



VIRTUAL  
**CONCRETE  
CONVENTION**



# Sponsor Prospectus

# It's Time to Get Involved in ACI's Spring 2021 Virtual Concrete Convention!



ACI's very first virtual convention this fall was a major success with close to 3000 attendees and overwhelming support from our sponsor community! The ACI team is preparing for another successful spring convention, and now is the chance to get involved!

Attendees to the ACI Virtual Concrete Convention will collaborate on advancing concrete codes, specifications, and practices during hundreds of committee meetings.

Technical and educational sessions will provide the latest concrete research, case studies, best practices, and the opportunity to earn Professional Development Hours. Several virtual networking and special events will take place—building on the convention's tradition as the world's gathering place for advancing concrete.

Sponsorship of this event continues to be 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. We would love for you to partner with us, join forces, and inspire today's concrete industry professionals to learn, grow, and innovate.

Don't miss this opportunity to be a part of this important virtual gathering of professionals. Reserve your spot today!

For more information on how you can get involved, and for further details visit our website at <https://www.concrete.org/events/conventions/currentconvention/sponsors/sponsorshipopportunities.aspx> or contact:

Kim Spillane  
kim.spillane@concrete.org  
+1.248.848.3197

**Connect with industry decision-makers** and build new relationships. Interact with hundreds of industry professionals in a virtual setting. The virtual format eliminates travel barriers and provides the opportunity for much greater participation from industry professionals around the globe.

**Showcase your organization's expertise** at a world-class virtual convention and share with your colleagues the topics and work you care deeply about.

**Build your brand.** We will proudly display your logo on ACI's event page, within the virtual conferencing platform, and on e-mails out to the audience. We want the ACI community to recognize the contributors who are committed to advancing and sharing about the essential role that concrete plays in society.

# Sponsorship Opportunities

## Reinforced – \$10,000 (Limited to 3 Opportunities)

- Exclusive event sponsorship (choice of: Architects' Day Lunch & Learn, Student Lunch & Learn, International Lunch & Learn)
- Promotional video ad played at beginning of sponsored event (2 minutes max)
- Promotional video ad posted in profile listing on event platform
- Recognition as Featured Sponsor on convention app landing page
- Company logo featured in several e-mail blasts – Exclusive
- Logo recognition as session sponsor – 3 sessions – Exclusive (provide top six technical session choices)
- Online demo (up to 6 scheduled 30-minute time slots)
- Push notification promoting online demo to all attendees via event platform
- Attendee list (pre- and post-convention)
- Banner ad on event platform – Enhanced
- Complimentary virtual convention registrations - 3
- Logo on convention website
- Logo inclusion in virtual convention guide
- Company profile listing on event platform – Enhanced

## Precast – \$5000

- Promotional video ad posted in profile listing on event platform
- Recognition as Featured Sponsor on event platform landing page
- Company logo featured in several e-mail blasts – Shared
- Logo recognition as session sponsor – 2 sessions – Exclusive (provide top six technical session choices)
- Online demo (up to 3 scheduled 30-minute time slots)
- Push notification promoting online demo to all attendees via event platform
- Attendee list (pre- and post-convention)
- Banner ad on event platform – Enhanced
- Complimentary virtual convention registrations – 2
- Logo on convention website
- Logo inclusion in virtual convention guide
- Company profile listing on event platform – Enhanced

## Ready Mix – \$2000

- Logo recognition as session sponsor – 2 sessions – Shared
- Online demo (1 scheduled 30-minute time slot)
- Push notification promoting online demo to all attendees via event platform
- Attendee list (pre- and post-convention)
- Banner ad on event platform – Enhanced
- Complimentary virtual convention registration – 1
- Logo on convention website
- Logo inclusion in virtual convention guide
- Company profile listing on event platform – Enhanced

## ACI Chapter Sponsor—Level II – \$1000 (Reserved for ACI Chapters)

- Logo on convention website
- Logo inclusion in virtual convention guide
- Complimentary virtual convention registration – 1
- Company profile listing – Basic

## ACI Chapter Sponsor—Level I – \$500 (Reserved for ACI Chapters)

- Logo on convention website
- Logo inclusion in virtual convention guide
- Company profile listing – Basic

The sponsorship opportunities listed here are some ideas from which to select. Other options may also be discussed.



	Sponsorship Level				
Benefits	Reinforced \$10,000 (Limited to 3 Opportunities)	Precast \$5000	Ready-Mix \$2000	Chapter II \$1000 (Exclusive to ACI Chapters)	Chapter I \$500 (Exclusive to ACI Chapters)
Exclusive event sponsorship	Choice of: Architects' Day Lunch & Learn; Student Lunch & Learn; International Lunch & Learn				
Promotional video ad played at beginning of sponsored event (2 minutes max)					
Promotional video ad posted in profile listing on event platform					
Recognition as Featured Sponsor on event platform landing page					
Company logo featured in several e-mail blasts	Exclusive	Shared			
Logo recognition as session sponsor	Exclusive – 3 Sessions (provide your top six technical session choices)	Exclusive – 2 Sessions (provide your top six technical session choices)	Shared – 2 Sessions		
Online demo (30-minute time slots)	6	3	1		
Push notification promoting online demo to all attendees via event platform					
Attendee list (pre- and post-convention)					
Banner ad on event platform	Enhanced	Enhanced	Enhanced		
Complimentary virtual convention registration(s)	3	2	1	1	
Logo on convention website					
Logo inclusion in virtual convention guide					
Company profile listing on event platform	Enhanced	Enhanced	Enhanced	Basic	Basic

Signing up to sponsor is easy – our convenient online application can be found at:

<https://www.concrete.org/events/conventions/currentconvention/sponsors/sponsorshipopportunities.aspx>.

To access the application simply login to your account, first time users please create an account.



American Concrete Institute

# Virtual Sponsorship Application and Remittance Form

## ACI Virtual Concrete Convention • March 28 – April 1, 2021

**YES! Please count on our support to make the ACI Concrete 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 Concrete Convention? Yes No

If no, who will be representing your company? Name \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ E-mail \_\_\_\_\_

### Upcoming Convention Dates

**Virtual**  
March 28 – April 1, 2021

**Atlanta, GA**  
October 17-21, 2021

**I am interested in supporting the ACI Concrete Convention through sponsorship at the following level:**

- Reinforced  
(\$10,000)
- Precast  
(\$5000)
- Ready-Mix  
(\$2000)
- Chapter II  
(\$1000)
- Chapter I  
(\$500)

#### 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** to [carole.berrelez@concrete.org](mailto:carole.berrelez@concrete.org).

**Total Commitment (Sponsor Level)** \$ \_\_\_\_\_

Submit payment to [kim.spillane@concrete.org](mailto:kim.spillane@concrete.org), or by mailing this form and check payable to: ACI, Attn: Marcela Olson, 38800 Country Club Drive, Farmington Hills, MI 48331

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

**Official Representative** \_\_\_\_\_ **E-mail (to send receipt)** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

Check here to pay by credit card. Please provide a contact name and phone number and an ACI representative will contact you.

#### 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/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.