elevate AEC
2019
LAS VEGAS
OCT 2–5, 2019
GREEN VALLEY RANCH
SPONSORSHIP OPPORTUNITIES
What is Elevate AEC?

The Elevate AEC Conference, previously known as the Hot Firm and A/E Industry Awards Conference, is Zweig Group’s annual two-day event that brings the most successful leaders of AEC firms together to network, learn, and celebrate the remarkable achievements of the industry. Growing an average of 44% per year over the past five years, Zweig Group’s annual conference is the largest gathering of award-winning AEC firms, making it the industry’s most comprehensive business conference for leaders and aspiring leaders of AEC firms in the US.

This year, the Elevate AEC Conference marks another leap in the evolution of Zweig Group’s annual event. In addition to a name change that’s aligned with Zweig Group’s new mission – see below – we are expanding educational offerings to include a highly-specialized track geared specifically to CMO and senior marketing leaders. There is no other place in the AEC industry to gain access to the comprehensive C-Suite of forward-thinking, progressive AEC firm leaders than the Elevate AEC Conference.

As a sponsor, I personally invite you to join us at the Green Valley Ranch Resort and Spa in Las Vegas from October 2-5, 2019 where you’ll be inspired by an impressive line-up of speakers, participate in topically-relevant breakout sessions, reconnect with peers and make new connections, and celebrate success as the conference culminates in a black-tie gala that is like no other in the AEC industry.

The mission: Elevate the Industry

The conference name change acknowledges our shared mission to elevate the stature of our industry and appreciation for its many life-saving and life-changing contributions. The Elevate the Industry mission has five tenets: promote, diversify, educate, change, and celebrate. Zweig Group’s vision is to facilitate action in pursuit of elevating individuals, firms, and thus the industry. More than a mission, this is a movement to advance the AEC profession, creating a world that celebrates the built environment and recognizes its impact on individuals, communities, and commerce.

I look forward to seeing you in Las Vegas!

Sincerely,

Chad Clinehens President and CEO

CONTACT MELISSA SWANN AT
479.305.3357 | mswann@zweiggroup.com
Attendee Profile

$63 million  Average annual revenue
77%  Average revenue growth
60%  Average growth in firm size
67%  C-Suite/Principals
80+ Firms in attendance (66 in 2016, 75 in 2017)
287 Attendees in 2018 (237 in 2017)

Top Job functions of attendees in 2018

67% C-Suite/Principals
18% Marketing/Business Development
10% HR/Client Relations
5% Other

Top Markets of attendees in 2018

52% Multi-discipline
23% Civil Engineering
9% Environmental Service
8% Architecture
8% Structural Engineering

Top 25 Hot Firm award winners in 2018

1. NV5 GLOBAL, INC.
2. CMTA
3. CRB
4. ARDURRA-KING
5. HARGROVE ENGINEERS + CONSTRUCTORS
6. MCMILLAN PAZDAN SMITH
7. HUCKABEE
8. WARE MALCOMB
9. PARTNER ENGINEERING AND SCIENCE, INC.
10. VHB
11. WGI
12. HASTINGS ARCHITECTURE ASSOCIATES, LLC
13. VLK ARCHITECTS
14. ISG
15. LJA ENGINEERING, INC.
16. RINCON CONSULTANTS, INC.
17. BKF ENGINEERS
18. WOOLPERT INC.
19. MCCLURE ENGINEERING COMPANY
20. ROSS & BARUZZINI, INC.
21. MASER CONSULTING P.A.
22. EN ENGINEERING LLC
23. PART, GREENE AND ASSOCIATES, PLLC
24. LONG ENGINEERING, INC.
25. ENVIRONMENTAL PARTNERS GROUP, INC.

The most commonly used words by attendees to describe their firm were:
GROWTH, SUCCESS, CLIENTS, CULTURE, EMPLOYEES, SERVICE, RELATIONSHIPS, TEAM
Las Vegas, in Nevada’s Mojave Desert, is a resort city famed for its vibrant nightlife, centered around 24-hour casinos and other entertainment options. Its main street and focal point is the Strip, just over 4 miles long. This boulevard is home to themed hotels with elaborate displays such as fountains synchronized to music as well as replicas of an Egyptian pyramid, the Venetian Grand Canal, and the Eiffel Tower.
Welcome to the Green Valley Ranch Resort & Spa. The Resort’s 8-acre contemporary oasis has 495 Guest rooms, 65,000 sq ft of meeting space and is only minutes away from the Las Vegas Strip. You will discover an escape that combines exciting casino action and the hottest nightlife with the pampering and relaxation of a luxury resort and spa, and is the perfect venue for groups of 50 to 5,000.

See the venue: [https://greenvallerranch.sclv.com/](https://greenvallerranch.sclv.com/)
<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Exclusive</th>
<th>Non-Exclusive</th>
<th>Price</th>
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<tbody>
<tr>
<td>Wednesday evening VIP reception</td>
<td>$10,500</td>
<td>$7,000 (limit 3)</td>
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<tr>
<td>Thursday luncheon</td>
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<tr>
<td>Thursday night reception</td>
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<td>Combine Thursday lunch and reception</td>
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<tr>
<td>Friday awards gala and reception</td>
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<td>Charging station + lounge</td>
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<td>$4,500 (limit 2)</td>
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<td>Afterparty + branded party bus sponsor</td>
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<tr>
<td>Branded event bags</td>
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<tr>
<td>Lanyards (Co-branded with Elevate AEC logo)</td>
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<tr>
<td>Shoe shine sponsorship</td>
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<td>Civil + Structural Engineer cover and center spread of the Sept. 2019 issue</td>
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<td>Hotel key cards with your firm’s branding</td>
<td>Price TBD</td>
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<tr>
<td>Pre-conference podcast</td>
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<td>$2,100 (10 available)</td>
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<td>Pre-conference webinar</td>
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<td>$5,250 (4 available)</td>
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<td>Two articles in The Zweig Letter (one pre-conference, one post-conference)</td>
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<td>Exhibition booth</td>
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<td>Breakout session</td>
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<td>Step and repeat</td>
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<td>$7,500 Non-exclusive (limited availability)</td>
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### Sponsor Packages

**Bundled packages are available**

Investing in an Elevate AEC bundled sponsorship offers the most value for your marketing dollars. Your company’s brand will be firmly positioned across one of the leading and most recognized events in the AEC industry.

**Benefits include:**

- Have your brand be seen by hundreds of the industry executives and decision makers that Elevate AEC brings together for an intimate and interactive program focused specifically on our industry’s future.
- Gain access to the exclusive networking opportunities with the top performing AEC industry leaders and work together toward a collective success and industry growth
Welcome Elevate AEC Conference attendees in style with an opening reception that sets the tone for the entire conference. Premium food, beverages, entertainment and location will highlight the beauty of the resort and provide the perfect setting for networking.

**BENEFITS INCLUDE:**

- Two complimentary conference passes (valued at $1995)
- Access to all keynotes
- Company profile with logo on website
- Logo recognition on signage at conference
- Attendee List

CONTACT MELISSA SWANN AT
479.305.3357 | mswann@zweiggroup.com
Thursday luncheon

$10,000 Exclusive | $7,000 Non-exclusive (limit 2)

As the lunch sponsor, your company will have the opportunity to welcome Elevate AEC Conference attendees with a formal introduction by Zweig Group President/CEO Chad Clinehens, 20-minute speech to emphasize your organization’s services or products while attendees are enjoying a delicious lunch.

**BENEFITS INCLUDE:**

- Two complimentary conference passes (valued at $1995)
- Company profile with logo on website
- Logo recognition on signage at conference
- Attendee List
Thursday night reception

$9,000 Exclusive | $6,000 Non-exclusive (limit 3)

The Thursday night reception is a networking event with the best and brightest in the industry to exchange ideas and best practices. Connect and engage with the leading influencers in the AEC space. Premium food, beverages, entertainment, and location will highlight the beauty of the resort and provide the perfect setting for networking.

BENEFITS INCLUDE:

- Two complimentary conference passes (valued at $1995)
- Company profile with logo on website
- Logo recognition on signage at conference
- Attendee List

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Friday awards gala & reception

$14,000 Exclusive | $10,000 Non-exclusive (limit 3)

The entire event culminates with this large black-tie gathering. Join the most successful firms on the red carpet and then for an evening of entertainment, fine dining, and lots of celebration, as we hand out awards for Zweig Group’s three largest award programs, the Hot Firm Awards, the Best Firms To Work For Awards, and Marketing Excellence Awards.

BENEFITS INCLUDE:

- Two complimentary conference passes (valued at $1995)
- Company profile with logo on website
- Logo recognition on signage at conference
- Attendee List
Charging station + lounge

Charge up your branding and connect with conference attendees by sponsoring the charging station and lounge. Make your brand a focal point while attendees recharge.

**BENEFITS INCLUDE:**
- Two complimentary conference passes (valued at $1995)
- Access to all keynotes
- Company profile with logo on website
- Logo recognition on signage at conference
- Opportunity to distribute handouts while attendees are charging their devices

$7,000 Exclusive | $4,500 Non-exclusive (limit 2)

CONTACT MELISSA SWANN AT
479.305.3357 | mswann@zweiggroup.com
Branded event bags

$5,000 Exclusive

Provide attendees with something tangible to take home and reuse. Benefit from long-term brand exposure and increased customer reach.

**BENEFITS INCLUDE:**

- Company profile with logo on website
- Logo recognition on signage at conference
- Attendee List
The Attendee Lanyard Sponsorship is an effective way to have your company’s brand seen by all conference participants throughout the entire multi-day event.

**BENEFITS INCLUDE:**

- Access to all keynotes
- Company profile with logo on website
- Logo recognition on signage at conference
Shoe shine sponsorship

$5,000 Exclusive

Look sharp by providing attendees with a free shine, compliments of your company. Position your messaging strategically at the shoe shine stands for attendees to read while they get polished-up.

BENEFITS INCLUDE:

- Two complimentary conference passes (valued at $1995)
- Access to all keynotes
- Company profile with logo on website
- Logo recognition on signage at conference
- Opportunity to distribute handouts while attendees are serviced

CONTACT MELISSA SWANN AT
479.305.3357 | mswann@zweiggroup.com
Cover and center spread
of the September 2019 issue Civil + Structural Engineer magazine

$14,000 Exclusive

The cover feature also includes a four-page spread, an interview by our creative writer, and a professional photographer to capture pictures.

BENEFITS INCLUDE:

• Two complimentary conference passes (valued at $1995)
• Access to all keynotes
• Company profile with logo on website
• Logo recognition on signage at conference

198,100 TOTAL REACH
• 75,000 Monthly Pageviews
• 40,000 eNews Subscribers
• 10,500 Magazine
• 35,000 Digital Magazine
• 24,000 Facebook Page Likes
• 2,300 Twitter Followers
• 370 Instagram Followers

CONTACT MELISSA SWANN AT
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Hotel key cards
with your firm’s branding

$TBD Exclusive

Advertise and gain maximum exposure by putting your message/logo directly on the hotel key cards that attendees will carry with them for the duration of their stay at the conference.

BENEFITS INCLUDE:

• Company profile with logo on website
• Logo recognition on signage at conference
• Attendee List
Pre-conference podcast

$2,100 (10 available)

Share your passions and purpose to the most engaged and informed listeners in the AEC industry in a 60-minute interview with Randy Wilburn. Did you know that one-third of Americans listen to podcasts on a monthly basis? The number is even higher for college-educated technical professionals.

Position your firm and brand in the minds of potential clients and future employees with a well-organized message available 24/7/365.

**BENEFITS INCLUDE:**

- Company profile with logo on the website
- Logo recognition on signage at conference
- Attendee List

CONTACT MELISSA SWANN AT
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Pre-conference webinar

$5,250 (4 available)

This is an opportunity for your company to demonstrate that it is the knowledge leader in your field. Your logo appears on all promotional activities, registration page, and during the entire presentation. You receive a detailed report on registration and attendees, poll questions, audience questions, surveys, and archive registrations after the event. Webcast hosted on csengineermag.com. The average number of registrants is 500.

**BENEFITS INCLUDE:**

- Company profile with logo on the website
- Logo recognition on signage at conference
- Attendee List

CONTACT MELISSA SWANN AT
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Two articles in The Zweig Letter
(one pre-conference, one post-conference)
$2,100 (3 available)

Here is your opportunity to build your company’s brand and share your message in the AEC industry’s leading management newsletter. With a distribution of well over 5,000, The Zweig Letter hits inboxes across the country every Monday morning.

BENEFITS INCLUDE:
- Company profile with logo on website
- Logo recognition on signage at conference
- Attendee List
Exhibition booth

$5,000 (15 available)

Exhibiting at Elevate AEC Conference is the most cost-effective way for an organization, large or small, to gain exposure in front of the nation’s leaders and future leaders in the AEC industry. Here is your chance to promote and introduce your product/service in a big way and reach the highest performing audience of architects and engineers in the nation.

**BENEFITS INCLUDE:**

- Two complimentary conference passes (valued at $1995)
- Access to all keynotes
- Company profile with logo on website
- Logo recognition on signage at conference
- Opportunity to distribute handouts while attendees network

**CONTACT MELISSA SWANN AT**

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Breakout session

$5,000 (15 available)

Elevate AEC Conference breakout session offers you an unique opportunity to engage with potential partners in a meaningful way. Speak on topics that help attendees leverage a new opportunity or solve a challenge. Speakers must apply to be considered for a time slot. Space is limited.

**BENEFITS INCLUDE:**
- Two complimentary conference passes (valued at $1995)
- Company profile with logo on the website
- Logo recognition on signage at conference
- Attendee List
Attendees love to share their participation in events of various social media platforms. Your company’s logo will be featured on the step-and-repeat banner and create significant visibility.

**BENEFITS INCLUDE:**

- Two complimentary conference passes (valued at $1995)
- Company profile with logo on the website
- Logo recognition on signage at conference
- Attendee List
Floor + Wall decals with your firm’s branding

$TBD (15 available)

Use floor and wall decals to advertise in strategic locations to direct attendees to your booth.

**BENEFITS INCLUDE:**
- Size: 4X4’
- Fee includes the production and installation of the floor tile.

Attendee list

$2,500

A conference attendee list includes:

**BENEFITS INCLUDE:**
- Company name
- Attendee name
- Title
- Email address