



# CONSTRUCT

## AEC EDUCATION & EXPO

**EDUCATION:** October 9-11, 2019

**EXHIBITS:** October 10-11, 2019

National Harbor, MD, USA

Gaylord National Resort & Convention Center

**2019 SPONSORSHIP &  
MARKETING BROCHURE**



Drive traffic to your booth, build brand awareness, and stand out above your competition by promoting your brand. Booth ROI increases by 104% when a sponsorship is included in the exhibit plan\*.

We offer a wide variety of options to help you drive more traffic to your booth, connect and network with more colleagues, and help increase your brand's presence with industry professionals. You will find opportunities geared towards every budget. Let us tailor a package that fits your company's needs.

## SPONSORSHIP & MARKETING BENEFITS

Extra Perks	Platinum (\$10,000+)	Gold (\$5,000 to \$9,999)	Silver (\$1,500 to \$4,999)	Bronze (\$500 to \$1,499)
Recognition on CONSTRUCT Website	Logo & Link (Prominent Placement)	Logo & Link	Logo Only	Name Only
Recognition on Mobile App	X	X	X	-
Recognition in Event Guide	Logo (Prominent Placement)	Logo	Logo	Name Only
Recognition in Attendee Email	Logo & Link (Prominent Placement)	Logo & Link	Logo	Name Only
Recognition on Show Signage	Logo (Prominent Placement)	Logo	Logo	-
2 Free Tickets to Welcome Reception	X	X	-	-
1 Free Exhibitor Full Education Package	X	-	-	-

\*Source: Center for Exhibition Industry Research, North American B-to-B trade show average.

# NETWORKING & EDUCATION

## WELCOME RECEPTION

Help kick off the 2019 Conference & Expo on Wednesday night. The Welcome Reception is an excellent opportunity to network with colleagues and meet new contacts. Enjoy drinks and dinner, while increasing your company's brand presence.

### Exclusive Sponsor: \$15,000

- On-site branded signage
- Speaking opportunity to address attendees
- One (1) full page in the Show Program
- Two (2) full-conference registrations
- Welcome Reception attendee list (post-event)
- Eight (8) Welcome Reception Tickets
- Recognition in Pre-Show Communications
- Recognition on CONSTRUCT Website

### Premier Sponsor: \$8,500 (Limit 2)

- On-site branded signage
- One (1) full page in the Show Program
- One (1) full-conference registration
- Welcome Reception attendee list (post-event)
- Recognition in Pre-Show Communications
- Recognition on CONSTRUCT Website



## EXPO HALL BOOTH CRAWL

Increase booth traffic and capture more leads with the Booth Crawl sponsorship. Attendees will participate in the booth crawl for a chance to win prizes. Attendees will stop at participating exhibitor's booths to mark each stop complete. Each stop completed enters them into drawings.

### Participating Exhibitor: \$450 (Limited Quantity)

- Company Name and Booth Number on Booth Crawl Signage
- Company Booth Highlighted on Exhibit Hall Show Floorplan
- Recognition in Pre-Show Communications
- Recognition on CONSTRUCT Website



# NETWORKING & EDUCATION

## LIVE DEMO PAVILION SESSIONS

Provide practical solutions or showcase new products in the Live Demo Pavilion. Select from a 30-minute product demonstration or one of our *NEW* 15-minute product pitch sessions. Your session may be eligible to be accredited. Limit 2 slots per company. Contact your Account Executive for details and restrictions.

**30-Minute Product Demonstration: \$3,000**

**OR**

**15-Minute Product Pitch: \$1,750**

- Includes AV equipment for presentation
- Inclusion on Demo Pavilion Signage
- Inclusion in Show Schedule for Registration
- Recognition in Pre-Show Communications
- Recognition on CONSTRUCT Website
- Contact information for each attendee that is

## NEW HANDS-ON WORKSHOPS

From hands-on building to interactive technology workshops, provide attendees with top-notch education while incorporating your products. New for 2019, exhibitors can create and host a hands-on workshop as part of the educational program. Sessions must be educational in nature and provide participants with an interactive experience. Your session may be eligible to be accredited. Contact your Account Executive for details and restrictions.

**Workshop Session: \$7,500 (Limit 4)**

- Four (4) hour time slot for session set-up, session time, and tear-down time
- Includes AV equipment for presentation
- Branded Signage at Session
- Inclusion in Show Schedule for Registration
- Recognition in Pre-Show Communications
- Recognition on CONSTRUCT Website
- Ability to hand out company materials and/or branded items to attendees
- Contact information for each attendee that is scanned on-site (provided post show)



# NETWORKING & EDUCATION

## LEARNING LOUNGE

Provide attendees with exceptional education during the expo days. Have a dedicated room built in your booth allowing you to host educational sessions on the show floor. Sessions can be 30, 45 or 60 minute sessions. A minimum of a 600 square foot booth is required. Your session may be eligible to be accredited. Contact your Account Executive for details and restrictions.

### Learning Lounge: \$25,000

- Includes 600 square foot booth space
- Includes construction of a branded 300 square foot learning lounge (*as part of the total 600 sq ft. booth space*)
- Includes AV equipment for presentations
- Seating for up to 30 people per session
- Inclusion in show schedule for registration
- Branded signage on-site
- Recognition in pre-show communications
- Recognition on CONSTRUCT website
- Contact information for each attendee that is scanned on-site (provided post show)



## NEW COFFEE TALK LOUNGE

New for 2019 the expo hall floor will feature a “Coffee Talk” lounge. Educational speakers will host 15-minute mini chat sessions discussing trending topics effecting the AEC industry today. In addition, beverages will be provided at the lounge. As a lounge sponsor you will be able to have a 15-minute session with the speaker of your choice. Contact your Account Executive for details and restrictions.

### Two-Day Exclusive Sponsor: \$8,500

- Two (2) 15-Minute Speaker Slots
- Area for hand-outs and/or giveaways
- Exclusive branded signage on-site
- Recognition in pre-show communications
- Recognition on CONSTRUCT website

### Premier Co-Sponsor: \$5,000 (Limit 2)

- One (1) 15-Minute Speaker Slot
- Branded signage on-site
- Recognition in pre-show communications
- Recognition on CONSTRUCT website

# PROMOTIONAL OPTIONS

## BADGE LANYARDS

Place your company name or logo around the neck of everyone in attendance. Your brand will be represented throughout the entire show.

### Exclusive Sponsorship: \$7,500

- CONSTRUCT will purchase the lanyards
- Exhibitor will provide logo for printing

## SHOW BAG

Given out to every attendee as they pick up their badge, your brand will be displayed throughout the show and for an extended period of time after.

### Exclusive Sponsorship: \$8,500

*(CONSTRUCT provides bags)*

- CONSTRUCT will purchase the bags
- Exhibitor will provide logo for printing

### Exclusive Sponsorship: \$5,000

*(Exhibitor provides bags)*

- Exhibitor will ship bags they purchase to CONSTRUCT

## SHOW BAG INSERT

Introduce your brand, promote new products, or drive traffic to your booth with a show bag insert. You can provide a flyer, booklet, or even a lightweight giveaway. One will be included with each attendee show bag.

### Exhibitor Provided Insert: \$1,500 (Limit 5)

- Can include a flyer, leaflet, booklet or a branded giveaway item





# NETWORKING & EDUCATION



## BUTTON BOARD WALL

Last year we introduced the button board wall that was located in the registration lobby. The board featured 15 different buttons that attendees and exhibitors could take and wear during the event. It was a huge success. People would stop to take photos in front of the wall. This year be part of the eye-catching display by sponsoring the wall. Your company's information will be included on the wall. In addition, you will be able to design one of the buttons that will be featured on the wall.

### Exclusive Sponsorship: \$6,500

- Inclusion of company logo and booth number as part of the wall artwork
- One (1) button to be designed by exhibitor
- Button, wall and labor will be provided by CONSTRUCT



## SHOW BADGE TICKET SPONSOR

Conduct a raffle or give away at your booth to increase traffic. Each attendee will have a branded registration ticket that will print as part of their badge. Attendees will visit your booth to submit the ticket as an entry or to claim a prize. Each ticket will contain the participant's contact information.

### Exclusive Sponsorship: \$3,000

- One (1) ticket branded, printed, and provided to attendees at registration

# PRINT & SIGNAGE

## PRE-SHOW BROCHURE MAILER

Have your brand message presented to over 15,000 potential prospects. Our Pre-Show Brochure is mailed in conjunction with registration opening. The mailer includes the show schedule, special events, and venue details. Don't miss out on the opportunity to showcase your latest products or services.

### Full Page Ad: \$3,000

- One (1) full page ad in the pre-show brochure
- Full Page ad size is 5.75" x 10.5"

### 1/2 Page Ad: \$1,500

- One (1) 1/2 page ad in the pre-show brochure
- 1/2 Page ad size is 5.75" x 5.25"

## SHOW FLOOR MAP

To help attendees navigate the show floor easier, we created a separate fold-out show floor map. Increase booth traffic, and have your branding and message included on the show floor map.

### Exclusive Sponsorship: \$3,000

- One (1) 1/2 page ad on the show floor map
- 1/2 Page ad size is 5.5" x 8"

## SHOW GUIDE PAGE ADS

Advertise and promote your products and services in the Show Guide to thousands in attendance. Your 4-color ad can help increase traffic at your booth, and continue to help increase sales leads post-event.

### Cover Note Ad - \$3,000

### Back Cover Ad - \$3,000

### Inside Front Cover Ad - \$2,500

### Inside Back Cover Ad - \$2,500

### Full Page Ad - \$1,500

### 1/2 Page Ad - \$750





# PRINT & SIGNAGE

## HANGING BANNER

Catch attendee's attention as they walk about expo floor and convention center. The banners will be hung in high-traffic areas and are a great way to increase booth traffic. As a sponsor, you'll provide the artwork and we'll take care of the production.

**Branded Hanging Banner: \$3,000**

- One (1) Double-Sided, 4x8' Banner

## HANGING AISLE SIGN

Aisle signs are a simple and cost-effective way to largely broaden your company's exposure on the show floor. As the sponsor, you will receive your logo on your aisle sign. Limited to one (1) per aisle.

**Branded Aisle Sign: \$1,000**

- Logo added to aisle sign

## EXHIBIT HALL WALL SIGNS

Increase your brand's exposure as they walk through the pre-function space, prior to entering the exhibit hall space. The double-sided banners are located in high-traffic areas. As a sponsor, you'll provide the artwork and we'll take care of the production.

**Exhibit Hall Wall Sign: \$1,000**

- One (1) Double-Sided, 23x61" Banner

## FLOOR GRAPHIC

Your color logo will be printed on a vinyl, 3x3' overlay that will catch the eyes of attendees and draw them to your booth. You can purchase unlimited quantities. As a sponsor, you'll provide the artwork and we'll take care of the production. Additional sizes available upon request.

**Floor Cling Graphic: \$300**

- One (1) 3x3' floor graphic

# PRINT & SIGNAGE

## WATER COOLER BRANDING

Make sure everyone sees your company's messaging with branded water cooler graphics. Water coolers will be available throughout the meeting areas and public spaces. As a sponsor, you'll provide the artwork and we'll take care of the production.

### Water Cooler Cling: \$500

- One (1) 15x34" graphic cling

## BILLBOARD SIGN

Attract attendees from alternate locations, and be more visible with double-sided billboards placed in high-traffic areas of the show. As a sponsor, you'll provide the artwork and we'll take care of the production.

### Standard Billboard Sign: \$1,500

- One (1) double-sided, 3.25x8' Sign

## 4-SIDED BACK-LIGHT BILLBOARD

Attract attendees from alternate locations, and be more visible with our NEW back-light billboards. Illuminate your brand's message and choose from 1, 2, or all 4 sides of the stand. As a sponsor, you'll provide the artwork and we'll take care of the production.

4 Panels :\$3,250

2 Panels: \$1,750

1 Panel: \$950



# DIGITAL MARKETING

## CONSTRUCT WEBSITE ADS

With 85% of attendees registering online, the CONSTRUCT website is a great place to increase your brand's exposure. Feature your products, or promote your presence at the show.

**Registration/Housing Landing Page Ad: \$3,000 (Limit 1)**

**Website Search Bar Ad: \$1,500 (Limit 1)**

**Homepage Ad: \$1,500 (Limit 2)**

## EMAIL BLASTS

Reach your target audience with an email blast. For dedicated blasts, you provide us with the HTML. For shared blasts, you provide us with your company logo, copy to include and url link.

**Dedicated Email Blast: \$2,500 (Limit 6)**

**Email Shared Blast, Top Spot: \$800 (Limit 2)**

**Email Shared Blast, Regular Spot: \$500 (Limit 8)**



## SOCIAL MEDIA POSTS

Social media has become one of the main advertising platforms. With sponsored posts, CONSTRUCT will send out a social media post on your behalf. Promote your company's products, services, or presence at the show. Posts will be sent out on the CONSTRUCT Facebook, Twitter, LinkedIn, and Instagram accounts. You provide the copy, image and link for each post.

**Sponsored Post: \$300**

- One (1) post on each platform



# MOBILE APP MARKETING

## MOBILE SPLASH AD

Feature your brand or products in the CONSTRUCT mobile app. The Splash Page ad is a full-screen landing page that is displayed when the mobile app launches. It is a great way to showcase new products, list your booth number, or promote a special giveaway in your booth. Link back to a URL of your choice.

### Exclusive Sponsor: \$4,500

- One (1) Full-Page Splash Ad
- One (1) Mobile App Rotating Banner Ad

## MOBILE BANNER AD

Attendees use the CONSTRUCT mobile app to locate sessions, explore the expo hall, and much more. Showcase your brand with a rotating banner ad in our mobile app. Drive traffic to your booth or highlight new products. Link back to a URL of your choice.

### Banner Sponsor: \$1,500 (Limit 4)

- One (1) Mobile App Rotating Banner Ad

## MOBILE PUSH ALERT

The average person checks their smart phone over 80 times per day. Engage with attendees with a mobile push alert via the CONSTRUCT mobile app. Drive traffic to your booth, remind them about a show special, or promote a giveaway. Link back to a URL of your choice. Time slots are available on a first-come first-served basis.

### Push Alert Sponsor: \$500

- One (1) Push Alert Notification



# DIGITAL MARKETING & PACKAGES



## MARKETING PROMOTER

Increase your booth traffic and maximize your brand presence during the Conference and Expo. Our marketing packages offer you a value savings on branded signage and digital promotions.

### Sponsored Post: \$3,750

- One (1) Aisle Sign
- One (1) Floor Graphic
- One (1) Billboard Sign
- One (1) Mobile App Push Alert
- One (1) Shared Email Slot

## DIGITAL MARKETING

Increase your booth traffic and maximize your brand presence during the Conference and Expo. Our digital marketing package offers you a value savings on digital promotions for the show.

### Sponsored Post: \$2,500

- One (1) Mobile App Banner Ad
- One (1) Mobile App Push Alert
- One (1) Shared Email Slot

## UPGRADED BOOTH PROFILE

Make your company stand out! Upgraded profiles are 3 times more likely to be viewed than basic profiles. Increase your exposure and feature your company's brand with an upgraded profile

### Upgraded Profile: \$175

- Company Logo in your Online and Mobile App Booth Profile
- Profile Video (up to 3 minutes)
- Up to five (5) Product Previews and Press Releases
- Up to three (3) Show Specials