

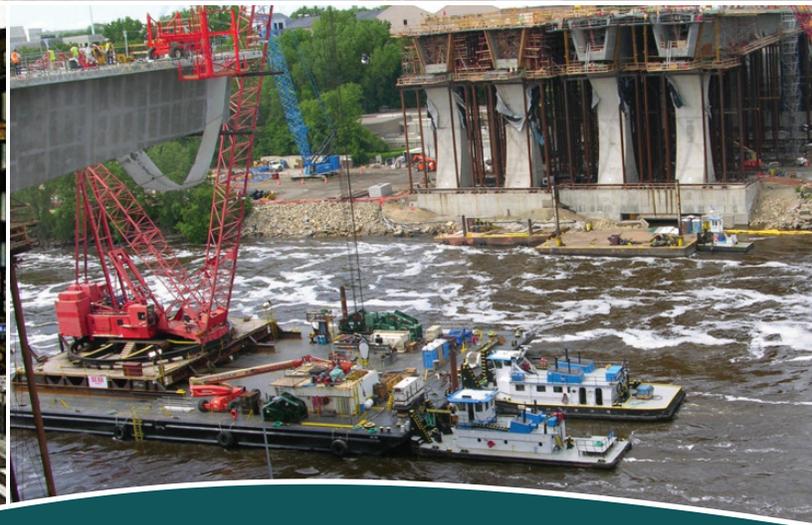
EXHIBITOR & SPONSOR PROSPECTUS



GEO-CONGRESS 2020

Minneapolis, Minnesota | February 25-28

Vision, Insight, Outlook



Hyatt Regency Minneapolis | Minneapolis, MN USA

www.geocongress.org

An Invitation to Exhibit & Sponsor

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-Congress 2020?

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-Congress 2020 will bring together geoprofessionals 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 January 7, 2020); and
- Exposure at the Welcome Reception, breaks, and the exhibit hall lunches.

Exhibitor Fees

- \$2,595 In-Line: \$4,695 End-Cap, \$6,995 Island (before April 1, 2019, 50% deposit due with contract; balance due September 30, 2019)
- \$2,795 In-Line: \$4,995 End-Cap, \$7,395 Island (May 8, 2019 – September 30, 2019, 100% of the total fee due with contract)
- \$2,995 In-Line: \$5,295 End-Cap, \$7,795 Island (after September 30, 2019, 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 **September 30, 2019**. No refunds will be granted for cancellations received after **September 30, 2019**.

Payment of Space

Applications must be accompanied by 50% of the total space rental fee, if mailed between **April 1, 2019** and **May 8, 2019**. If mailed after **May 8, 2019**, 100% of the total fee is due with the contract. All space must be paid in full by **September 30, 2019**. 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/2020 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 **September 30, 2019**, 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-Congress 2020. The Exhibitor Registration forms must be completed for Full Registration and Booth Personnel and returned to registrations@asce.org or faxed to (866) 902-5593 no later than **January 29, 2020**. Please use one form per person. After **January 29, 2020**, exhibitor registration will take place on-site at Geo-Congress 2020, 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 or faxed to (866) 902-5593 no later than **January 29, 2020**. After **January 29, 2020**, exhibitor registration will take place on-site Geo-Congress 2020, 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)

Tuesday, February 25, 2020

7:30 a.m. – 1:00 p.m.	Decorator Move-in
1:00 – 6:00 p.m.	Exhibitor Move-in
7:00 – 9:00 p.m.	Exhibit Hall Hours/ Welcome Reception

Wednesday, February 26, 2020

9:00 a.m. – 5:00 p.m.	Exhibit Hall Hours
9:30 – 10:00 a.m.	Morning Networking Break
11:30 – 1:00 p.m.	Lunch in Exhibit Hall
2:30 – 3:00 p.m.	Afternoon Networking Break

Thursday, February 27, 2020

9:00 a.m. – 5:00 p.m.	Exhibit Hall Hours
9:30 – 10:00 a.m.	Morning Networking Break
11:30 – 1:00 p.m.	Lunch in Exhibit Hall
2:30 – 3:00 p.m.	Afternoon Networking Break

Friday, February 28, 2020

9:00 a.m. – 1:00 p.m.	Exhibit Hall Hours
9:30 – 10:00 a.m.	Morning Networking Break
11:30 – 1:00 p.m.	Lunch in Exhibit Hall
1:00 – 6:00 p.m.	Exhibitor Move Out

Reserve Your Space Now!

To exhibit at Geo-Congress 2020, contact Drew Caracciolo at dcaracciolo@asce.org or (703) 295-6087! Take advantage of this prime opportunity to reach your target audience. For more information, please visit the conference website at www.geocongress.org.



Hotel Information

Hyatt Regency Minneapolis

1300 Nicollet Mall
Minneapolis, Minnesota, United States, 55403
(612) 370-1234

www.hyatt.com/en-US/hotel/minnesota/hyatt-regency-minneapolis/msprm

Room Rates: Single/Double \$149

The Hyatt Regency Minneapolis has a fully equipped fitness center, a heated indoor swimming pool, and a sun deck. Use is complimentary and accessible with your guest room key.

**Hotel booking opens August 21, 2019.*

Airport Information

Minneapolis Saint Paul International Airport (MSP)

Minneapolis Saint Paul International Airport (MSP) also known as Minneapolis Airport or Minneapolis St Paul Airport, is the busiest and largest airport in the upper Midwest region of United States. The airport is located 10 miles (16 km) south of downtown Minneapolis, and 10 miles southwest of Saint Paul downtown.

Driving, Transportation & Parking

Driving from Minneapolis Saint Paul International Airport to the Hyatt Regency Minneapolis Hotel:

- Get on MN-5 E – 2 min (0.9 mi)
- Take MN-62 W and I-35W N to E Grant St in Minneapolis.
- Take the 11th St exit from MN-65 – 12 min (10.9 mi)
- Take S 11th St, 2nd Ave S and Nicollet Mall to your destination

Local Transportation

- Minneapolis Saint Paul International Airport to hotel: approximately \$53

Parking *(Prices subject to change)*

Valet Parking: \$30 overnight

Please note: oversized vehicles such as 10+ passenger vans; Dually trucks; exceeding 6 feet, 6 inches in height; roof top racks; trailers will not be accepted by valet due to parking limitations in the garage:

Self Parking: \$17 overnight

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.geocongress.org, or contact Drew Caracciolo at dcaracciolo@asce.org or (703)295-6087.

Each Sponsorship Category includes a choice of opportunities:

Platinum – \$10,000

Welcome Reception in Exhibit Hall

Highlight your organization during the first official event of the conference: the Welcome Reception. This popular event will be held in the Exhibit Hall, where attendees, surrounded by exhibitors, will recognize your company as their generous host.

Terzaghi Lecture

Being one of the most prestigious honors in the geotechnical community, sponsor the Terzaghi Lecture and be recognized by a majority of the attendees at the Congress. Additional \$2,500 to air your ad on the recording of the Lecture.

Geo-Congress Smartphone App

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

Gold – \$7,500

Hotel Key Cards

Put your organization's brand or logo into each attendee's hands at the Geo-Congress 2020 by sponsoring hotel key cards.

Younger Member Reception

Show your support for the future of the geotechnical profession by sponsoring the Young Member Reception.

Exhibit Hall Lunch

Highlight your organization at one of the lunches held in the exhibit hall of the Conference. Attendees will greatly appreciate your support of a delicious meal at this well-attended event.

Silver – \$5,000

Peck Lecture

Sponsor the Opening Plenary and get to be the first company to be associated with the Congress' theme and to leaders in the geotechnical profession. Additional \$2,500 to air your ad on the recording of the Lecture.

Seed Lecture

Sponsor the Seed lecture at the Congress and get your company associated with the Congress' theme and to leaders in the geotechnical profession. Additional \$2,500 to air your ad on the recording of the Lecture.

Conference Lanyards

Have your company's logo seen on everyone and by everyone at Geo-Congress 2020.

Continental Breakfasts

Start the day off right by sponsoring a continental breakfast! Attendees will see your company logo as they sip coffee and plan their day.

Bronze – \$3,000

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.

Technical Tour Sponsorship

Attendees will expand their knowledge by participating in a technical tour. Sponsor the transportation, and your company logo will be displayed prominently on the chartered bus.

Copper – \$1,500

Keep your organization in front of attendees with your company name in the on-site program and recognition in the entrance slide show.

Student Competition – \$1,500

Show your support for Geo-Institute student-member competitions

Recognition Benefits	Platinum	Gold	Silver	Bronze	Copper	Student Competition
	\$10,000+	\$7,500	\$5,000	\$3,000	\$1,500	\$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		
Logo/Name in Conference Final Program	Logo	Logo	Logo	Name		
Logo/Name in Conference Signage	Logo	Logo	Logo	Name		
Logo/Name in Conference Website	Logo	Logo	Logo	Name		
Entrance slide show recognition	Logo	Logo	Name	Name	Name	Name
Program recognition with event description	Logo	Logo	Name	Name	Name	Name

Schedule and Deadlines

(Subject to Change)

Tuesday, February 25, 2020

8:00 a.m. – 5:00 p.m.	Short Courses
5:30 p.m. – 7:00 p.m.	H. Bolton Seed Medal Lecture
7:00 p.m. – 9:00 p.m.	Welcome Reception with Exhibitors and Sponsors

Wednesday, February 26, 2020

8:00 a.m. – 9:30 a.m.	Special Sessions and Keynote Lectures
10:00 a.m. – 11:30 a.m.	Parallel Technical and Special Sessions I
1:00 p.m. – 2:30 p.m.	Parallel Technical and Special Sessions II
3:00 p.m. – 5:00 p.m.	Parallel Special Sessions and Posters
8:00 a.m. – 5:00 p.m.	Student Competitions and Activities
5:00 p.m. – 6:30 p.m.	Mercer Award Lecture

Thursday, February 27, 2020

8:00 a.m. – 9:30 a.m.	Special Sessions and Keynote Lectures
10:00 a.m. – 11:30 a.m.	Parallel Technical and Special Sessions III
1:00 p.m. – 2:30 p.m.	Parallel Technical and Special Sessions IV
3:00 p.m. – 5:00 p.m.	Parallel Special Sessions and Posters
5:00 p.m. – 6:30 p.m.	Karl Terzaghi Lecture

Friday, February 28, 2020

8:00 a.m. – 9:30 a.m.	Special Sessions and Keynote Lectures
10:00 a.m. – 11:30 a.m.	Parallel Technical and Special Sessions V
11:30 a.m. – 1:00 p.m.	Luncheon and Awards
1:30 p.m. – 3:00 p.m.	Ralph B. Peck Award Lecture

Important Deadlines

(Subject to Change)

April 1, 2019

- 50% deposit due

September 30, 2019

- Final payment due
- Booth cancellation deadline

November 27, 2019

- Exhibit Kit mailed

January 7, 2020

- 25-word description due, subject to contract execution and full payment
- Attendee List Agreement to be returned to ASCE Sales & Exhibits Department

January 15, 2020

- Pre-Conference Attendee List sent to exhibitors and sponsors

January 23, 2020

- Housing Block closes

January 29, 2020

- Exhibitor Registration due. **After this date, registration will be on-site at an additional \$50 per person.**