



aace[®]
International

San Francisco Bay Area and
Southern California Sections

2012 **Western Winter Workshop**

March 15th - 18th
Harrah's & Harveys
Casino Resort
Lake Tahoe, Nevada

www.aaceisf.org

Exhibitor & Sponsorship
Prospectus



About the Western Winter Workshop 1961 - 2012

The Western Winter Workshop is an annual event presented by the San Francisco Bay Area and Southern California Sections of the AACE International that showcases the very latest in project controls tools and techniques. The workshop provides a unique opportunity to network with key decision makers for major capital project delivery organizations as well as owners, executives, managers, engineers and many other industry professionals. The three day workshop will consist of technical presentations given by some of the best and brightest individuals within the project controls community, capital management program presentations given by owners who will address the challenges and accomplishments of their current projects, and several networking events! The workshop will take place in Lake Tahoe, Nevada at Harrah's & Harveys Casino Resort March 15th to 18th.





Past Presenters

2011

Technical Program Presenters

- Dr. Anamaria Popescu - CPM Consulting Inc.
- William E. Kraus - International Aviation Consultants, LLC
- Brady Nadell - Parson Brinckerhoff
- Chip Golde - ARES Corporation
- Daniel E. Himick - C.C. Myers, INC.
- Dr. Dan Patterson - Acumen
- Donald McNatty - DRMcNatty & Associates, Inc.
- Gary Chaulk - Canadian Natural Resources Ltd.
- Julie Owen - Los Angeles County Metropolitan Transportation Authority
- John Livengood - ARCADIS
- John G. Musgrove - Bechtel Oil, Gas & Chemicals
- Ron Winter - Ron Winter Consulting, LLC
- Alexia Nalewaik - QS Requin Corporation
- George White - San Francisco Public Utilities Commission
- Vera Lovejoy - Lovejoy Project Management

Capital Management Program Presenters

- Andrew B. Fremier - Bay Area Toll Authority
- Brian Boudreau - Los Angeles County Metropolitan Transportation Authority
- Harlan L. Kelly, Jr. - San Francisco Public Utilities Commission
- Richard K. Faris - SVP, Oracle/Primavera GBU
- John A. Barton - Texas Department of Transportation
- Mark White - New York State Department of Transportation
- Irvin E. Richter - Hill International
- Carter R. Rohan R.A. - San Francisco Municipal Transportation Agency
- David Cavazos - City of Phoenix
- Gary J. Cardamone, P.E. - Port of Long Beach

Previous Exhibitors & Sponsors



- ARCADIS
- ARES Corporation
- Acumen
- Bay Area Rapid Transit
- Bay Area Toll Authority
- Bechtel Corporation
- C.C. Myers, Inc.
- CM Pros
- CPM Consulting Inc.
- California Engineering Contractors Inc.

- Caltrans
- City of Phoenix
- DRMcNatty & Associates
- ECOSYS
- Hatch Mott MacDonald
- Hill International, Inc.
- LA County MTA
- Meridian
- New York State DOT
- Oracle Corporation
- PMSI

- Pacific Gas & Electric
- Parson Brinckerhoff
- Port of Long Beach
- Ron Winter Consulting, LLC
- San Francisco MTA
- San Francisco PUC
- Skire, Inc.
- Spire Consulting Group
- Texas DOT
- US Cost



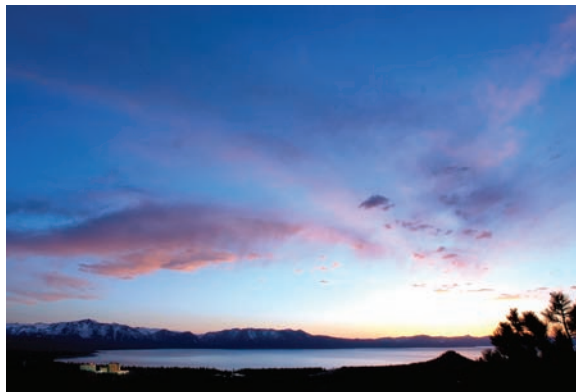
Exhibitor Packages

Marquee Exhibitor Package: \$5,995.00

- Recognized as the marquee sponsor for the WWW in the Cost Engineering Journal.
- One full year of advertising (full page) in the monthly section newsletter.
- Four seats at the Capital Management Program meet and greet dinner.
- Workshop registration fee for four (a \$2780 value).
- Two exhibit spaces.
- Special recognition during the President's luncheon.
- Recognized as the marquee sponsor in the WWW program & sponsorship banner.
- One company marketing piece included in the bag with workshop materials.
- Listed as the marquee sponsor on the section website with link to company's website.

Platinum Exhibitor Package: \$3,995.00

- WWW event sponsorship advertising in the Cost Engineering Journal.
- One full year of advertising (half page) in the monthly section newsletter.
- Two seats at the Capital Management Program meet and greet dinner.
- Workshop registration fee for three (a \$2085 value).
- One exhibit space.
- Company logo printed in the WWW program & on sponsorship banner.
- One company marketing piece included in the bag with workshop materials.
- Listed as a platinum sponsor on the section website with link to company's website.



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Exhibitor Packages

Gold Exhibitor Package: \$2,995.00

- One full year of advertising (quarter page) in the monthly section newsletter.
- Workshop registration fee for two (a \$1390 value).
- One exhibit space.
- Company logo printed in the WWW program & on sponsorship banner.
- One company marketing piece included in the bag with workshop materials.

Silver Exhibitor Package: \$1,995.00

- Workshop registration fee for one (a \$695 value).
- One exhibit space.
- One company marketing piece included in the bag with workshop materials.

Additional Exhibit Package: \$500.00

- One exhibit space.

All exhibitor participants will receive a comprehensive list of attendees and capital management panel to including contact information. Each exhibit space shall include a table and chairs for the proposed exhibitor team. Additional tables are available upon request based on space requirements. Note: Any other equipment required, that is not provided by exhibitor, must be arranged with the hotel business services.



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Sponsorship Opportunities

Sponsorship Item	Benefits	Cost
Notepads	<ul style="list-style-type: none"> □ Company logo on notepads given to all WWW attendees □ One company marketing piece included in the bag with workshop materials □ Company logo printed in the WWW program 	\$295
Speaker Certificates	<ul style="list-style-type: none"> □ Company logo printed on certificates □ One company marketing piece included in the bag with workshop materials □ Company logo printed in the WWW program 	\$395
Water bottles	<ul style="list-style-type: none"> □ Company logo on water bottle given to all WWW attendees □ One company marketing piece included in the bag with workshop materials □ Company logo printed in the WWW program 	\$495
Tote Bags	<ul style="list-style-type: none"> □ Company logo on tote bags used by WWW attendees □ One company marketing piece included in the bag with workshop materials □ Company logo printed in the WWW program 	\$495
Name Badges & Lanyards	<ul style="list-style-type: none"> □ Company logo on lanyards used by WWW attendee □ One company marketing piece included in the bag with workshop materials □ Company logo printed in the WWW program 	\$495
Fleece Pull Over	<ul style="list-style-type: none"> □ Company logo on fleece given to all WWW attendees □ One company marketing piece included in the bag with workshop materials □ Company logo printed in the WWW program & on sponsorship banner □ Ad Space in the San Francisco Monthly Newsletter □ Special Recognition during lunch 	\$995
Coffee & Snack Breaks (Two Available)	<ul style="list-style-type: none"> □ Company name & logo on sign next to refreshments and snacks □ One company marketing piece included in the bag with workshop materials □ Company logo printed in the WWW program 	\$745
Breakfast (Three Available)	<ul style="list-style-type: none"> □ Company name & logo displayed in the breakfast area □ One company marketing piece included in the bag with workshop materials □ Company logo printed in the WWW program 	\$1,495
Capital Management Dinner (Thursday)	<ul style="list-style-type: none"> □ Company name & logo on sign displayed at the event □ Four seats at the Capital Management Program meet and greet dinner □ One company marketing piece included in the bag with workshop materials □ Company logo printed in the WWW program & on sponsorship banner □ Company representative designated as Master of Ceremony □ Opportunity to introduce your company and its services during dinner 	\$3,995
Luncheons (Two Available)	<ul style="list-style-type: none"> □ Company name & logo on sign displayed at the event □ One company marketing piece included in the bag with workshop materials □ Company logo printed in the WWW program & on sponsorship banner □ Company representative designated as Master of Ceremony □ Opportunity to introduce your company and its services during lunch 	\$1,995
Exhibitor Reception (Friday)	<ul style="list-style-type: none"> □ Company name & logo on sign displayed at the event □ One company marketing piece included in the bag with workshop materials □ Company logo printed in the WWW program & on sponsorship banner □ Opportunity to introduce your company and its services during event 	\$3,995
Happy Hour/Reception (Saturday)	<ul style="list-style-type: none"> □ Company name & logo on sign displayed at the event □ One company marketing piece included in the bag with workshop materials □ Company logo printed in the WWW program & on sponsorship banner □ Opportunity to introduce your company and its services during event □ Optional upgrade to Casino Party (Add \$1,995) 	\$2,995

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Sponsorship Products

Note Pad:

Cost: \$295

Benefits:

- Company logo on notepads given to all WWW attendees
- One company marketing piece included in the bag with workshop materials
- Company logo printed in the WWW program



*Sample item pictured. Actual item may vary slightly.

Speaker Certificates:

Cost: \$395

Benefits:

- Company logo on notepads given to all WWW attendees
- One company marketing piece included in the bag with workshop materials
- Company logo printed in the WWW program



*Sample item pictured. Actual item may vary slightly.

Water Bottles:

Cost: \$495

Benefits:

- Company logo on notepads given to all WWW attendees
- One company marketing piece included in the bag with workshop materials
- Company logo printed in the WWW program



*Sample item pictured. Actual item may vary slightly.



Sponsorship Products

Tote Bags:

Cost: \$495

Benefits:

- ❑ Company logo on notepads given to all WWW attendees
- ❑ One company marketing piece included in the bag with workshop materials
- ❑ Company logo printed in the WWW program



*Sample item pictured. Actual item may vary slightly.

Name Badges & Lanyards:

Cost: \$495

Benefits:

- ❑ Company logo on notepads given to all WWW attendees
- ❑ One company marketing piece included in the bag with workshop materials
- ❑ Company logo printed in the WWW program



*Sample item pictured. Actual item may vary slightly.

Fleece Pull Over:

Cost: \$995

Benefits:

- ❑ Company logo on fleece given to all WWW attendees
- ❑ One company marketing piece included in the bag with workshop materials
- ❑ Company logo printed in the WWW program & on sponsorship banner
- ❑ Ad Space in the San Francisco Monthly Newsletter
- ❑ Special Recognition during lunch



*Sample item pictured. Actual item may vary slightly.



Exhibitor's Registration Form

Company Information:

Company: _____

Contact Name: _____ Title: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Please Register Us for the Following:

- Marquee Exhibitor Package: \$5,995.00 \$ _____
 - Platinum Exhibitor Package: \$3,995.00 \$ _____
 - Gold Exhibitor Package: \$2,995.00 \$ _____
 - Silver Exhibitor Package: \$1,995.00 \$ _____
 - Additional Booth Space: \$500.00 \$ _____
- Total Amount Due: \$ _____

Payment:

Total Enclosed: \$ _____

Make Check Payable to: AAACE International Western Winter Workshop (AAACEI WWW)

Please return your completed form along with payment to Dana Fetrow by mail Spire Consulting Group, 505 Montgomery Street, 11th Floor, San Francisco, CA 94111 or register online at www.aaceisf.org.

Agreement:

By signing this form I agree to the attached terms & conditions:

Signature: _____



Sponsorship Agreement Form

Company Information:

Company: _____

Contact Name: _____ Title: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Please Register Us for the Following:

<input type="checkbox"/> Notepads:	\$295.00	\$ _____
<input type="checkbox"/> Speaker Certificates:	\$395.00	\$ _____
<input type="checkbox"/> Water Bottles:	\$495.00	\$ _____
<input type="checkbox"/> Tote Bags:	\$495.00	\$ _____
<input type="checkbox"/> Name Badges & Lanyards:	\$495.00	\$ _____
<input type="checkbox"/> Fleece Pull Overs	\$995.00	\$ _____
<input type="checkbox"/> Coffee & Snack Breaks:	\$745.00	\$ _____
<input type="checkbox"/> Breakfast:	\$1,495.00	\$ _____
<input type="checkbox"/> Capital Management Dinner:	\$3,995.00	\$ _____
<input type="checkbox"/> Luncheons:	\$1,995.00	\$ _____
<input type="checkbox"/> Exhibitor Reception:	\$3,995.00	\$ _____
<input type="checkbox"/> Happy Hour/Reception:	\$2,995.00	\$ _____
<input type="checkbox"/> Optional Casino Upgrade:	\$1,995.00	\$ _____
	Total Amount Due:	\$ _____

Payment:

Total Enclosed: \$ _____

Make Check Payable to: AAACE International Western Winter Workshop (AAACEI WWW)

Please return your completed form along with payment to Dana Fetrow by mail Spire Consulting Group, 505 Montgomery Street, 11th Floor, San Francisco, CA 94111 or register online at www.aaceisf.org.



Terms & Conditions

- A. The exhibit space may only be used to promote products and services available from the exhibiting company/organization.
- B. The Exhibitor will not operate entertainment or hospitality rooms during any scheduled sessions, programs, activities, or events.
- C. So that the display value of adjoining booths is not harmed, the exhibitor agrees to limit the height of side-walls, fixtures, and other display materials to a maximum of 50 inches in that portion of our booth which extends more than 48 inches from the back wall.
- D. AACE may reject any application or reassign exhibit booth space at its sole discretion.
- E. The exhibitor may pre-register 4 representatives for "Marquee Package" (a \$2780.00 value), 3 representatives for "Platinum Package" (a \$2085.00 value), 2 representatives for "Gold Package" (a \$1390.00 value), 1 representative for the "Silver Package" (an \$695.00 value) per booth space reserved for the AACE Western Winter Workshop, and no fees, exclusive of meal charges, will be required. Any and all exhibit representatives numbering in excess of numbers above per booth space will be liable for full registration fees if they wish to participate in meeting activities outside the exhibit hall.
- F. The exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and save AACE and the Hotel and their employees and agents harmless against all claims, losses and damages to persons or property, arising out of or caused by the exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of AACE and/or the Hotel, their employees or agents. In addition, the exhibitor acknowledges that AACE and the Hotel do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.
- G. Cancellation Policy: A cancellation fee equal to 50% of the full agreement will be assessed for cancellations received in writing prior to September 1st, 2011. After October 1st, 2011 this contract is non-cancelable from the moment signed and the exhibitor will be liable for the full agreement price and terms of said contract. Terms are enforced regardless if exhibitor does not attend the conference or if the exhibit space is resold. Should the agreement be referred to a collection agency/attorney for any reason, the client and/or representing agency of said client, is responsible for attorney fees, interest and costs associated with any and all collection efforts.
- H. Materials for mailings to AACE Western Winter Workshop attendees must be pre-approved by AACE before they are released via mail, email or advertising.



Western Winter Workshop Contacts

General Information:

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