



ACEC

AMERICAN COUNCIL OF ENGINEERING COMPANIES

#ACECFALL2015

BOSTON 2015

FALL CONFERENCE

OCTOBER 14-17 | WESTIN COPLEY PLACE



EXHIBIT & SPONSORSHIP PROSPECTUS

ACEC Members
Take advantage of early-bird
pricing – reserve your booth by
July 17, 2015

ACEC IS THE ASSOCIATION FOR THE BUSINESS OF ENGINEERING



HERE ARE THE **FACTS**, NOTHING BUT THE **FACTS**.

- More than **5,100** engineering firms are ACEC members
- **79 %** of ENR 500 Design Firms are ACEC members
- ACEC member firms generate more than **\$90 billion** in annual revenue
- **98%** of member firms specify products for transportation, water and wastewater, and building/industrial projects
- More than **74%** of member firms use outside consultants to purchase their insurance products
- **55%** of member firms have each budgeted **\$150,000** or more to spend on new hardware and software annually
- **66%** of member firms outsourced the majority of their human resources function

WHO WILL BE ATTENDING THE CONFERENCE?

Attendee Profile:

60% CEOs, Firm Presidents, and Principal Engineers

19% CFOs, CIOs, COOs, and Vice Presidents

21% Industry Professionals, including Engineers, Architects, Surveyors, IT, Sales and Marketing, HR and other professionals

**IF YOUR GOAL IS TO MEET THE DECISION MAKERS
IN THE ENGINEERING INDUSTRY,
THEN EXHIBITING AT THE ACEC CONFERENCE
IS FOR YOU!**

CONFERENCE & EXHIBITION HIGHLIGHTS

MORE NETWORKING OPPORTUNITIES!

- ◆ Most exhibitor networking breaks with attendees will now be 45-minutes long
- ◆ Local Color Night Welcome Reception, free to full Conference attendees, will be partially hosted in the exhibit area
- ◆ Evening Receptions with attendees in the exhibit area on Thursday and Friday





EXHIBITOR INFORMATION

Exhibitor Package

- (1) 6' x 10' booth space
- (1) 7"x 44" one-line booth identification sign with company name and booth number
- (1) full complimentary registration/exhibitor name badge for booth personnel
- Basic listing on the ACEC Conference website
- Full listing in printed Conference final program (includes company name, mailing address, e-mail and website)
- Company logo and booth number listed on the attendee kit flyer
- Pre- & post-event attendee list (includes names, organization and mailing address)

Member firm price: \$3,500

(Check for early bird deals—member only)

Non-member firm price: \$3,950

Premium Exhibitor Package

- (1) 6' x 10' booth space in a premium location
- (1) 7"x 44" one-line booth identification sign
- (2) full complimentary registration/exhibitor name badge for booth personnel
- Enhanced listing on the ACEC Conference website (includes company logo with URL link)
- Full listing in printed Conference final program (includes company name, mailing address, e-mail and website)
- Company logo and booth number listed on the attendee kit flyer
- Pre- & post-event attendee list (includes names, organization and mailing address)

Member firm price: \$7,800

(Check for early-bird deals—member only)

Non-member firm price: \$8,500

Premium packages are limited and available on first-come, first-served basis.



EXHIBITOR INFORMATION

Additional Booth Personnel

Additional booth personnel must be registered. Additional personnel fee is \$495 per person. This fee includes the Local Color Night Welcome Reception, Opening General Session, Thursday Coalition Meet-and-Greet Reception, Friday Reception, Educational Sessions, Continental Breakfasts, Lunches, and Refreshment Breaks in the exhibit hall. Optional activity tickets must be purchased separately.

Exposition Services

Each exhibitor is responsible for ordering all booth services which must be obtained from the official exposition services provider, Freeman. Information will be sent to confirmed and paid exhibitors.

Booth Set Up/Take Down

Exhibit booth must be set up by the booth personnel between 1:00 and 4:00 p.m. on Wednesday, October 14. If a booth is not set up by 4:30 p.m., it will be considered a “no show”. Refunds will not be available to “no show” exhibitors. Booth breakdown begins at 5:45 p.m. on Friday, October 16.





SPONSORSHIP

Gold Sponsorship Package \$25,000

- (1) 6' x 10' booth space in a premium location
- (1) 7'x 44" one-line booth identification sign
- (4) full complimentary registration/exhibitor name badge for booth personnel
- *Pre- & Post- Conference attendee list containing names, titles, organizations, email addresses and mailing addresses (**There is an email opt-out option for members * Pre-attendee list will be sent out 2 weeks before the Conference*)
- Full page color Conference advertisement in the compendium
- Online ad on ACEC's website leading to 2015 Conference
- One piece of promotional material included in the attendee kit
- Company logo and booth number listed on the attendee kit flyer
- A full page color advertisement in *Engineering Inc.* magazine
- **Acknowledgement:**
 - ⇒ Co-sponsor of the following events: Local Color Night Welcome Reception, Opening General Session, Thursday General Session Luncheon and, Friday Reception
 - ⇒ Logo placed on the sponsorship page of the Conference website with hyperlink
 - ⇒ Acknowledgment at the Opening General Session
 - ⇒ Acknowledgment as a Gold Sponsor on sponsor signage on-site
 - ⇒ Acknowledgment as a Gold Sponsor in the Conference final program
 - ⇒ Sponsor's logo on all Conference promotions
 - ⇒ Sponsor's logo included in rotating slideshows during General Session breaks



SPONSORSHIP

Silver Sponsorship Package \$15,000

- (1) 6' x 10' booth space in a premium location
- (1) 7' x 44" one-line booth identification sign
- (3) full complimentary registration/exhibitor name badge for booth personnel
- Pre-Conference attendee list containing names, titles, organizations, and mailing addresses
- Post-Conference attendee list containing names, titles, organizations, *email addresses and mailing addresses (*There is an email opt-out option for members)
- One piece of promotional material included in the attendee kit
- **Acknowledgement:**
 - ⇒ Logo placed on the sponsorship page of the Conference website with hyperlink
 - ⇒ Acknowledgment at the Opening General Session
 - ⇒ Acknowledgment as a Silver Sponsor on sponsor signage on-site
 - ⇒ Acknowledgment as a Silver Sponsor in the Conference final program
 - ⇒ Sponsor's logo placed on all Conference promotions
 - ⇒ Sponsor's logo included in the rotating slideshows during General Session breaks
 - ⇒ Co-sponsor of the following events:
 - Breakfasts, desserts and breaks in exhibit hall
- Silver sponsors will benefit from a **20% discount** on a full page color advertisement in *Engineering Inc.* magazine





OTHER SPONSORSHIP OPPORTUNITIES

Optimize Your Exhibit Experience

Conference Bags – \$4,750

Place your company logo on the popular Conference tote bags! Give your attendees a useful souvenir they will hold on to. Great corporate visibility!

Conference WiFi – \$4,995

Get everyone connected! Conference WiFi will be available through all the meeting rooms and exhibit hall during the main Conference dates (Thursday to Saturday)

Hotel Key Card – Exclusive \$4,900

Simple and effective, branded hotel room keys put your company logo in attendees' hands multiple times throughout the Conference.

Attendee Kit Inserts – \$650

One piece of promotional material in the kit, presented to each attendee as they register for the Conference.

Final Program Print Ad – \$2,950 (Inside Front/Full Page)

The Conference program will be distributed to all attendees during check-in. That's more than 1,000 individuals! The program includes complete details of the Conference, exhibit hall and other event activities. Advertising in the program extends brand awareness and enhances the effectiveness of your program listing. What's more, attendees keep and refer to the program throughout the year and share it with their colleagues. Advertising in the Conference program is a great way to stand out and drive buyers to your booth. Deadlines apply.

THREE WAYS TO GAIN COMPETITIVE EDGE

Special Rate for Exhibitors and Sponsors!

Advertising on ACEC multimedia provides you with an opportunity to leverage your brand in front of your target audience.



Engineering Inc.
Award-Winning Business
Magazine



Last Word
Weekly e-newsletter



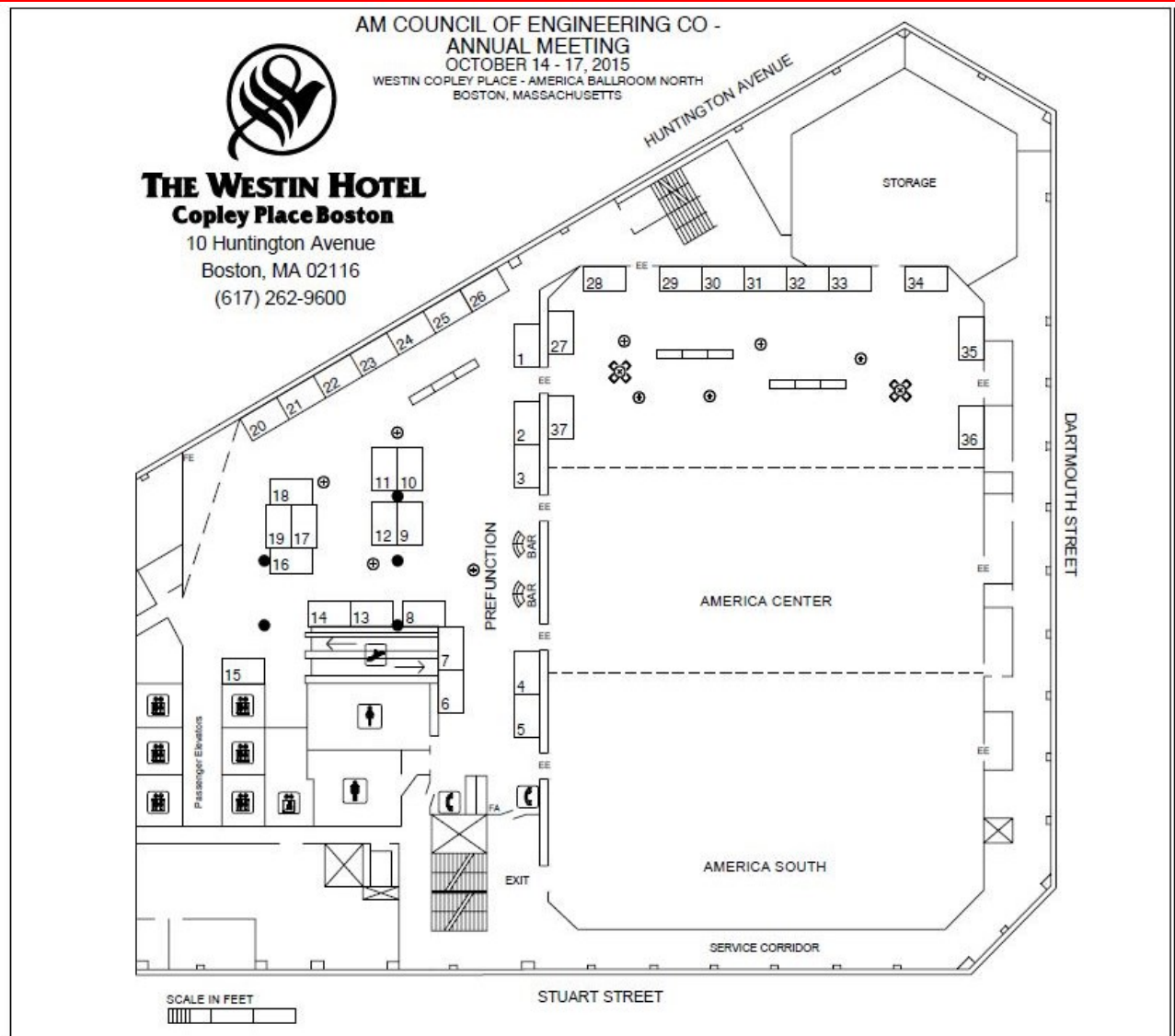
ACEC Website
www.acec.org

Questions?
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FLOOR PLAN



ACEC

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100 Years of Excellence

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For more information about ACEC's 2015 Fall Conference visit:

<http://www.acec.org/Conference/fall-15>

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