

ICEAA Professional Development & Training Workshop  
 May 13-15, 2025  Atlanta, Georgia

# Sponsorship Prospectus

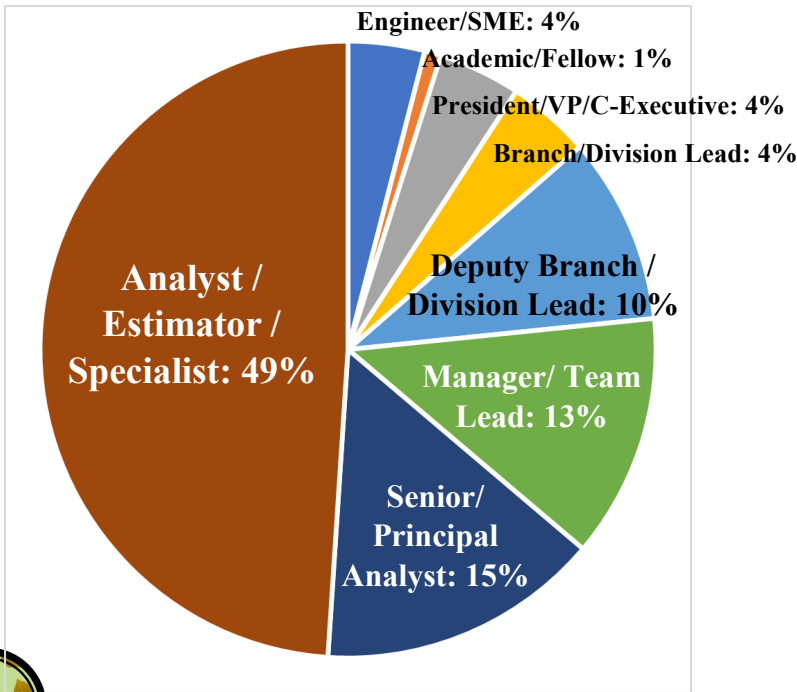
The International Cost Estimating and Analysis Association’s annual Professional Development & Training Workshop brings together professionals from the government, industry, and academic cost communities for an intensive 3-day program dedicated to developing the understanding and appreciation of using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

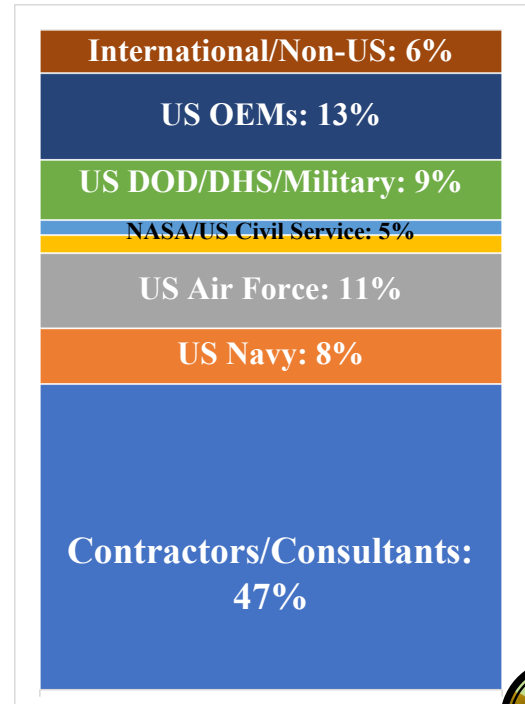
Tuesday and Wednesday’s receptions as well as food buffets and beverage breaks will be served in the exhibit hall among the booths, providing ample time to develop leads. The exhibit hall is centrally located to the breakout session rooms and located inside the general session ballroom.

From 2015-2024 an average of 441 individuals attended the ICEAA Workshop.

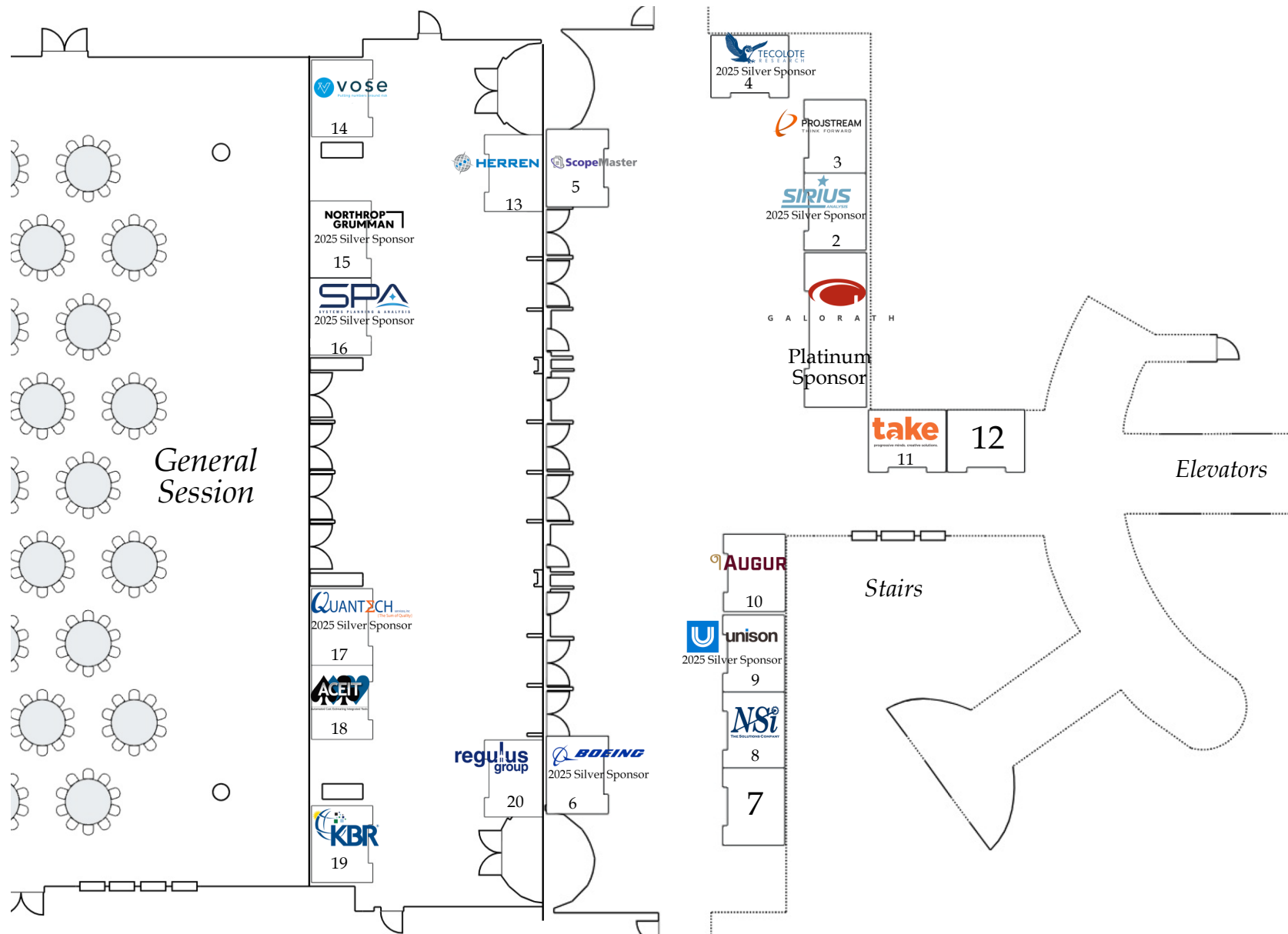
Who are they?



Who do they work for?



# PROPOSED EXHIBIT HALL FLOOR PLAN



# LEVELED SPONSORSHIPS

PLATINUM  
(one available)

**SOLD**

GOLD  
\$12,000

SILVER  
\$ 7,500

Booth  
\$ 4,000

	<del>Double booth (8'x20')</del>	Single booth (8'x10')	Single booth (8'x10')	Single booth (8'x10')
• Booth with pipe & drape, tables, chairs, janitorial services				
• Complimentary full Workshop registrations	<del>10</del>	6	4	2
• Option to purchase 2 exhibits-only passes (for employees working the booth but not attending sessions) at \$400	X	X	X	X
• Private board room for use Tuesday-Thursday for product demonstrations, meetings, small events	X	-	-	-
• Ad in ICEAA's <i>Cost Estimating NewsBrief</i> to run for X weeks	<del>2</del>	1	1	-
• TechShowcase Webinar to provide the ICEAA membership an in-depth product demonstration	X	X	-	-
• Color ad in <i>ICEAA World</i> magazine	<del>Full page</del>	Half page	Quarter page	-
• Branded drink tickets for distribution at the attendee receptions	X	X	X	X
• Insertion of your brochure, flyer or other non-bulky item in the conference material bags	X	X	X	X
• <b>New:</b> credit towards future purchases of ICEAA certification, recertification, or memberships *	\$1,500	\$900	\$600	\$300



# \*NEW ICEAA CREDITS

ICEAA has added a new benefit to our sponsoring packages for 2025: each tiered or booth sponsorship package includes credits towards future purchases of ICEAA memberships, certification applications, or certification renewals.

Continued engagement in the ICEAA community via membership and certification ensures your employees and your company stay on the forefront of the profession.

## 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 flat, non-bulky materials

Bag Insert, bulky \$500

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

WiFi Sponsorship \$4,000

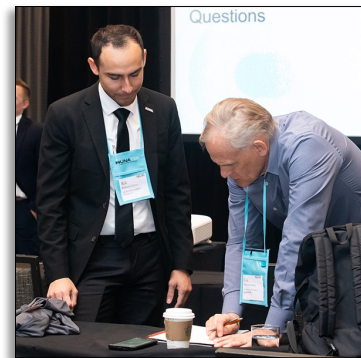
Sponsor the meeting-room wifi for attendees and we will allow you to choose the network name and set the password. This is a great way to both support your fellow attendees and provide a truly valuable service.

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](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.



# 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 5-14 registrations to sponsorship:      **\$ 1,055 each**

Add 15-19 registrations to sponsorship:      **\$ 955 each**

Add 20 + registrations to sponsorship:      **\$ 855 each**

## 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.

### Reception Sponsorships

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

Tuesday Evening Reception      **\$2,500**

Wednesday Evening Reception      **\$2,200**

### Networking Luncheons

Daily lunches will provide outstanding networking opportunities for our attendees.

Per day (Tues, Wed, Thurs)      **\$1,200**

### Refreshment Break Soda Upgrades

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

One Morning break      **\$1,000**

One Afternoon break      **\$1,000**

One Day's breaks      **\$1,800**





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/at12025](http://www.iceaaonline.com/at12025)

## OUTLINE SCHEDULE

### TUESDAY, MAY 13

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

### WEDNESDAY, MAY 14

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 - 7:00

### THURSDAY, MAY 15

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
<b>Exhibit Booth Tear Down</b>	<b>1:30 - 3:00</b>

*Times subject to change*

Booths may not be dismantled, removed, or closed before 1:30p.m. on Thursday, May 15. Any vendor closing their booth early is subject to a \$1,500 fine.

