

Professional Development & Training Workshop

June 12 - 15, 2018  Phoenix, Arizona

SPONSORING PROSPECTUS

The International Cost Estimating and Analysis Association's annual Professional Development & Training Workshop brings together professionals from the government, industry, and academic cost communities for an intensive 3-1/2 day program dedicated to developing the understanding and appreciation of using data-driven estimating and analysis techniques.

Our extensive training program is designed to keep everyone from novice to seasoned professionals abreast of the latest developments in the field and prepare for the PCEA, CCEA, or CPP exams. Our unique paper presentation format features dozens of member-submitted professional papers, reviewed by a panel of experts, and presented personally by the authors.

The ICEAA 2018 Workshop exhibit hall will be open for over 30 hours, with 8 hours on the Workshop schedule dedicated for attendees to visit our exhibitors. The limited number of available booths allows for a focused, consultative environment in which you can meet with current and future clients. Tuesday and Wednesday's receptions as well as food buffets and beverage breaks will be served in the exhibit hall among the booths, providing ample time to develop leads. The exhibit hall is centrally located to the breakout session rooms and mere feet from the general session ballroom.

HOST HOTEL:

Renaissance Phoenix Downtown Hotel
100 North 1st Street
Phoenix, Arizona 85004
602-333-0000
<http://www.marriott.com/phxbd>



For details, registration, and additional information, visit:
www.iceaaonline.com/phoenix2018

Leveled Sponsorships

Sponsoring ICEAA's 2018 Professional Development & Training Workshop provides a unique opportunity to position your company as an active player in advancing the profession of cost estimating and analysis. The gold and silver packages feature extensive brand visibility that will strategically place your company before hundreds of industry professionals.



The workshop provided access to similar business professionals with that we could share our experiences and difficulties with each other. I developed new contacts to help advance my profession.

– 2017 Attendee Testimonial

~~Gold Sponsor~~

~~\$11,000~~

- Double booth in prime location
- Pipe & drape, two 6' tables, 4 chairs, wastebasket, janitorial services
- Private board room for use Tuesday, Wednesday and Thursday for product demonstrations, meetings, small events
- Four complimentary full conference registrations
- First opportunity to provide in-kind thumb drive donation for workshop proceedings
- Complimentary promotional Tools Showcase Webinar prior to the Workshop for an in-depth product demonstration
- Branded drink tickets for distribution at the attendee receptions
- One full-page color ad in onsite program book
- Ad in ICEAA's *Cost Estimating Newsbrief* to run for two weeks
- One half-page color ad in *ICEAA World* magazine
- Insertion of your brochure, CD or other non-bulky item in the conference material bags
- Acknowledgement as a gold sponsor in all conference materials and marketing

Silver Sponsor

\$5,000

~~Four~~ **THREE** available

- 8' x 10' exhibit booth in prime location with electrical line provided
- Pipe & drape, one 6' table, 2 chairs, wastebasket, janitorial services
- Two complimentary full conference registrations
- One-half page color ad in Program Book
- Complimentary promotional Tools Showcase Webinar prior to the Workshop for an in-depth product demonstration
- Branded drink tickets for distribution at the attendee receptions
- Ad in ICEAA's *Cost Estimating Newsbrief* to run for one week
- One quarter-page color ad in *ICEAA World* magazine
- Insertion of your brochure, CD or other non-bulky item in the conference material bags
- Acknowledgement as a silver sponsor in all conference materials and marketing

Proposed Exhibit Hall Floor Plan

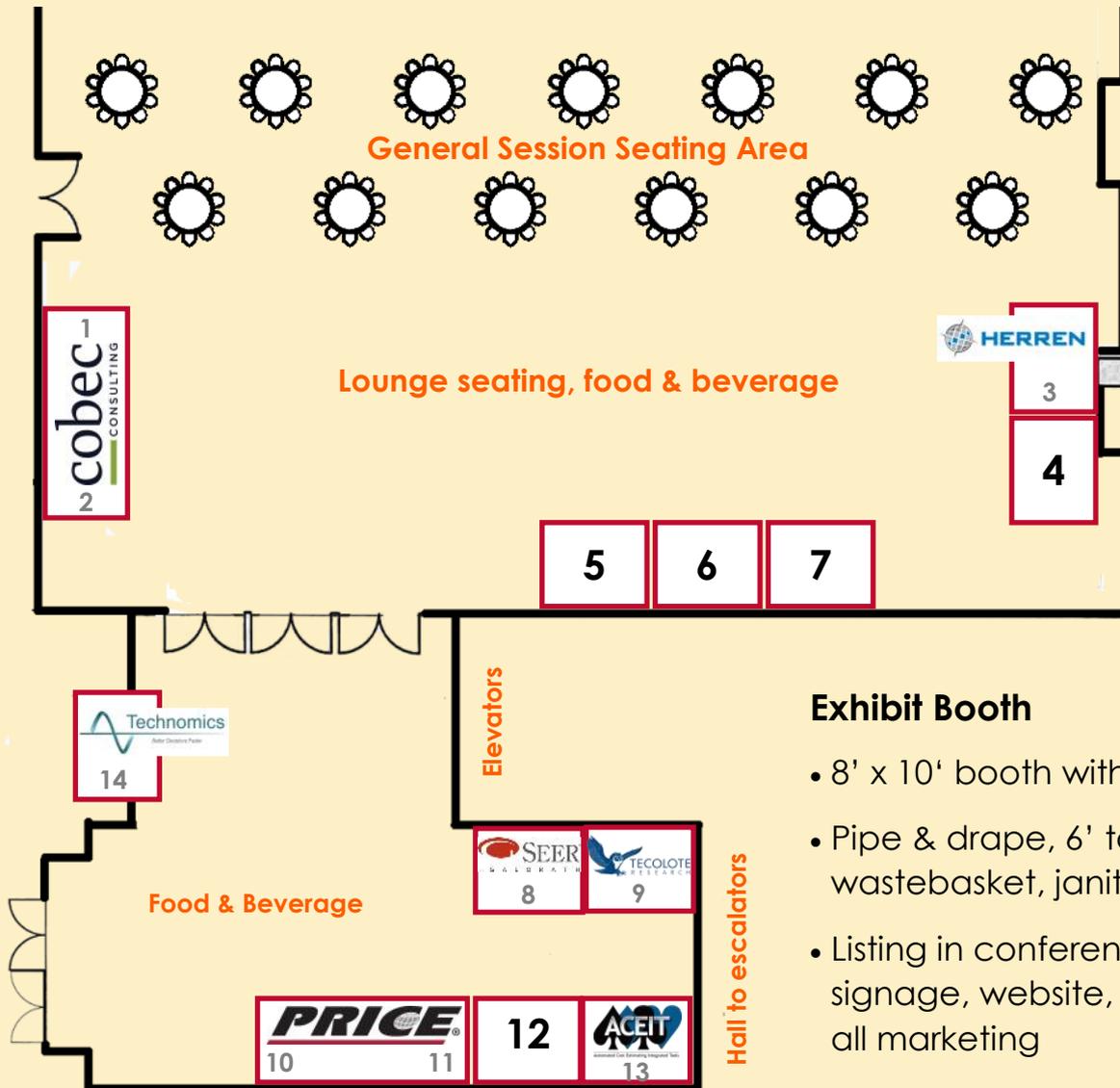


Exhibit Booth

\$ 2,500

- 8' x 10' booth with electrical line
- Pipe & drape, 6' table, 2 chairs, wastebasket, janitorial services
- Listing in conference program, signage, website, mobile app, and all marketing
- Two complimentary conference registrations
- Branded drink tickets for distribution at the attendee receptions
- One flat insert in the conference bag (e.g. flyers, brochures, CDs, pens or other non-bulky materials)

Event Sponsorships

All event sponsorships include signage onsite, insertion of your brochure in the conference bag, acknowledgement in the program booklet, on the conference website and mobile app.

Sponsors purchasing a "full" sponsorship (indicated below with an *) qualify to receive a \$500 discount on the purchase of an exhibit booth package.

Tuesday Morning General Session

Includes a full breakfast buffet, the Best Paper Awards Presentation, and a keynote speaker.

Full sponsorship*	\$2,200
Partial sponsorship (3 available)	\$850

Tuesday Evening Welcome Reception

Sponsor Tuesday evening's welcome reception featuring heavy hors d'oeuvres and a cash bar.

Full sponsorship*	\$4,200
Partial sponsorship (3 available)	\$1,600

Wednesday Morning Keynote Presentation

Wednesday morning's general session will feature a full hot breakfast buffet, and the headlining keynote speaker.

Full sponsorship*	\$2,200
Partial sponsorship (3 available)	\$850

Thursday Morning General Session

Thursday's hot buffet breakfast will take place right before the day's general session.

Full sponsorship*	\$1,800
Partial sponsorship (3 available)	\$750

Networking Luncheons

Tuesday, Wednesday and Thursday's lunches will provide outstanding networking opportunities for our attendees.

Per day (Tues, Wed, Thurs)	\$1,600
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Wednesday Evening Attendee Reception

Sponsor Wednesday evening's attendee reception featuring light hors d'oeuvres and a cash bar.

Full sponsorship*	\$3,500
Partial sponsorship (2 available)	\$1,400

Refreshment Break Soda Upgrades

Provide an alternative to coffee by sponsoring cans of softdrinks and bottled water for the attendees during breaks.

Morning breaks	\$1,000 (Tues. - Fri.)
Afternoon breaks	\$1,000 (Tues. - Thurs.)
One Day's breaks	\$1,800 (Tues. - Thurs.)



Item Sponsorships

Sponsor a branded item for high visibility throughout the conference and make a lasting impression in photos and future marketing pieces.

Item sponsorships include acknowledgement in the program booklet, on the conference website and mobile app.

Conference Bags **\$1,500**

~~Badge Holder Neck Wallets **\$3,000**~~

Hotel Room Keys **\$3,000**

Bag Insert, flat **\$250**

Items such as flyers, brochures, CDs, pens or other non-bulky materials

Bag Insert, bulky **\$500**

Such as water bottles, oversized or other bulky items

Private Meeting Room **\$250 per hour**

Reserve time in a private meeting room for sales demonstrations or other discussions.

WiFi Sponsorship **\$4,000**

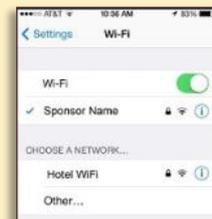
Sponsor the meeting-room WiFi for attendees and we will allow you to choose the network name and set the password. This is a great way to support your fellow attendees and provide a truly valuable service at the same time.

TechShowcase Webinar **\$300**

Provide an hour-long webinar promoting your new tools and services before or after the Workshop. Includes two email announcements to the entire membership, a listing on the TechShowcase website, and an archive recording of the webinar on the ICEAA YouTube page: www.iceaaonline.com/techshowcase

Headshot Photo Booth **\$1,000**

Our professional photographer will set up lighting and a backdrop to take headshots for our attendees compliments of your company.



ICEAA International Cost Estimating and Analysis Association

The International Cost Estimating and Analysis Association is a nonprofit organization that strives to promote and to enhance the profession of cost estimating and analysis with the primary goal of fostering the professional growth of our members in cost estimating, cost analysis, and allied fields. ICEAA is represented locally by more than 20 chapters nationwide and international affiliates in Australia, Japan, Canada and the United Kingdom.

View speaker bios, paper abstracts, training session descriptions, and hotel information on our website. You can also download the latest detailed schedule, featuring session dates and times at:

www.iceaaonline.com/phoenix2018

Outline Schedule

Tuesday, June 12

Breakfast buffet available	7:00 - 8:00
Welcome & Overview	7:45 - 8:00
Best Paper Awards	8:00 - 8:30
General Session	8:30 - 9:30
Exam Overview/ Training Intro/Papers	9:45 - 11:45
Lunch	11:45 - 12:45
Training/Papers	12:45 - 4:45
Welcome Reception	4:45 - 7:00

Thursday, June 14

Breakfast buffet available	7:00 - 8:00
Welcome, day intro	7:45 - 8:00
General Session	8:00 - 9:00
Training/Papers	9:15 - 11:00
Best Paper General Session	11:15 - 12:00
Lunch	12:00 - 1:15
Exhibit Tear-Down	1:30 - 4:00
Training/Papers	1:15 - 5:15

Free Evening -Enjoy Phoenix!

Wednesday, June 13

Breakfast buffet available	7:00 - 8:00
Welcome, day intro	7:45 - 8:00
Association Awards	8:00 - 8:45
General Session	8:45 - 9:45
Training/Papers	10:15 - 12:00
Lunch	12:00 - 1:15
Training/Papers	1:15 - 5:15
Networking Reception	5:15- 7:00

Friday, June 15

Continental Breakfast Available	7:00 - 8:00
Training day review, Q&A etc.	7:45 - 8:00
Training	8:00 - 11:30
Conference Ends	11:30

Times subject to change





Sponsorship Agreement Exhibit Application and Space Contract

2018 ICEAA Professional Development & Training Workshop
Renaissance Phoenix Downtown Hotel - June 12-15, 2018

General Rules & Regulations:

SPACE: The contracted space must be used solely by the exhibitor whose name appears on the contract. No portion may be sublet or assigned. All booths within the exhibit hall must be manned during the show hours and removal of goods prior to show closing is strictly prohibited. – Exhibit space not occupied by 5:00 pm on Monday, June 11, 2018 may be defaulted and reassigned by the Exhibit Manager to another exhibitor without refund of the rental paid. Exhibitors agree to abide by the installation and dismantling times set by ICEAA and to have at least one person staffing their booths during meals and breaks. Exhibitors who vacate their booths prior to the published dismantle time without permission of the show manager could be assessed a fine equal to one half the booth cost.

ASSIGNMENT OF LOCATION: Whenever possible, space assignments will be made in keeping with the preferences as to location requested by the exhibitor. ICEAA, however, reserves the right to make the final determination of all space assignments in the best interests of the exposition.

RESTRICTIONS: Explosives or combustible materials are not to be displayed. This includes gas, paint, alcohol, turpentine, chemicals, etc. All aisles and exits must be kept clear, clean and free from obstructions to comply with fire regulations. All materials used in the construction of exhibit booths must be fire retardant.

OPERATION OF DISPLAYS: ICEAA reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

CONDUCT OF BUSINESS BY EXHIBITORS: ICEAA, as a non-profit organization, generally precludes direct sales from the exhibit floor during conferences and exhibitions. However, for the purpose of this event only, exhibitors will be permitted to sell goods from the exhibit floor. Obtaining the appropriate licensing or permits as required by law, collecting and remitting sales taxes and any other legal business requirements are solely the responsibility of the Exhibitor. ICEAA reserves the right to prohibit any exhibitor from engaging in direct sales should they determine, in their sole judgment, that such direct sales are not in the best interest of the organization, or the Workshop as a whole. This provision shall not act as a waiver of prohibitions of direct sales at other conferences, exhibitions, or events of ICEAA. Sound equipment may be used for demonstration only. The use of sound or music for attracting attention is prohibited. Photography and/or videotaping of conference activities and attendees is prohibited, with the exception of an exhibitor's personnel/equipment within the confines of their booth.

SECURITY: While the hotel provides security for the area, there will not be dedicated security in the hall overnight. Exhibitors take full responsibility for security of contents of their exhibit. High value exhibit contents, such as computers and electronic equipment, should be secured or removed overnight.

SHIPMENTS: The hotel does not accept or store shipments of booth equipment for exhibitors. All shipments must be sent through the Official Service Contractor. Any arrangements for advance shipment of materials by an exhibitor are the responsibility of the exhibitor. ICEAA offers no shipping or delivery services and is not responsible for any shipments made using the Service Contractor or independently by the Exhibitor.

Tentative Exhibit Hours:

Monday, June 11:

Exhibitor Setup: 12:00 pm – 4:00 pm

Tuesday, June 12:

Exhibit Hours: 7:00 am – 7:00 pm
Breakfast Buffet: 7:00 am – 8:00 am
Morning Break: 10:00 am - 10:30 am
Lunch: 11:45 am – 12:45 pm
Afternoon Break: 2:30 pm – 3:00 pm
Evening Reception: 4:45 pm – 7:00 pm

Wednesday, June 13:

Exhibit Hours: 7:00 am – 7:00 pm
Morning Break: 9:45 am - 10:15 am
Breakfast Buffet: 7:00 am – 8:00 am
Lunch: 12:00 pm – 1:15 pm
Afternoon Break: 3:00 pm – 3:30 pm
Evening Reception: 5:15 pm – 7:00 pm

Thursday, June 14

Exhibit Hours: 7:00 am – 1:15 pm
Breakfast Buffet: 7:00 am – 8:00 am
Lunch: 12:15 pm – 1:15 pm
Exhibitor Move-out: 1:30 pm – 4:00 pm

Hours subject to change

HOLD HARMLESS CLAUSE – Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend and hold harmless ICEAA, its respective employees and agents against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises. In addition, ICEAA does not maintain insurance covering Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor.

Exhibitor assumes responsibility and agrees to indemnify and defend the International Cost Estimating and Analysis Association and Portland Marriott Downtown Waterfront, and their respective owners, managers, subsidiaries, affiliates, employees and agents against any claims or expenses arising out of the use of the exhibition premises. The exhibitor understands that neither the International Cost Estimating and Analysis Association nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

PAYMENT TERMS: Payment is due with agreement or within 10 days of submitting contract. Receipt and acceptance of an executed Contract will reserve space. In addition to checks, Master Card, Visa and American Express credit cards are accepted.



Sponsorship Agreement Exhibit Application and Space Contract

CANCELLATION OF SPACE: Cancellation notification must be submitted in writing to ICEAA, Attn: Megan Jones or email to

megan@iceaaonline.org. Refund of the total amount paid, less a \$100 processing fee per space reserved, will be made if cancellation is received on or before May 1, 2018. No refunds will be made for cancellation received after that date.

EXHIBIT LOCATION – All exhibits will be located in the Grand Ballroom and Foyer of the Renaissance Phoenix Downtown Hotel 100 North 1st Street Phoenix, AZ 85004. Phone: 602-333-0000

CANCELLATION OF CONFERENCE EXHIBITION – Should the exhibition be canceled, postponed, or abandoned prior to the opening date, the limit of any claim for damages and/or compensation of the exhibitor shall be the return to the exhibitor of the amount already paid for space for the canceled portion of this specific event.

Payment Information:

Firm Name

Desired name for signage (if different)

Firm Address

Show Contact

Contact Phone

Contact Email

Contact additional phone (optional)

Item(s) Purchased

Total Amount Due: _____ Check Credit Card

Card Number

Exp. Date

Print Cardholder Name

Cardholder Signature

Exhibitor Contract:

It is understood that the rules and regulations contained herein, and those on this official application, become a part of the contract between the Exhibitor and ICEAA. Acceptance of an exhibit/sponsor application and notification of such acceptance by ICEAA constitutes a contract. In accordance with the rules and regulations governing the exhibits for the 2018 ICEAA Professional Development & Training Workshop, to be held June 12-15, 2018, the undersigned makes application for exhibit space and sponsorship agreement.

Contract Authorizing Signature

Date

Payment is due with agreement or within 10 days of submitting contract to reserve space.

Contracts may be mailed or emailed to:

ICEAA International Business Office
4115 Annandale Road, Suite 306
Annandale, VA 22003

Email: megan@iceaaonline.org