



Concrete Conference
Constructability,
Productivity & Resilience

Dubai, UAE
27-28 January 2027

Sponsor Prospectus

27-28 January, 2027
Dubai, UAE

The American Concrete Institute (ACI) and ACI UAE Chapter are pleased to announce the **2027 ACI Middle East Concrete Conference (ACI MEC 2027)**, themed “Constructability, Productivity & Resilience.”

Organized in collaboration with the **the ACI UAE Chapter**, this landmark event will bring together industry leaders, experts, and government representatives to explore practical solutions and innovations that tackle challenges in constructability, boost productivity, and enhance resilience in concrete construction.

Why Sponsor the ACI Concrete Conference?

Sponsoring ACI MEC 2027 is a powerful way to position your organization as a leader in the concrete industry and to showcase your commitment to advancing knowledge and innovation. By partnering with ACI MEC 2027, you will:

- **Connect with industry decision makers.** With over 200 attendees representing organizations from across the region, the ACI Concrete Conference is the premier platform to make your voice heard and your brand seen.
- **Showcase your expertise on a world-class stage.** The conference offers high-quality opportunities for attendees to learn, network, and exchange ideas, making it the perfect venue to highlight your organization's strengths and innovations.
- **Demonstrate your leadership.** As the conference focuses on seismic strength and sustainable building, you can share your commitment to the critical issues shaping the future of concrete construction with peers and stakeholders.

Attendee Demographics



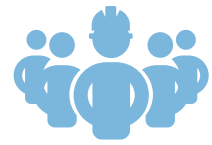
18%

Consulting Engineers



8%

Contractors



11%

Authorities



4%

Students



7%

Educators



39%

Technical and Material
Suppliers



13%

Quality Control, Associations, and Third-Party Consultants

Attendee Geographics



Australia
Bahrain
Canada
Egypt
France
Germany
India
Iraq
Ireland
Jordan
Lebanon
Qatar
Saudi Arabia
Switzerland
Turkey
United Arab Emirates
(UAE)
United Kingdom
United States



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	Partner (Limited to two opportunities)	Gold	Silver	Bronze
Sponsorship Prospectus	AED 60,000	AED 40,000	AED 30,000	AED 20,000
Before the event				
Company logo on conference web page	✓	✓	✓	✓
Company logo on ACI social media promoting the event	✓	✓	✓	✓
Company logo featured in email blasts to ACI members and ACI regional chapters' local members (more than 35,000 member)	✓	✓	✓	✓
During the event				
Company logo on the event agenda	✓	✓	✓	✓
Logo on stage backdrop	✓	✓	✓	✓
Verbal recognition and plaque appreciation gift at the Opening Ceremony	✓	✓	✓	✓
Company profile on the event agenda	✓	✓		
Sponsors thank-you gifts (provided by the sponsor)	✓	✓		
Roll up banner placed at the Conference during the coffee break (provided by the sponsor)	✓	✓		
Booth/Stand at the conference networking hall (size and location depends on the venue)	✓	✓		
Free conference registration for (#) employees and guests	12	8	5	3
Sponsored speaking session on conference-related topics (must not be direct sales pitch—content to be agreed upon with ACI)	✓			
After the event				
Mention in event's press releases	✓			
Recognition in ACI <i>Concrete International</i> magazine	✓	✓		
ACI International Organizational Membership 2027	✓*	✓		

*Organizational Members receive a complimentary copy of the ACI Collection in their choice of format (ten-volume books, USB drive, or single-user online subscription), which contains all of the widely-used ACI concrete codes, specifications, and practices. [Click here to view the Organizational Membership benefits online.](#)

For additional information on sponsorship opportunities, contact Ahmad Mhanna, Director, Middle East Region, at Ahmad.Mhanna@concrete.org

General Terms & Conditions

Cancellation

An administrative fee of 80% of the pledged amount will be charged for any cancellation occurring more than 90 days prior to the conference start date. The 20% refund is applicable before announcing sponsors through the conference promoting material. Cancellations received less than 90 days before the event or after announcing the sponsors through the conference promoting material will not receive a refund. If ACI cancels the conference due to circumstances beyond their reasonable control, ACI shall refund to each sponsor the 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; health epidemic; and entire or partial destruction of the venue.

Indemnification

The Sponsor assumes all responsibility for all loss, theft, and/or damage to exhibitor's displays, equipment, and other property while on venue premises, and hereby waives any and all claims and/or demands it may have against ACI and venue owners, its parent, and/or any of its affiliate companies arising from such loss, theft, and/or damage. In addition, the Sponsor agrees to defend, indemnify, and hold harmless ACI and

venue 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 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 Sponsor 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 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.

Care of the Venue

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

Suitcasing

All attendees, including sponsors found to be "suitcasing" (soliciting business in session and committee meeting rooms, aisles, or booth of another exhibit) 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 loyalty points earned for that show.

Exhibit Terms & Conditions

Exhibiting Space Assignments

Exhibiting Space assignments are made on a first-come, first-served basis. Partners and Gold Sponsors will be given the priority in booth selection during the first 30 days of the official floorplan being released.

Exhibiting Space Inclusions

Each exhibiting space includes: pipe and drape, one 6 ft skirted table, two chairs, and waste basket. Existing carpeting in exhibit hall.

Booth Construction

Exhibit materials may not extend past the allotted area. Signage and setup should allow line of sight to other exhibits. 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 sponsor. Sponsors 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 sponsors be in their booth at all times.

Exhibit Move-In/Move-Out

Exhibit Move-In/Move-Out will be communicated to sponsors 45 days prior to conference dates.

Sponsors 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 exhibiting material.

Please do not break down before the end of the conference hours.

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. Sponsors 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

Sponsors may sell or take orders for any concrete-related product only in their booth. Any sponsor or sponsors found to be selling 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 venue management provides overnight security only. Sponsors 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 venue are not responsible for lost or stolen items.

Insurance

The sponsor understands that the American Concrete Institute, the venue, the overnight security company, or the general services contractor does not maintain insurance covering the sponsor's property or lost revenue. Sponsors shall, at their own expense, secure and maintain through the duration of the ACI conference, including move-in and move-out days, general liability insurance covering bodily injury, broad form property damage, and workers' compensation insurance.



American Concrete Institute

Sponsorship Application and Remittance Form

ACI Concrete Conference Constructability, Productivity & Resilience • 27-28 January, 2027

YES! Please count on our support to make the ACI Concrete Conference 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 _____ Email _____

Will you be representing your company at the ACI Concrete Conference? Yes No

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

Phone _____ Cell _____ Email _____

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I am interested in supporting the ACI Concrete Conference at the following level:

- ☐ Partner (AED 60,000) ☐ Gold (AED 40,000) ☐ Silver (AED 30,000) ☐ Bronze (AED 20,000)

Company profile

This will be published in the conference event agenda. Please limit to 50 words or less: (for Partners and Gold Sponsors)

Please send a **high-resolution, 300 dpi logo** to ahmad.mhanna@concrete.org.

Total Commitment AED _____

Submit completed application via email to ahmad.mhanna@concrete.org.

Please note: Sponsorship benefits will be activated when paid in full.

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

Official Representative _____ **Email (to send receipt)** _____

Signature _____ **Date** _____