



SPONSORSHIP PROSPECTUS

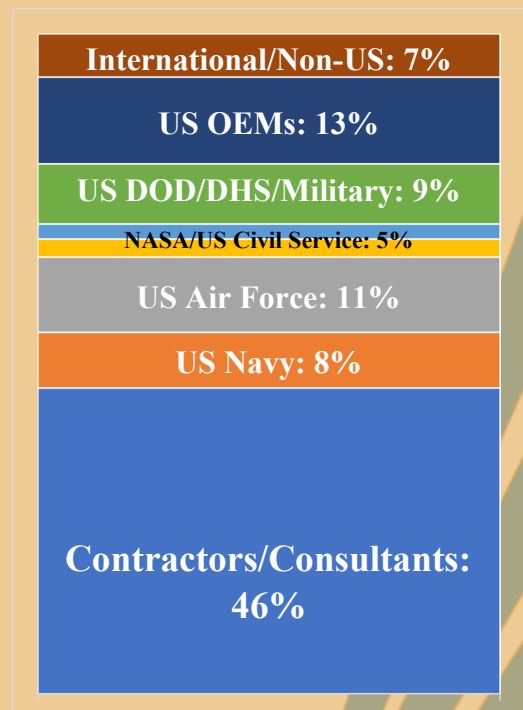
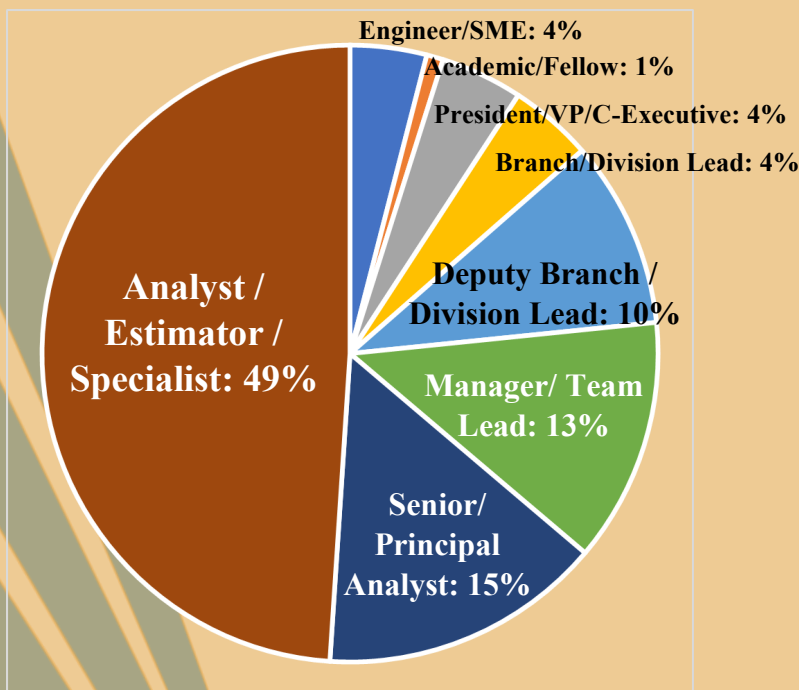
The International Cost Estimating and Analysis Association's annual Professional Development & Training Workshop brings together professionals from the government, industry, and academic cost communities for an intensive 3-day program dedicated to developing the understanding and appreciation of using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

The ICEAA 2024 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 located inside the general session ballroom.

FROM 2015-2023, AN AVERAGE OF 437 INDIVIDUALS ATTENDED THE ICEAA WORKSHOP.

WHO ARE THEY?

WHO DO THEY WORK FOR?



PROPOSED EXHIBIT HALL FLOOR PLAN

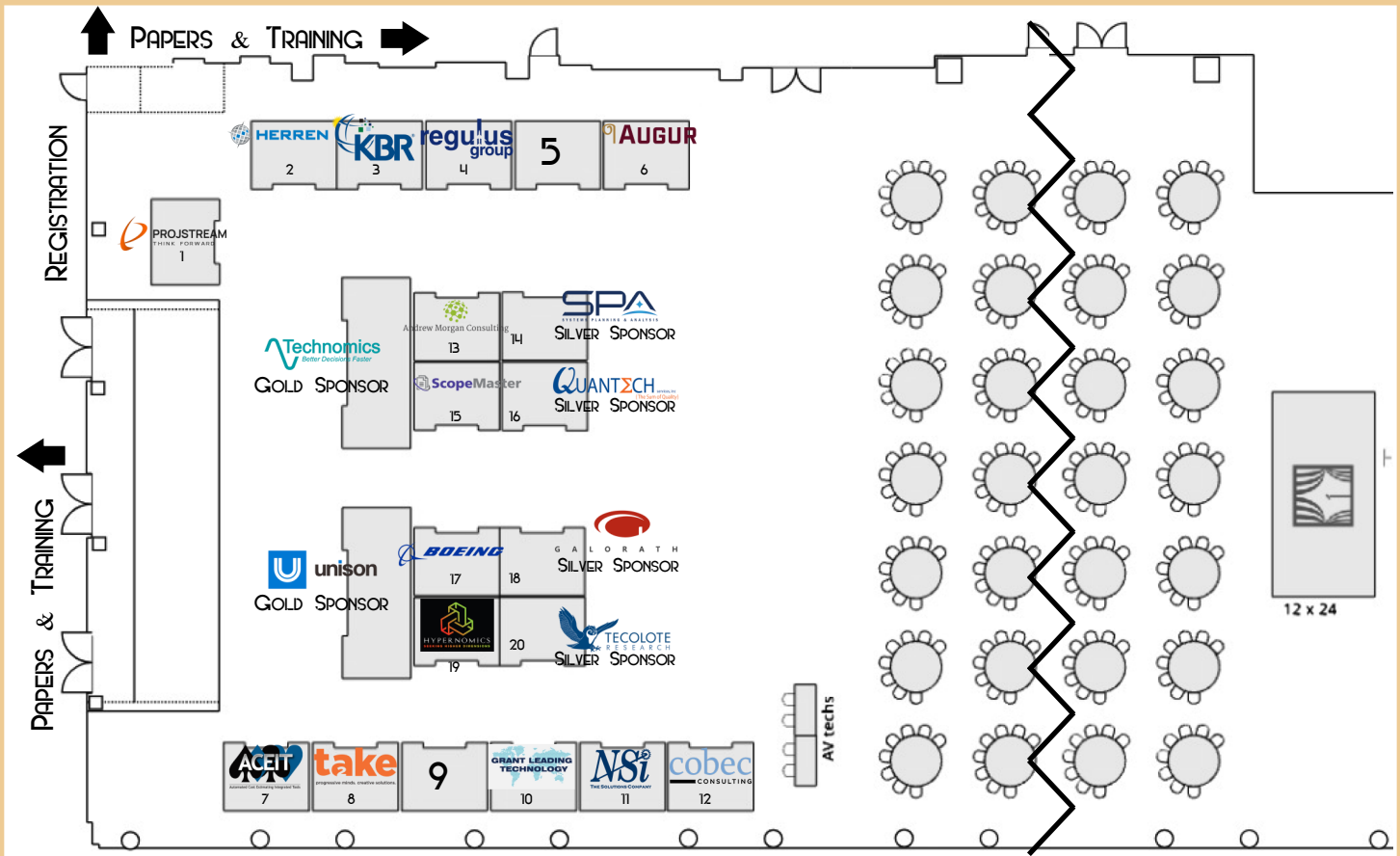


EXHIBIT BOOTH \$ 3,000

- 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



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.

LEVELED SPONSORSHIPS



Sponsoring ICEAA's 2024 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

~~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

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~~

Custom Hotel Room Keys \$3,000

Bag Insert, flat \$250

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

Bag Insert, bulky \$500

Such as water bottles, clothing, or other oversized/bulky items

~~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

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.



ADD ATTENDEES TO YOUR SPONSORSHIP

Add additional attendees to your sponsorship package to easily and conveniently increase your company's presence at the Workshop and maximize your employees' professional development opportunities.

| | | |
|--------------------------------------|------------------|------------------------|
| Add 5 registrations to sponsorship: | \$ 5,000 | <i>(\$ 1,000 each)</i> |
| Add 10 registrations to sponsorship: | \$ 9,750 | <i>(\$ 975 each)</i> |
| Add 15 registrations to sponsorship: | \$ 14,250 | <i>(\$ 950 each)</i> |
| Add 20 registrations to sponsorship: | \$ 18,050 | <i>(\$ 900 each)</i> |



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.

Morning General Session

Featuring a full breakfast buffet and a keynote speaker.

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|-----------------------------------|----------------|
| Exclusive sponsorship (one day) | \$2,200 |
| Partial sponsorship (6 available) | \$850 |

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 |

Networking Luncheons

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

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|----------------------------|----------------|
| Per day (Tues, Wed, Thurs) | \$1,600 |
|----------------------------|----------------|

Wednesday Evening Attendee Reception

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

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|-----------------------------------|----------------|
| 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.

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

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/min2024

OUTLINE SCHEDULE

TUESDAY, MAY 14

| | |
|---|---------------|
| 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 16

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|-------------------------------|--------------|
| Breakfast buffet available | 7:00 - 8:00 |
| Welcome remarks | 7:45 - 8:00 |
| Best Paper General Session | 8:00 - 9:00 |
| Training/Papers | 9:15 - 12:00 |
| Lunch | 12:00 - 1:15 |
| Training/Papers | 1:15 - 3:00 |
| Closing General Session | 3:15 - 4:30 |
| Exhibit Booth Tear Down | 1:30 - 3:00 |

Times subject to change

WEDNESDAY, MAY 15

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|----------------------------|---------------|
| 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

