INNOVATIVE SOLUTIONS FOR THE BUILT ENVIRONMENT 2020 SPONSORSHIPS

CONSTRUCT AEC EDUCATION & EXPO

SEPTEMBER 30 - OCTOBER 2, 2020
Grapevine, TX, USA
Exhibit: Oct. 1-2, 2020
Education: Sept. 30 - Oct. 2, 2020

Dallas 2020
We offer a wide variety of options to help you drive more traffic to your booth, connect 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.

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.*

SPONSORSHIP & MARKETING BENEFITS

<table>
<thead>
<tr>
<th>Extra Perks</th>
<th>Platinum ($10,000+)</th>
<th>Gold ($5,000 to $9,999)</th>
<th>Silver ($1,500 to $4,999)</th>
<th>Bronze ($800 to $1,499)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition on CONSTRUCT website</td>
<td>Logo &amp; link (Prominent Placement)</td>
<td>Logo &amp; link</td>
<td>Logo Only</td>
<td>Name Only</td>
</tr>
<tr>
<td>Recognition on Mobile App</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Recognition in the Event Guide</td>
<td>Logo (Prominent Placement)</td>
<td>Logo</td>
<td>Logo</td>
<td>Name Only</td>
</tr>
<tr>
<td>Recognition in Attendee email</td>
<td>Logo (Prominent Placement)</td>
<td>Logo</td>
<td>Logo</td>
<td>Name Only</td>
</tr>
<tr>
<td>Recognition on social media</td>
<td>Ad with link Run twice</td>
<td>Ad with link</td>
<td>Ad with link</td>
<td>Ad with link</td>
</tr>
<tr>
<td>Recognition on show Signage</td>
<td>Logo (Prominent Placement)</td>
<td>Logo</td>
<td>Logo</td>
<td></td>
</tr>
<tr>
<td>2 Tickets to the Welcome Reception</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Exhibitor Full Education Package</td>
<td>x</td>
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WELCOME RECEPTION

Help kick off the 2020 Conference & Expo on Wednesday night. The Welcome Reception is an excellent opportunity to network with colleagues and meet new contacts. Enjoy drinks and heavy hors d’oeuvres, while increasing your company’s brand presence.

Exclusive Sponsor: $15,000 (Qualifies you as a Platinum Sponsor)
- Eight (8) Welcome Reception Tickets
- Two (2) full-conference registrations
- Welcome Reception attendee list (post-event)
- One (1) full page in the Show Program
- On-site branded signage
- Speaking opportunity to address attendees
- Recognition in Pre-Show Communications
- Recognition on CONSTRUCT Website

Premier Sponsor: $8,500 (Limit 2) (Qualifies you as a Gold Sponsor)
- Four (4) Welcome Reception Tickets
- One (1) full-conference registrations
- One (1) half page in the Show Program
- On-site branded signage
- Recognition in Pre-Show Communications
- Recognition on CONSTRUCT Website

EXPO HALL REFRESHMENT STATION

Drive more attendees to your booth with a sponsored refreshment station in your booth. During the expo hall hours you can choose a coffee, bottled water, or a snack station. We will provide the refreshments and help bring additional traffic directly to you. (200 sq ft booth recommended)

Participating Exhibitor: $2,500 for 1 Day or $4,000 for 2 Days
- Company Name and Booth Number on Refreshment Signage
- Company Booth Highlighted on Exhibit Hall Show Floorplan
- 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 and drink tickets. Participating attendees will receive a code at each exhibitor’s booths and mark each stop complete.

Participating Exhibitor: $500 (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
SPEAKING & EDUCATION

DEMO & LEARNING THEATER

Provide practical solutions, showcase new products, or present a CEU class in the Theater. Select from a 60 minute or 30 minute presentation. Your session may be eligible to be accredited. Limit 2 slots per company.

60-Minute Product Presentation: $3,000 OR 30-Minute Product Demo: $1,750

• Includes Standard AV equipment for presentation
• Inclusion in Show Schedule and Attendee Registration
• Contact information for each attendee that is scanned (provided post show)
• Theater Signage
• Pre-Show Communications
• CONSTRUCT Website

HANDS-ON WORKSHOPS

Host a hands-on or interactive technology workshop while incorporating your products in the Expo Hall. Sessions must be educational in nature and provide participants with an interactive experience. Your session may be eligible to be accredited.

Workshop Session: $5,000 (Limit 4)

• Four (4) hour time slot for session set-up, session time, and tear-down time
• Standard AV equipment for presentation (2 monitors/screens, 1 wireless mic and 1 speaker)
• Inclusion in Show Schedule and Attendee Registration
• Contact information for each attendee that is scanned (provided post show)
• Branded Signage at Session
• Pre-Show Communications
• CONSTRUCT Website
• Electrical and labor
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 standard 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 (provided post show)

CONTENT & CONNECTIONS

Featured speakers will host 20-minute conversation sessions discussing trending topics affecting the AEC industry today. In addition, beverages will be provided at the lounge. As a lounge sponsor you will be able to host a 20-minute session.

Two-Day Exclusive Sponsor: $7,500

- Six (6) 20-Minute Speaker Slots, Three (3) on each day
- Area for hand-outs and/or giveaways
- Exclusive branded signage on-site
- Pre-show communications
- CONSTRUCT website
- Contact information for each attendee that is scanned (provided post show)

Session Sponsor: $1,000 (Limited)

- One (1) 20-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 will purchase the bags
• Exhibitor will provide logo for printing

Exclusive Sponsorship: $5,000
• Exhibitor will purchase the bags
• Exhibitor will ship the 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.

Exclusive Sponsorship: $1,500 (Limit 5)
• Can include a flyer, leaflet, booklet or a branded giveaway item

SHOW BAG TICKET SPONSOR
Conduct a raffle or giveaway 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.
PROMOTIONAL OPTIONS

BUTTON BOARD WALL

Be part of this unique and eye-catching display. This board featured 15 different buttons that attendees take and wear during the event. Your company’s information will be included as part of the wall art. In addition, you will be able to design one of the buttons that will be featured on the wall. Attendees will walk the show wearing your button as part of their “flair.”

Exclusive Sponsorship: $6,500

- Inclusion of company logo and booth number as part of the wall artwork
- Two (2) buttons to be designed by exhibitor
- Button, wall, and labor will be provided by CONSTRUCT

Front Panel $4000
Back Panel $1750
One (1) button to be designed by exhibitor

PRE-SHOW BROCHURE

Have your brand message presented to over 22,000 potential prospects. Our Pre-Show Brochure is mailed June 1st in conjunction with registration opening. This mailer includes the show schedule, special events, and venue details.

In addition, a digital version of the brochure will be available on the Website with clickable links, and the ability for videos to be added to your digital page.

Full-page Ad: $3,000
- One (1) full-page ad
- Ad size 5.75”x10.5”

1/2 Page Ad: $1,500
- One (1) 1/2 page ad
- Ad size 5.75”x5.25”

PROGRAM AND EVENT GUIDE

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.

In addition, the show guide will be added online in a digital format. Website links will be made clickable, and videos can be added to your digital package.

Cover Note Ad - $3,000
Back Cover Ad - $3,000
Inside Front Cover Ad - $2,500

Cover Note Ad - $3,000
Inside Back Cover Ad - $2,500
Full Page Ad - $1,500
1/2 Page Ad - $750

Melissa Marsden, Account Executive  |  972.536.6377  |  melissa.marsden@informa.com  |  www.CONSTRUCTshow.com
**SIGNAGE OPTIONS**

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**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

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**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: $1,500
- One (1) Double-sided, 23x61” Banner

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**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

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**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’ high Sign
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. Ad will be displayed through October 15th.

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

UPGRADED BOOTH PROFILE

Upgraded profiles are 3 times more likely to be viewed than basic profiles. Increase your exposure on the CONSTRUCT website, in the Mobile App, and the Expo Hall Floor Map.

Upgraded Profile: $200
• Company logo in your online and mobile app Booth Profile
• Profile Video (up to 3 minutes long)
• Up to five (5) Product Previews and Press Releases online
• Up to three (3) Show Specials
• Logo on the Expo Hall Floor Map
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: $3,000

- 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
### PRIMARY COMPANY INFORMATION

**Legal Company Name:**

**Exhibiting As:**

*Information below is the same as the information listed on Booth Space Contract.*

**Mailing address:**

**Country:** ____________________________ **Phone:** ______________________ **Fax:** ______________________

**Email:** ______________________________

### INVOICE/ACCOUNTING CONTACT INFORMATION (If different than primary contact)

**Contact Name:**

**Mailing address:**

**Country:** ____________________________ **Phone:** ______________________ **Fax:** ______________________

**Email:** ______________________________

### SPONSORSHIP & PROMOTIONAL OPPORTUNITIES (Pricing for current exhibitors)

#### High Profile Options

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Reception (Exclusive)</td>
<td>$15,000 $__________</td>
</tr>
<tr>
<td>Welcome Reception (Premier - limit 2)</td>
<td>$8,500 $__________</td>
</tr>
<tr>
<td>Expo Hall Refreshment Station - 2 Day</td>
<td>$4,000 $__________</td>
</tr>
<tr>
<td>Expo Hall Refreshment Station - 1 Day</td>
<td>$2,500 $__________</td>
</tr>
<tr>
<td>Badge Lanyards (Exclusive)</td>
<td>$7,500 $__________</td>
</tr>
<tr>
<td>Show Bag (Exclusive)</td>
<td>$8,500 $__________</td>
</tr>
<tr>
<td>Show Bag (Exclusive - Sponsor purchases)</td>
<td>$5,000 $__________</td>
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<tr>
<td>Show Bag Ticket Sponsor (Exclusive)</td>
<td>$3,000 $__________</td>
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<tr>
<td>Button Board Wall (Exclusive)</td>
<td>$6,500 $__________</td>
</tr>
<tr>
<td>Button Board Front Panel</td>
<td>$4,000 $__________</td>
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<tr>
<td>Button Back Panel</td>
<td>$1,750 $__________</td>
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#### Demonstration Marketing Program

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
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<tbody>
<tr>
<td>Demo &amp; Learning Theater - 60 min</td>
<td>$3,000 $__________</td>
</tr>
<tr>
<td>Demo &amp; Learning Theater - 30 min</td>
<td>$1,750 $__________</td>
</tr>
<tr>
<td>Hands-On Workshop (Limit 4)</td>
<td>$5,000 $__________</td>
</tr>
<tr>
<td>Learning Lounge</td>
<td>$25,000 $__________</td>
</tr>
<tr>
<td>Content &amp; Connections (2-day Premier)</td>
<td>$7,500 $__________</td>
</tr>
<tr>
<td>Content &amp; Connections (Co-sponsor)</td>
<td>$2,000 $__________</td>
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#### Onsite Promotions

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
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<tbody>
<tr>
<td>Hanging Banner</td>
<td>$3,000 $__________</td>
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<tr>
<td>Exhibit Hall Wall Signs</td>
<td>$1,500 $__________</td>
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<tr>
<td>Floor Graphic</td>
<td>$300 $__________</td>
</tr>
<tr>
<td>Billboard Sign</td>
<td>$1,500 $__________</td>
</tr>
<tr>
<td>Show Bag Inserts</td>
<td>$1,500 $__________</td>
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#### Print Advertising

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Pre-Show Brochure - Full-page</td>
<td>$3,000 $__________</td>
</tr>
<tr>
<td>Pre-Show Brochure - Half-page</td>
<td>$1,500 $__________</td>
</tr>
<tr>
<td>Program and Event Guide - Cover Note</td>
<td>$3,000 $__________</td>
</tr>
<tr>
<td>Program and Event Guide - Back Cover</td>
<td>$3,000 $__________</td>
</tr>
<tr>
<td>Program and Event Guide - Inside Cover</td>
<td>$2,500 $__________</td>
</tr>
<tr>
<td>Program and Event Guide - Inside Back</td>
<td>$2,500 $__________</td>
</tr>
<tr>
<td>Program and Event Guide - Full-Page</td>
<td>$1,500 $__________</td>
</tr>
<tr>
<td>Program and Event Guide - Half-Page</td>
<td>$750 $__________</td>
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#### Digital Advertising

<table>
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<tbody>
<tr>
<td>CONSTRUCT Website Ads - Housing</td>
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</tr>
<tr>
<td>CONSTRUCT Website Ads - Search Bar</td>
<td>$1,500 $__________</td>
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<tr>
<td>CONSTRUCT Website Ads - Homepage</td>
<td>$1,500 $__________</td>
</tr>
<tr>
<td>Email Blasts - Dedicated</td>
<td>$2,500 $__________</td>
</tr>
<tr>
<td>Email Blasts - Shared, Top Spot</td>
<td>$800 $__________</td>
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<tr>
<td>Email Blasts - Shared, Regular Spot</td>
<td>$500 $__________</td>
</tr>
<tr>
<td>Social Media Posts</td>
<td>$300 $__________</td>
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<tr>
<td>Upgraded Booth Profile</td>
<td>$200 $__________</td>
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<tr>
<td>Mobile Splash Ad (Exclusive)</td>
<td>$3,000 $__________</td>
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<tr>
<td>Mobile Banner Ad</td>
<td>$1,500 $__________</td>
</tr>
<tr>
<td>Mobile Push Alert</td>
<td>$500 $__________</td>
</tr>
<tr>
<td>Expo Hall Booth Crawl (Limit 12)</td>
<td>$500 $__________</td>
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CONTACT
Melissa Marsden
Sales Account Executive
972.536.6377
melissa.marsden@informa.com
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