



IOWA STATE
UNIVERSITY

CI & CRC JOINT CONFERENCE 2024

Des Moines, Iowa | March 20-23

Constructing Connections Across Research and Industry



Iowa Event Center | Des Moines, Iowa
cisummit-crc.asce.org

EXHIBITOR & SPONSORSHIP PROSPECTUS

An Invitation to Exhibit or Sponsor

As ASCE's premier event for Construction Engineering professionals, this conference is expected to attract many attendees from practice, academia, government, industry, and allied fields. The Construction Institute (CI) of the American Society of Civil Engineers (ASCE) and Construction Research Congress (CRC) are pleased to invite you to become a sponsor or exhibitor at the CI & CRC Joint Conference 2024 in Des Moines, Iowa. The theme of the CI & CRC Joint Conference is: "Constructing Connections across Research and Industry." The joint conference's technical program will provide insights on the latest research and industry practices that will lead to next generation techniques, technologies, and strategies to meet 21st century challenges.

The CI & CRC Joint Conference is where contractors, owners, designers, faculty, students and other construction industry stakeholders from all over the country will meet to share new developments and innovative practices in the construction industry. And, that means business for you!

Interact with an audience that covers the full spectrum of construction engineering.

Exhibitor Benefits:

- ✓ Dedicated hours in exhibit hall with qualified buyers
- ✓ Exposure at all exhibit hall events: Welcome Reception, continental breakfast, morning and afternoon breaks, and luncheon
- ✓ Exclusive hours with no competing sessions during the Welcome Reception, breaks, and luncheon
- ✓ Conference website recognition
- ✓ A pre- and post- Summit attendee list provided a full payment is received (Note: Includes company name, attendee name, address. No email or phone numbers provided per ASCE policy.)
- ✓ Company name and website included in the Final Program (if signed contract is received prior to print deadline)

Exhibit Package Includes:

- ✓ 10' x 10' Exhibit Booth
- ✓ 2 Full Exhibitor Registrations
- ✓ Pipe and drape in show colors
- ✓ 6-foot skirted table
- ✓ 2 chairs
- ✓ 1 trash can
- ✓ 1 ID sign

Exhibit Booth Fees:

- ✓ Organizational/Corporate/Academic Booth Prices: \$2,495 by 11/3/23, then \$2,795
- ✓ Government/Municipal/non-profit partner Price: \$1,795 by 11/3/23, then \$2,095

For more information on exhibit opportunities, please contact Tom Sours, Manager, Media & Event Sales, ASCE

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EXHIBITOR & SPONSORSHIP PROSPECTUS

Sponsorship Opportunities

Platinum - \$7,000

- **Friday Reception** — Always a premier feature of the Construction Institute Summit the special event offers sponsors the opportunity to gain maximum exposure, with special event sponsor signage and even the opportunity to have your staff representatives act as the welcoming crew, to ensure a great return on your investment.

Gold - \$5,000

- **Registration Signage** — Have your logo featured on the registration desks that all attendees visit.
- **Conference Wi-fi** — Sponsor Wi-Fi for attendees outside the technical session rooms and the registration area. Have your organization's name as the Wi-Fi login password.
- **Mobile Application** — Attendees will stay up to date with conference events and sessions. Your logo will welcome them into the app each time they use it.
- **Welcome Reception** — This reception provides the sponsoring company an opportunity to advertise their brand while providing a casual setting for attendees to connect with colleagues, network, and meet new friends.
- **Lanyards [SOLD]**
- **Attendee Welcome Giveaway** — Your logo featured on a giveaway item that will be distributed to all attendees at the registration desk.
- **Opening Plenary Breakfast or Closing Plenary Lunch** — Be identified as the plenary session sponsor. Have your logo on the screen as everyone walks into the room to hear the keynote speaker. Put a promotional item on chairs and be recognized from the podium.

Silver - \$3,000

- **Professional Headshot Station** — Onsite provide attendees with a new professional headshot! Professionals, Faculty, and Students will get the complete portrait-taking experience and will be able to choose a photo onsite and is e-mailed the image of their choice immediately. The sponsor's logo is prominently featured in pre-conference and onsite print/digital promotional materials.
- **Exhibit Hall Lunch** — This sponsorship allows your company to gain exposure to the entire group of attendees at this lunch. An ideal sponsorship for an exhibiting company.
- **Social Media Wall** — Have your logo on a photo backdrop with the conference hashtag! When attendees

post pictures to various social media, your logo will be there!

- **Final Program** — Full page ad, inside front cover, plus logo on cover.
- **Young Professionals Forum** — Support this interactive session and the CI Young Professionals Council that hosts it. Be recognized in the 3-minute greeting and with your logo in PowerPoint presentation. Includes placement of a promotional item on all attendees' chairs.
- **Wellness Activity** — Support the wellness of the conference attendees by sponsoring a wellness activity, such as yoga or a morning run. Contact us for more information.
- **Skywalk Decals and Hotel Key Cards** — Be on the attendee's mind as they take the Skywalk to and from the Conference HQ hotel and the Iowa Events Center.

Bronze - \$2,000

- **Student and Young Professional Event Sponsor** — Name sponsor of networking event. Contact us for more information.
- **Technical Sessions** — Have your logo on the session signage as attendees walk in the room, and a 30 sec video introduction at the beginning of the session. Includes option to put a promotional item on chairs. *(Corporate/Organization Sponsors Only)*
- **Saturday Continental Breakfast** — Get the attendees off to a good start with coffee, a light breakfast, and an opportunity to network with colleagues and friends before heading off to the final conference sessions.
- **Networking Break (4 available)** — Always a good chance to network, refreshment breaks also serve as an opportunity to make your brand more memorable to attendees who need a quick pick-me-up before heading off to the next technical session.
- **Elevator or Column Wrap** — Gain some new clients or get the old ones to stick around! Contact us for placement opportunities!

Copper - \$1,000

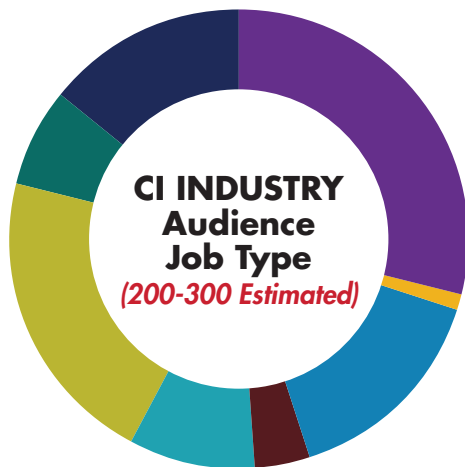
- **Final Program ¼ page ad** — Let attendees see your promo as they plan their conference itinerary! *(multiple sponsors)*
- **General Conference Sponsor**

Add-Ons available — Let us know your ideas!

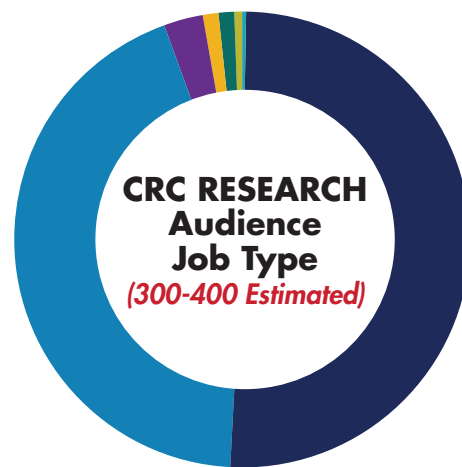
For more information, contact Tom Sours | 703-295-6243 | tsours@asce.org

ATTENDEE DEMOGRAPHICS

CI Industry + CRC Research = 700 Attendees Estimated



- 29% Senior Manager
- 1% Retiree
- 15% Partner/Principal
- 4% Middle Manager
- 9% Manager
- 21% Technical/Professional
- 7% Student
- 14% Staff Faculty



- 50% Student
- 43% Staff Faculty
- 3% Technical/Professional
- 1% Senior Manager
- 1% Middle Manager
- Less than 1% Partner/Principal
- Less than 1% Manager



- 59% Private
- 20% Education
- 12% Government/Military
- 2% Other



- 95% Education
- 2% Private
- 2% Government/Military
- Less than 1% Other

Who is ASCE? Founded in 1852, the American Society of Civil Engineers (ASCE) represents more than 152,000 members of the civil engineering profession worldwide and is America's oldest national engineering society geared to the advancement of science and profession of engineering to enhance the welfare of humanity.



Who is CI? Created in 2000, the Construction Institute (CI) is a semi-autonomous institute of ASCE with over 16,000 members worldwide. We are a member-driven organization and represent owners, industry practitioners, academia, contractors, and consultants. Members of all backgrounds and experience levels, including students are welcome.



What is CRC? CRC leads academic, cutting-edge construction research, and Iowa State University will host the annual Construction Research Congress. The Construction Institute Summit, with its heavy industry component, will facilitate interaction between construction research professionals, contractors, owners, and practitioners. Together, we will share new developments and innovative practices. Network with peers, earn PDHs, and get access to leading research and industry practices.

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