

EXHIBITOR & SPONSOR PROSPECTUS



# GEO-RISK 2023

Arlington, Virginia | July 23-26, 2023

*Advances in Theory and Innovation in Practice*



[www.geo-risk.org](http://www.geo-risk.org)



## Who is ASCE?

Founded in 1852, the American Society of Civil Engineers (ASCE) represents more than 144,000 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.

## What is the Geo-Institute (G-I)?

Created by ASCE in October 1996, G-I combines the talents and perspectives of its members to promote the geotechnical profession and enhance career development through specialty conferences, journals and practice-oriented publications, educational programs, networking and coalition-building, technical committees and task forces and leadership on emerging issues. The 12,100 members and 63 organizational members of G-I include scientists, engineers, technologists and organizations interested in improving the environment, mitigating natural hazards, and constructing economically engineered facilities.



## Why Should You Exhibit or Sponsor at Geo-Risk 2023?

Reach more prospects in three days than your sales team can reach in three months. Build your brand and increase awareness of your products and services. Meet with key clients and business partners.

- An excellent technical program in a rapidly growing field will draw key people from nations around the world such as China, India, Brazil, Japan, Australia, and many others.
- The products and services you exhibit are part of the Conference focus. Your expertise is valued by Conference participants.
- Nearly 7 hours worth of dedicated networking events will take place in the Exhibit Hall during the Conference to provide you with more exposure to potential clients than your sales team can reach in months.
- Build your brand and increase customer awareness of the products and solutions you have to offer.
- Build your customer relationships; meet with key clients and business partners.
- Keep up on industry trends, gather competitive intelligence, and make competitive comparisons.

## Who Should Exhibit?

- Geotechnical and environmental consultants and engineers
- Software developers of hazard, uncertainty, and probability modelers
- Foundation, ground improvement, earth retention, and environmental remediation contractors
- Geohazard, geotechnical, and safety organizations
- Manufacturers of foundation, soil retaining, and slope stabilization equipment; instrumentation, insitu testing, drainage products, and concrete repair products

## Target Audience

This conference will bring together engineers, planners, industry representatives, citizen groups, developers, public officials, and others such as the following:

- Geotechnical scientists and engineers from consulting and academia
- Geoenvironmental specialists
- Owners from municipalities, government agencies, companies, military personnel, and the private sector
- Developers and planners for buildings, municipalities, and commercial and private properties
- University educators
- Manufacturers of products for slope stabilization, retaining walls, and foundations
- Construction contractors specializing in projects involving geohazards

**Geo-Risk 2023** will bring together geoprosessionals interested in the field of geoenvironmental engineering, including geotechnical engineers, practitioners, researchers, educators, and firm owners to discuss case histories from around the world. Your products and services are valued by our attendees.

## Exhibitor Benefits include:

- 10' x 10' Exhibit Booth
- One Complimentary Full Exhibitor Registration, which permits access to all conference sessions;
- One Complimentary Booth Personnel Registration, which grants access to the exhibit hall only and the functions therein;
- One Additional Booth Personnel Registration at \$250, a reduced rate from regular registration categories, which grants access to the exhibit hall only and the functions therein;
- One copy of the conference proceedings;
- 25-word description of your products or services in final program (due **June 14, 2023**); and
- Exposure at the Welcome Reception, breaks, and the exhibit hall lunches.

## Exhibitor Fees

- \$2,295 10' x 10' In-Line  
\$2,495 Corner  
(before **February 1, 2023**, 50% deposit due with contract; balance due March 1, 2023)
- \$2,495 10' x 10' In-Line  
\$2,795 Corner  
(After **February 1, 2023**, 100% of the total fee due with contract)

## Exhibitor Provisions

Each 10' x 10' booth includes:

- 6' skirted table w/chair
- Trash can and ID sign

## Cancellation of Space

Cancellation notification must be submitted in writing to ASCE Sales Management. A refund of the total amount paid less a \$100 processing fee per booth will be made if cancellation is received before **June 21, 2023**. No refunds will be granted for cancellations received after **June 21, 2023**.

## Payment of Space

Applications must be accompanied by 50% of the total space rental fee, if mailed by **February 1, 2023**. If mailed after **February 1, 2023**, 100% of the total fee is due with the contract. All space must be paid in full by **March 1, 2023**. After that date, all reserved booth space not paid in full will be released for resale. Booth set-up is prohibited until exhibit space is paid in full. **Make checks payable to ASCE/2023 Geo-Exhibits.**

## Assignment of Exhibit Space

Space is assigned to companies in good standing and upon receipt of the full payment. Contracts will be dated and assigned in the order received. If your choice of space is not available, the closest space to your original selection will be assigned. No guarantees are made with respect to booth location. Before **February 1, 2023**, G-I Organizational Members will be given priority assignments.

## Exhibitor Registration

### Complimentary Registration

Included in your space rental fee is one Full Registration and one Booth Personnel Registration. An Exhibitor Registration Form will be sent as part of the official Exhibitor Service Kit, emailed 3 months prior to Geo-Risk 2023. The Exhibitor Registration forms must be completed for Full Registration and Booth Personnel and returned to [registrations@asce.org](mailto:registrations@asce.org) or faxed to **(866) 902-5593** no later than **June 21, 2023**. Please use one form per person. After **June 21, 2023**, exhibitor registration will take place on-site at Geo-Risk 2023, and there will be a \$50 on-site service fee to process.

## Additional Booth Personnel Registration

One Additional Booth Personnel Registration may be purchased at the reduced rate of \$250. Additional registrations must be purchased at the full conference rate. The Additional Booth Personnel Registration Form will be included in the Exhibitor Service Kit. The form must be completed and returned to [registrations@asce.org](mailto:registrations@asce.org) or faxed to **(866) 902-5593** no later than **June 21, 2023**. After **June 21, 2023**, exhibitor registration will take place on-site Geo-Risk 2023, and a **\$50 on-site service fee will be assessed**.

## Shipping

Shipping information will be included in the Exhibitor Service Kit. Please do not ship directly to the hotel or convention center. Unauthorized shipments may be refused.

## Exhibit Hall Hours

*(Subject to change)*

### Sunday, July 23, 2023

7:30 a.m. – 1:00 p.m.	Decorator Move-in
1:00 – 5:00 p.m.	Exhibitor Move-in
5:00 – 6:30 p.m.	Exhibit Hall Hours
5:00 – 6:30 p.m.	Welcome Reception

### Monday, July 24, 2023

9:30 a.m. – 3:30 p.m.	Exhibit Hall Hours
10:30 – 11:00 a.m.	Morning Networking Break
12:45 – 2:00 p.m.	Lunch in Exhibit Hall
3:45 – 4:15 p.m.	Afternoon Networking Break

### Tuesday, July 25, 2023

9:30 a.m. – 3:30 p.m.	Exhibit Hall Hours
10:30 – 11:00 a.m.	Morning Networking Break
12:45 – 2:00 p.m.	Lunch in Exhibit Hall
3:45 – 4:15 p.m.	Afternoon Networking Break
5:00 – 6:00 p.m.	Networking Reception

### Wednesday, July 26, 2023

10:30 a.m. – 1:30 p.m.	Exhibit Hall Hours
10:30 – 11:00 a.m.	Morning Networking Break in Exhibit Hall

# Geo-Risk 2023 | Sponsorship Opportunities

Sponsoring at this Conference is a great way to introduce your company to the industry and meet new customers. Please review the level of opportunities and items to sponsor listed below. For more information, visit the conference website at [www.geo-risk.org](http://www.geo-risk.org), or contact Barbara Curtis at [bcurtis@asce.org](mailto:bcurtis@asce.org) or (703) 295-6286.

## Platinum – \$10,000

### Welcome Reception (Sunday) & Networking Reception (Tuesday)

Highlight your organization during the first official event of the conference; the Welcome Reception. Then enjoy a second opportunity during the Tuesday evening Networking Reception to interact with potential customers. These events will be held in the Exhibit Hall, where attendees, surrounded by exhibitors, will recognize your company as their generous host.

## Gold – \$7,500

### All Exhibit Hall Lunches

Highlight your organization at *all* of the lunches held in the exhibit hall of the Conference.

## Silver – \$5,000

### Hotel Key Cards

Put your organization's brand or logo into each attendee's hands at the Geo-Risk 2023 by sponsoring hotel key cards.

### Geo-Risk Smartphone App

Sponsor the Geo-Risk app and get your company recognized on all smart phones.

### Opening Plenary

Introduce your brand to conference attendees during the Opening Plenary. You'll be given 2 minutes at the lectern to give a quick welcome and show an informative slide.

### All Networking Breaks

Always good networking opportunities, refreshment breaks also serve as an opportunity to make your brand more memorable to attendees in need of a quick pick-me-up before heading off to the next technical session.

### Conference Lanyards

Have your company's logo seen on everyone and by everyone at Geo-Risk 2023.

## Bronze – \$3,000

**Single Exhibit Hall Lunch:** Highlight your organization at one of the lunches held in the exhibit hall of the Conference.

**Single Bar Sponsorship:** Get your company noticed by sponsoring one of the bars during the Welcome Reception or Networking Reception.

## Copper – \$1,500

### Single Networking Break

Make your brand more memorable to attendees as they refuel and head off to the next session.

### Full Page Ad in Program

Get your company's ad in the hands of every attendee. The conference program will be posted on the conference website and handed out to every attendee.

Recognition Benefits	Platinum	Gold	Silver	Bronze	Copper
	\$10,000+	\$7,500	\$5,000	\$3,000	\$1,500
Complimentary 10' x 10' Exhibit Hall Booth	1				
Complimentary Full Conference Registration	2	1			
Tickets to Sponsored Event	4	2			
Ad in the Conference Final Program	One Full Page Ad	One ½ Page Ad			
Marketing flyer (inserted into Registration materials)	1	1	1		
Podium Recognition at Plenary Opening Event	✓	✓	✓		
Attendee List Pre- and Post-Conference	✓	✓	✓	✓	
Signage – Recognition displayed at sponsored event (if applicable)	Logo	Logo	Logo		
Logo/Name in Conference Marketing Emails	Logo	Logo	Logo	Name	Name
Logo/Name in Conference Final Program	Logo	Logo	Logo	Name	Name
Logo/Name in Conference Signage	Logo	Logo	Logo	Name	Name
Logo/Name in Conference Website	Logo	Logo	Logo	Name	Name
Entrance slide show recognition	Logo	Logo	Name	Name	Name
Program recognition with event description	Logo	Logo	Name	Name	Name