PM – 7:00 PM



ACI 2019 Fall
 October 20 - 24, 2019
 Duke Energy CC/Grand Ballroom B/Cincinnati, OH

DRAWN BY: Tony Harris

REVISION DATE: 07/12/18

ALLIANCE
 nationwide exposition



Exhibitor & Sponsorship Application and Remittance Form

The ACI Concrete Convention and Exposition • Cincinnati, OH • October 20-24, 2019

YES! Please count on our support to make the ACI Convention a great success!

The undersigned agrees to the conditions and benefits set forth in this application agreement.

Contact Name _____

Company/Organization (as you wish it to appear on all materials) _____

Company URL _____

Street Address _____ City _____

State/Province _____ Zip _____ Country _____

Phone _____ Cell _____ E-mail _____

Will you be representing your company at the ACI Convention? Yes _____ No _____

If no, who will be representing your company? Name _____

Phone _____ Cell _____ E-mail _____

Upcoming Convention Dates

Cincinnati, OH
October 20-24, 2019

Rosemont, IL
March 29-April 2, 2020

Exhibit Booth Prices

Convention	Single Booth	Double Booth
Fall 2019 Show – Cincinnati, OH	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$4000

Larger booths available upon request.

I am interested in supporting the ACI Convention through an additional sponsorship at the following level:

☐ Mississippi River* (\$20,000)
 ☐ Ohio River* (\$10,000)
 ☐ Missouri River† (\$7,500)
 ☐ Allegheny River† (\$5,000)
 ☐ Great Miami River (\$2,500)
 ☐ Little Miami River (\$1,000)
 ☐ Licking River (\$500)

*Includes a double booth †Includes a single booth

Cincinnati Booth Preferences: Please provide your top five booth choices: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____

Booths are assigned based on a point system. The point system will be in effect until **April 30, 2019**; after that, it will be first come, first served. Every effort will be made not to place competitors next to one another. Confirmation of booth number will be sent to the Company Contact and On-Site Contact within 60 days of the convention by ACI Event Services.

Description of Organization and Nature of Exhibit (if applicable)

This will be published in the convention mobile app. Please limit to 50 words or less:

Please send a **high-resolution, 300 dpi logo** and proof of insurance to elizabeth.zimmerman@concrete.org.

Total Commitment (Sponsor Level and/or Exhibit Booth) \$ _____

Submit payment to kim.spillane@concrete.org, or by mailing this form and check payable to: ACI, Attn: Sandy Raymo, 38800 Country Club Drive, Farmington Hills, MI 48331

If mailing check, your booth will not be assigned until the booth is paid in full.

Card Number: _____

Cardholder Name: _____ Exp. Date: _____ Security Code: _____

Billing Address (if different from above): _____

SIGNATURE AND AGREEMENT (I have read, understand, and agree with the exhibitor/sponsor guidelines)

Official Representative _____ E-mail (to send receipt) _____

Signature _____ Date _____

Booth Assignments

ACI uses a point system to allocate exhibit space. Exhibitors earn points at each convention in which they participate. Points are awarded per show. Points are retroactive from the previous six conventions. The point system scale is listed below:

- 10 x 10 ft exhibit space—one point per show
- 10 x 20 ft exhibit space—two points per show
- Sponsorship that includes a booth—two points per show

Points will only be given to exhibitors who comply with ACI's Exhibitor Guidelines. Failure to comply will result in the loss of points. The point system does not preclude the exhibitor from requesting their top five locations.

ACI Show Management reserves the right to make changes to the floor plan in the event of a potential hazard or to increase traffic flow in the exhibit area.

Should you have any questions regarding the point system, booth assignments, or the exhibitor guidelines, please contact Elizabeth Zimmerman at +1.248.848.3186 or elizabeth.zimmerman@concrete.org.

Booth Construction

Exhibit materials may not extend past the allotted 10 x 10 ft area. Signage and set up should allow line of sight to other exhibitors. Show management has the right to make you take down or remove anything that may block the view of other booths.

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 that freight.

Manning Your Exhibit Booth

ACI only requires that materials be readily available to be picked up by attendees during the show hours. ACI does NOT require that exhibitors be in their booth at all times.

Exhibitor Move-in

If you foresee a problem with moving in during the designated move-in hours, please call Elizabeth Zimmerman at +1.248.848.3186 to make alternate arrangements. **Please note: if you need assistance from the service contractor at alternate times, you will incur charges.** Exhibitors who have not made prior arrangements and have not set up at the end of move-in may not be permitted to set up their booth.

Exhibitor Move-Out

Please do not break down before 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 show closing. Exhibitors who break down before the end of the show will forfeit their points earned for that show.

Storage

Combustible materials such as crates and boxes are limited to a 1-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 that the fire marshal deems a fire hazard. Failure to do so will result in delaying the opening of the show and you may be removed from the exhibit floor.

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. Any exhibitor or sponsor found to be selling publications/documents on the show floor or unrelated product 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 show floor on the third offense.

Security

The American Concrete Institute provides overnight security only. Exhibitors should remove from their booth all items of value that can be easily taken at the end of each day. The American Concrete Institute and the Hotel are not responsible for lost or stolen items.

Cancellation

An administrative fee of 50% of the pledged amount will be charged for any cancellation occurring more than 60 days prior to the convention start date. Cancellations received less than 60 days before will not receive a refund. If ACI cancels the convention due to circumstances beyond their reasonable control, ACI shall refund to each exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred. Circumstances include Acts of God such as war; government regulations; civil disorders; transportation disruption; work stoppage; terrorist act within 250 miles of destination; disaster including fire, flood, tornado, and hurricane; and entire or partial destruction of the venue.

Indemnification

The Exhibitor/Sponsor assumes all responsibility for all loss, theft, and/or damage to exhibitor's displays, equipment, and other property while on Hotel premises, and hereby waives any and all claims and/or demands it may have against ACI and Hotel, its parent and/or any of its affiliate companies arising from such loss, theft, and/or damage. In addition, the Exhibitor/Sponsor agrees to defend indemnify and hold harmless ACI and Hotel and their respective parent, subsidiary, and other related and affiliated companies from and against any and all liabilities, obligations, claims, damages, suits, costs, and expenses, including, without limitation, attorneys' fees, costs of court, and costs of other professionals, arising from directly and/or indirectly and/or in connection with the Exhibitor/Sponsor's occupancy and/or use of the exhibition premises and/or any part thereof and/or any act, error, and/or omission of the exhibitor and/or its employees, subcontractors, and/or agents. The provisions of indemnity herein shall survive, indefinitely, the expiration or earlier termination of this Agreement, shall not be limited to the amount of insurance maintained by the Exhibitor/Sponsor, and shall extend to claims occurring after the expiration or earlier termination of this Agreement as well as to claims occurring while this Agreement is in force.

Insurance

The exhibitor understands that the American Concrete Institute, the Hotel, the overnight security company or general services contractor does not maintain insurance covering exhibitor's property or lost revenue. Exhibitors shall, at their own expense, secure and maintain through the duration 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 worker's compensation insurance. Exhibitor shall provide ACI with a copy of its insurance certificate no later than 30 days (9/19/2019) prior to the convention.

Americans with Disabilities Act

All parties shall be responsible for compliance with the public accommodation requirements of the Americans with Disabilities Act and the Act's accompanying regulations and guidelines (collectively, the "ADA"). Hotel shall provide, to the extent required by the Act, such auxiliary aids and/or services as may be reasonably requested by ACI, provided ACI gives Hotel reasonable advance notice about the special needs of any attendees of which ACI is aware. Exhibitor/Sponsor shall be responsible for the cost of any auxiliary aids and services (including engagement of and payment to specialized service providers, such as sign language interpreters), other than those types and quantities typically maintained by the hotel.

Care of the Venue

Exhibitor/Sponsor shall promptly pay for any and all damages to the venue or booth equipment of the property or others caused by the exhibitor/sponsor.

Suitcasing

Attendees, sponsors, or exhibitors found to be "suitcasing" (soliciting business in session and committee meeting rooms, aisles, or booth of another exhibitor) will be asked by staff to cease this practice. Should this continue, they will be asked to leave the show floor immediately and will forfeit any exhibitor points earned for that show.