

ACEC

AMERICAN COUNCIL OF ENGINEERING COMPANIES



**ANNUAL
CONVENTION
& LEGISLATIVE
SUMMIT**

2010

APRIL 25–28, 2010

ACEC Exhibit Hall and Convention Sponsorship Prospectus

| Grand Hyatt Hotel |
WASHINGTON DC

Fast Facts About the Convention:

- Expected attendance of 1,000 engineering industry professionals!
- Network with top decision-makers from engineering firms and facility/infrastructure owners
- Sell your products and services to CEOs, CFOs, IT Professionals, Legal Counsel and other key firm decision-makers
- Meet ACEC association executive directors and ACEC leaders from every state



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THE GRAND HYATT HOTEL
WASHINGTON, DC**

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The Annual Convention attracts hundreds of buyers who hold the purchasing power for the nation's top engineering firms! More than 80% of attendees are engineers, architects, land surveyors, scientists, and other specialists, responsible for more than \$410 billion of private and public works annually. Your company's representative will meet face to face with powerful decision makers from these firms and other Fortune 500 companies - looking for the latest products and services available.

Attendee Profile:

Annual Convention attendees represent the high ranking executives from top engineering firms across the country

- 31% Firm President
- 20% Firm Executive Vice President
- 17% Firm CEO, CFO, CIO, and COO
- 12% Principal Engineer
- 8% General Counsel/Attorney
- 12% Other Industry Professionals, including private and public sector owners

Overall, 80% of Annual Convention attendees represent top management who approve or influence buying decisions!

Buying Power Facts:

- Over 70% of member firms report that they use outside consultants to purchase their insurance products.
- 98% of firms specify products for transportation, water and wastewater, and buildings/industrial projects.
- At least 52% of firms have each budgeted \$120,000 or more in 2009 to spend on new hardware and software. The top 500 firms will each spend an average of over \$600,000. Top software purchases include BIM, financial, CAD, project management, and miscellaneous job specific software.
- Our firms report that they "spec out" products/equipment/services on a regular basis and many are complete "engineer-procure-construct" firms. You will want your products in front of these key industry buyers.

Cutting Edge Education

- 2010 Megatrends Affecting Engineering Firms
- Sustainable Highway is NOT an Oxymoron: Green Business in a Slow Economy
- Impact of BIM and Virtual Design & Construction
- Green Blues: Assessing Potential Risks with Green Building

General Information

Basic Exhibitor package

1. 8 x 10 booth.
2. One table, 2 chairs, garbage can, back wall pipe and drape.
3. One full registration.
4. Website link on Convention homepage.
5. Listing in On-Site Program. (based on date of receipt of contract)
6. Participation in special breaks and exhibit hall programs.

Member price: \$3,300

Non-member price: \$3,500

Premium Exhibitor Package

Get the attention your firm deserves!

1. Corner/premium booth space! 8 x 10 feet.
2. Food station and special signage adjacent to your booth for
3. Exhibitor Opening Reception. Exhibitor selects food offering from list provided by ACEC.
4. Special signage designating Premium Exhibitor.
5. One table, 2 chairs, garbage can, back wall pipe and drape.
6. Two full registrations.
7. Website link on Convention homepage.
8. Listing in On-Sit Program. (Based on date of receipt of contract)

Member price: \$7,000

Non-member price: \$7,500

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

Additional Booth Personnel:

Additional booth personnel must be registered. Additional personnel fee is \$350 per person. This fee includes the Opening Reception, Continental Breakfasts, Lunches and Refreshment Breaks in the exhibit hall. Optional activity tickets must be purchased separately.

Exposition Services:

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

Booth Set Up/Take Down

Booths must be set up between 1:00 and 5:00 p.m. on Sunday April 25, 2010. If a booth is not set up by 5:00 p.m., it will be considered a "no show". Refunds will not be available to "no show" exhibitors. Booths may be dismantled no earlier than 4:00 p.m. on Tuesday April 27. Early breakdown is not permitted.

Interacting with Decision Makers:

1. Central Exhibit Hall location adjacent to general session, luncheons and breakout meeting rooms.
2. Fantastic Opening Reception in Exhibit Hall area.
3. Daily breakfasts and coffee breaks located in the Exhibit Hall.
4. Exhibitor Networking Tables at the Luncheon on Tuesday. Each exhibiting firm will have a designated table with sign where you can provide literature and enjoy a meal with prospective customers.
5. Exhibit Hall Rewards Program. Each attendee will receive a "Passport" to complete. Exhibitors will receive stampers and will stamp attendee passports after a visit to their booth. All attendees who complete and submit their passports will be entered into our drawing, and two lucky exhibit hall attendees will win \$100 gift cards!

Want Even More Exposure?

1. Pre or post conference mailing labels of all registrants along with job titles: \$500
2. 25% discount on advertising in Engineering Inc. Convention issue: prices vary based on size of ad
3. Full page digital Compendium ads: \$1,000
4. Hospitality Suites are available for private events: prices vary, contact The Grand Hyatt for details

Sponsorship Packages

Premier Sponsor **\$50,000 Exclusive!**

This exclusive sponsorship is available to just one company who would like to get maximum exposure at the Convention. The Premier Sponsorship package includes:

- Exhibit booth in a prime location
- Exclusive sponsor rights to one major convention event or item (Opening Reception, Keynote Speaker, logo badge lanyard, Luncheon)
- Logo printed on convention gift
- Pre and post convention mailing list of attendees
- Logo on all promotions, mailings, emails and in house advertising
- Logo on all outside advertising to promote the convention
- Logo on front cover of on-site program
- Exclusive signage
- Insert in attendee gift bags (must be pre-approved)
- Right to make a promotional offer to attendees (free/discounted product, coupon)
- Right to create or host a pre-approved event or activity on site
- Full page Compendium ad
- 10 registrations

Sponsor **\$25,000**

Show your support and achieve strong brand recognition as an Annual Convention Sponsor. Sponsorship package includes:

- Exhibit booth
- Exclusive rights to one major convention event or item (Opening Reception, Keynote Speaker, logo badge lanyard, Luncheon)
- Pre and post convention mailing list of attendees
- Full page Compendium ad
- Logo on all promotions, mailings, and emails
- Logo in on-site program
- Logo on all Sponsor signage at conference
- 5 registrations

Supporter **\$15,000**

Supporter sponsorships are available to companies who would like to align themselves with ACEC and achieve brand recognition at the Annual Convention. The Supporter package includes:

- Exhibit booth
- Exclusive rights to one minor convention event or item (breakfasts, breaks in exhibit hall)
- Pre and post convention mailing list of attendees
- Logo on all promotions, mailings, and emails
- Logo in on-site program
- Logo on Convention Supporter signage on-site
- 2 registrations

PAC Sponsorships

ACEC/PAC Sponsorships help defray fundraising costs for ACEC/PAC, which allows us to dedicate more resources to increasing our industry's ability to educate Congress on our key issues.

Sponsors receive recognition throughout the Annual Convention and in other ACEC media, including Last Word, Engineering Inc., and the ACEC website. Additionally, most sponsorship packages include preferred seating at certain ACEC events. We offer several packages ranging from \$1,000 to \$5,000 and are willing to work with you to design a sponsorship package that best fits your needs.

For more information about becoming an ACEC/PAC Sponsor contact Elizabeth Coit, ACEC/PAC Director, 202-682-4322 or ecoit@acec.org.

CASE Sponsorship Program

These sponsorship programs will help you make an impact with ACEC's Council of American Structural Engineers (CASE) members.

Sponsorship packages range in price from \$500 to \$2,500 and allow you participate in many CASE activities throughout the year, including its Fall Risk Management Convocation and the Summer and Winter meeting workshops. Moreover, some sponsorship packages allow for membership on CASE committees.

Please contact David C. Bixby at dbixby@acec.org or 202-682-4332 to participate!

Other ideas for sponsorship? Please contact Nina Goldman at 202-682-4325.

Booth Selection Procedure

The booth selection procedure is in place, giving regular exhibitors credit for repeat participation and for broad-based support of ACEC. All exhibit booth reservations accompanied by full payment and received on or before the early bird cut-off date of February 28, 2010 will be eligible to make booth space selections based upon priority ranking determined by several factors. On March 3, 2010 all fully-paid exhibit booth application forms will be tallied using the specified criteria. The applicant with the highest score will receive their first choice of booth space; the applicant with the second highest score will receive their first choice, unless it was already chosen, in which case they will be assigned their second choice, and we will proceed in this manner until all applicants have selected booths or until all booth spaces are sold.

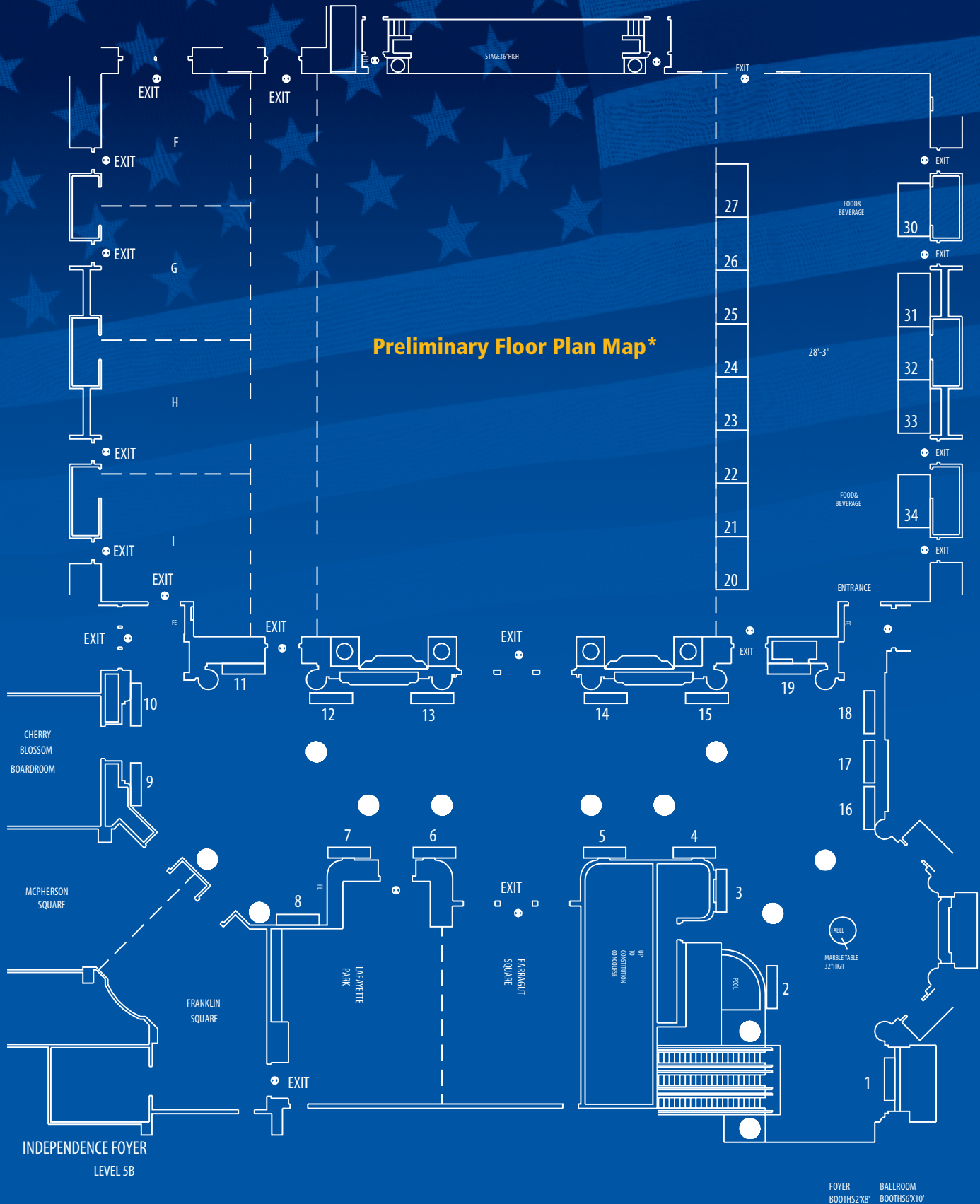
If booth spaces remain available for sale after this process is complete and all early bird applicants have selected their space, the remaining booth selections will be made on a first-come, first served basis.

Preliminary Exhibit Hall Hours and Schedule*

Date	Hours	Function
April 25	1:00 p.m. – 5:00 p.m.	Exhibit Hall Set-Up
April 25	6:30 p.m. – 7:30 p.m.	Opening Reception
April 26	7:00 a.m. – 7:45 a.m.	Breakfast in Exhibit Hall
April 26	10:30 a.m. – 11:00 a.m.	Exhibit Hall Networking Break
April 26	3:30 p.m. – 4:00 p.m.	Exhibit Hall Networking Break
April 27	7:00 a.m. – 8:30 a.m.	Breakfast in Exhibit Hall
April 27	10:00 a.m. – 10:30 a.m.	Exhibit Hall Networking Break
April 27	12:00 p.m. – 1:30 p.m.	Networking Tables at Luncheon
April 27	3:15 p.m. – 3:45 p.m.	Exhibit Hall Networking Break
April 27	4:00 p.m. – 6:00 p.m.	Exhibitor Breakdown

**Please note, this is a preliminary schedule and times are subject to change.*

ACEC ANNUAL CONVENTION WASHINGTON, D.C. • INDEPENDENCE LEVEL GRAND HYATT • April 25-28, 2010



Nina Goldman
 ngoldman@acec.org
 American Council of Engineering Companies
 1015 15th Street 8th Floor, Washington, DC 20005-2605
 Phone: 202-682-4325 Fax: 202-789-7220 (secure)

*Please note, the floor plan is subject to change

ACEC 2010 ANNUAL CONVENTION
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Exhibit Booth and Sponsorship Reservation Form

Company and Contact Information

Company Name _____
Contact Name _____ Booth Personnel Name (if different) _____
Title _____
Address _____
City _____ State _____ Zip _____
E-mail address _____ Website _____
Phone _____ Fax _____

Exhibit Booth Rates*

See reverse to view terms and conditions
You may purchase a maximum of three (3) spaces.

Circle one:

Basic Exhibit Package

ACEC Member: \$3,300

Non-member: \$3,500

Premium Exhibit Package

ACEC Member: \$7,000

Non-member: \$7,500

Booth Choices

1st _____ 2nd _____ 3rd _____

Sponsorship Packages

- Premier Sponsor: \$50,000
- Sponsor: \$25,000
- Supporter: \$15,000

Exclusive!

Add-On Options

- Compendium front cover logo: \$800
- Compendium full page ad: \$1,000 (deadline 4/10/09)
- Post-conference mailing labels: \$500

Mail or Fax Completed Application and Signature to:

ACEC Advertising, 1015 15th Street, NW, 8th Floor, Washington, DC 20005-2605

Fax: 202-789-7220 · (Secure fax for credit card orders) Phone: 202-347-7474

Payment

Payment in full is required with this submission. ACEC will not process without full payment.

Exhibit Booth(s) Total _____ Check Enclosed – Payable to ACEC
Sponsorship Total _____ OR
Add-Ons Total _____ Bill my: [Visa] [MasterCard] [AmEx]
Additional Personnel @\$350 Total _____
Total Due: _____
Card # _____ Exp. Date _____
Name on Card _____

Signature* _____ Date _____ Phone _____

**By signing, I agree to pay the stated amount; read and will abide by the terms and conditions (on the back of this document) as provided by ACEC.*

ACEC 2010 Annual Convention Exposition Terms and Conditions

1. Assignment of Exhibit Space:

ACEC has established an Exhibitor Point System to allocate exhibit space. Points will be awarded in two categories: historical support and 2009 event underwriting support. Points are recalculated each year. The points system is used mainly as a guide for booth assignment, but in the event there are more exhibitors requesting space than is available, it will also be used to determine who will obtain exhibit space.

2. Exhibit Space Rental Rates:

All spaces are 8' x 10' in size. Rental fees are \$3,300 for ACEC members and \$3,500 for non ACEC members. Premium exhibit spaces are reserved for Premium exhibitors and are assigned at ACEC's discretion. Each exhibitor is allowed a maximum of three spaces.

3. Subleasing

Exhibitors may not sublet their exhibit space, nor any part thereof, nor exhibit, offer for sale, or advertise articles not manufactured or sold by the exhibiting company, except where such articles are necessary for proper demonstration or operation of the exhibitor's display, in which case the identification shall be limited to the manufacturer's regular nameplate. Exhibitors may not permit non-exhibiting company representatives to operate from their booth. This booth rental is for exclusive use of Exhibitor's company and its products and services. Rulings of ACEC shall, in all instances, be final with regard to use of exhibit space.

4. Occupancy Default

Any exhibitor failing to occupy space contracted for shall not be relieved of the obligation of paying the full rental charge of such space. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by ACEC, and reallocated or reassigned for such purposes or use as ACEC may see fit.

5. Cancellation or Change of Exposition

In the event that the premises in which the Exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of ACEC or its agents, the Exposition may be canceled or moved to another appropriate location, at the sole discretion of ACEC. ACEC shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of a cause or causes not reasonably within the control of ACEC. Causes for such action beyond the control of ACEC shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the Grand Hyatt Hotel, municipal, state or federal laws, or acts of God. Should ACEC terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising thereof. Refunds in the event of termination shall be made to exhibitors in the amount of the original exhibit fees less prorated adjustments based on ACEC costs incurred from staging the Event.

6. Cancellation by Exhibitor

In the event of cancellation by an exhibitor, ACEC shall determine an assessment covering the reassignment of space, prior services performed, and other damages related to cancellation, according to the following schedule:

Through March 15, 2010, 50% of total booth rental/sponsorship fee;

After March 15, 2010, 100% of total booth rental/sponsorship space fee.

ACEC must receive written notification of the cancellation by mail or facsimile. Date cancellation notice is received by ACEC will determine above assessment charges. In the event of either a full or partial cancellation of space by an exhibitor, ACEC reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.

7. Limitation of Liability

Exhibitor agrees to make no claim for any reason whatsoever against ACEC, ACEC's official exhibit services provider or official convention hotel for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the Exposition as scheduled; nor for any action or omission of ACEC. Exhibitors are solely responsible for their own exhibition materials and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood that all property of exhibitors are in their care, custody, and control in transit to, or from, or within the confines of the exhibit hall. ACEC shall bear no responsibility for the safety of the exhibitors, their personnel, employees, agents or representatives or personal property.

8. Insurance

Exhibitors shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance: Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Proof of such insurance shall be provided to ACEC or its agent or representative upon request.

9. Installing, Exhibiting, Dismantling

Hours and dates for installing, exhibiting and dismantling shall be those specified by ACEC. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material for the Exposition before the specified conclusion of the dismantling period set by ACEC. Exhibitors are required to adhere to exposition hours. **No early breakdown will be permitted.** If exhibitors leave the Exposition before teardown time, it will result in a fine of \$1,000 and exclusion from future participation.

10. Damage to Property

Exhibitor is liable for any damage caused to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property. Exhibitor may not apply paint, lacquer, adhesive or other coatings to building columns, floors or walls, or to standard booth equipment.

11. Flammable Materials

No flammable fluids or materials of any nature, including decorative materials, use of which is prohibited by national, state, or city fire regulations, may be used in any booth.

12. Noise and Odors

Noisy or obstructive work will not be permitted during open hours of the Exposition, nor will noisily operating displays, nor exhibits producing objectionable odors. ACEC shall have sole discretion in determining what is noisy, obstructive or objectionable.

13. Obstruction of Aisles or Booths

Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby exhibitors' booths shall be suspended for any periods specified by ACEC.

14. Attendance

Admission policies shall remain, at all times, the prerogative of ACEC and may be revised or amended to suit unforeseen conditions.

15. Booth Personnel

One exhibitor representative will be issued a complimentary Full Convention registration with each 8' x 10' space purchased. This badge allows access to all ACEC Convention functions open to Convention registrants. Any additional booth personnel must be registered for the Convention as Full Convention registrants or Additional Booth Personnel (\$350 per person). Booth Personnel shall wear badge identification furnished by ACEC at all times while they are in the exhibit area. ACEC reserves the right to restrict or limit the number of booth representatives. All exhibits must have personnel present during show hours.

16. Height and Non-Blocking Regulations

All exhibit display construction design must conform to the regulations set forth in the information supplied to each exhibitor by ACEC's official exhibit services provider.

17. Electrical Safety

All wiring on booths or display fixtures must meet underwriters' rules and standard fire department inspection.

18. Display

ACEC shall have full authority for approval or arrangement and appearance of items displayed. ACEC may, at its discretion, require replacement, rearrangement, or redecoration of any item or any booth, and no liability shall attach to ACEC for the costs that may be incurred by exhibitor thereby. Exhibitors with special backgrounds or side dividers must make certain that such material is furnished in such a manner as to not be unsightly to exhibitors in adjoining booths. If such surfaces remain unfinished before the scheduled opening of the show, ACEC shall authorize the official decorator to effect the necessary finish and the exhibitor must pay all charges involved thereby.

19. Exhibitor Representative's Responsibility

Exhibitor agrees to indemnify ACEC, its employees, agents, or representatives against – and hold them harmless for – all claims arising out of the acts of negligence of exhibitor, exhibitor's agents, employees or representatives, and any claims for injury to exhibitor, its employees, agents, representatives, or event attendees.

20. Waiver of Rights

Any rights of ACEC under this contract shall not be deemed waived in any manner except as specifically waived in writing and signed by an authorized officer of ACEC.

21. Relocation and Floor Plan Revisions

ACEC retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

22. Amendment and Additional Rules

Any matters not specifically covered by the preceding rules shall be within the sole purview of ACEC. ACEC may, at any time, amend or add further rules to these terms.

23. Agreement to Rules

Exhibitor, for himself or itself, his or its personnel, employees, agents or representatives, agrees to abide by the foregoing rules and those provided and contained in the Exhibitor Prospectus, and by any amendments and additional rules that may be put into effect by ACEC.

Official representative for exhibiting company:

Signature

Date

Printed Name