



# Professional Development & Training Workshop

**MAY 17-19, 2022**

**PITTSBURGH**

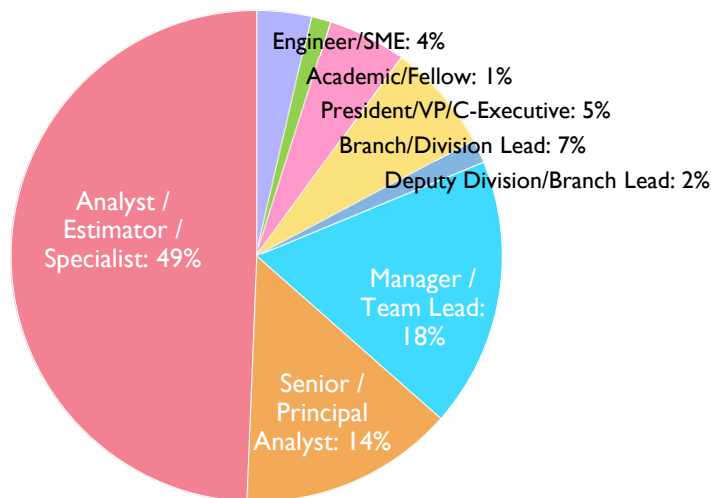
## Sponsoring Prospectus

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-day program dedicated to developing the understanding and appreciation of using data-driven estimating and analysis techniques.

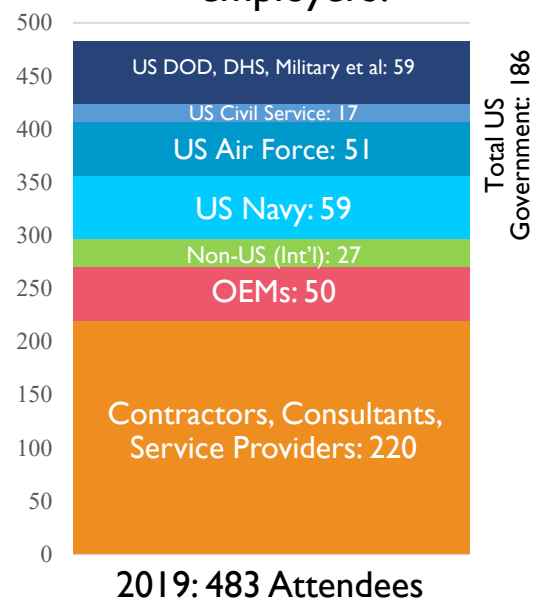
The ICEAA 2022 Workshop exhibit hall will be open for over 30 hours, with 8 hours on the Workshop schedule dedicated for attendees to visit our exhibitors. The limited number of available booths allows for a focused, consultative environment in which you can meet with current and future clients. Tuesday 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 adjacent to the general session ballroom.

From 2015-2019,  
1,350 individuals attended the ICEAA Workshop.

### Who are they?



### Who are their employers?



For details, registration, and additional information, visit:

**[www.iceaaonline.com/pit2022](http://www.iceaaonline.com/pit2022)**

# Leveled Sponsorships



Sponsoring ICEAA's 2022 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.

## **Gold Sponsor**

**\$11,000**

*Two available*

- Double booth in prime location
- Pipe & drape, two 6' tables, 4 chairs, wastebasket, janitorial services
- Four complimentary full conference registrations
- Option to purchase two exhibits-only staff passes (for employees working at the booth but not attending sessions) at \$400 each
- One full-page color ad in onsite program book
- Complimentary promotional TechShowcase Webinar provide the ICEAA membership an in-depth product demonstration
- Branded drink tickets for distribution at the attendee receptions
- 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
- Private board room for use Tuesday, Wednesday and Thursday for product demonstrations, meetings, small events
- First opportunity to provide in-kind thumb drive

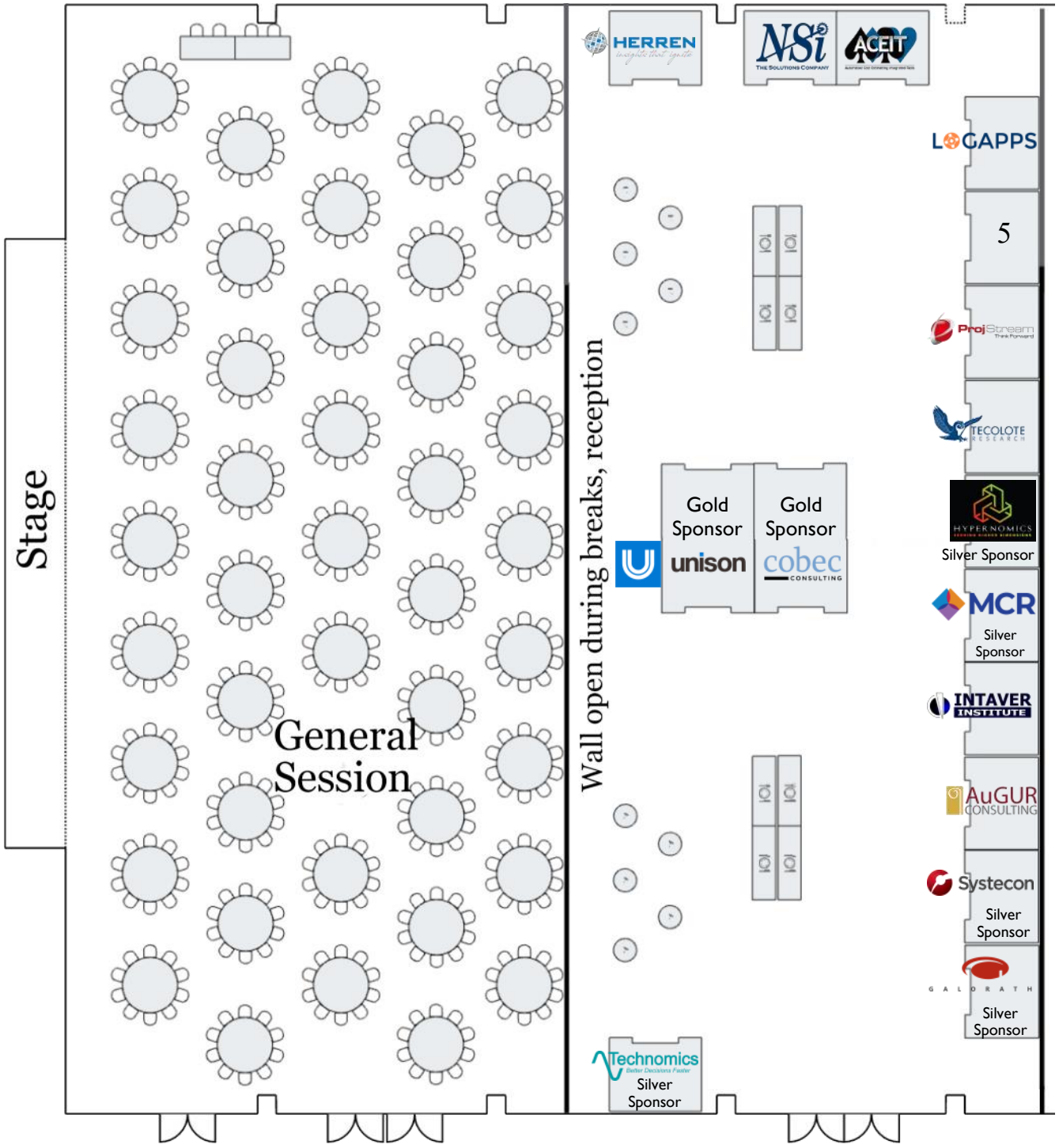
## **Silver Sponsor**

**\$5,000**

*Six 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
- Option to purchase two exhibits-only staff passes (for employees working at the booth but not attending sessions) at \$400 each
- One-half page color ad in Program Book
- Complimentary promotional TechShowcase Webinar to provide the ICEAA membership 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
- Option to upgrade to a double booth for an additional \$2,000 (*standard booths only, two silver-designated booths may be purchased for a total of \$10,000*)

# Proposed Exhibit Hall Floor Plan



# Exhibit Booth \$ 3,000

- 8' x 10' booth with electrical line
- Two complimentary registrations
- Option to purchase two exhibits-only staff passes (for employees working at the booth but not attending sessions) at \$400 each
- Pipe & drape, 6' table, 2 chairs, wastebasket, janitorial services
- Listing in conference program, signage, website, mobile app, and all marketing
- One flat insert in the conference bag (e.g. flyers, brochures, CDs, pens or other non-bulky items)
- Branded drink tickets for distribution at the attendee receptions

*\*Double booths available only for silver and gold sponsors*

## 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 an exclusive 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.

Exclusive sponsorship*	<b>\$2,200</b>
Partial sponsorship (3 available)	<b>\$850</b>

### Tuesday Evening Welcome Reception

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

Exclusive sponsorship*	<b>\$4,200</b>
Partial sponsorship (3 available)	<b>\$1,600</b>

### Wednesday Morning General Session

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

Exclusive sponsorship*	<b>\$2,200</b>
Partial sponsorship (3 available)	<b>\$ 850</b>

### Thursday Morning General Session

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

Exclusive sponsorship*	<b>\$1,800</b>
Partial sponsorship (3 available)	<b>\$ 750</b>

### Networking Luncheons

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

Per day (Tues, Wed, Thurs)	<b>\$1,600</b>
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### Wednesday Evening Attendee Reception

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

Exclusive sponsorship*	<b>\$3,500</b>
Partial sponsorship (2 available)	<b>\$1,400</b>

### Refreshment Break Soda Upgrades

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

Morning breaks	<b>\$1,000</b> (Tues. - Thurs.)
Afternoon breaks	<b>\$1,000</b> (Tues. - Thurs.)
One Day's breaks	<b>\$1,800</b> (Tues. - Thurs.)

# Item Sponsorships

Sponsor a branded item for high visibility throughout the workshop 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 both support your fellow attendees and provide a truly valuable service.



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](http://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.





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/pit2022](http://www.iceaaonline.com/pit2022)**

# Outline Schedule

## Tuesday, May 17

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, May 18

Breakfast buffet available	7:00 - 8:00
Welcome remarks	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
Training/Papers	1:15 - 4:15
Closing General Session	4:30 - 5:15

## Wednesday, May 19

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



*Times subject to change*

# ICEAA Sponsorship Agreement Exhibit Application and Space Contract

2022 ICEAA Professional Development & Training Workshop  
Wyndham Grand Pittsburgh Downtown - May 17-19, 2022

## 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, May 16, 2022** 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, May 16:

Exhibitor Setup: 12:00 pm – 4:00 pm

#### Tuesday, May 17:

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, May 18:

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, May 19:

Exhibit Hours: 7:00 am – 5:30 pm  
Breakfast Buffet: 7:00 am – 8:00 am  
Lunch: 12:15 pm – 1:15 pm  
Exhibitor Move-out: 5:30 pm – 7:00 pm

*Hours subject to change*

*Booths may not be dismantled, removed, or closed before 5:30p.m. on Thursday, May 14. Any vendor closing their booth early is subject to a \$1,500 fine*

**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 Wyndham Grand Pittsburgh Downtown, 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.



## Sponsorship Agreement Exhibit Application and Space Contract

**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.

**CANCELLATION OF SPACE:** Cancellation notification must be submitted in writing to ICEAA, Attn: Megan Jones or email to [megan@iceaaonline.org](mailto: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 **April 1, 2022**. No refunds will be made for cancellation received after that date.

**EXHIBIT LOCATION** – All exhibits will be located in the Ballroom of the Wyndham Grand Pittsburgh Downtown, 600 Commonwealth Place, Pittsburgh, PA 15222 Phone: (412) 391-4600

**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 2022 ICEAA Professional Development & Training Workshop, to be held May 17-19, 2022, 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](mailto:megan@iceaaonline.org)