



ASCE 2018 CONVENTION

DENVER, COLORADO
OCTOBER 12-15, 2018

› Engineering
› Innovating
› Leading



SPONSOR PROSPECTUS

#ASCE18 | www.asceconvention.org



The American Society of Civil Engineers (ASCE)'s mission is to provide essential value to members, their careers, our partners, and the public by developing leadership, advancing technology, advocating lifelong learning, and promoting the profession. Founded in 1852, ASCE represents more than 150,000 members of the civil engineering profession worldwide and is America's oldest national engineering society. ASCE's vision is to position engineers as global leaders building better quality of life.

CONVENTION PURPOSE

The ASCE Convention is the Society's flagship membership event. It is the single event that draws together the entire Society and reflects the diversity that ASCE encompasses. The Convention presents integrated, cross-cultural, technical, and educational programming.

The program topics define a critical body of knowledge that draws attendees back year after year, providing benefits to attendees and their employers on an educational and professional level. The target audience includes leaders in the civil engineering profession across all disciplines and level of experience — from students and younger professionals to seasoned experts.

CONVENTION TOPICS

- State of the Industry/Profession
- Professional Development
- Multidisciplinary Technical
- Natural and Man-made Disasters
- Strategic Issues/Public Policy
- Significant Projects
- History & Heritage

Technical sessions will present a well-rounded mix of subjects from each of these topic categories to appeal to a broad, diverse group of practicing engineers, academicians, and affiliated professionals.

SPONSOR LEVELS

Keep your brand in front of our influential audience through a variety of sponsorships and promotional opportunities. From event sponsorships and advertising to on-site attendee materials and more, ASCE makes it easy for you to build your brand and engage our audience.

PLATINUM – \$25,000

Choose from these high visibility options:

Opening Plenary & Keynote Speaker—Gain recognition for your company among the leaders in civil engineering at the Opening Plenary Session, the official kickoff of this flagship event. Align your brand with the preeminent authority and voice for the civil engineering profession and build awareness with a critical audience of decision makers. (Exclusive). **Sponsored by ASCE Foundation**

Welcome Reception—This reception provides a casual setting for attendees to reconnect with old colleagues, network, and meet new friends. This great networking opportunity is the first event of the Convention. (Exclusive).

Closing General Session Keynote Speaker and Luncheon—Attendees will finish out the Convention on a high note with a motivating and inspiring presentation. Be the last note-worthy event on their minds by supporting this session (Exclusive). **Sponsored by ASCE Foundation**

Celebration of Leaders Luncheon—Show your support for the civil engineering community as it honors the outstanding careers and achievements of ASCE members. This is a great opportunity to be part of the Distinguished Member induction ceremony. (Exclusive).

Industry Leaders Forum—What are the key issues facing civil engineers today? What is underway to cultivate a better tomorrow? Attendees find out at this prestigious and thought-provoking event open to all attendees. (Exclusive).

General Convention Sponsor—Show your support for civil engineering by becoming a Platinum-level financial sponsor of the Convention.



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SPONSOR LEVELS (CONTINUED)

GOLD – \$10,000

Choose from these high visibility options:

Attendee Giveaway with ASCE & Sponsor Logo—Get your company name in front of each Convention attendee. Company name and logo will be displayed, along with ASCE's, on this year's memorable and unique gift. (Exclusive).

Final Program Notebook—Company logo and advertisement will be displayed prominently on the notebook which every registrant receives, allowing them to navigate the Convention and capture all the pertinent lessons they've learned while attending. Your company's logo will appear on the front cover of the program along with your company's black-and-white ad on the back cover. (Exclusive).

Student & Emerging Leaders Welcome Breakfast —This sponsorship gives your company an exclusive opportunity to show your support for the student community. Students get insiders' tips on the Convention program and an opportunity to network with colleagues, meet new friends, and get acquainted with ASCE's leadership. (Exclusive).

Leadership Event & Society Awards Breakfast—Promote your brand while celebrating leaders at this prestigious event, which will feature a keynote on leadership. (Exclusive).



SPONSOR LEVELS *(CONTINUED)*

GOLD – \$10,000 *(continued)*

Choose from these high visibility options:

Mobile Portal—A mobile portal will be available for smartphone and tablet users during this year's Convention. Gain maximum exposure via banner ads and other app features by sponsoring the Convention app. (Exclusive).

Cell Phone Charging Station—Each station has an LCD screen and 18 charging tips. Charging stations contain two advertising components: an LCD screen capable of displaying visuals and an exterior vinyl wrap for branding.

WIFI Network—WIFI access will be available for smartphone and tablet users during this year's ASCE Convention. Gain maximum exposure via conference signage and directly on attendee phones by sponsoring WIFI access for attendees. (Exclusive).

Hotel Key Cards—Put your four-color message on the hotel room keys of the attendees staying at the official Convention hotels. Hotel key cards are used by attendees multiple times daily. (Exclusive).

General Convention Sponsor — Promote your brand and show your support by becoming a Gold-level financial sponsor.



SPONSOR LEVELS (CONTINUED)



SILVER – \$5,000

Choose from these high visibility options:

Lanyards with ASCE & Sponsor Logo—Lanyards are the must-have accessory at the ASCE Convention. Lanyards offer a way to display your logo while holding their badge, business cards, etc., throughout the Convention. (Exclusive).

Community Service Project—Members (including students and younger members) come together to participate in a community service project that not only gives back to the local community but also provides educational information on the importance of civil engineering. Help make a difference and leave a positive impact on the community. (Exclusive).

General Convention Sponsor—Show your support for civil engineering by becoming a Silver-level financial sponsor of the Convention.

Technical Tours—Sponsor one of the behind-the-scenes Convention tours of New Orleans engineering marvels. Sponsor will receive priority for tickets and event signage. (multiple).

Refreshment Breaks—Beverage breaks offer attendees a chance to get something to drink and network with sponsors and colleagues between sessions. You will receive signage at the break station along with company literature distribution on or near the beverage display. (Multiple).

VIP Lounge—Promote your brand to ASCE Foundation donors, Distinguished Leaders and Award Winners.



RECOGNITION BENEFITS

	Platinum \$25,00	Gold \$10,000	Silver \$5,000
Full Convention Registration	4	2	1
Final Program Ad	½ Page	¼ Page	
Additional Tickets to Sponsored Event	5	3	
Sponsor Table in ASCE Pavilion	1		
Lectern Recognition at Plenary Sessions	✓		
Rotating Banner on Convention Home Page	✓		
Civil Engineering magazine Convention Ads	Logo		
Recognition on Convention Home Page	Logo/Link	Logo	
Convention Marketing Flyers	Logo	Name	
Item Placed in Sponsor Promotion Stand	✓	✓	
One Page Marketing Flyer at Sponsored Event	✓	✓	✓
Attendee List Pre-Post Convention	Both	Both	Pre-Only
Recognition in Convention Marketing Emails	Logo/Link	Logo	Name
Entrance Slide Show Recognition	Logo	Logo	Name
Recognition on Convention Sponsor Page	Logo/Link	Logo	Name
Recognition on the Convention Signage	Logo	Logo	Name
Recognition in Convention Program	Logo	Logo	Name
Recognition on Signage at Sponsored Event	Logo	Logo	Logo
Program Recognition Adjacent to Sponsored Event	✓	✓	✓
Recognition in Mobile App	Logo/Link	Logo	Name



Past Sponsors



ACP (Panama Canal Authority)

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Esri (Environmental Systems
Research Institute, Inc.)

EWB-USA

Fisher & Arnold, Incorporated

GEI Consultants, Inc.

GEICO

GRAEF

Greenman-Pedersen, Inc.

HAKS

Halmar International, LLC

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Hatch Mott MacDonald

HDR

Helical Pile Association



Sponsorship Commitment Form



SPONSORSHIP COMPANY INFORMATION

Company Name: _____

Company Address: _____

City, State, Zip: _____

Website Address: _____

CONVENTION CONTACT INFORMATION

Name (Mr./Mrs./Ms.): _____

Title: _____

Phone: _____

Email: _____

We are committed to the following sponsorship opportunity at the ASCE 2018 Convention, New Orleans, Louisiana, October 8-11, 2018

EVENT INFORMATION

Sponsorship Opportunity Level: _____

Sponsorship Option: _____

Total Sponsorship Amount: _____

Special Instructions: _____

We agree to the following sponsorship terms and will complete our financial obligation according to the following schedule:

- Due upon Receipt of Invoice, –or–
- First Installment of 50% due with contract \$ _____ (attached). Final 50% due by July 15.
- Total Amount Due by July 15 to ensure Company in Final Program: \$ _____

Program Ad Deadline: August 1 | **Final Program Deadline:** August 27 | **Registration Deadline:** September 1.

PAYMENT INFORMATION

PAYMENT BY CHECK

Make Check Payable to ASCE
Info Line: Convention
Mail Check to:
ASCE
ATTN: 2018 Convention
P.O. Box 79668
Baltimore, MD 21279-0668

PAYMENT BY CREDIT CARD

Credit Card Type: _____ Exp. Date: _____

Credit Card #: _____

Card Holder Name: _____

Card Holder Zip Code: _____

or contact **Sean Scully at (703) 295-6154**

or **Drew Caracciolo at (703) 295-6087**

Name and signature of individual with the authority to make this financial commitment on behalf of the company: (Please Print)

Name (Mr./Mrs./Ms.): _____

Title: _____

Phone: _____ Email: _____

Signature: _____

ASCE WELCOMES UNRESTRICTED CONTRIBUTIONS AND GRANTS OF ALL AMOUNTS.

ASCE 2018 Convention, New Orleans, Louisiana, October 8-11, 2018

SPONSORSHIP PROSPECTUS 2018

Key Reasons to Sponsor the ASCE 2018 Convention

Build your brand and increase awareness of your products and services. Meet with key clients, business partners, and industry leaders.

- An excellent program that reaches across all disciplines of civil engineering and level of experience and draws attendees back year after year.
- Your expertise is valued by Convention participants.
- 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, and industry leaders.
- Keep up on industry trends, gather competitive intelligence, and make competitive comparisons.

Contact ASCE today for the best selection of sponsorship opportunities!

Contact Sean Scully at (703) 295-6154 or

Drew Caracciolo at (703) 295-6087.



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