

# Professional Development & Training Workshop



May 16-18, 2023  San Antonio, Texas

## 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.

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® or CCEA® 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 2023 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 evening'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:

Hyatt Regency San Antonio Riverwalk  
123 Losoya Street  
San Antonio, Texas 78205



For details, registration, and additional information, visit:

[www.iceaaonline.com/sat2023](http://www.iceaaonline.com/sat2023)

# Leveled Sponsorships



Sponsoring ICEAA's 2023 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
- Additional rotating ads on event app
- 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
- Acknowledgement as a gold sponsor in all conference materials and marketing

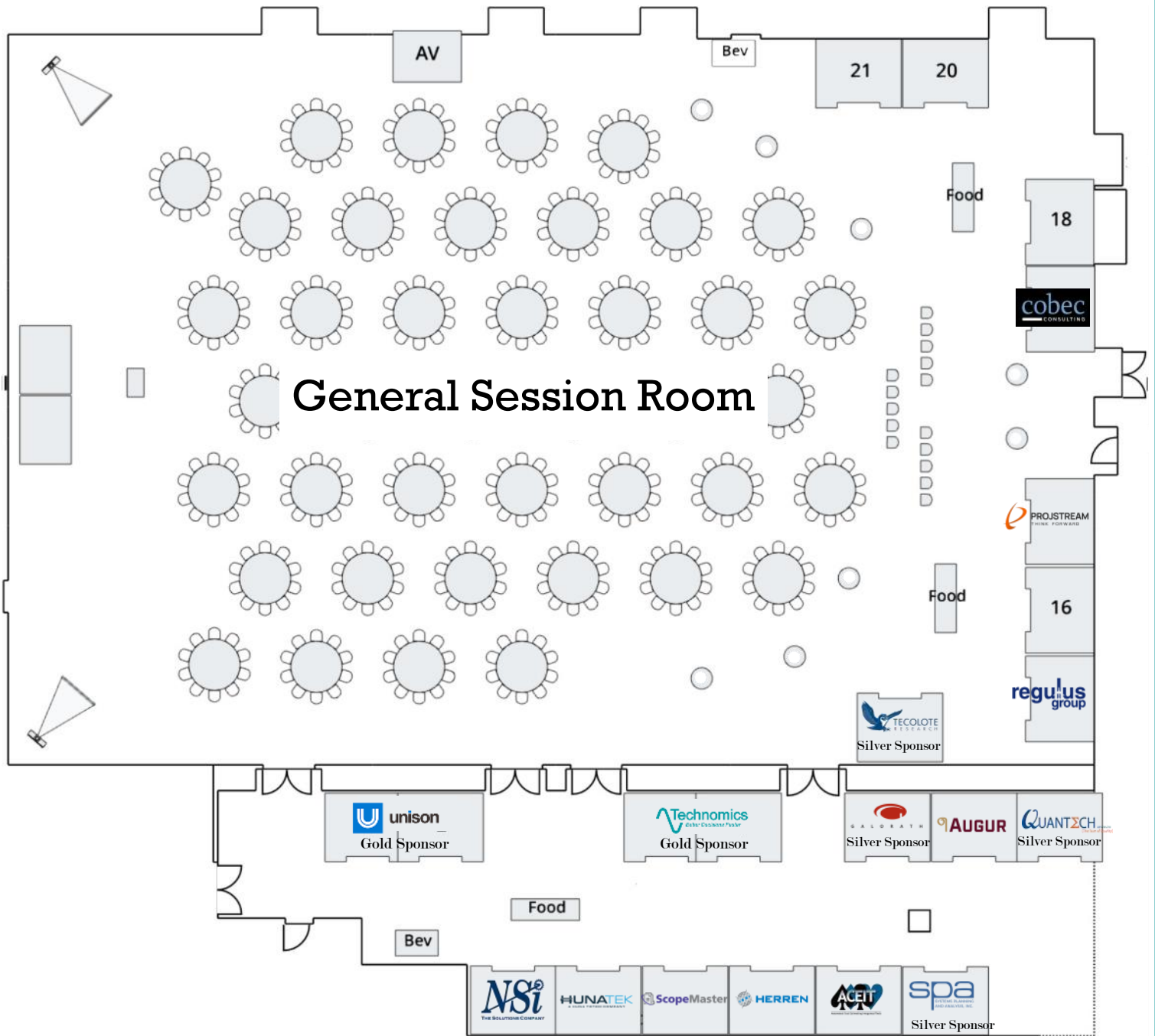
## Silver Sponsor

**\$5,000**

~~Four~~ 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
- Additional rotating ads on event app
- 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

# Proposed Exhibit Hall Floor Plan



↓ Breakout Session Rooms



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.





## 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

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

### Wednesday Morning Keynote Presentation

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

Exclusive 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.

Exclusive 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
----------------------------	---------

### Tuesday Evening Welcome Reception

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

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

### Wednesday Evening Attendee Reception

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

Exclusive sponsorship*	\$3,500
Partial sponsorship (3 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. - Thurs.)
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 workshop and make a lasting impression in photos and future marketing pieces. Item sponsorships include acknowledgement in marketing materials, on the conference website and mobile app.

Conference Bags **\$1,500**

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

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

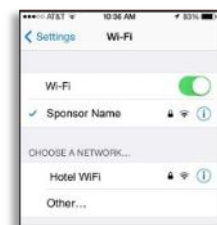
Bag Insert, flat **\$250**  
Items such as flyers, brochures, CDs, pens, or other non-bulky materials



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/sat2023](http://www.iceaaonline.com/sat2023)

# Outline Schedule

## Tuesday, May 16

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 - 3:00
Closing General Session	3:15 - 4:30
<b>Exhibit Booth Tear Down</b>	<b>1:30 - 3:00</b>

## Wednesday, May 17

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
Attendee Reception	5:15 - 6:30

Booths may not be dismantled, removed, or closed before 1:30p.m. on Thursday, May 18

Any vendor closing their booth early is subject to a \$1,500 fine



*Times subject to change*



# Sponsorship Agreement Exhibit Application and Space Contract

2023 ICEAA Professional Development & Training Workshop  
Hyatt Regency San Antonio Riverwalk - May 16-18, 2023

## 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 15, 2023** 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 15:

Exhibitor Setup: 12:00 pm – 4:00 pm

#### Tuesday, May 16:

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 17:

Exhibit Hours: 7:00 am – 5:00 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  
Attendee Reception: 5:15 pm – 6:30 pm

#### Thursday, May 18:

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: 1:30 pm – 3:00 pm

*Hours subject to change*

*Booths may not be dismantled, removed, or closed before 1:30p.m. on Thursday, May 18. 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 San Hyatt Regency San Antonio Riverwalk, 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.



# ICEAA 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 17, 2023**. 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 Hyatt Regency San Antonio Riverwalk 123 Losoya Street San Antonio, TX Phone: 1-210-222-1234

**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

\_\_\_\_\_  
CVV

\_\_\_\_\_  
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 2023 ICEAA Professional Development & Training Workshop, to be held May 16-18, 2023, 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)