



aci CONCRETE
CONVENTION

March 29-April 2, 2020 | Rosemont/Chicago

Exhibitor & Sponsor Prospectus



Get Involved

With over 300 committee meetings, 40+ sessions, an exhibit area, 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.

Exhibit

Showcase your company, products, and services through 3.5 days of exhibit hall presence, during dedicated events alongside exhibitor booths, and through demonstrations/presentations reserved just for exhibitors.

Sponsor

Be positioned as a leader in the industry, build your brand, and contribute to the overall success of the event—sponsors receive name/logo inclusion in communications, on-site recognition, and more.

Don't Miss Out!



Don't miss this opportunity to be part of this important gathering of professionals!

Reserve your spot today!

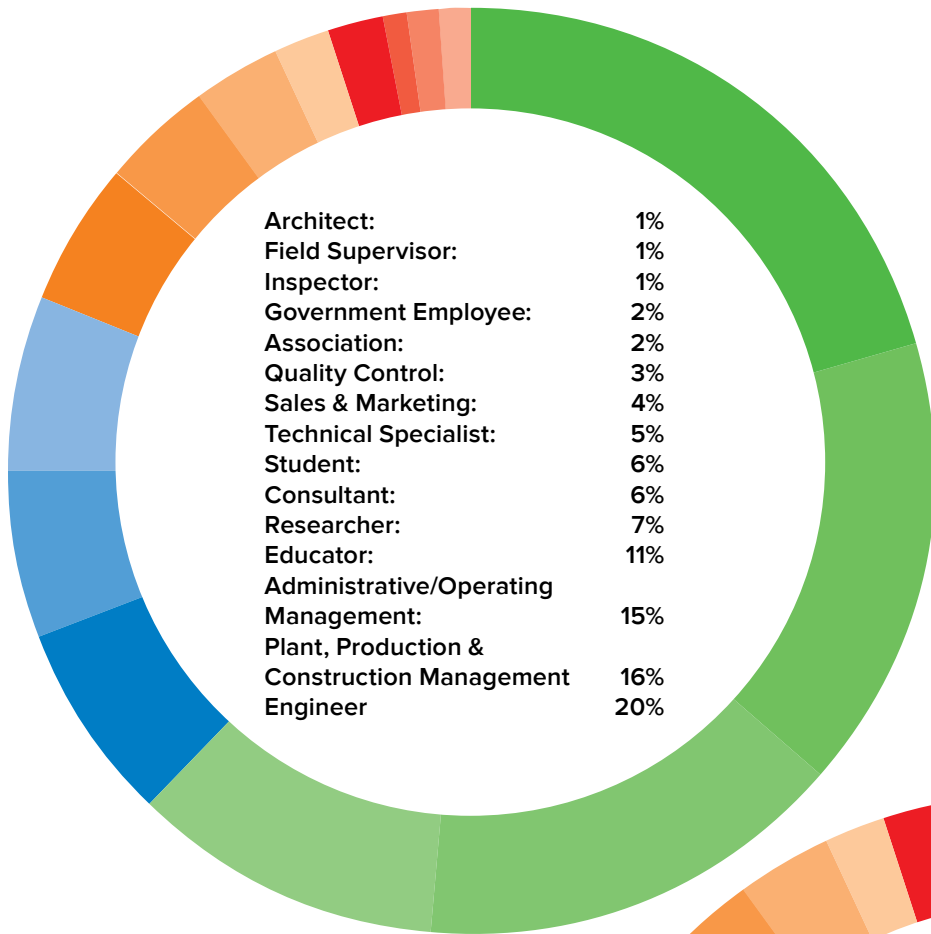
For more information on how you can get involved, contact Kim Spillane at +1.248.848.3197 or kim.spillane@concrete.org.

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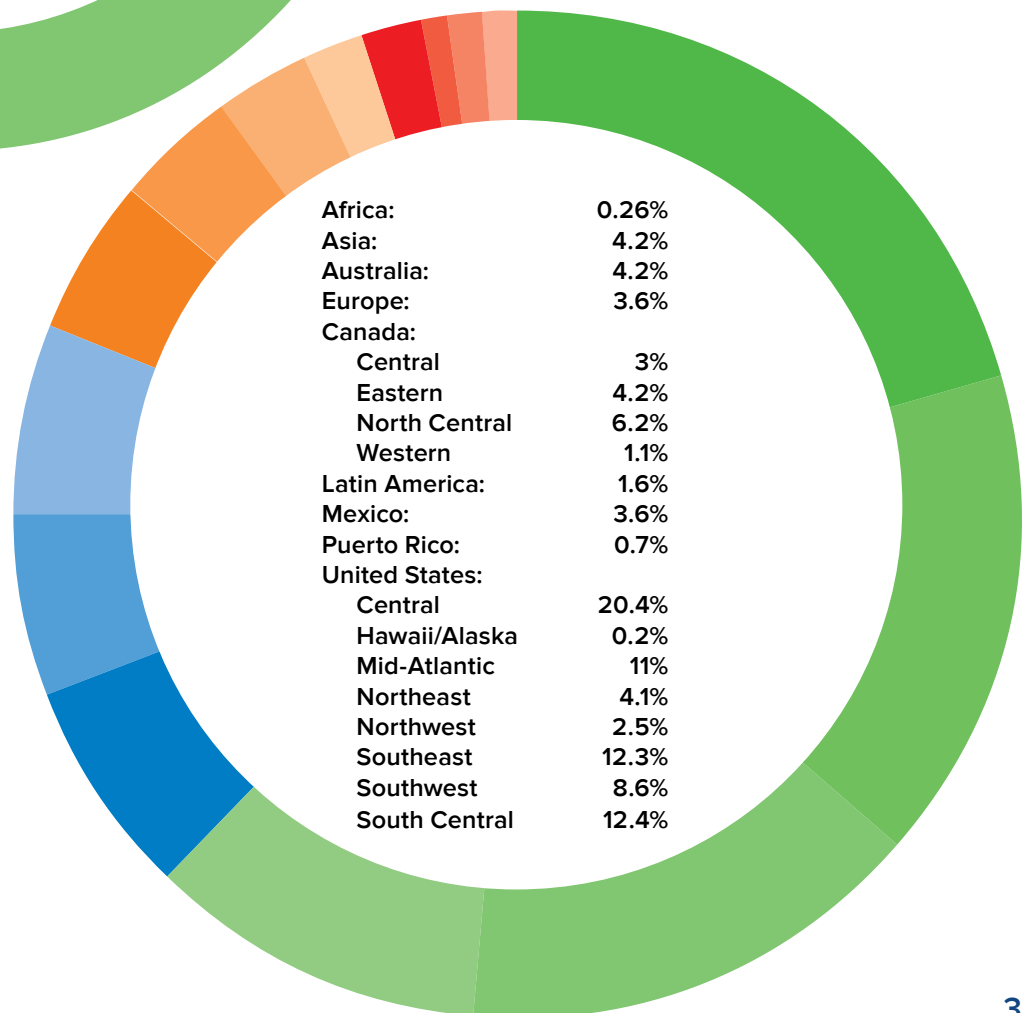
Who Attends the ACI Concrete Convention?

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.

Monetary Donation Sponsorship Opportunities

Why Sponsor the ACI Concrete Convention?

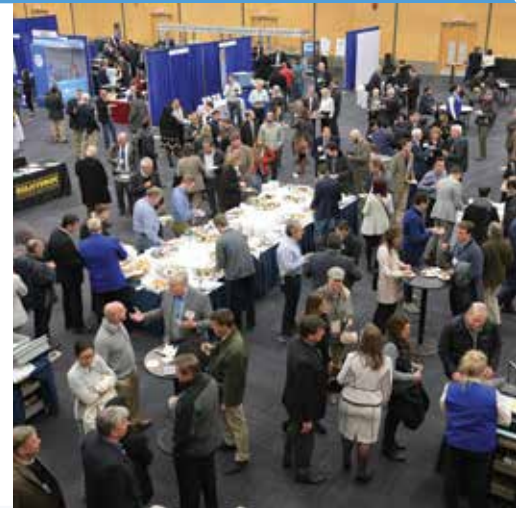
Sponsorship is one of the best ways to brand your organization as a leader in the industry and to highlight your commitment to advancing and sharing knowledge. As a sponsor, you will be able to:

- **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 | | | | | | |
|--|-------------------|-----------|---------------|-----------|------------------|----------------|-------|
| | Concrete | Cement | Reinforcement | Admixture | Coarse Aggregate | Fine Aggregate | Water |
| BENEFITS | \$15,000 | \$10,000 | \$7,500 | \$5,000 | \$2,500 | \$1,000 | \$500 |
| Company name listed on select promotional materials (i.e. <i>Concrete International</i> , preview, program book, networking event slideshows, and signage) | | | | | | | |
| Company logo on convention website | | | | | | | |
| Sponsor recognition ribbons at convention | | | | | | | |
| Company logo displayed on banners and select networking events | | | | | | | — |
| Company logo featured in several e-mail blasts | | | | | — | — | — |
| Company logo in program book | | | | | | — | — |
| Complimentary convention registration(s) | 4 | 3 | 2 | 2 | 1 | — | — |
| 10 x 10 ft exhibit space (includes two exhibitor badges) OR two convention registrations | | | | | — | — | — |
| Company ad featured in convention mobile app | | | | — | — | — | — |
| Four-color ad in program book | Full page | Half page | Quarter page | — | — | — | — |
| Upgrade 10 x 10 ft exhibit space to a 10 x 20 ft space | | | — | — | — | — | — |
| Company logo on dedicated sponsor banner | | | — | — | — | — | — |
| Name attached to one refreshment break | | — | — | — | — | — | — |

Convention Event Sponsorship Opportunities

Increase your exposure by sponsoring a convention event!



Concrete Mixer Sponsor

(Limited number of opportunities available)

Exclusive **\$50,000** sponsor or two **\$25,000** co-sponsors

- Name on event
- Concrete-level benefits

Opening Session Keynote Speaker—\$25,000

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

- Logo displayed on slideshow
- Video presentation played before the start of the opening session
- Company logo in awards book
- Opportunity to introduce keynote speaker
- Concrete-level benefits

Opening Reception—\$20,000

One exclusive opportunity available

- Name on event
- Concrete-level benefits

Convention Event Sponsorship Opportunities

Continental Breakfast

\$10,000

One opportunity per day available

Sponsor a continental breakfast in the exhibit area for attendees on Sunday, Monday, or Tuesday mornings and ensure each of the convention attendees starts the day off right!

- Name on event (signage, program, looping slides provided by sponsor, etc.)
- Three complimentary tickets for the Student/Contractors' Day lunch
- Admixture-level benefits

Convention Orientation Breakfast

\$10,000

One opportunity available

Sunday, 8:00 am – 9:00 am: Gathering of over 100 individuals attending the ACI Concrete Convention for the first time, as well as Convention Mentors, ACI Executive Committee, and other Board members. Be visible to impressionable minds as well as leaders in the industry!

- Name on event (signage, program, looping slides provided by sponsor, etc.)
- Three complimentary tickets for the Student/Contractors' Day lunch
- Admixture-level benefits

Student Lunch

\$10,000

One opportunity available

Support the future of the concrete industry! Sponsor the student lunch and you will provide a complimentary lunch for students who preregister.

- Name on event (signage, program, looping slides provided by sponsor, etc.)
- Three complimentary tickets for the Student/Contractors' Day lunch
- Admixture-level benefits

Contractors' Day Lunch

\$10,000

One opportunity available

Local contractors are vital to the implementation of the codes and standards being developed at the ACI Convention. Give back to these hardworking individuals with the Contractors' Day Lunch. Sponsor provides a complimentary lunch for local architects who preregister.

- Name on event (signage, program, looping slides provided by sponsor, etc.)
- Three complimentary tickets for the Student/Contractors' Day lunch
- Admixture-level benefits

Exhibit Hall Lunch Concessions

\$10,000

Three opportunities available

Sunday, Monday, or Tuesday lunch in the exhibit hall. Provide attendees with vouchers throughout the week to grab lunch in the exhibit hall, where they can relax and network between sessions and meetings.

- Name on event (signage, program, looping slides provided by sponsor, etc.)
- Three complimentary tickets for the Student/Contractors' Day lunch
- Opportunity to distribute vouchers displaying your company logo throughout the week to attendees
- Admixture-level benefits

Happy Hour Host

\$7,500

One opportunity available

Many convention attendees are looking for a fun and unique way to network and continue great conversation into the evening. Host a Happy Hour on Monday 5:00 pm – 6:00 pm in the exhibit area to provide an outlet for attendees to gather! You will have the option to set up a tabletop display next to the bar to pass out information and chat with attendees.

- Name on event (signage, program, looping slides provided by sponsor, etc.)
- Opportunity to distribute tickets displaying your company logo throughout the week to attendees
- Coarse Aggregate-level benefits

Networking Events Host

\$7,500

One opportunity per event available

Host either the ACI Student and Young Professionals Networking Reception on Sunday night or Women in ACI Reception on Monday night.

- Name on event (signage, program, looping slides provided by sponsor, etc.)
- Opportunity to distribute tickets displaying your company logo throughout the week to attendees
- Coarse Aggregate-level benefits

Refreshment Break

\$5,000

Four opportunities available for AM on Sunday, Monday, Tuesday, Wednesday

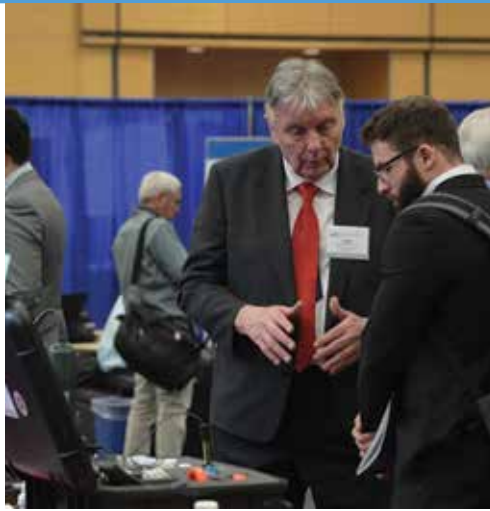
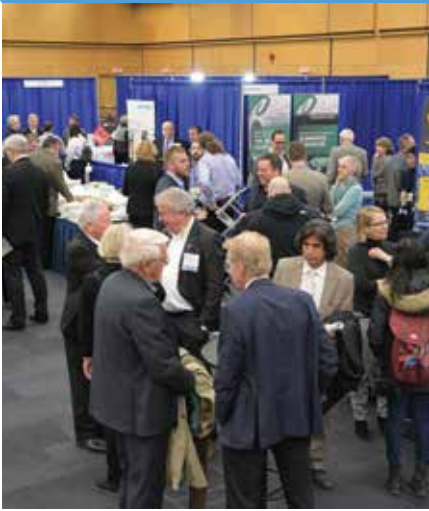
Four opportunities available for PM on Saturday, Sunday, Monday, and Tuesday

Provide coffee and tea (regular and decaf) for attendees in the exhibit hall.

- Name on signage
- Coarse Aggregate-level benefits

Convention Brand-Building Opportunities

Keep your brand top-of-mind when you take advantage of these opportunities!



Lanyard - \$7,500

Your logo adorned on each attendee for the entire convention!

- Coarse Aggregate-level benefits

Hotel Keycard - \$7,500

Have your logo displayed on all hotel key cards. Your information will be in the hands of every attendee staying at the convention hotel (1500 keycards will be printed). Subject to availability.

- Coarse Aggregate-level benefits

Jump Drive - \$7,500

Provide each attendee with a jump drive adorned with your company logo and pre-loaded with information of your choosing. Attendees can go paperless with this great giveaway!

- Coarse Aggregate-level benefits

Headshot Sponsor - \$5,000 + cost of photographer

Mingle with attendees while they wait to get a professional headshot at your booth. This sponsorship includes a 10 x 20 ft. booth with half of the booth being occupied by the photographer.

- Coarse Aggregate-level benefits

Cyber Station \$2,500

One sponsor per station

Cyber stations are available in the exhibit hall. Your company can make it possible for attendees to access FREE wireless Internet in the exhibit hall!

Logo/name on tech item (signage and/or screen saver)

- Water-level benefits

Convention App Banner Ad—\$750

Use our convention app to showcase your company's products.

- Water-level benefits

Printed Program Ad—Full Page—\$1,000

Take advantage of having a full-page ad in the printed program to showcase your company.

- Water-level benefits

Printed Program Ad—Half Page—\$500

Take advantage of having a half-page ad in the printed program to showcase your company.

- Water-level benefits

Exhibit Opportunities

Single Booth - **\$2,000**
10 x 10 ft booth space

Double Booth - **\$4,000**
10 x 20 ft booth space

Each 10 x 10 ft booth space includes:

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

Other benefits include:

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

*If confirmed by print date

Events in the Exhibit Area:

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

Schedule

Saturday, March 28, 2020

Exhibitor Move-In 8:00 am – 12:00 pm

Sunday, March 29, 2020

Exhibit Hall Open 8:00 am – 5:00 pm

Morning Beverage Break, Student Competition, Afternoon Beverage Break

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

Monday, March 30, 2020

Exhibit Hall Open 8:00 am – 5:00 pm

Morning Beverage Break, Exhibitor Demos, Afternoon Beverage Break

Tuesday, March 31, 2020

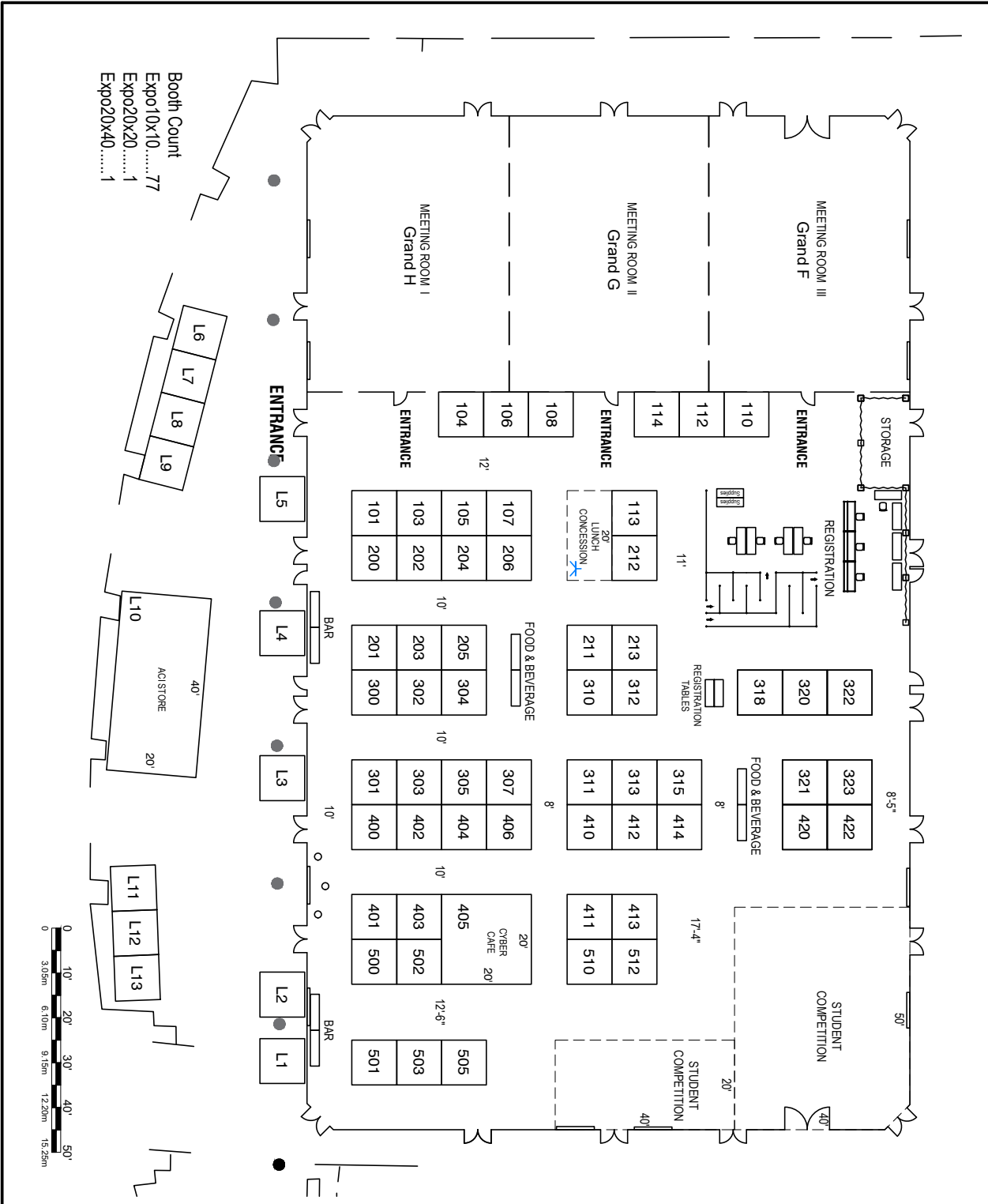
Exhibit Hall Open 8:00 am – 5:00 pm

Morning Beverage Break, Exhibitor Demos, Afternoon Beverage Break

Exhibitor Move-Out

5:00 pm – 7:00 pm

Exhibitor Floorplan



ACI 2020 Spring
 March 29 - April 2, 2020
 Hyatt Regency O'Hare/Grand Ballroom/Chicago, IL

DRAWN BY: Tony Harris

REVISION DATE: 01/22/20

ALLIANCE
 nationwide exposition



American Concrete Institute

Exhibitor & Sponsorship Application and Remittance Form

ACI Concrete Convention • Rosemont/Chicago, IL • March 29-April 2, 2020

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

Rosemont/Chicago, IL
March 29-April 2, 2020

Raleigh, NC
October 25-29, 2020

Exhibit Booth Prices

| Convention | Single Booth | Double Booth |
|---|--|--|
| Spring 2020 Show – Rosemont/Chicago, IL | <input type="radio"/> \$2,000 | <input type="radio"/> \$4,000 |
| Fall 2020 Show – Raleigh, NC | <input type="radio"/> \$2,000 | <input type="radio"/> \$4,000 |
| Both Spring 2020 & Fall 2020 Shows - Rosemont/Chicago, IL & Raleigh, NC | <input type="radio"/> \$3,750 (savings of \$250) | <input type="radio"/> \$7,500 (savings of \$500) |

Larger booths available upon request.

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

- Concrete* (\$15,000)
 Cement* (\$10,000)
 Reinforcement† (\$7,500)
 Admixture† (\$5,000)
 Coarse Aggregate (\$2,500)
 Fine Aggregate (\$1,000)
 Water (\$500)

**Includes a double booth †Includes a single booth*

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

Booths are assigned based on a point system. The point system will be in effect until **December 2, 2020**; after that, it will be first come, first served. Every effort will be made not to place competitors next to one another. Confirmation of booth number will be sent to the Company Contact and On-Site Contact within 60 days of the convention by ACI Event Services.

Description of Organization and Nature of Exhibit (if applicable)

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

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

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

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

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

Card Number: _____

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

Billing Address (if different from above): _____

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

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

Signature _____ **Date** _____

Terms & Conditions

Booth Assignments

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

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

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

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

Should you have any questions regarding the point system, booth assignments, or the exhibitor guidelines, please contact Carole Berrelez at +1.248.848.3186 or carole.berrelez@concrete.org.

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 exhibitors. Show management has the right to make you take down or remove anything that may block the view of other booths.

Forced Freight

Materials not packed and picked up by the end of the designated move-out time will be considered forced freight. The general service contractor will assume responsibility for forwarding that freight to the exhibitor. Exhibitors will be responsible for the costs to break down, package, and ship that freight.

Manning Your Exhibit Booth

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

Exhibitor Move-in

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

Exhibitor Move-Out

Please do not break down before the end of the show hours. ACI schedules labor based on the show closing time. No adjustments to the scheduled labor, delivery of storage materials, and acceptance of bills of lading will be made for an exhibitor that breaks down prior to show closing. Exhibitors who break down before the end of the show will forfeit their points earned for that show.

Storage

Combustible materials such as crates and boxes are limited to a 1-DAY SUPPLY on the exhibit floor. Storage of combustible materials behind booths is prohibited. The fire marshal will inspect prior to the show opening. Exhibitors must remove any items that the fire marshal deems a fire hazard. Failure to do so will result in delaying the opening of the show and you may be removed from the exhibit floor.

Sales on Exhibit Floor

Exhibitors may sell or take orders for any concrete-related product only in their booth. Only the ACI Bookstore may sell publications/documents. Any exhibitor or sponsor found to be selling publications/documents on the show floor or unrelated product to the concrete industry will be given a verbal warning for the first offense, written warning for the second offense, and immediately requested by staff to leave the show floor on the third offense.

Security

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

Cancellation

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

Indemnification

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

Insurance

The exhibitor understands that the American Concrete Institute, the Hotel, the overnight security company, or general services contractor does not maintain insurance covering exhibitor's property or lost revenue. Exhibitors shall, at their own expense, secure and maintain through the duration of the ACI convention, including move-in and move-out days, keep in force general liability insurance covering bodily injury, broad form property damage, and worker's compensation insurance. Exhibitor shall provide ACI with a copy of its insurance certificate no later than 30 days (2/28/2020) prior to the convention.

Americans with Disabilities Act

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

Care of the Venue

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

Suitcasing

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