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1998 - 2018

Sponsor & Exhibitor
Prospectus

ASA CELEBRATES 20 YEARS AT OUR FIRST ASA SHOTCRETE CONVENTION!

March 11-13, 2018 | Silverado Resort and Spa | Napa, CA

The American Shotcrete Association will be celebrating our 20th Anniversary with our First Shotcrete Convention! This 3-day event will bring together our first full-day Shotcrete Technology Conference, Spring Committee meetings (normally held in conjunction with The ACI Concrete Convention and Exposition – Spring), ACI C660 and C601-I (Nozzleman and Inspector Certification Committee meetings, respectively), and ASA's annual Outstanding Shotcrete Project Awards Banquet (normally held in conjunction with World of Concrete in Las Vegas, NV). Sure to be *the* 2018 event for the shotcrete industry, **we invite you to support the ASA Shotcrete Convention with your sponsorship and/or exhibit reservation.**



Details for the Convention and Shotcrete Technology Conference can be found at:
www.shotcrete.org/20thAnniversary

SPONSOR & EXHIBITOR BENEFITS

The Convention offers exceptional promotional opportunities to reach key leaders in the shotcrete industry who will be attending this Convention as well as those who regularly visit our World of Concrete booth or otherwise look to ASA as a resource for shotcrete information. Promotions here include:

CONVENTION VENUE

Sponsor and Exhibitor names and logos will appear in:

- Banner displays and signage in the Exhibit Hall during the convention;
- Recognition in the Convention program; and
- Continuously looped in a PowerPoint presentation at the ASA table in the Exhibit Hall.

AWARDS BANQUET (RECEPTION, DINNER, AND AWARDS PROGRAM)

Sponsor and Exhibitor names and logos will appear in:

- Continuously looped in a PowerPoint presentation at dinner;
- Recognition in the Awards program; and
- Verbal acknowledgment and thank you to all sponsors and exhibitors by the ASA President during the program.

SPRING 2018 AWARDS ISSUE OF SHOTCRETE MAGAZINE

- A full-page thank you featuring each sponsor's name and logo will be prominently featured in the issue. Each issue of *Shotcrete* magazine reaches over 17,000 readers in both printed and electronic versions; and
- The thank-you page in the electronic version of the magazine will include live links to each sponsor's website.

AWARDS PROGRAM PROMOTION

- An ASA press release regarding the ASA Outstanding Shotcrete Project Award program will be issued featuring project award winners and a listing of Award Sponsor winners for each sponsorship level. ASA press releases are sent to well over 200 concrete/construction news and information contacts for inclusion in their magazines, websites, and other media outlets;
- Sponsors are prominently featured in the Awards section of the ASA website until next year's Sponsors are listed;
- Recognition in our monthly eNewsletter, "What's in the Mix"; and
- Award Sponsorship Certificates suitable for display at your office.

EARLY BIRD BONUS (Register by January 2, 2018, for WOC promotions)

- Banner display at WOC booth in Las Vegas; and
- Tabletop sign indicating your ASA Corporate Membership and highlighting your Sponsorship of the Awards program for display at your WOC booth.

SPONSORSHIP LEVELS

GOLD – \$2500

- Exposure with most prominent placement of company logo throughout all promotional materials; and
- One complimentary tabletop exhibit (first come, first served—must confirm interest at time of application).

SILVER – \$1000

Sponsorship Deadlines	Deadline
Registration for inclusion in WOC booth promotions and Gold Sponsor option to exhibit	January 2, 2018
Final Sponsor Registration Deadline	February 5, 2018

EXHIBITOR INFORMATION & GUIDELINES



REQUIRES PURCHASE OF FULL CONVENTION REGISTRATION.

Includes 6 ft table (clothed and skirted), chair, and wastebasket. Access to power and WiFi available.

Electricity: available—purchased directly through Silverado—www.shotcrete.org/media/pdf/Exhibitor_AV_Order_Form.pdf

Exhibit Hall hours: Exhibits will be accessible throughout the event, but optimum exhibit hours will be during breakfasts, lunches, and breaks as both will share the same space.

Assignment of space: ASA will make final assignments on a first-come first-served basis; space is limited.

Shipping information: Directly to Silverado Resort and Spa—www.shotcrete.org/media/pdf/outgoing_package_procedure.pdf

Exhibit limitations: Everything you exhibit MUST fit on top of a standard 6 ft banquet table. No signs, banners, equipment, storage of materials, or anything else can be placed on the floor near or next to your table.

Insurance: The Exhibitor understands that neither ASA or the Hotel maintains insurance covering the Exhibitor's property or lost revenue and it is the sole responsibility of the Exhibitor to obtain insurance for loss, damage, injury, and liability.

Security, Fire, Safety, and Health: ASA will NOT provide on-site security; ASA and Silverado Resort do not guarantee to protect the exhibitors against any loss of damage of any kind. Exhibitors should remove all items of value that can be easily taken at the end of each day. The Exhibitor agrees to accept full responsibility for compliance with city, county, state, and federal fire, safety, and health ordinances regarding the installation and operation of equipment. All exhibit materials must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent injury to convention attendees.

Manning Your Exhibit Booth: ASA only requires that materials be readily available during show hours. ASA does not require that the table be attended, but recommends it during meals and breaks.

Care of Exhibit: Exhibitor shall promptly pay for any and all damages to the Resort or associated facilities, booth furniture, or the property of others caused by the Exhibitor.

Installation and Dismantling—Mandatory schedule:

- **Exhibitor Registration and Move-In — Sunday, March 11, 2018 | 6:00 – 8:00 AM**
- **Exhibitor Move-Out — Tuesday, March 13, 2018 | 3:00 – 4:30 PM**

Materials not packed and picked up by the end of the designated time will be considered forced freight. The general service contractor will assume responsibility for forwarding the freight to the exhibitor, who shall be responsible for all costs to pack and ship materials.

Photo Consent: As a part of the ASA 20th Anniversary Shotcrete Convention, you may be photographed or you may be recorded on audio and/or video. The items may be used in promoting future conventions or in other marketing related to ASA. Your attendance at this event implies your consent to be photographed or recorded.

Promotion of Sponsorship or Exhibit: Use of the ASA logo in any promotions of the convention is subject to approval by ASA. Using the logo without permission can result in forfeiture of your exhibit space and/or sponsorship. Please submit any proposed ads that use the ASA logo to Alice McComas at alice.mccomas@shotcrete.org.

Venue: Silverado Resort and Spa is a luxury resort in the heart of the world-famous Napa Valley Wine Country. Whether you come to the Northern California area for relaxation, adventure, or business, you will find it all here. Located just an hour north of San Francisco, it's all tucked away from the city while still being close to the Bay Area action. The soothing, full-service spa sets the stage for relaxing comfort, offering massages, facials, manicures, pedicures, and more. The resort offers two PGA championship golf courses, overseen by World Golf Hall of Fame member, lead golf analyst for NBC Sports, and resort co-owner Johnny Miller; 13 lighted tennis courts; and biking and hiking trails. Thanks to its Napa Valley location, it is close to more than 400 wineries (www.silveradoresort.com).

Exhibitor Deadlines	Deadline	Member	Nonmember
SHOTCRETE CONVENTION registration (required for exhibitors) Please register separately here: http://www.shotcrete.org/registration	February 5, 2018	\$425	\$500
SILVERADO RESORT AND SPA reservation (at discounted rate) (Exhibitors are advised to reserve resort rooms from March 10-13, 2018, to accommodate the Convention Move-In schedule)	February 5, 2018	Visit RESERVATION LINK below	

Silverado Resort and Spa [RESERVATION LINK](https://aws.passkey.com/event/49267611/owner/3366002/landing): <https://aws.passkey.com/event/49267611/owner/3366002/landing>

Contact ASA: Alice McComas, Program Coordinator | alice.mccomas@shotcrete.org | +1.248.848.3780

SPONSOR & EXHIBITOR APPLICATION

The undersigned agrees to the conditions and benefits set forth in this application agreement.

Company/Organization (as you wish it to appear on all materials) _____

Contact Name _____ Street Address _____

City _____ State/Province _____ Zip _____ Country _____

Phone _____ Cell _____

E-mail _____ Company website _____

Will you be representing your company at the ASA Convention? YES NO

If no, who will be representing your company?

On-Site Exhibitor Contact _____

Phone _____ Cell _____ E-mail _____

CANCELLATION

An administrative fee of 50% of the pledged amount will be charged for any cancellation occurring more than 60 days prior to the convention start date. Cancellations received less than 60 days before will not receive a refund. If ASA cancels the convention due to circumstances beyond their reasonable control, ASA shall refund to each exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred. Circumstances include Acts of God such as war; government regulations; civil disorders; transportation disruption; work stoppage; terrorist act within 250 miles of destination; disaster including fire, flood, tornado and hurricane; and entire or partial destruction of the venue.

INDEMNIFICATION

Exhibitor/Sponsor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury to persons or damage to Exhibitor's/Sponsor's displays, equipment, or other property brought on the premises of the Resort and agrees to indemnify, defend, and hold harmless the American Shotcrete Association, the Resort, and its owners, servants, agents, and employees against all claims or expenses for such losses, including reasonable attorneys' fees, arising out of the use of the Hotel premises, excluding any liability caused by the negligence of the American Shotcrete Association or the Resort or its owners, servants, agents, and employees.

CARE OF THE VENUE

Exhibitor/Sponsor shall promptly pay for any and all damages to the venue or booth equipment of the property or others caused by the exhibitor/sponsor.

Acceptance

I have read, understand, and agree with the exhibitor/sponsor guidelines (if applicable), as well as the statements above. Please sign the following for your application to be accepted.

Printed Name _____ Title _____

Organization _____

Signature _____ Date _____

REMITTANCE FORM

Please complete and return this form with application and payment to secure your commitment (please check all areas of participation interest):

- Gold – \$2500 Optional Complimentary Tabletop Exhibit for Gold Sponsors only | Requested: power WiFi
 Silver – \$1000

NOTE TO SPONSORS: Please send a two-sentence description of your company for the convention program booklet AND a high-resolution, 300 dpi logo to info@shotcrete.org.

PAYMENT

Submit this form to:

American Shotcrete Association
Attn: Shotcrete Convention
38800 Country Club Drive, Farmington Hills, MI 48331
Ph: +1.248.848.3780 Fax: +1.248.848.3840

Signature and Agreement

Official Representative (print name) _____

E-mail (to send receipt) _____

Signature _____ Date _____

PAYMENT TYPE

- Invoice (Corporate Members only) Check (made payable to American Shotcrete Association; U.S. funds only)
 Credit Card: Visa MasterCard American Express

Card Holder's Name _____ Card Holder's Address _____

Card Number _____ CVV Code _____ Exp. Date _____