



Chapter Convention Guide

Table of Contents

I. Overview	3
II. Types of Conventions	4
III. Chapter Convention Committee	6
A. General Information	7
Selecting Co-Chairs	7
Chapter Convention Committee Meetings	7
Convention Registration	7
Convention Budget	8
Hotel Contracts	8
Distinguished Achievement	8-9
Use of ACI Logo	9
Convention Logo	9
Chapter Pin Logo	9
Hot Topic	9-10
Chapter Functions at Convention	10
Chapter Hospitality Suite	10
Chapter Sleeping Rooms	10
Convention Volunteers & Chapter Desk	10
Opening Session Remarks	11
B. Subcommittees	12
B.1 Architects' Day Subcommittee	12
B.2 Exhibit Subcommittee	14
B.3 Finance Subcommittee	17
B.4 Secretary Subcommittee	21
B.5 Treasurer Subcommittee	22
B.6 Volunteer Coordinator Subcommittee	23
B.7 Guest Program Subcommittee	24
B.8 Publicity Subcommittee	26
B.9 Social Events Subcommittee	27
B.10 Student Program Subcommittee	29
B.11 Technical Session Subcommittee	30
IV. Chapter Fundraising	31

I. Overview

This guide has been assembled to assist and inform ACI Chapters who are considering hosting, or have committed to host, an ACI Concrete Convention of their responsibilities. The requirements, suggestions, and recommendations set forth in this guide were established for developing successful and interesting conventions.

Conventions are significant in the overall success and operation of ACI. A function of conventions is to provide the opportunity for ACI members, 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. An ACI Concrete Convention is 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 can 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 1800 to 2200 attendees per convention, dependent upon location. A convention is 4 days in length (Sunday through Wednesday). Most attendees arrive on Saturday or Sunday and depart on Wednesday. The location for a convention is typically selected 4-6 years in advance. The destination is thoroughly evaluated by ACI staff. Criteria for site selection include:

- Financial impact to attendee, exhibitors, Chapter, and Institute
- Ample meeting space in no more than two venues
- Ample sleeping rooms connected or close to meeting space
- Availability of preferred dates (Spring: mid-March to mid-April; avoiding holidays; Fall: mid-October to mid-November)
- Adequate number of nonstop flights and competitive air carriers
- Adequate economical and reliable ground transportation options
- Restaurants within proximity and at varying price points
- Attractiveness of destination to attendees
- Additional requirements based on specific convention and/or destination

II. Types of Conventions

There are two types of convention formats that host Chapters can choose from. One format places the financial responsibility with ACI and the other format places the financial responsibility with the Chapter. Here are the two types:

ACI-Funded Convention

With an ACI-Funded Convention, ACI staff is responsible for all the fundraising for the convention, as well as certain convention expenses. Here is the breakdown of both the ACI and Chapter responsibilities for an ACI-Funded Convention.

ACI Staff

- Handle all fundraising for the convention, including exhibit and sponsorship sales.
- Host and sponsor the Opening Reception
- Host and sponsor the Concrete Mixer
- Sponsor students to attend the Student Lunch
- Coordinate with the host Chapter
- Coordinate guest tours (optional)

**ACI Event Services handles all core planning responsibilities and logistics associated with all ACI Concrete Conventions regardless of the format.*

Chapter

- Coordinate Architects' Day activities (sessions and lunch speaker)
- Coordinate Student Lunch speaker
- Coordinate technical sessions (optional)
- Coordinate technical tours (optional)
- Provide ideas for activities in the host city
- Coordinate guest tours (optional)
- Assist with Student Competition and judging
- Setup and staff the Chapter information desk at the convention prior to and during the actual convention
- Promote Student Competition participation to local/regional schools
- Coordinate volunteers
- Develop, purchase, and distribute convention pins
- Promote the convention locally and regionally
- Sponsor a promotional item, coffee break, networking event, etc. (optional)
- Assist ACI Staff with a list of potential local leads for exhibits/sponsorships

**Chapters can expect to spend approximately \$8,000 - \$50,000 on an ACI Funded Convention depending on how many optional items, they would like to organize.*

Chapter-Funded Convention

With a Chapter-Funded Convention, the host Chapter handles all the fundraising for the convention, as well as certain convention expenses. Here is the breakdown of both the Chapter and ACI responsibilities for a Chapter-Funded Convention.

Chapter

- Handle all fundraising for the convention, including exhibit and sponsorship sales. Typically, the Chapter must raise between \$175,000 to \$325,000, depending on the destination.
- Host and sponsor the Opening Reception
- Host and sponsor the Concrete Mixer
- Sponsor students to attend the Student Lunch
- Coordinate Architects' Day activities (sessions and lunch speaker)
- Coordinate Student Lunch speaker
- Coordinate technical sessions (optional)
- Coordinate technical tours (optional)
- Coordinate guest tours (optional)
- Assist with Student Competition and judging
- Setup and staff the Chapter information desk at the convention prior to and during the actual convention
- Promote Student Competition participation to local/regional schools
- Coordinate volunteers
- Develop, purchase, and distribute convention pins
- Promote the convention locally and regionally

Staff

- Coordinate with the host Chapter
- Coordinate guest tours (optional)

**ACI Event Services handles all core planning responsibilities and logistics associated with all ACI Concrete Conventions regardless of the format.*

The commitments to host a Chapter-Funded Convention 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. Specific responsibilities for convention activities are detailed in the following sections. In addition, Exhibit B depicts a complete timeline of Chapter activities.

III. Chapter Convention Committee

Chapter Convention Committee Role

The Chapter should form a Chapter Convention Committee (CCC) to coordinate convention activities. A representative of the CCC should attend all conventions and key committee meetings (Hot Topic, S801, etc.) a minimum of 2 years preceding the convention date. A committee roster for the CCC should be submitted to the ACI Concrete Convention Committee prior to each convention. Exhibit C depicts a sample committee roster.

CCC Structure

Chapters should strongly consider using two Co-Chairs to lead the CCC as well as the subcommittees. The use of Co-Chairs to oversee the CCC and subcommittees results in a more equitable dispersion of the workload. The organization of a convention can be broken into several subcommittees (see Section B on subcommittees).

CCC Reports

The CCC should submit the minutes of each meeting to ACI Event Services. Beginning 2 years prior to a convention, the Chapter is required to report to ACI Staff on the planning efforts of the host Chapter. Exhibit D shows the reports required by ACI Staff and their accompanying due dates.

Only the final details and the necessary changes should be left for the last 6 months. Each subcommittee Chair should target all major decisions, approvals, and commitments to be completed 2 months prior to the convention.

The CCC should develop a final report following the convention and submit it to ACI Staff. The final report should include the following:

- Total budget amount
- Amount raised from sponsors (Chapter-Funded Convention only)
- Amount raised from exhibitors (Chapter-Funded Convention only)
- A list of individual amounts of sponsors (Chapter-Funded Convention only)
- Attendance figures
- Chapter's overall experience hosting the convention
- Information about the structure of the committee and volunteers used during the convention
- What worked and what didn't
- Suggestions for future Chapters

A. General Information

The Co-Chairs are the thread between the subcommittees and ACI headquarters. It is important that they communicate frequently with ACI staff.

Suggestions for Selecting Chair/Co-Chairs

- Start early! Select the convention Co-Chairs, and subcommittee Chairs at least 3 years in advance.
- If possible, select convention Co-Chairs who are not involved with too many ACI committees. Too many commitments may hinder the attention needed to be a convention Co-Chair.
- Select Co-chairs who are familiar with managing multiple groups or projects all working toward a common goal.
- Select as many subcommittee Chairs as possible who have attended an ACI Concrete Convention(s) in the past.
- Select Co-chairs and subcommittee Chairs who are not timid about delegating responsibilities and overseeing their completion. Volunteers are prepared to help, but are often hesitant to manage tasks without guidance from a Chair.
- If a subcommittee Chair is not keeping up with deadlines, the Co-chairs should be ready to replace them. A successful, tactful method of replacing a substandard Chair is to re-designate him or her as a Co-Chair and select another person as the new Chair. This can keep everyone who originally volunteered involved.

Chapter Convention Committee Meetings

The CCC 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. Six weeks before the convention, meetings should be held bi-weekly. Those Chapters hosting an ACI-Funded Convention may not be required to meet as often. With vacations and normal construction activities, very little is accomplished June 1 through September 1. 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 a convention may also be necessary.

Convention Registration

Members of the CCC will receive a complimentary convention registration for attendance at their hosted convention only. ACI Staff will provide volunteer name badges at no charge to volunteers who staff the Chapter Desk or are assisting in another capacity. Volunteers are not permitted to attend committee meetings, sessions, or networking events. All other individuals attending the convention must register and pay the convention registration fee.

Convention Budget

The Co-Chairs should create a budget with input from the subcommittees and ACI Event Services. A sample budget worksheet is shown as Exhibit M.

Hotel Contracts

ACI contracts with hotels and meeting facilities 4-6 years in advance of the convention. ACI is working toward having convention locations firmly committed no later than 4 years in advance.

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

- Venues require that all food and beverage in the venue be provided by the venue.
- NO outside food or beverages may be brought into the venue for a function being held in that venue. However, in some cases, the venue will agree to outside food and beverage, but surcharges will apply in those cases. These charges are passed on to the group or individual who brings in outside food and beverage.
- Venues require ACI to meet a food and beverage minimum. ACI relies on food and beverage events from Chapter-Funded Conventions to assist in meeting these minimums. Failure to meet this amount may result in financial penalties to ACI. It is very important that the host Chapter assist ACI in maintaining the integrity of this portion of the contract.
- Venues do not allow ACI or its host Chapters to publicize or refer attendees to other hotels. ACI is contractually obligated to reach a minimum number of guest room reservations. Should ACI not meet the sleeping room block minimum as committed in the contract, ACI could be liable for substantial charges for the use of the meeting space and the shortfall for sleeping rooms.

Each hotel and city has requirements specific to that location. It is highly recommended that the Co-chairs discuss with ACI's Director of Event Services the contract for your city in case there are additional conditions for which you should be aware.

For a Chapter-Funded Convention, the host Chapter may need to contract a location for the Concrete Mixer Reception, arrange for transportation, select a tour company, etc. In these instances, the Chapter is required to send the contract to ACI Event Services for review prior to the signing of any contract. This is to ensure that the Chapter is adequately represented in the agreement and not opening the Chapter up to any contractual obligations they cannot meet.

Distinguished Achievement Award (optional)

Chapter Convention Committees have the option of nominating individuals and organizations from the local area for the Distinguished Achievement Award. Nominations for this award must be submitted no more than 1 year in advance. Additional information regarding the award is listed below.

Award Description: 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.

Date Modified: August 2019

Procedure: The award is given for outstanding contributions to the advancement of knowledge of concrete as a construction material. All nonmember persons, firms, corporations, or organizations are eligible to receive the award, which is a certificate.

Chapter Convention Committees have the option to nominate local prospective awardees to the Committee for Personal Awards. The CCC can set up its own procedure for the selection process. The ACI nomination form may be obtained online at

<https://www.concrete.org/aboutaci/honorsandawards/awards/personalawards.aspx>

Decisions are made in the spring and fall and presented to the ACI Board of Direction for approval. Therefore, all nominations must be submitted no later than 1 year prior to the award being given.

Use of ACI Logo

To meet the requirements of the ACI Brand Guidelines, which were designed to protect the integrity of the ACI logo, ACI Event Services must approve the use of the ACI logo on letterhead, flyers, handouts, and any materials produced for promotional purposes. ACI staff can assist with developing these materials. Please contact ACI Event Services for assistance. An example of the correct usage of the ACI logo is shown as Exhibit E.

Convention Logo

Effective, November 1, 2019, The Concrete Convention and Exposition has been rebranded to “ACI Concrete Convention”. This rebranding included a name and logo change. The new convention logos will be used in accordance with the ACI Concrete Convention Brand Guidelines and will be included on all convention materials developed by ACI and the Chapter as well as any other materials distributed by ACI.

Chapter Pin Logo

The CCC may design their own Chapter pin logo. This Chapter pin logo may appear on any of the materials that the CCC develops, including items such as the convention pin, exhibit and sponsorship letters, Chapter t-shirts, CCC letterhead, promotional materials, and any other items the CCC will distribute independent from ACI. Every Chapter pin logo must incorporate the ACI logo and the year the convention will be held. To protect the integrity of the ACI logo and to ensure the ACI logo is used in a manner consistent with the ACI Brand Guidelines, all Chapter pin logos must be approved by ACI Staff. ACI graphic designers are available to assist with logo development and design at no charge. During logo development, Chapters should take into consideration the number of colors used for promotional printing and/or embroidery purposes. Any ACI graphic design changes requested by the Chapter after the final logo is approved will be billed to the Chapter at \$100 per occurrence.

Hot Topic

The Hot Topic Committee, a subcommittee of the Technical Activities Committee (TAC) in collaboration with the CCC, 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. The CCC may request to co-sponsor the Hot Topic session

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for their convention. CCC members should attend Hot Topic Committee meetings to provide input on topics selected for their convention, beginning no later than 12 months prior to the convention. Please note, the Hot Topic Committee makes the final determination on what topics are selected for conventions. In rare instances, an approved topic submitted by the CCC may be cancelled, should an urgent topic within the industry take precedence.

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. Experience shows that attendance by your Chapter officers, the ACI President, or similar can be difficult with the demands on their time during the convention week.

Chapter Hospitality Suite

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 (movies, room service, phone calls, etc.) are the responsibility of the Chapter. This suite is provided for the host Chapter to have a place to hold meetings during the convention, provide a location for Chapter members to gather, or host sponsors, exhibitors, or others who have helped support the convention. The Chair or Co-Chair of the convention customarily resides in this suite, but it should not be regarded as a personal room and should not be used for personal functions. This room may not be given to other attendees for their private use.

The Chapter, at their discretion, can plan a Chapter function with beverages and snacks in the Chapter suite to thank the Chapter convention committee members for their hard work. Such functions should not conflict with any other ACI-sponsored events (Opening Session, Concrete Mixer, and President's Reception). ACI Event Services can make the arrangements for this event and will bill the Chapter for any costs incurred following the convention.

Chapter Sleeping Rooms

Except for the Chapter Hospitality Suite, any members of the Chapter wishing to stay at the hotel are responsible for the payment of their own hotel room and incidental charges. It is recommended (but not required) that each subcommittee Chair and all other individuals heavily involved from the local Chapter stay at the hotel for the duration of the convention to assure traffic or other obstructions will not delay their arrival.

Convention Volunteers and Chapter Desk

Chapters should plan to recruit volunteers to assist during the convention. Volunteers are needed to staff the Chapter's information desk, direct attendees, usher at the Opening Session, and greet/direct attendees upon arrival at the hotels. ACI will supply a name badges for those volunteering at the convention.

The CCC will be provided with an information desk near the exhibit area at their convention as well as the convention prior. This information desk is staffed by Chapter volunteers who can answer questions about the local area and promote convention activities. The Chapter Desk should be staffed (with a

Date Modified: August 2019

minimum of two volunteers) while the exhibit area is open (Saturday from 2:00 pm – 6:00 pm; Sunday through Tuesday from 8:00 am – 5:00 pm; and Sunday during the Opening Reception).

Opening Session

The Co-Chairs will be asked to welcome attendees during the Opening Session on the first day of the convention. The Co-Chairs may wish to cover the following in their comments:

- Welcome to the city
- A thank-you to the Chapter Convention Committee and ACI Chapter
- Events that the Chapter has put together
 - Special events or tours
 - Sessions sponsored by the Chapter
 - Visiting the exhibitors
- Last-minute housekeeping items provided by ACI Event Services

The Chapter will have up to 2 minutes to address the audience during the Opening Session. It is highly recommended that the Chapter submit a script to ACI in advance.

B. Subcommittees

Subcommittees should be formed no later than 18 months prior to the convention and should be composed of a Chair and at least one additional volunteer.

B.1 Architects' Day Subcommittee

*Architects' Day replaces Contractors' Day, effective Fall 2020 and beyond.

Overview: Architects' Day is held on Tuesday of the convention and consists of a lunch with speaker and up to two sessions. Sessions can be presentations, tours, or demonstrations. The sessions and lunch planned for this day are designed specifically for those in the construction industry.

The Construction Liaison Committee (CLC) and the CCC jointly plan the events for Architects' Day. Subcommittee members should plan on attending the CLC meeting beginning 18 months prior to the convention. All planned activities/events are to be coordinated/scheduled through ACI Event Services. Please refer to the timeline, shown as Exhibit B, for responsibilities and deadlines.

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

Responsibilities:

- Organize the sessions (could be demos, tours, or presentations);
- Secure a speaker for the lunch; and
- Develop a promotional plan.

Sessions

Develop a list of possible topics. It is suggested that sessions do not repeat topics previously covered on a local level. This can help draw local contractors to the convention interested in learning about current issues.

Create a list of qualified speakers. Confirm that all speaker presentations fit into the topic of the session, periodically communicate with speakers as to the status and format, select session moderators and verify their qualifications, and have one or more backup speakers in the event someone is unable to participate on short notice.

Session moderators (usually two) need to be selected no later than 18 months in advance. Moderators are responsible for securing speakers and helping with presentation development. It is recommended (but not required) that all session moderators participate in the online Session Moderator Training.

Moderators are responsible for submitting the online Preliminary Session Request Form (12 months prior to the convention) outlining the list of speakers and proposed topics and the online Final Session

Date Modified: August 2019

Request Form (6 months prior to the convention) outlining the final list of speakers and the confirmed presentation titles.

The session request forms and the moderator training are available online at <http://www.concrete.org/Events/Conventions/FutureConventions/RequestASession.aspx>.

Architects' Day Lunch

The Chapter convention committee must select a lunch speaker 12 to 14 months prior to the convention. Ideally, the person and topic will address construction issues. As a part of the lunch, the CCC should make a short address regarding the days' events and benefits of ACI to the construction and architect community. The CCC is responsible for submitting speaker information, photo, biography, topic, and presentation description to ACI Event Services at least 6 months prior to the convention.

Promotion

Architects' Day should be heavily promoted in the local/regional area. Work with ACI Staff to be sure that the communication platforms that are developed; stress the benefits of attendance. 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 appropriate promotional material.

Promotional material should contain information about sessions and the lunch speaker. Materials should be sent 2 to 3 months prior to the convention. The materials should contain the following information:

- Architects' Day sessions and lunch information
- Convention registration information.
- General information about the convention and other sessions that would be interesting to contractors
- A list of pertinent committee meetings that architects might be interested in attending
- Information about any evening events following the Architects' Day events

*All promotional material developed by the CCC must be approved by ACI Event Services in advance.

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.

B.2 Exhibit Subcommittee

Overview: The Exhibit Subcommittee is a requirement for a Chapter-Funded Convention only. The Exhibit Subcommittee will work closely with ACI Business Development staff. ACI seeks to provide exhibitors with a venue and atmosphere that will maximize visibility and marketing potential. The exhibit area is designed to include convention registration, ACI Store, cyber café, exhibit demonstrations, wireless hotspots, and a place where attendees can meet between events to network, enjoy refreshments, or just catch up on what is happening at work or home.

Goal: The goal of the Exhibit Subcommittee is to sell exhibit booths and/or tables and promote attendance in the exhibit hall during the convention. Refer to Exhibit B for a detailed timeline.

ACI Staff Responsibilities:

- Negotiate and sign an agreement with a general service contractor (decorator);
- Arrange for overnight security in the exhibit hall;
- Allocate function space for exhibits typically 18 to 24 months prior to the convention;
- Develop floor plan with contracted decorator;
- Assign booths space;
- Schedule and handle logistics for exhibitor demonstrations;
- Work with decorator on-site;
- Collect exhibitor information for website, program book, and signs;
- Collect exhibitor insurance certificates

CCC Responsibilities:

- Sell exhibit booth space beginning at least 24 months in advance of the convention.
- The exhibitor fees are a large part of the funds raised by the CCC. Booths must be sold at a minimum of \$2000 for a 10 x 10 ft space. Bundle pricing for multiple conventions, may be negotiated with ACI Business Development.
- Determine what items the Chapter would like to include in the exhibit booth package (for example, a typical booth package is a table, chairs, trashcan, drape, etc.)
- Payment of any exhibit related decorator expenses and power/water (if included in booth package to exhibitors), and any costs for exhibitors to attend the Concrete Mixer.
- In some venues, there may be a venue/exhibit hall rental fee. The Chapter is responsible for paying the portion of the rental fee associated with the amount of exhibit space used.
- Collect all signed exhibitor applications and payment for each exhibitor. The average number of exhibitors is 40 to 65 for each convention. The balance should be paid in full upon receipt of application. The CCC may wish to keep a waiting list once all spaces are full in the event of a cancellation.
- Keep track of the dates the exhibitor application and payments are received. Upon receipt of the completed application and payment, the application must be emailed to ACI Business Development.
- Work with staff to develop promotional and informational materials for exhibitors.

Date Modified: August 2019

- Request list of Sustaining Members and past exhibitors from ACI Business Development for solicitation purposes.
- Once the floor plan and prospectus has been finalized by ACI Business Development, the Exhibit Subcommittee should distribute the application to potential exhibitors along with the floor plan.
- The CCC is responsible for paying ACI an administrative fee of \$150 per exhibit booth to supplement the cost of materials and staff time spent working on the coordination of exhibits.
- It is recommended that the Chair of the Exhibit Subcommittee is present during exhibitor move-in at the venue. This is a good opportunity to welcome and thank exhibitors for their support.

Exhibitor Benefits

- Up to two exhibitor name badges are provided per booth, allowing access to exhibit area, convention sessions, and committee meetings
- Opportunity to network with 1800 to 2200 industry professionals over a 3-day period
- Company logo with link to the company site on the ACI Concrete Convention website
- Promote their participation in the show
- Company name, short description of products and services, and website listing in convention program and/or convention app (if committed by print deadlines)
- Company logo on convention signage (if committed by print deadlines)
- Free pre- and post-show registration lists.
- Company recognition in *Concrete International* (if committed by print deadlines)
- Company logo in convention preview (if committed by print deadlines)
- Opportunity to give a demonstration to convention attendees during a dedicated time slot
- Company recognition at the Opening Reception and/or Concrete Mixer

Exhibitor Application—See Exhibit I for a sample application form.

The Chapter will coordinate the development of the Exhibitor Application with ACI Staff. Every exhibitor is required to sign the application and provide a copy of proof of insurance with their exhibitor application. The Chapter must send ACI Business Development all signed applications and exhibitor contact information upon receipt. A final list of exhibitors is needed 6 weeks prior to the convention to be included in convention materials. The exhibitor must send a copy of the proof of liability insurance to ACI Event Services no later than 4 weeks prior to the convention.

Exhibit Floor Plan

ACI will develop and send the preliminary floor plan to the CCC 12 to 24 months in advance so that it may be included with the distribution of the exhibitor application.

Booth Assignments

ACI uses a point system to allocate exhibit space. Exhibitors earn points at each convention in which they participate. Those exhibitors with priority points are given first option to submit their application and reserve their booth space, followed by those with lower points. After the first option deadline, booths are sold and assigned on a first-come, first-served basis.

Date Modified: August 2019

The point system awards 1 point for each company who purchases a 10 x 10 ft exhibit space, 2 points for each company who purchases a 10 x 20 ft exhibit space or sponsors the convention at a \$5000 level or higher, with accumulated points dropping off every 3 years (or 6 conventions). Points will only be given to exhibitors who comply with ACI's Exhibitor Guidelines. Failure to comply will result in the loss of points. ACI Event Services will make all booth assignments.

Exhibitor Prospectus

An example Exhibitor Prospectus is shown as Exhibit J.

Exhibitors and potential exhibitors will be sent an Exhibitor Prospectus at the time of solicitation or confirmation by staff and/or the CCC. ACI Business Development will create this document and provide a copy to the CCC after the decorator has been contracted and the exhibit floor plan and application have been drafted. All approved show guidelines are listed in the Exhibitor Prospectus. The Exhibit Prospectus must follow both the ACI Brand and Convention Brand guidelines.

Exhibitor Kit

An exhibitor kit containing all pertinent information will be sent to exhibitors from ACI and the general service contractor approximately 6 to 8 weeks prior to the convention. This manual will contain all the necessary details, forms, and instructions for the show. ACI Staff will prepare and distribute the exhibitor kit to exhibitors.

Food and Beverage in the Exhibit Area (optional)

The CCC may wish to provide food and beverage to draw members into the exhibit hall. Possible options include pastries, lunch concessions, afternoon snacks, and beer garden. Please note that all food and beverage must be supplied by the hotel or venue. Please coordinate all food and beverage in the Exhibit Area through ACI Event Services.

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 ask exhibitors to contribute to or obtain items to hold a daily drawing for attendees.
- If space permits, a demonstration area will be set up for exhibitors to showcase their products on Monday and/or Tuesday. ACI Event Services will work with exhibitors to schedule and arrange demonstrations.

B.3 Finance Subcommittee

Overview: The Finance Subcommittee's objective is to raise money to fund CCC responsibilities and financial commitments. This committee will work closely with ACI Business Development staff. Please see Exhibit B for the timeline. For Chapter-Funded Conventions, ACI has also developed a separate guide for fundraising (Section IV).

ACI-Funded Convention

An ACI-Funded Convention requires a much smaller financial commitment from the host Chapter. Chapters can successfully host a standard ACI Funded Convention for as little as \$8,000. Some host Chapters elect to spend additional money to enhance a standard convention and could spend upward of \$50,000 to cover optional expenses. Here is a breakdown of responsibilities and expenses:

- Obtain enough funds to cover the CCC's convention expenses.
- Chapter pins
- Promotion of convention at the convention prior
- Chapter shirts (optional)
- CCC flyers and postage (optional)
- Posters/advertising for the convention in the local area (optional)
- Convention registration and travel for CCC members (optional)
- Incidentals for Chapter suite incurred by the CCC (if any)
- Attendee giveaways (optional)
- Banking fees (if any)
- Student competition refreshments (optional)
- Hot Topic Session refreshments (optional)
- Parking passes for volunteers (optional)
- Sponsor a portion of the Concrete Mixer or Opening Reception (optional)

Chapter-Funded Convention

A Chapter-Funded Convention requires a much larger financial commitment from the host Chapter. Depending on the cost of living/expenses in a destination, host Chapters should expect to raise between \$175,000 to \$325,000 to cover their convention expenses. Here is a breakdown of responsibilities and expenses:

- Raise funds to cover all CCC financial commitments
- Opening Reception (see Social Events Subcommittee for details)
- Concrete Mixer (see Social Events Subcommittee for details)
- Exhibit Booth expenses such as administrative and decorator fees
- Sponsor students to attend the Student Lunch
- Sponsor convention registration fees (if offered to top sponsors as a benefit)
- Chapter pins
- Promote convention at the convention prior

Date Modified: August 2019

- Guest Program (see Guest Program Subcommittee for details) (optional)
- Appreciation reception for convention contributors (optional)
- Gratuities for tour company (for example, drivers, tour guides)
- Potential losses from Guest Program/Tours
- Convention magazine/newspaper (optional)
- Work closely with the Exhibit Subcommittee, if applicable
- Chapter shirts (optional)
- CCC flyers and postage (optional)
- Posters/advertising for the convention in the local area (optional)
- Convention registration and travel for CCC members (optional)
- Incidentals for Chapter suite incurred by the CCC (if any)
- Attendee giveaways (optional)
- Banking fees (if any)
- Student competition refreshments (optional)
- Hot Topic Session refreshments (optional)
- Parking passes for volunteers (optional)

Sponsorship Levels (Chapter-Funded Convention)

The CCC sets levels of contributions that reflect the amount of money donated. The Chapter should set these levels prior to kicking off their fundraising activities. A sample letter is shown in Exhibit L.

Sponsor Benefits (Chapter-Funded Convention)

Benefits for various levels of sponsorship should be developed by the CCC and reviewed by ACI Business Development. The CCC should be careful to use the correct company name and logo for a sponsor when including it on any of the below items. Additional benefits not listed below must be approved by ACI Event Services in advance. Approved benefits include:

Convention Registration: The CCC may provide the sponsor with complimentary convention registration. 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 in advance of the convention. ACI Event Services will provide a special registration code and instructions to be distributed to sponsors 3 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 Finance Subcommittee should be sure to coordinate with the Exhibitor Subcommittee 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.

Preview/Program Book: The sponsors' names will appear in alphabetical order under the designated donor level. The listing of sponsors needs to be submitted to ACI Event Services 6 months prior to the convention to be printed in the preview and 6 weeks prior to the convention to be printed in the

convention program book. Company logos may or may not be used in the preview, space permitting. Logos in the program book can be offered to certain levels of sponsorships.

Signage/Banners: ACI Event Services can help create these materials or provide a recommendation on printers. The quantity and text for signage must be received by ACI Event Services at least 4 weeks prior to the convention if ACI is printing these materials on your behalf. ACI will bill the Chapter for materials used.

Promotional Items: The CCC may offer existing sponsors the opportunity to place their logo on promotional items such as convention bags, lanyards, luggage tags, etc. Typically, to sponsor a promotional item, the company/organization must be a general convention sponsor at any of the designated sponsor levels before they can sponsor a promotional item. However, the CCC may set a specific level when determining their sponsorship package. In general, once a company sponsors the convention, they are permitted to sponsor a promotional item. Please note, the ACI logo must also appear on any promotional item.

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 coordinating the development of the PowerPoint and any audio/visual equipment with 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 (that is, Student Lunch tickets for students, food in the exhibit area, etc.). The CCC may offer recognition of these sponsors through signage, inclusion in the convention program book, flyers promoting that event, etc. The CCC must provide ACI Event Services with the names of these sponsors 6 weeks prior to the convention if they are to be included in the convention program book or 4 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 sponsor's website on the Chapter or CCC website. The CCC must coordinate with ACI Event Services to post sponsors on www.aciconvention.org.

Ads: The CCC may wish to allow sponsors to place an ad on the Chapter or CCC website at no cost. The CCC may also purchase ad space in *Concrete International* magazine, the Convention Program Book, or the ACI Concrete Convention App to thank sponsors.

General Sponsorship Policies (Chapter-Funded Convention)

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

- Pins and stickers promoting the convention
- Ribbons with company names and/or logos

Date Modified: August 2019

When in doubt, the CCC should contact ACI Event Services regarding sponsor benefits prior to offering items that are not addressed above or may be considered commercialization.

Sponsor List (Chapter-Funded Convention)

The Finance Subcommittee in coordination with ACI Business Development must maintain a digitally shared spreadsheet (using Google Docs or similar) to share and track information, including, a list of all donors (including contact information), the amount pledged, the amount received, and the date received. The list should include the levels and the value set for each level. Any donations for services or value-in-kind (VIK) products or discounts should be listed as income.

The Finance Subcommittee 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
- Six weeks prior – inclusion in the convention program book
- Four weeks prior – inclusion on convention signage

Miscellaneous Information (Chapter-Funded Convention)

- According to the IRS, funds solicited and collected for the convention may only be used for the convention or educational programs.
- It is permissible for the convention fund to pay for meals of CCC members at the planning meetings.
- The host Chapter will receive any profits from tours that the Chapter has financed.
- The majority of funds for a convention are received less than 3 months prior to a convention.
- Individuals in sales and/or Accounts Receivable from local concrete companies, contractors, material suppliers, etc., make great options for the Chair or Co-Chairs.
- Start the fundraising effort at least 2 to 3 years in advance so that firms can have more than 1 year to absorb the cost of the donation into their budget.
- Consider consecutive pledges over 2 to 3 years.
- Set a goal of having all pledges and most of the funds in hand 6 months prior to the convention.
- Send a donation letter to all local Chapters and follow up with a phone call or e-mail. Chapters receive points for donating to the conventions.
- 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, and restaurants.
- All members of the CCC should assist the Finance Chair or Co-Chairs.
- The Finance Subcommittee should work closely with the Exhibit Subcommittee.

B.4 Secretary

Overview: The CCC will hold several meetings in the years leading up to the convention. Agendas are an imperative element to keep meetings organized and effectively communicate with CCC members and ACI Event Services. Minutes of each meeting are also required to be kept and submitted to ACI Event Services. The CCC should designate a separate individual to be the Secretary.

Goal: Keep effective minutes of each meeting held by the CCC.

Responsibilities: This individual is responsible for transcribing and distributing agendas and minutes of the meetings to the CCC and ACI Event Services in a timely fashion.

B.5 Treasurer

Overview: The CCC should designate a separate individual to be the Treasurer. The convention funds should be administered in a separate account from the Chapter's funds. There should be at least two people with check-writing authority.

Goal: Keep track of CCC income and expenses and ensure a balanced budget.

Responsibilities:

- Set up and maintain the CCC bank account;
- Handle payables and receivables;
- Maintain/update the budget; and
- Work with ACI Staff on collecting exhibit and sponsor payments.

Master Account

The Chapter may wish to set up a master account with the hotel. The hotel may request a large deposit prior to the convention for Chapter-Funded Convention. The Chapter may also elect to apply all their charges to the ACI Master Account at the venue(s) and ACI will cover their expenses prior to the convention. A Chapter Balance Report will be developed after the convention to settle all expenses and revenues.

State Sales Tax Exemption

Chapter Convention Committees should talk to the Chapter Treasurer to find out if the Chapter has sales tax-exempt status in the state they are located. In the event they are not, they may wish to file for tax exemption, as this will save a fair amount of money for a Chapter-Funded Convention. If filing for tax-exempt status, the Chapter should start on this no later than 2 years prior to the convention, as states tend to take a long time to process these requests. NOTE: The American Concrete Institute is tax-exempt from federal taxes. They are NOT tax-exempt from state sales tax, except in the State of Michigan.

B.6 Volunteer Coordinator

Overview: Volunteers are essential to the success of the convention. The Chapter may wish to obtain an individual to coordinate volunteers during the convention week.

Goal: Develop a team of volunteers to assist with the convention onsite operations.

Responsibilities:

- Determine number of volunteers needed;
- Recruit volunteers;
- Assign responsibilities;
- Provide information on where to meet/check-in;
- Provide a list of volunteers who need name badges to ACI;
- Reconfirm volunteers the week prior;
- Ensure they show up. It's a good idea to have them check in at the Chapter desk and then go to their designated activity. That way, they get any last-minute instructions and pick up their name badge; and
- Answer volunteer questions.

Volunteers:

Chapters should plan to recruit volunteers to assist during the convention. Volunteers are needed to staff the Chapter's information desk, direct attendees, usher at the Opening Session, and greet/direct attendees upon arrival at the hotels. ACI supplies a volunteer name badge for those volunteering at the convention.

The CCC will be provided with an information desk near the exhibit area at their convention as well as the convention prior. This information desk is staffed by Chapter volunteers who can answer questions about the local area and promote convention activities. The Chapter Desk should be staffed (with a minimum of two volunteers) while the exhibit area is open (generally, Saturday from 2:00 pm – 6:00 pm; Sunday through Tuesday from 8:00 am – 5:00 pm; and during the Opening Reception on Sunday).

B.7 Guest Program Subcommittee (Optional)

Overview: Approximately 50 to 100 guests travel to the convention with attendees. The Guest Program provides these guests with opportunities to explore the local area, get to know other guests, and have a place to gather during the day. Refer to Exhibit B for a timeline.

Goal: Provide guests with information about recreational activities/tours that would be of interest to guests. Chapters have the option to coordinate scheduled tours, although this is not a requirement.

Responsibilities:

- Guest Overview
- Arrange recreational activities/tours (optional)

Guest Hospitality

The Guest Hospitality lounge is a location during the convention for guests to meet one another and enjoy morning refreshments. ACI will provide refreshments each morning from 7:00 am – 10:00 am from Sunday through Wednesday.

Guest Overview

The CCC should provide pamphlets, maps, and other pertinent information regarding the local area to guests and attendees at their convention and the convention prior. The CCC should also make a presentation at the Guest Overview (Sunday) during their convention and the two conventions prior to promote the destination and tours (if applicable) to convention guests. The presentation may include a PowerPoint presentation or video and should be approximately 5 to 10 minutes long. Audio/visual needs should be coordinated with ACI Event Services.

Guest Registration

All guest and tour registrations are processed through ACI. The CCC will receive all revenue from the guest tours (if the tour fees are going to be paid by the CCC to the tour company) following the convention. The Chapter and/or tour company may not collect tour registration fees on their own.

Guest Program Brochure

ACI Staff will develop and print a brochure to be distributed to every registered guest. This brochure will list tours and activities that the CCC has arranged, or that guests may do on their own (if the CCC chooses not to arrange tours). The brochure will also highlight activities taking place at the convention that guests are welcome to attend.

Recreational Activities/Tours (Optional)

The Chapter has the option to arrange for scheduled activities/tours for guests and attendees. Typical activities include museum tours, shopping, or tourist and historical attractions. The tours should be 3 to 5 hours in length. ACI Staff must approve any tours 6 to 12 months in advance of the convention. ACI Event Services must review all tour contracts prior to the CCC signing the tour contract. ACI staff may

Date Modified: August 2019

also negotiate for tours and can sign tour contracts on behalf of the CCC, with prior approval from the CCC.

Tour Requirements:

- All tours should end by 4:00 pm (unless an evening activity is being planned and doesn't conflict with any official convention activities);
- Tours must not conflict with official convention activities (Opening Session, Opening Reception, Gala, Guest Social, and Concrete Mixer);
- All contracts must be reviewed by ACI Event Services prior to finalizing and signing the contract;
- Develop a survey to be distributed to guests 12 to 18 months in advance of the convention. A sample survey is shown as Exhibit G. 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;
- Check references of tour company;
- If the tour runs through the lunch hour, lunch must be provided in the tour price or time must be allotted for lunch;
- The Chapter is responsible for payment of any fees for tour and/or transportation companies;
- Develop contingency arrangements for tours that must be cancelled due to lack of interest;
- Be aware of deadlines for tour cancellation and provide this information to ACI Event Services;
- Send out a Request for Proposal (RFP) and obtain quotes from multiple tour providers;
- Ensure adequate transportation for tours and other off-property events is arranged;
- Establish a ticket price for each tour. If the CCC wishes to offer a tour that is free to attendees, it is recommended (but not required) that the CCC charge a minimal fee (\$5, for example) to reduce the number of "no-shows" who sign up for the tour, but don't attend. This will hold the attendee financially responsible for attending the tour and will assist the CCC in covering the cost of the tour;
- To offset the cost of tours that do not meet the minimum required to break even, add 10 to 15% to the price of the tour, or be prepared to absorb the cost to run the tour;
- Any transportation providers must have a minimum of \$1,000,000 in public liability and property damage insurance valid over the dates of service, must hold the Chapter harmless, and must provide certificates of insurance at the time of the contract.

B.8 Publicity Subcommittee

Overview: The Publicity Subcommittee coordinates and executes the promotion of the convention to the local area and to the attendees of the convention prior through various mediums. All promotional materials must be approved by ACI Event Services. Refer to Exhibit B for the timeline.

Promotional Opportunities:

- ACI Headquarters has graphic designers on staff who can assist in the development of promotional materials. There is no charge to use the ACI graphic designers; however, reasonable advance notice is required.
- Create or update a Chapter website and include convention information and local links.
- Distribute convention previews (developed and printed free of charge by ACI) in the local area. Quantities should be requested from ACI Event Services Department 6 months prior to the convention date. Convention previews will be provided to the Chapter approximately 3 months prior to the convention.
- Use posters, flyers, brochures, and Convention Previews to promote the convention in the local area and to the host Chapter membership. Distribute these items to engineering offices, engineering schools, government offices, construction site offices, local direct mail, local engineering/construction/trade associations, and chapter mailing list.
- Banner listing convention sponsors (created and printed by ACI Event Services)
- Chapter Banner (Chapter to produce) (optional)
- Develop a flyer/brochure to pass out at the convention prior describing tours, special events, Concrete Mixer, Architects' Day, technical session(s), and other. (Note: This brochure/flyer must be reviewed prior to printing by ACI Event Services.)(optional)
- Convention pins to promote the upcoming convention. A quantity of 2000 to 2500 is recommended. Pins should not exceed 1 x 1 in. in size. Convention pin must be approved by ACI Event Services.
- Obtain brochures of local attractions, restaurants, and maps from the Convention and Visitors Bureau to be distributed at the convention and the convention prior.
- The Chapter is required to staff and maintain an information desk at their convention and the convention prior. Promotional materials can be distributed to attendees, and Chapter volunteers can answer questions about the convention and destination.
- ACI's Event Services and Marketing Departments send press releases promoting the convention. It is recommended that you coordinate your local efforts with ACI Headquarters, as ACI staff may have already developed some material you can use.

B.9 Social Events Subcommittee

Overview: The Social Events Subcommittee is a requirement for a Chapter-Funded Convention only. The CCC of a Chapter-Funded Convention will coordinate the two main networking receptions for the ACI Concrete Convention. Please refer to Exhibit B for the timeline. Please note: Effective August 1, 2019, ACI will no longer permit drink tickets for any event.

Responsibilities: The following is a description of each social activity. The Chapter is responsible for all costs incurred in sponsoring these activities.

Opening Reception

Held on Sunday evening from 7:00 pm – 8:00 pm during the convention, typically in the exhibit hall. This reception serves to welcome attendees and provide networking opportunities for exhibitors. This reception may also be used by the host Chapter to honor contributors. At spring conventions, the Opening Reception also serves as additional recognition for award winners. The CCC is responsible for covering the costs of the food and beverage, bartender fees, audio/visual, etc.

The menu should include light snacks or hors d'oeuvres (two pieces per person). Examples include cheese display, vegetable crudité, mixed nuts, and/or chips and salsa. CCC will work with ACI Event Services to develop the menu and assist in meeting any venue food and beverage minimums. See sample menus in Exhibit S. Below is a guideline for ordering food quantities; this information is based on historical data for this event.

# of Registered Attendees	Food Guarantee Quantity
1400-1600	800
1601-1800	900
1801-2100	1000

* Typically, 1 bar per 150 people. However, venue may have specific requirements.

Concrete Mixer

Held on Tuesday from 6:30 pm – 8:00 pm during the convention. This is the largest networking event for the convention. The CCC is responsible for covering the costs of the food and beverage and all other expenses such as facility fees, transportation, decorations, bartender fees, entertainment, and audio/visual. All Concrete Mixer-related contracts must be approved by ACI Event Services prior to the signing of the contract.

If the host Chapter chooses to hold the Concrete Mixer off property (provided there are no food and beverage minimums that must be met at the convention venue), arrangements must be made no later than 18 months prior to the convention.

The menu should include heavy hors d'oeuvres (six pieces per person minimum) and effective, August 1, 2019, a fully hosted open bar. The CCC will work with ACI Event Services to develop the menu and assist in meeting any venue food and beverage minimums. See sample menus in Exhibit S. Below is a guideline for ordering food quantities; this information is based on historical data for this event.

Date Modified: August 2019

# of Registered Attendees	Food Guarantee Quantity
1400-1600	1100
1601-1800	1200
1801-2100	1400

* Typically, 1 bar per 150 people. However, venue may have specific requirements.

Host Chapter VIP/Sponsor Reception (optional)

The CCC has the option to hold a reception to honor the Chapter VIPs and other contributors to the convention. This event may not be held during any other convention events. The Chapter may arrange for reception space with ACI Event Services, provided there is space available. The Chapter may also hold this event in their Hospitality Suite.

General Social Event Guidelines:

- Effective, August 1, 2019, ACI will no longer permit drink tickets for any event.
- Events held at the convention site (convention center, hotel, and in some cases, specialty event venues) 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: Event venues often have bartender fees unless a minimum expenditure has been achieved.
- If live or recorded music is played at any function, royalties must be paid to the American Society of Composers, Authors and Publishers (ASCAP), and Broadcast Music Incorporated (BMI). ACI Event Services staff may assist in how to accomplish this task.
- ACI Event Services must review all contracts (venue, food and beverage, transportation, etc.) prior to the host Chapter signing the contract.

B.10 Student Program Subcommittee

Overview: The Student Program Subcommittee works with ACI Event Services and S801, Student Activities, to provide support for and build awareness of the Student Competition and Student Lunch programs at the convention. There are usually 40+ teams of five students for each competition. See Exhibit B for the timeline.

Student Competition Responsibilities

ACI Staff

- Coordinate with S801 (ACI Student Competition Coordinator).
- Promote student competition nationally (ACI Marketing).
- Register students for competition and compile list of teams to be given to S801 (ACI Student Competition Coordinator).
- Coordinate logistics (location, device, setup, and seating) as needed (ACI Event Services).

CCC

- Attend the S801 Committee Meeting and Student Programs at the two conventions prior.
- Promote student competition in local area.
- Work with ACI Event Services to arrange for refreshments (optional).
- Obtain and coordinate judges with S801.
- Provide a bilingual emcee (Spanish speaking)
- Coordinate with S801 on any competition specific requirements.

S801

- Determine what competition will take place at each convention.
- Develop competition rules and requirements.
- Coordinate with the ACI Student Competition Coordinator
- Monitor and help with competition.

Student Lunch Responsibilities

ACI

- Arrange for all food and beverage, room location, and setup for the Student Lunch.
- ACI Event Services will communicate Student Lunch registration numbers to CCC.

CCC

- Cover the costs of all pre-registered students to attend the lunch. The Chapter may solicit a sponsor to cover the cost (Chapter-Funded Conventions only).
- Promote attendance to local colleges and universities.
- Select speaker for Student Lunch that appeals to students. Speaker will be approved by ACI Event Services.

S801

- Present awards for Student Competition during the Student Lunch.

Date Modified: August 2019

B.11 Technical Session Subcommittee (Optional)

Overview: The Technical Session Subcommittee coordinates and develops sessions of local interest to be presented at the convention. See Exhibit B for timeline.

Goal: Coordinate and organize one to three sessions that include topics of special interest in the local area. The subcommittee may organize a technical tour to a local construction project or historical site that is of interest to convention attendees.

Responsibilities:

- Solicit, receive, review, and select suitable papers for presentation. Approval is required from the Technical Activities Committee (TAC). However, ACI Staff will schedule and allocate sessions. For session criteria and approval forms, please visit <http://www.concrete.org/Events/Conventions/FutureConventions/RequestASession.aspx>.
- Appoint a moderator and co-moderator for each session who will coordinate and introduce the speakers and monitor A/V equipment. Moderators may be part of the Technical Session Subcommittee. For specific session moderator responsibilities and training material, please refer to <http://www.concrete.org/Events/Conventions/FutureConventions/RequestASession.aspx>
- Be sure to have substitute speakers available for emergencies. If a speaker does not show up, do not rearrange the session speakers. Attendees often schedule their time at a convention to attend a particular presentation.
- Send all session information (speaker names, co-author names, speaker and co-author contact information, presentation titles, and order of presentations) for their sessions to ACI Event Services 6 months prior to the convention.
- Technical tours (optional) must be coordinated with the ACI Event Services. Arrangement and payment of transportation is coordinated by the CCC.

IV. Fundraising Guide

Purpose

This guide has been assembled to assist and inform Chapters who have chosen to host a Chapter-Funded Convention about fundraising. The requirements, suggestions, and recommendations set forth in this manual were established as guidelines for developing successful and interesting conventions. This section elaborates on information given in Section B.3.

Finance Subcommittee

The Chapter Finance Subcommittee is a subcommittee of the Chapter Convention Committee (CCC). The Finance Subcommittee must report to the CCC and keep them informed of financial affairs. The Finance Committee 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 Section B.3 of this guide.

Financial Plan

It is important to develop a financial plan for a convention. Most Chapters planning a Chapter-Funded Convention begin raising monies 2 to 3 years prior to their convention. Some Chapters have previously hosted a Chapter-Funded Convention and have an established amount of money set aside for future conventions.

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

- Select Finance Committee Chairs
- Develop a budget with all CCC subcommittee input. Because budgets are developed several years before a convention, account for inflation and adjust budgets as the convention date approaches. Consider costs from previous conventions in other locations. Some areas have significantly higher costs.
- Develop a list of potential donors such as suppliers, ready mixed concrete suppliers, test laboratories, engineers, and contractors. Consider both local companies and branches of national companies. ACI Business Development will provide a list of previous convention donors. Chapters should coordinate contact lists and who they will be targeting with ACI Business Development.
- Develop a fundraising strategy (2 to 3 years out). Chapters may opt to hold convention fundraisers several years before a convention. Ideas for fundraisers include golf tournaments, raffles at Chapter meetings, and using proceeds from ACI seminars and certification programs. Allow local companies to pledge amounts that are paid monthly or annually. All monies raised for a convention should be kept in a convention account separate from Chapter monies.
- Select donor levels. Several companies have historically pledged monies for every convention regardless of the locale. In some cases, 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.

- Fundraising efforts 6 months to 1 year out: Develop a “solicit” letter/e-mail, 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* magazine, the Convention Program book, and contributor display. An example of a “solicitation” letter is shown as Exhibit L.
- Fundraising efforts less than 6 months out: Call potential donors who have not responded to previous solicitations. Continue to reach out to local companies and ACI Chapters.
- Post-Convention: Send thank-you notes to all contributors. They should be sent out no later than 30 days following your convention.