



**aci** CONCRETE  
**CONVENTION**

October 17-21, 2021 | Atlanta, GA

# Sponsor Prospectus



# Get Involved

With over 300 committee meetings, 40+ sessions, an exhibit area onsite, and numerous networking events, the ACI Concrete Convention provides a forum for the development and advancement of current issues in the concrete industry. Showcase your company's products and services by being involved in a meeting attended by the key leaders and decision-makers in the concrete industry.

# Connect

More than 2000 engineers, architects, contractors, educators, manufacturers, and material representatives gather from around the world to learn from one another and engage with like-minded companies who develop and impact the concrete industry and its codes, specifications, and guides. Decisions made during the ACI Concrete Convention improve the safety and sustainability of concrete structures worldwide.

# Sponsor & Exhibit

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. Sponsors have the added opportunity to showcase your company, products, and services through 3.5 days of exhibit hall presence.

# Don't Miss Out!

We welcome you to partner with us, join forces, and inspire today's concrete industry professional to learn, grow, and innovate.



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

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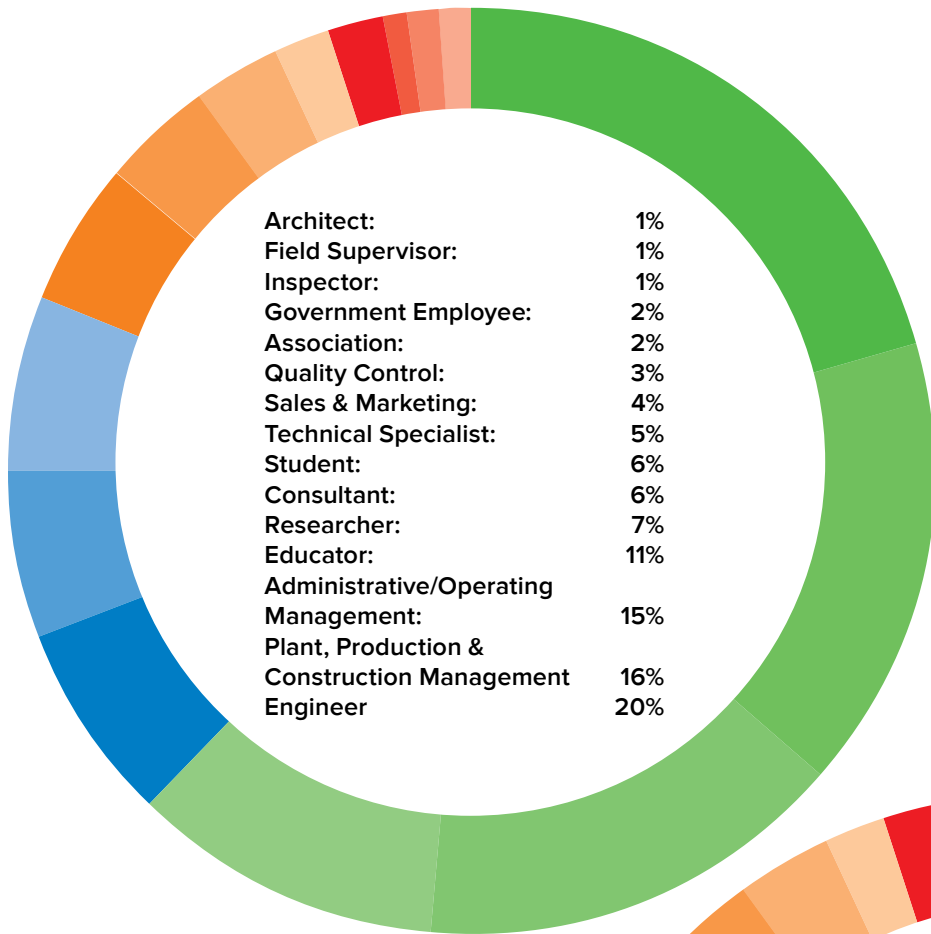
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## Contents

Who Attends the ACI Concrete Convention? .....	3	Sponsorship Application and Remittance Form .....	6
Why Sponsor the ACI Convention .....	4	Terms & Conditions .....	7
Sponsorship Opportunities .....	5		

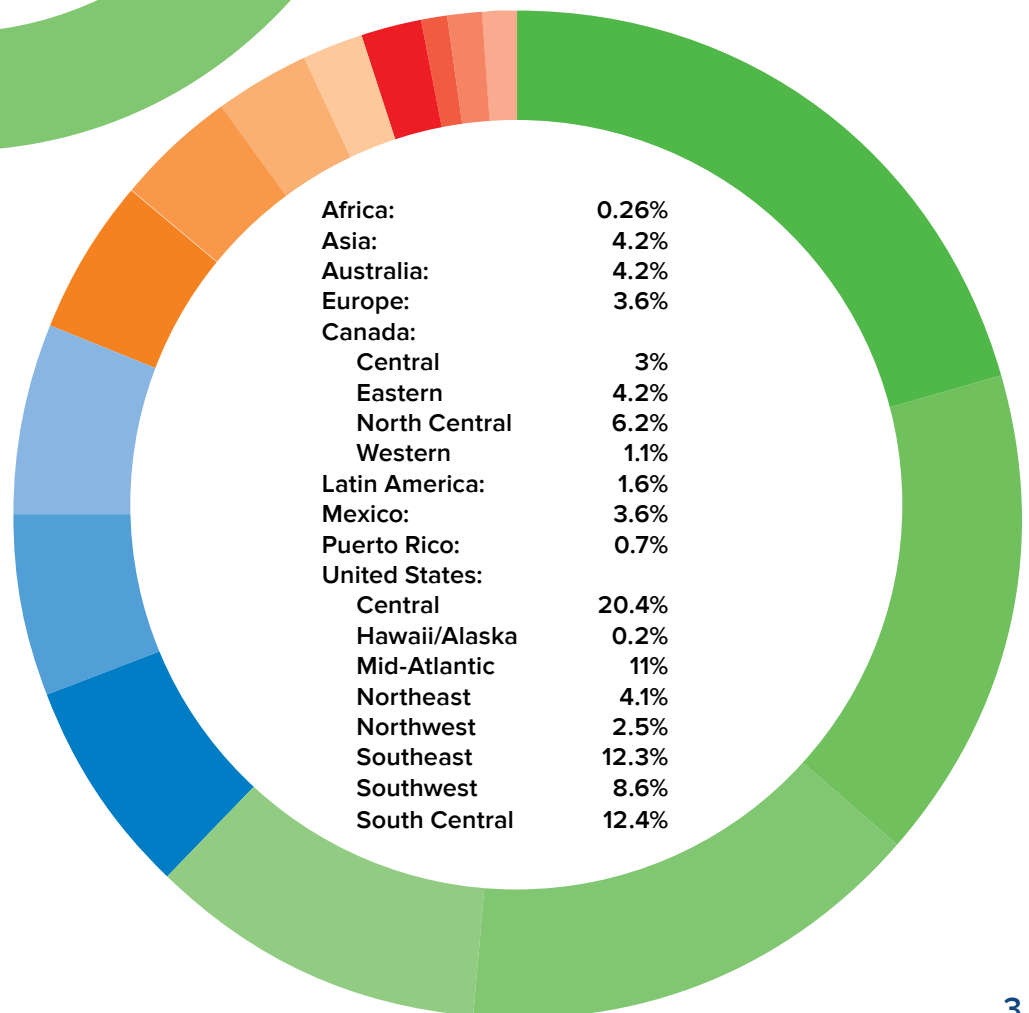
# Who Attends the ACI Concrete Convention?

ACI Concrete 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!



*"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.**

# Why Sponsor the ACI Concrete 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					
	Peach \$15,000 (Limited to 1 Opportunity)	Pecan \$10,000 (Limited to 3 Opportunities)	Magnolia \$5,000	Live Oak \$2,500	Dogwood \$1,000	Cedar \$500
Benefits						
Exclusive Event Sponsorship	Opening Session	Choose one of (3) Lunch & Learns				
Promotional video ad played at beginning of sponsored event (2 minutes max)						
Upgrade 10 x10 ft. exhibit space to a 10 x 20 ft space (if onsite convention)						
Promotional video ad posted in profile listing on event platform						
Recognition as Featured Sponsor on event platform landing page						
Company logo featured in e-mail blast (minimum of 1, dependent on commit date)	Exclusive	Exclusive	Shared			
Logo recognition as a session sponsor	Exclusive – 3 Sessions of your choice	Exclusive – 3 Sessions of your choice	Shared – 2 Sessions	Shared – 2 Sessions		
10 x 10 ft. exhibit space (if onsite convention)	10 x 10 Exhibit booth or 2 additional registrations	10 x 10 Exhibit booth or 2 additional registrations	10 x 10 Exhibit booth or 2 additional registrations	10 x 10 Exhibit booth or 1 additional registration		
Pre-recorded online demo (30-minute timeslots)	6	4	3	1		
Pre-recorded online demo posted for on-demand viewing in event platform						
Push notification promoting “premiere” of online demo(s) to all attendees via event platform						
Banner ad on event platform	Enhanced	Enhanced	Enhanced	Basic		
Complimentary convention registration(s)	3	3	2	2		
Attendee list (pre-and-post convention)						
Logo inclusion in digital convention guide						
Logo on convention website						
Company profile listing on event platform	Enhanced	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.

# Sponsorship Opportunities

## Peach - \$15,000 (Limited to 1 Opportunity)

- Exclusive sponsor of Opening Session
- 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 e-mail blast (minimum of 1, dependent on commit date) – Exclusive
- Logo recognition as session sponsor (3 sessions of your choice) – Exclusive
- 10 x 10 ft. exhibit space (if onsite convention) or 2 additional registrations
- Upgrade to 10 x 20 ft. exhibit space (if onsite convention)
- Pre-recorded online demo (up to 6 scheduled 30-minute timeslots)
- Pre-recorded online demo posted for on-demand viewing in event platform
- Push notification promoting “premiere” of online demo(s) to all attendees via event platform
- Banner ad on event platform - Enhanced
- Complimentary convention registrations – 3
- Attendee list (pre- and post-convention)
- Logo inclusion in digital convention guide
- Logo on convention website
- Company profile listing on event platform – Enhanced

## Pecan – \$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 event platform landing page
- Company logo featured in e-mail blast (minimum of 1, dependent on commit date) – Exclusive
- Logo recognition as session sponsor (3 sessions of your choice) – Exclusive
- 10 x 10 ft. exhibit space (if onsite convention) or 2 additional registrations
- Upgrade to 10 x 20 ft. exhibit space (if onsite convention)
- Pre-recorded online demo (up to 4 scheduled 30-minute timeslots)
- Pre-recorded online demo posted for on-demand viewing in event platform
- Push notification promoting “premiere” of online demo(s) to all attendees via event platform
- Banner ad on event platform - Enhanced
- Complimentary convention registrations – 3
- Attendee list (pre- and post-convention)
- Logo inclusion in digital convention guide
- Logo on convention website
- Company profile listing on event platform – Enhanced

## Magnolia – \$5,000

- Promotional video ad posted in profile listing on event platform
- Recognition as Featured Sponsor on event platform landing page
- Company logo featured in e-mail blast (minimum of 1, dependent on commit date) – Shared
- Logo recognition as session sponsor (2 sessions) – Shared
- 10 x 10 ft. exhibit space (if onsite convention) or 2 additional registrations
- Pre-recorded online demo (up to 3 scheduled 30-minute timeslots)
- Pre-recorded online demo posted for on-demand viewing in event platform
- Push notification promoting “premiere” of online demo(s) to all attendees via event platform
- Banner ad on event platform - Enhanced
- Complimentary convention registrations – 2
- Attendee list (pre- and post-convention)
- Logo inclusion in digital convention guide
- Logo on convention website
- Company profile listing on event platform – Enhanced

## Live Oak – \$2,500

- Logo recognition as session sponsor (2 sessions) – Shared
- 10 x 10 ft. exhibit space (if onsite convention) or 1 additional registration
- Pre-recorded online demo (1 scheduled 30-minute timeslot)
- Pre-recorded online demo posted for on-demand viewing in event platform
- Push notification promoting “premiere” of online demo(s) to all attendees via event platform
- Banner ad on event platform – Basic
- Complimentary convention registrations – 2
- Attendee list (pre- and post-convention)
- Logo inclusion in digital convention guide
- Logo on convention website
- Company profile listing on event platform – Enhanced

## Dogwood – \$1,000

- Attendee list (pre- and post-convention)
- Logo inclusion in digital convention guide
- Logo on convention website
- Company profile listing on event platform – Basic

## Cedar – \$500

- Logo on convention website
- Company profile listing on event platform – Basic

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



# General Terms & Conditions

## 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 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 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 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 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.

## 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. 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

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

## Booth Assignments

Booth assignments are completed in two stages. In the first stage, a loyalty point system is used to give first priority in booth selection during the first 30 days of the official floorplan being released (est. July 2021). In the second stage, booth assignments are made on a first-come, first-served basis, regardless of loyalty point accumulation.

Loyalty points are earned at each convention in which a sponsor participates. Points are awarded per show, and are retroactive from the previous six conventions. Failure to comply with ACI's Terms & Conditions will result in loss of points. Points are awarded as follows:

\$2,500+ = 1 point per show

\$5,000+ = 2 points per show

\$10,000+ = 3 points per show

Should you have any questions regarding booth assignment, the point system or the terms and conditions, please contact [Carole.Berrelez@concrete.org](mailto:Carole.Berrelez@concrete.org).

## Booth Inclusions

Each 10 x 10 ft booth space Includes: Pipe and drape, one 6 ft skirted table, two chairs, waste basket, and company ID sign. Existing carpeting in exhibit hall.

## Booth Construction

Exhibit materials may not extend past the allotted 10 x 10 ft 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 is Saturday, October 16 from 8:00am – 12:00pm. If you foresee a problem with moving in during the designated move-in hours,

please contact Carole Berrelez at [carol.berrelez@concrete.org](mailto:carol.berrelez@concrete.org) to make alternate arrangements. Please note: if you need assistance from the service contractor at alternate times, you will incur charges. 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 booth.

Exhibit Move-Out is Tuesday, October 19 from 5:00pm – 7:00pm. 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 a sponsor that breaks down prior to show closing. Sponsors 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. 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. Only the ACI Bookstore may sell publications/documents. Any sponsor 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. 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 Hotel are not responsible for lost or stolen items.

## Insurance

The sponsor understands that the American Concrete Institute, the Hotel, the overnight security company, or general services contractor does not maintain insurance covering sponsor's property or lost revenue. Sponsors 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. Sponsor shall provide ACI with a copy of its insurance certificate no later than 30 days (9/17/2021) prior to the convention.