

# EXHIBITOR & SPONSOR PROSPECTUS



# GEO-CONGRESS 2022

Charlotte, North Carolina | March 20-23, 2022

*State of the Art and Practice in Geotechnical Engineering*



[www.geocongress.org](http://www.geocongress.org)

# An Invitation to Exhibit & Sponsor

## Who is ASCE?

Founded in 1852, the American Society of Civil Engineers (ASCE) represents more than 144,000 members of the civil engineering profession worldwide and is America's oldest national engineering society geared to the advancement of science and profession of engineering to enhance the welfare of humanity.

## What is the Geo-Institute (G-I)?

Created by ASCE in October 1996, G-I combines the talents and perspectives of its members to promote the geotechnical profession and enhance career development through specialty conferences, journals and practice-oriented publications, educational programs, networking and coalition-building, technical committees and task forces and leadership on emerging issues. The 12,100 members and 63 organizational members of G-I include scientists, engineers, technologists and organizations interested in improving the environment, mitigating natural hazards, and constructing economically engineered facilities.



## Why Should You Exhibit or Sponsor at Geo-Congress 2022?

Reach more prospects in three days than your sales team can reach in three months. Build your brand and increase awareness of your products and services. Meet with key clients and business partners.

- An excellent technical program in a rapidly growing field will draw key people from nations around the world such as China, India, Brazil, Japan, Australia, and many others.
- The products and services you exhibit are part of the Conference focus. Your expertise is valued by Conference participants.
- Nearly 7 hours worth of dedicated networking events will take place in the Exhibit Hall during the Conference to provide you with more exposure to potential clients than your sales team can reach in months.
- Build your brand and increase customer awareness of the products and solutions you have to offer.
- Build your customer relationships; meet with key clients and business partners.
- Keep up on industry trends, gather competitive intelligence, and make competitive comparisons.

## Who Should Exhibit?

- Geotechnical and environmental consultants and engineers
- Software developers of hazard, uncertainty, and probability modelers
- Foundation, ground improvement, earth retention, and environmental remediation contractors
- Geohazard, geotechnical, and safety organizations
- Manufacturers of foundation, soil retaining, and slope stabilization equipment; instrumentation, insitu testing, drainage products, and concrete repair products

## Target Audience

This conference will bring together engineers, planners, industry representatives, citizen groups, developers, public officials, and others such as the following:

- Geotechnical scientists and engineers from consulting and academia
- Geoenvironmental specialists
- Owners from municipalities, government agencies, companies, military personnel, and the private sector
- Developers and planners for buildings, municipalities, and commercial and private properties
- University educators
- Manufacturers of products for slope stabilization, retaining walls, and foundations
- Construction contractors specializing in projects involving geohazards

**Geo-Congress 2022** will bring together geoprofessionals interested in the field of geoenvironmental engineering, including geotechnical engineers, practitioners, researchers, educators, and firm owners to discuss the state of the art and practice in geotechnical engineering. Your products and services are valued by our attendees.

## Exhibitor Benefits include:

- 10' x 10' Exhibit Booth
- One Complimentary Full Exhibitor Registration, which permits access to all conference sessions;
- One Complimentary Booth Personnel Registration, which grants access to the exhibit hall only and the functions therein;
- One Additional Booth Personnel Registration at \$250, a reduced rate from regular registration categories, which grants access to the exhibit hall only and the functions therein;
- One copy of the conference proceedings;
- 25-word description of your products or services in final program (due February 1, 2022); and
- Exposure at the Welcome Reception, breaks, and the exhibit hall lunches.

## Exhibitor Fees

- \$2,795 In-Line (10' x 10'): \$4,995 End-Cap (10' x 20'), \$7,495 Island (20' x 20') (before May 31, 2021, 50% deposit due with contract; balance due September 1, 2021)
- \$3,095 In-Line: \$5,395 End-Cap, \$7,995 Island (June 1, 2021 – September 1, 2021, 50% deposit due with contract; balance due September 1, 2021)
- \$3,395 In-Line: - \$5,795 End-Cap, \$8,495 Island (after September 1, 2021, 100% of the total fee due with contract)

## Exhibitor Provisions

Each 10' x 10' booth includes:

- 6' skirted table w/chair
- Trash can and ID sign

## Cancellation of Space

Cancellation notification must be submitted in writing to ASCE Sales Management. A refund of the total amount paid less a \$100 processing fee per booth will be made if cancellation is received before **September 15, 2021**. No refunds will be granted for cancellations received after **September 15, 2021**.

## Payment of Space

Applications must be accompanied by 50% of the total space rental fee, if mailed between **May 31, 2021 and August 31, 2021**. If mailed after **August 31, 2021**, 100% of the total fee is due with the contract. All space must be paid in full by **September 1, 2021**. After that date, all reserved booth space not paid in full will be released for resale. Booth set-up is prohibited until exhibit space is paid in full. **Make checks payable to ASCE/2022 Geo-Exhibits.**

## Assignment of Exhibit Space

Space is assigned to companies in good standing and upon receipt of the full payment. Contracts will be dated and assigned in the order received. If your choice of space is not available, the closest space to your original selection will be assigned. No guarantees are made with respect to booth location. Before **September 15, 2021**, G-I Organizational Members will be given priority assignments.

## Exhibitor Registration

### Complimentary Registration

Included in your space rental fee is one Full Registration and one Booth Personnel Registration. An Exhibitor Registration Form will be sent as part of the official Exhibitor Service Kit, emailed 3 months prior to Geo-Congress 2022. The Exhibitor Registration forms must be completed for Full Registration and Booth Personnel and returned to **registrations@asce.org** or faxed to (866) 902-5593 no later than **February 23, 2022**. Please use one form per person. After **February 23, 2022** exhibitor registration will take place on-site at Geo-Congress 2022, and there will be a **\$50 on-site service fee to process.**

### Additional Booth Personnel Registration

One Additional Booth Personnel Registration may be purchased at the reduced rate of \$250. Additional registrations must be purchased at the full conference rate. The Additional Booth Personnel Registration Form will be included in the Exhibitor Service Kit. The form must be completed and returned to **registrations@asce.org** or faxed to (866) 902-5593 no later than **February 23, 2021**. After **February 23, 2022** exhibitor registration will take place on-site at Geo-Congress 2022, and a **\$50 on-site service fee will be assessed.**

## Shipping

Shipping information will be included in the Exhibitor Service Kit. Please do not ship directly to the hotel or convention center. Unauthorized shipments will be refused.

## Exhibit Hall Hours

*(Subject to change)*

### Sunday, March 20, 2022

7:30 a.m. – 1:00 p.m.	Decorator Move-in
1:00 – 6:00 p.m.	Exhibitor Move-in
6:30 – 8:00 p.m.	Exhibit Hall Hours/ Welcome Reception

### Monday, March 21, 2022

9:00 a.m. – 5:00 p.m.	Exhibit Hall Hours
10:00 – 10:30 a.m.	Morning Networking Break
12:30 – 2:00 p.m.	Lunch in Exhibit Hall
3:00 – 3:30 p.m.	Afternoon Networking Break

### Tuesday, March 22, 2022

9:00 a.m. – 5:00 p.m.	Exhibit Hall Hours
10:00 – 10:30 p.m.	Morning Networking Break
12:00 – 1:30 p.m.	Lunch in Exhibit Hall
3:00 – 3:30 p.m.	Afternoon Networking Break

### Wednesday, March 23, 2022

9:00 a.m. – 1:00 p.m.	Exhibit Hall Hours
9:30 – 10:00 a.m.	Morning Networking Break
11:30 – 1:00 p.m.	Lunch in Exhibit Hall
1:00 – 6:00 p.m.	Exhibitor Move Out

## Reserve Your Space Now!

To exhibit at Geo-Congress 2022, contact **Barbara Curtis** at **bcurtis@asce.org** or (703) 295-6286! Take advantage of this prime opportunity to reach your target audience. For more information, please visit the conference website at **www.geocongress.org**.

# Hotel & Travel Information



## Hotel Information

### Westin Charlotte

601 S College Street  
Charlotte, NC 28202

**Group Rate: Single/Double** - \$229 plus applicable sales tax, currently 15.25% and subject to change without notice. This rate is per room, per night and available until February 16, 2022 or until the room block is sold out.

**Reserve your room online and receive the group rate.**

The conference room block will open in March 2021.

## Airport Information

### Charlotte Douglas International Airport (CLT)

Charlotte Douglas International Airport (CLT) is ranked among the top 10 busiest airports in the world, averaging 1,600 daily aircraft operations. CLT serves approximately 178 nonstop destinations around the globe and welcomes more than 50 million passengers annually. (CLT Fast Facts)

## Driving, Transportation & Parking

### Driving from Charlotte Douglas International Airport to the Westin Charlotte hotel:

- Take Old Dowd Rd to Wilkinson Blvd  
2 min. (1.0 mi)
- Continue on Wilkinson Blvd to S College Street
- Take exit 1E from I-277 N/US-74 E  
11 min. (6.2 mi)
- Merge onto S College Street  
Destination will be on the right

### Local Transportation

- Charlotte Douglas International Airport to the Westin Charlotte hotel via taxi: approximately \$24-29

### Parking *(Prices subject to change)*

**Valet Parking:** \$30 overnight

**Self Parking:** \$25 overnight

# Sponsorship Opportunities

Sponsoring at this Conference is a great way to introduce your company to the industry and meet new customers. Please review the level of opportunities and items to sponsor listed below.

**For more information,** visit the conference website at [www.geocongress.org](http://www.geocongress.org), or contact **Barbara Curtis** at [bcurtis@asce.org](mailto:bcurtis@asce.org) or (703) 295-6286.

Each Sponsorship Category includes a choice of opportunities:

## Platinum — \$10,000 +

### Terzaghi Lecture Session:

Your company can have your name associated with the biggest lecture in the geotechnical profession. Add \$2,500 to have your sponsor message on the Youtube video of the lecture. Add \$2,500 to have your banner on the lecture live stream.

### Geo-Congress App

Your company's name in lights... almost! Have your logo visible to all users of the official conference app every time they use it.

### Welcome Reception in Exhibit Hall

Get the party started by sponsoring the opening social event. Exhibitors, activities, and more! One of the most heavily attended networking events; the Reception will ensure great exposure for your company.

## Gold — \$7,500

### Key Cards with Sponsor Logo

A key card with your company's logo in front of every attendee in the official hotel block? Yes, please! Cards distributed to guests at check-in.

### Exhibit Hall Lunch

The droves of hungry attendees will remember seeing your company's logo on the fajita bar. Or by the sandwiches. Or by any of the lunches we serve!

### Monday Opening Plenary

We start big on the first full day – an opening video, a special keynote, and the Geo-PIT! Let our attendees know who you are by sponsoring this heavily attended plenary session.

## Silver — \$5,000

### Peck Lecture Session

The final plenary of the conference – everyone looks forward to the Peck Lecture all week. Add \$2,500 to have your sponsor message on the Youtube video of the lecture. Add \$2,500 to have your banner on the lecture live stream.

### Seed Lecture Session

The conference kickoff event! Start everyone's Geo-Congress experience off with your company's name affiliated with this prestigious session. Add \$2,500 to have your sponsor message on the Youtube video of the lecture. Add \$2,500 to have your banner on the lecture live stream.

### Lanyards

Our attendees will take your logo with them everywhere! Hang around the necks of every conference-goer.

### In-room Guest Amenity

Have our attendees wake up to your logo! Your company will be featured on a giveaway item offered only to attendees who booked accommodations in the official conference hotel block.

### Attendee Welcome Giveaway

Your logo featured on a giveaway item that will be distributed to all attendees at the registration desk.

### Premium Wall/Window Cling

Gain some new clients or get the old ones to stick around! Contact us for placement opportunities!

## Bronze — \$3,000

### Networking Breaks

Our attendees can't wait to get to the next session, but show them who you are while they're on break!

### Final Program Full-Page Ad

Let attendees see your promo as they plan their conference itinerary!

### Standard Wall/Window Cling

Gain some new clients or get the old ones to stick around! Contact us for placement opportunities!

### Reception/Lunch Cups

Your potential customers will drink to you during Geo-Congress (and maybe they'll take you home) with 1,500 stadium cups imprinted with your logo. Distributed at the bar/drink station. \$3,000 per event or \$10,000 for the entire week (4 events).

## Copper — \$1,500

### General Congress Sponsor

Ensure that your name is associated with the 2020 Geo-Congress, the leading annual gathering of the world's geotechnical professionals.

### Final Program Half-Page Ad

Let your competition see your promo as they plan their next move!

### Reception/Lunch Cup

Your potential customers will drink to you during Geo-Congress (and maybe they'll take you home) with 500 stadium cups imprinted with your logo. Distributed at the bar/drink station.

## Student Competition — \$1,500

Show your support for Geo-Institute student competitions like the Geo-Wall and Geo-Prediction. Your logo will also be imprinted on the t-shirts distributed to students at the event.

## Financial Corporate Sponsor — \$6,000

- 1 Flex registration package
- 4 flex registration badges, access to the Geo-Congress 2022 Proceedings, 8 additional tickets to be divided up for use at the Tuesday welcome reception, Wednesday exhibit hall lunch, Thursday exhibit hall lunch, or Friday exhibit hall lunch, access to all Technical sessions, morning and afternoon refreshment breaks, access to exhibit hall.
- Logo and link on the Geo-Congress 2022 website.
- Recognition in the Geo-Congress 2022 final program on the sponsors page.
- Post-conference mailing list.
- 1 window or wall cling in the conference venue featuring your logo (options available in Spring 2021).

# Sponsorship Opportunities *(continued)*

Sponsor Recognition Benefits	Platinum	Gold	Silver	Copper	Student Competition	Financial Corporate
	\$10,000+	\$7,500	\$5,000	\$1,500	\$1,500	\$6,000
Complimentary 10' x 10' Exhibit Hall Booth	1					
Complimentary Full Conference Registration	2	1				4
Tickets to Sponsored Event	4	2				8
Ad in the Conference Final Program	One Full Page Ad	One ½ Page Ad				
Marketing flyer (inserted into Registration materials)	1	1	1			
Podium Recognition at Plenary Opening Event	✓	✓	✓			
Attendee List Pre- and Post-Conference	✓	✓	✓			
Signage – Recognition displayed at sponsored event (if applicable)	Logo	Logo	Logo			Logo
Logo/Name in Conference Marketing Emails	Logo	Logo	Logo			Logo
Logo/Name in Conference Final Program	Logo	Logo	Logo			Logo
Logo/Name in Conference Signage	Logo	Logo	Logo			Logo
Logo/Name in Conference Website	Logo	Logo	Logo			Logo
Entrance slide show recognition	Logo	Logo	Name	Name	Name	Name
Program recognition with event description	Logo	Logo	Name	Name	Name	Name

## Important Deadlines

### Important Deadlines

*(Subject to Change)*

#### May 31, 2021

- 50% deposit due

#### September 1, 2021

- Final payment due

#### September 15, 2021

- Booth cancellation deadline

#### December 15, 2021

- Exhibit Kit mailed

#### February 1, 2022

- 25-word description due, subject to contract execution and full payment
- Attendee List Agreement to be returned to ASCE Sales & Exhibits Department

#### February 16, 2022 (or when sold out)

- Housing Block closes

#### February 23, 2022 .

- Pre-Conference Attendee List sent to exhibitors and sponsors
- Exhibitor Registration due. **After this date, registration will be on-site at an additional \$50 per person.**

# Schedule

*(Subject to Change)*

## Sunday, March 20

1:00 – 6:00 p.m.	Exhibitor Setup
2:00 – 2:30 p.m.	G-I Student Orientation
2:30 – 3:30 p.m.	G-I Student Professional Development Workshop
3:30 – 4:03 p.m.	G-I Geo-Wall Captains Meeting
4:30 – 5:00 p.m.	AGP Induction Ceremony
5:00 – 6:30 p.m.	Opening Remarks and H. Bolton Seed Award Lecture
6:30 – 8:00 p.m.	Welcome Reception

## Monday, March 21

8:00 – 9:00 a.m.	Opening Plenary Session
9:00 – 10:00 a.m.	Geo-PIT: Powerful, Informative Talks on Geotechnical Topics
9:30 a.m. – 4:00 p.m.	Academic Showcase
10:00 – 10:30 a.m.	Morning Networking Break – Available in Exhibit Hall
10:00 a.m. – 3:00 p.m.	Student Competitions
10:30 – 11:30 a.m.	G-I Business Meeting
10:30 a.m. – 12:30 p.m.	Poster Sessions
12:30 p.m. – 2:00 p.m.	Lunch – Available in Exhibit Hall
2:00 – 3:30 p.m.	Special Sessions
2:00 – 3:30 p.m.	Technical Sessions
3:00 – 3:30 p.m.	Afternoon Networking Break – Available in Exhibit Hall
4:00 – 5:30 p.m.	Special Sessions
4:00 – 5:30 p.m.	Technical Sessions
5:30 – 6:00 p.m.	Geo-PIT: Powerful, Informative Talks on Geotechnical Topics
6:00 – 7:00 p.m.	Mercer Lecture
6:30 – 8:00 p.m.	Organizational Member Executive Leadership Dinner & Workshop
8:15 – 9:15 p.m.	G-I Student Program: Organizational Members & Student Travel Grant Winners Job Fair
9:15 – 10:15 p.m.	G-I Student Program: Organizational Member & Student Reception

## Tuesday, March 22

8:00 – 10:00 a.m.	Special Sessions
10:00 – 10:30 a.m.	Morning Networking Break – Available in Exhibit Hall
10:30 – 12:00 p.m.	Special Sessions
10:30 – 12:00 p.m.	Technical Session
12:00 – 1:30 p.m.	Lunch – Available in Exhibit Hall
1:30 – 3:00 p.m.	Special Sessions
1:30 – 3:00 p.m.	Technical Sessions
3:00 – 3:30 p.m.	Afternoon Networking Break – Available in Exhibit Hall
3:30 p.m. – 5:00 p.m.	Poster Session
3:30 p.m. – 5:00 p.m.	Special Sessions
5:30 p.m. – 7:00 p.m.	Awards Presentation & Karl Terzaghi Award Lecture
7:30 p.m. – 9:00 p.m.	Terzaghi Dinner (Invitation Only)

## Wednesday, March 23

8:00 a.m. – 9:30 a.m.	Special Sessions
9:30 a.m. – 10:00 a.m.	Morning Networking Break – Available in Exhibit Hall
10:00 a.m. – 11:30 a.m.	Special Sessions
10:00 a.m. – 11:30 a.m.	Technical Sessions
11:30 a.m. – 1:00 p.m.	Lunch – Available in Exhibit Hall
1:00 p.m. – 1:30 p.m.	Geo-PIT: Powerful, Informative Talks on Geotechnical Topics
1:30 p.m. – 2:30 p.m.	Ralph B. Peck Award Lecture
1:30 p.m. – 6:00 p.m.	Exhibit Hall Hours: Exhibitor Move Out
2:30 p.m. – 3:00 p.m.	Closing Ceremony