

# EXHIBIT. SPONSOR.

THE LARGEST ANNUAL GATHERING  
DEDICATED TO THE CAST-IN-PLACE  
CONCRETE INDUSTRY.



**CONCRETE FOUNDATIONS  
CONVENTION**  
**JULY 19-21 | MIDWAY, UT**

**ZERMATT RESORT**

784 Resort Dr.  
Midway, UT 84049  
[www.zermattresort.com](http://www.zermattresort.com)

# SPONSOR

## PRESENTING SPONSOR MARKET VALUE

Together with the CFA, the Presenting Sponsor is the public face of the largest annual gathering dedicated to the cast-in-place concrete industry. Your brand will be associated with every piece of event promotion through out the year, on site through the event and in wrap-up communication.

In working with the CFA to maximize your exposure and ROI, the Presenting Sponsor will have full reign to position your company at the forefront of this event, in whatever way you see fit. The opportunity to reach thousands of decision makers through event promotion through out the year is only one major benefit. Your partnership with the CFA for this major event will position your company to be the most visible brand in the association, and extend into our reach of thousands of your key customers.

### Additional benefits include, but are not limited to:

- Premium event signage locations (provided by sponsor)
- Speaking opportunity (general sessions)
- Premium Exhibit Space
- Event lanyards with your company branding (provided by sponsor)
- Your brand will be included in the event welcome package given out to each attendee, promotional materials can be included as well (provided by sponsor)



## **KICK-OFF BASH SPONSOR**

### **\$5,000**

Associate your brand with the largest attended event at convention. The Kick-Off Bash begins with happy hour with exhibitors, followed directly with dinner and live entertainment. Your brand will be associated with event promotion through out the year, on site through the event and in wrap-up communications. Past sponsors include [Irving Equipment](#) in 2016, and [Schwing](#) in 2017. Sponsorship includes the following benefits:

- Premium signage during Kick-Off Bash (provided by sponsor)
- Speaking opportunity during dinner
- Premium Exhibit Space
- 2 full convention registrations

## **AWARDS GALA SPONSOR**

### **\$5,000**

The Awards Gala Luncheon is devoted to the recognition of commitment, performance, legacy and the top projects from the previous year. Your brand will be associated with event promotion through out the year, on site through the event and in wrap-up communications. [Putzmeister](#) was the 2017 sponsor. Sponsorship includes the following benefits:

- Premium signage during Awards Gala (provided by sponsor)
- 5 minute speaking opportunity at Awards Gala
- Premium Exhibit Space - (1) 6 ft. draped table with two chairs
- 2 full convention registrations

## **WELCOME SPONSOR**

### **\$3,500**

The Welcome Sponsor(s) join the Presenting Sponsor in welcoming attendees to convention. Your brand will be the first thing attendees see upon arrival, and associated with event promotion through out the year, on site through the event and in wrap-up communications. Past sponsors include [Nox-Crete Products Group](#) and [BIK Hydraulics](#), Sponsorship includes the following benefits:

- Exhibit Space
- Marketing material included in welcome package that is given away to each attendee (Provided by sponsor)
- 1 full convention registration



## **EDUCATION SPONSOR**

### **\$3,000**

Associate your brand with the education program at this year's event. Sponsored by [Thermomass](#) and [Building Point](#) last year, the education component is the main focus of convention. Your brand will be associated with education promotion through out the year, on site through the event and in wrap-up communications. Sponsorship includes the following benefits:

- Premium signage in general session room (provided by sponsor)
- Opportunity introduce your company and be the moderator for general sessions (introducing speakers)
- Exhibit Space
- 1 full convention registration

## **WIFI SPONSOR**

### **\$3,000**

New this year is an opportunity to sponsor the WiFi which will be provided in the meeting space. Use this opportunity to feature a new product or service that your company is introducing at convention, and make it the password that all attendees will have to type in to get connected. (Example: Password: TryYourProductHere). Limited sponsorship.

- Exhibit Space
- 1 full convention registration
- Your brand will be on each WiFi sign with login credentials listed for attendees

## **HOSPITALITY SPONSOR**

### **\$2,500**

The hospitality sponsor(s) will have their logo displayed alongside all meals and breaks through out the event. Your brand will be associated with event promotion through out the year, on site through the event and in wrap-up communications. Sponsorship includes the following benefits:

- Exhibit Space - (1) 6 ft. draped table with two chairs
- 1 full convention registration

# EXHIBIT

## EXHIBIT SPACE

**\$1,700**

Imagine approximately 60 of your sales calls taking place under 1 roof, in just 3 days. If you have a product or service for the cast-in-place concrete industry, you cannot afford to miss this event. The number of exhibiting companies has increased 35% from 2016, and continues to grow annually. The purchase of exhibit space includes:

- (1) 6 ft. draped table with two chairs
- 1 full convention registration

### PRELIMINARY DEDICATED EXHIBIT HOURS\*:

Thurs. 7/19

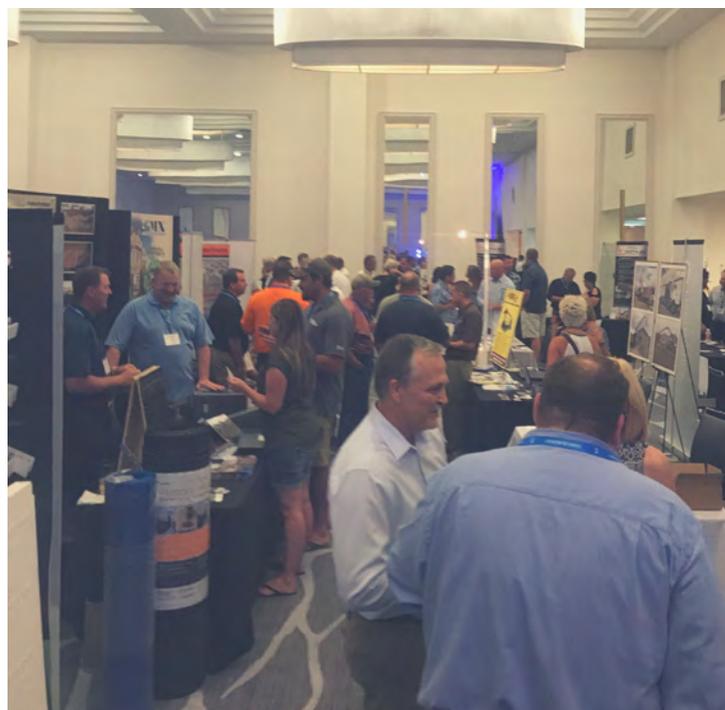
5:00 - 6:30 PM: Happy Hour with Exhibitors

Friday 7/20

12:30 - 2:00 PM: Lunch with Exhibitors

5:00 - 6:30 PM: Happy Hour with Exhibitors

\*Subject to change. Please note business may also take place through conversations and networking events outside of dedicated exhibit hours. The Concrete Foundations Convention builds in numerous networking opportunities for the benefit of attendees and exhibitors alike.



# EXHIBITOR AND SPONSORSHIP REGISTRATION

## COMPANY INFORMATION

Company Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Name : \_\_\_\_\_ Email: \_\_\_\_\_

On-Site Contact: \_\_\_\_\_ On-Site Mobile: \_\_\_\_\_

## PAYMENT INFORMATION

Visa  MasterCard  American Express  Company Check

Credit Card #: \_\_\_\_\_ CSV: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Email: \_\_\_\_\_

## PARTICIPATION SELECTION

- |  |                        |
|--|------------------------|
| <input type="checkbox"/> Presenting Sponsor    | \$_____ (Market Value) |
| <input type="checkbox"/> Kick-Off Bash Sponsor | \$5,000                |
| <input type="checkbox"/> Awards Gala Sponsor   | \$5,000                |
| <input type="checkbox"/> Welcome Sponsor       | \$3,500                |
| <input type="checkbox"/> Education Sponsor     | \$3,000                |
| <input type="checkbox"/> Wifi Sponsor          | \$3,000                |
| <input type="checkbox"/> Hospitality Sponsor   | \$2,500                |
| <input type="checkbox"/> Exhibit Space         | \$1,700                |

GRAND TOTAL: \$\_\_\_\_\_

PLEASE NOTE: All sponsorships include exhibit space and a minimum of (1) full registration. All exhibit space includes (1) full registration. This is a contract for sponsorships and space only. ALL attendees will need to register online once registration is open.



PLEASE RETURN COMPLETED FORMS TO [LBLOOMQUIST@CFAWALLS.ORG](mailto:LBLOOMQUIST@CFAWALLS.ORG)  
QUESTIONS? CALL (319) 895-6940