



THE WORLD'S GATHERING PLACE FOR ADVANCING CONCRETE

SPONSOR PROSPECTUS

Atlanta, GA, USA

OCTOBER 11-14, 2026

Hilton Atlanta

For more information please visit [aciconvention.org](https://www.aciconvention.org).

Get Involved

With over 300 committee meetings, 40+ sessions, an exhibit area onsite, and numerous networking events, the ACI Concrete Convention provides a forum for the development and advancement of current issues in the concrete industry.

Showcase your company's products and services by being involved in a meeting attended by the key leaders and decision-makers in the concrete industry.

Connect

More than 2000 engineers, architects, contractors, educators, manufacturers, and material representatives gather from around the world to learn from one another and engage with like-minded companies who develop and impact the concrete industry and its codes, specifications, and guides. Decisions made during the ACI Concrete Convention improve the safety and sustainability of concrete structures worldwide.

Sponsor & Exhibit

Sponsorship of this event continues to be one of the best ways to brand your organization as a leader in the industry and to highlight your commitment to advancing and sharing knowledge. Sponsors have the added opportunity to showcase your company, products, and services through 3 days of exhibit hall presence.

Don't Miss Out!

We welcome you to partner with us, join forces, and inspire today's concrete industry professionals to learn, grow, and innovate.

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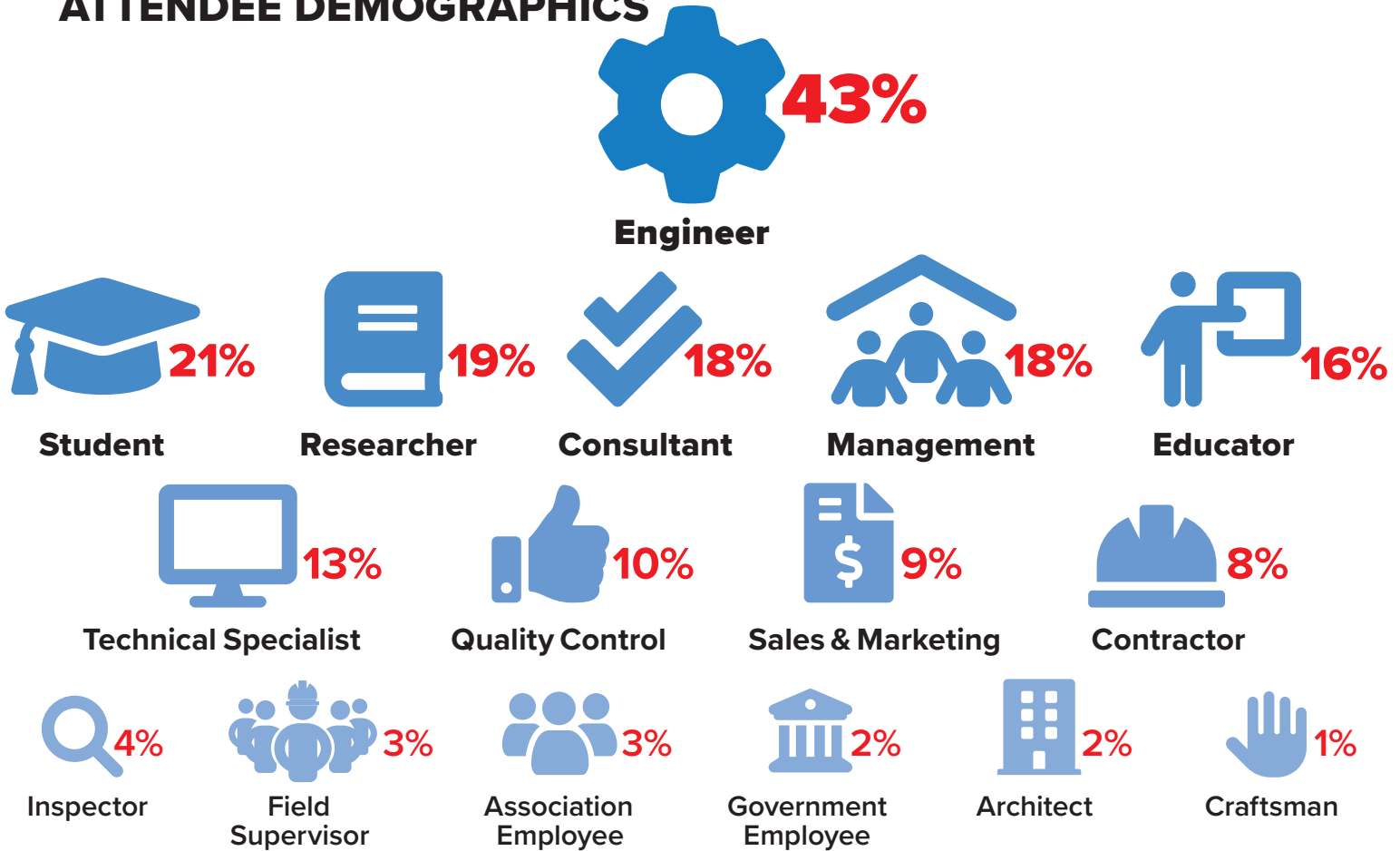
For more information on how you can get involved and for further details, visit our website at: www.concrete.org/newsandevents/aciconvention/currentconvention, or contact:

Kim Spillane
ACI Convention Sponsorship Sales
kim.spillane@concrete.org
248.848.3197

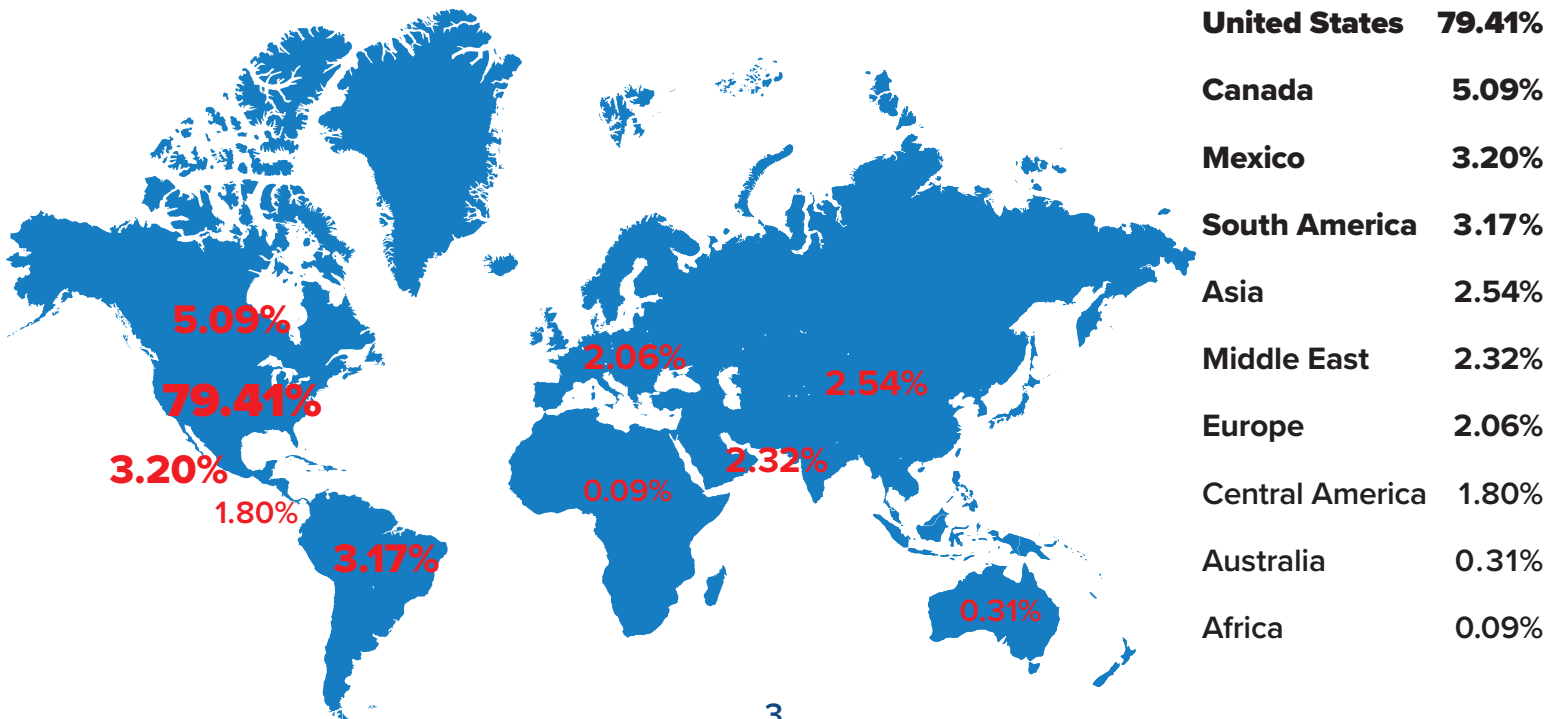
Who Attends the ACI Concrete Convention?

ACI Concrete Convention attendees represent decision-makers and influential members of the concrete industry. Allow them to learn about your company and product offerings up close and personal!

ATTENDEE DEMOGRAPHICS



ATTENDEE GEOGRAPHICS



Why Sponsor the ACI Concrete Convention?

Sponsoring the ACI Convention positions your organization as an industry leader and demonstrates your commitment to advancing knowledge. It provides the opportunity to network with over 2,000 attendees, including key decision-makers, while showcasing your expertise and leadership. Your brand will gain visibility through prominent logo placement across event platforms and communications. For even greater impact, our flexible sponsorship and exhibitor packages allow you to present your products and services to a highly engaged audience, maximizing exposure and brand recognition.

	SPONSORSHIP TIERS					
	Concrete \$15,000	Cement \$10,000	Reinforcement \$5,000	Admixture \$3,000	Aggregate \$1,000	Water \$500
Benefits						
Exclusive event sponsorship or custom opportunity	Student Competition, Opening Session, or Custom	Student Awards Program, International Lunch, or Custom				
Promotional video ad played at beginning of sponsored event (2 minutes max)						
Upgrade 10 x 10 ft. exhibit space to a 10 x 20 ft space						
Promotional video ad posted in profile listing in the event platform and mobile app						
Recognition as Featured Sponsor in the event platform and mobile app						
Company logo featured in email blast (minimum of 1, dependent on commit date)	Exclusive	Exclusive	Shared			
Push notification promoting sponsor to all attendees via the event platform and mobile app	2	2	1			
Logo recognition as a session sponsor	Exclusive – 3 Sessions of your choice	Exclusive – 3 Sessions of your choice	Shared – 2 Sessions	Shared – 2 Sessions		
10 x 10 ft. exhibit space	10 x 10 Exhibit booth or 2 additional registrations	10 x 10 Exhibit booth or 2 additional registrations	10 x 10 Exhibit booth or 2 additional registrations	10 x 10 Exhibit booth or 1 additional registration		
Pre-recorded online demo (30-minute timeslots)	6	4	3	1		
Pre-recorded online demo posted for on-demand viewing in the event platform and mobile app						
Banner ad in the event platform and mobile app	Enhanced	Enhanced	Enhanced	Basic		
Complimentary convention registration(s)	3	3	2	2		
Attendee list (pre- and post-convention)						
Recognition in digital convention preview and on-site printed program (if committed prior to publication date)	Logo	Logo	Logo	Logo	Logo	Name
Logo on convention website						
Company profile listing in the event platform and mobile app	Enhanced	Enhanced	Enhanced	Enhanced	Basic	Basic

Signing up to sponsor is easy – our convenient online application can be found at:

www.concrete.org/newsandevents/aciconvention/currentconvention/sponsors/sponsorshipopportunities.aspx

To access the application simply login to your account, first time users please create an account.

Sponsorship Opportunities

Concrete - \$15,000

- Exclusive event sponsorship or custom opportunity (choice of: Student Competition, Opening Session, or Custom)
- Promotional video ad played at beginning of sponsored event (2 minutes max)
- Promotional video ad posted in profile listing in event platform and mobile app
- Recognition as Featured Sponsor in the event platform and mobile app
- Company logo featured in e-mail blast (minimum of 1, dependent on commit date) – Exclusive
- Logo recognition as session sponsor (3 sessions of your choice) – Exclusive
- 10 x 10 ft. exhibit space or 2 additional registrations
- Upgrade to 10 x 20 ft. exhibit space
- Pre-recorded online demo (up to 6 scheduled 30-minute timeslots)
- Pre-recorded online demo posted for on-demand viewing in event platform and mobile app
- Push notification promoting sponsor to all attendees via the event platform and mobile app
- Banner ad in event platform and mobile app – Enhanced
- Complimentary convention registrations – 3
- Attendee list (pre- and post-convention)
- Recognition in digital convention preview and on-site printed program (if committed prior to publication date)
- Logo on convention website
- Company profile listing in event platform and mobile app – Enhanced

Cement – \$10,000

- Exclusive event sponsorship or custom opportunity (choice of: Student Awards Program, International Lunch, or Custom)
- Promotional video ad played at beginning of sponsored event (2 minutes max)
- Promotional video ad posted in profile listing in event platform and mobile app
- Recognition as Featured Sponsor in the event platform and mobile app
- Company logo featured in e-mail blast (minimum of 1, dependent on commit date) – Exclusive
- Logo recognition as session sponsor (3 sessions of your choice) – Exclusive
- 10 x 10 ft. exhibit space or 2 additional registrations
- Upgrade to 10 x 20 ft. exhibit space
- Pre-recorded online demo (up to 4 scheduled 30-minute timeslots)
- Pre-recorded online demo posted for on-demand viewing in event platform and mobile app
- Push notification promoting sponsor to all attendees via the event platform and mobile app
- Banner ad in event platform and mobile app - Enhanced
- Complimentary convention registrations – 3
- Attendee list (pre- and post-convention)
- Recognition in digital convention preview and on-site printed program (if committed prior to publication date)
- Logo on convention website
- Company profile listing in event platform and mobile app - Enhanced

Reinforcement – \$5,000

- Promotional video ad posted in profile listing in event platform and mobile app
- Recognition as Featured Sponsor in the event platform and mobile app
- Company logo featured in e-mail blast (minimum of 1, dependent on commit date) – Shared
- Logo recognition as session sponsor (2 sessions) – Shared
- 10 x 10 ft. exhibit space or 2 additional registrations
- Pre-recorded online demo (up to 3 scheduled 30-minute timeslots)
- Pre-recorded online demo posted for on-demand viewing in event platform and mobile app
- Push notification promoting sponsor to all attendees via the event platform and mobile app
- Banner ad in event platform and mobile app - Enhanced
- Complimentary convention registrations – 2
- Attendee list (pre- and post-convention)
- Recognition in digital convention preview and on-site printed program (if committed prior to publication date)
- Logo on convention website
- Company profile listing in event platform and mobile app - Enhanced

Admixture – \$3,000

- Logo recognition as session sponsor (2 sessions) – Shared
- 10 x 10 ft. exhibit space or 1 additional registration
- Pre-recorded online demo (1 scheduled 30-minute timeslot)
- Pre-recorded online demo posted for on-demand viewing in event platform and mobile app
- Banner ad in event platform and mobile app – Basic
- Complimentary convention registrations – 2
- Attendee list (pre- and post-convention)
- Recognition in digital convention preview and on-site printed program (if committed prior to publication date)
- Logo on convention website
- Company profile listing in event platform and mobile app - Enhanced

Aggregate – \$1,000

- Attendee list (pre- and post-convention)
- Recognition in digital convention preview and on-site printed program (if committed prior to publication date)
- Logo on convention website
- Company profile listing in event platform and mobile app – Basic

Water – \$500

- Recognition in digital convention preview and on-site printed program (if committed prior to publication date)
- Logo on convention website
- Company profile listing in event platform and mobile app - Basic

Custom

- Customized packages tailored to your needs are also available. For more information contact Kim Spillane.

BONUS

SPECIAL OFFER



**24 HOURS OF
CONCRETE
KNOWLEDGE**

Hosted by the American Concrete Institute • July 7-8, 2026

Boost your ACI visibility! For a limited time only, convention sponsors will receive a 50% discount off of the “24 Hours of Concrete Knowledge” conference sponsorship when adding this event to a Spring 2026 ACI Concrete Convention sponsorship package.

24 Hours of Concrete Knowledge

ACI will be hosting its annual 24 Hours of Concrete Knowledge conference on July 7-8, 2026. 24 Hours of Concrete Knowledge is a free, virtual conference that brings together 24 ACI international chapters and industry partners to co-host and moderate by engaging concrete experts from their region to discuss the latest research, trends, and studies coming from the concrete industry. The conference is available to all interested in learning more about concrete construction, design, and repair—from all over the world. For more details visit our website at: www.concrete.org/events/24hours.aspx.

Sponsor Information—Bonus Special Offer

Promotional Sponsorship Opportunities are available for the 24 Hours of Concrete Knowledge Conference for \$500 when you choose this bonus special offer. Non-promotional sponsorship for this event is \$1,000.

Sponsoring this conference is yet another great way to add value by branding your organization as a leader in the industry, to highlight your commitment to advancing and sharing knowledge, and contribute to the overall success of the event. In return for your sponsorship, you will receive the following benefits:

- Your company logo displayed on conference web page
- Promotional video played during a scheduled break (2 minutes or less)
- Your company logo featured in conference email blasts (minimum of 1, dependent on commit date) – Shared
- Your company logo displayed in digital program book
- Logo recognition during conference kick-off
- Attendee list (pre- and post-conference)

Signing up is easy—simply fill out the application form on page 7, check your desired Spring 2026 Convention level of sponsorship along with the 24 Hours of Concrete Knowledge “Bonus Special Offer” promotion option, sign, and email to kim.spillane@concrete.org.

THE ACI EXCELLENCE AWARDS GALA SPONSORSHIP ADD-ON OPPORTUNITY



Increase your exposure to the ACI community!

ACI Excellence in Concrete Construction Awards Gala

The ACI Excellence Awards celebrates exceptional concrete projects from around the globe. It is held on Monday night at each fall ACI Concrete Convention. Hundreds of influential concrete professionals from all segments of the industry convene to walk the “red carpet” and mingle with award winning project teams from around the world. Position your organization as a leader in the industry, celebrate winning projects, and highlight your commitment to advancing and sharing knowledge through sponsorship.

About the gala

The Excellence Awards is an extravagant event that some have called the concrete industry Oscars. Upon entering the ballroom, attendees are escorted to a step and repeat backdrop to pose in photos and participate in “red carpet” interviews. Live music fills the room as guests enjoy cocktails. Afterward, a three-course dinner is served complete with wine, and fresh floral arrangements. The night culminates as the winning projects are announced, profiled, and celebrated one by one. All while, the audience experiences a dynamic visual presentation that includes photos and time-lapse and aerial video. Supported by cinematic orchestra music, the audio/visual footage dramatizes both the art and science used before, during, and post-construction. At the conclusion, the year’s overall winning project is unveiled.

Sponsor Information

Through this sponsorship package, you will have the opportunity to receive recognition at the Awards Gala, advertising opportunities in *Concrete International* magazine, pre- and post-event marketing, and more. ACI Concrete Convention attendees represent decision-makers and influential members of the concrete construction industry.

\$1,000 Add on Package Benefits:

- Two general-admission tickets to the Gala.
- On-stage and on-screen recognition by the Master of Ceremonies.
- One (1) half-page print ad (congratulating the Award winners) in the November issue of *Concrete International* magazine (deadline September 1, 2026).
- Logo and acknowledgment in *Concrete International* magazine and Awards program book (deadline August 1, 2026).
- Signage throughout the reception area and tabletops (deadline September 1, 2026).

Signing up is easy—simply fill out the application form on page 9, check your desired Fall 2026 Convention level of sponsorship along with the Excellence Awards Gala Sponsorship add-on option, sign, and email to kim.spillane@concrete.org.



American Concrete Institute

Sponsorship Application and Remittance Form

ACI Concrete Convention • October 11-14, 2026

YES! Please count on our support to make the ACI Concrete Convention a great success!
The undersigned agrees to the conditions and benefits set forth in this application agreement.

Contact Name _____

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

Company URL _____

Street Address _____ City _____

State/Province _____ Zip _____ Country _____

Phone _____ Cell _____ E-mail _____

Will you be representing your company at the ACI Concrete Convention? Yes No

If no, who will be representing your company? Name _____

Phone _____ Cell _____ E-mail _____

Upcoming Convention Dates

Atlanta, GA, USA Las Vegas, NV, USA
October 11-14, 2026 March 21-24, 2027

I am interested in supporting the Spring 2026 ACI Concrete Convention through a sponsorship at the following level:

- Concrete (\$15,000)
- Cement (\$10,000)
- Reinforcement (\$5,000)
- Admixture (\$3,000)
- Aggregate (\$1,000)
- Water (\$500)
- Custom (\$_____)

Will you be exhibiting at the Spring 2026 ACI Concrete Convention? (Available with Admixture and above packages)

- Yes
- No
- Still deciding

I am interested in adding the below special offer add-on sponsorship(s):

- 24 Hours of Concrete Knowledge Bonus Special Offer sponsorship rate: \$500
- ACI Excellence Awards Gala sponsorship rate: \$1,000

Description of Organization

This will be published in the convention event platform. Please limit to 50 words or less:

Please send a **high-resolution, 300 dpi logo** to carole.berrelez@concrete.org.

Total Commitment \$ _____

Submit completed application via email to kim.spillane@concrete.org.

If paying by check, please include a copy of this form along with your check payable to: ACI, Attn: Marcela Olson, 38800 Country Club Drive, Farmington Hills, MI 48331

Please note: Sponsorship benefits will be activated when paid in full.

SIGNATURE AND AGREEMENT (I have read, understand, and agree with the Terms & Conditions.)

Official Representative _____ E-mail (to send receipt) _____

Signature _____ Date _____

- Check here to pay by credit card. Please provide a contact name and phone number and an ACI representative will contact you.

General Terms & Conditions

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 ACI cancels the convention due to circumstances beyond their reasonable control, ACI shall refund to each sponsor the 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; health epidemic; and entire or partial destruction of the venue.

Indemnification

The Sponsor assumes all responsibility for all loss, theft, and/or damage to exhibitor's displays, equipment, and other property while on Hotel premises, and hereby waives any and all claims and/or demands it may have against ACI and Hotel, its parent and/or any of its affiliate companies arising from such loss, theft, and/or damage. In addition, the Sponsor agrees to defend, indemnify, and hold harmless ACI and Hotel and their respective parent, subsidiary, and other related and affiliated companies from and against any and all liabilities, obligations, claims, damages, suits, costs, and expenses, including, without limitation, attorneys' fees, costs of court, and costs of other professionals, arising from directly and/or indirectly and/or in connection with the Sponsor's occupancy and/or use of the exhibition premises and/or any part thereof and/or any act, error, and/or omission of the sponsor and/or its employees,

subcontractors, and/or agents. The provisions of indemnity herein shall survive, indefinitely, the expiration or earlier termination of this Agreement, shall not be limited to the amount of insurance maintained by the Sponsor, and shall extend to claims occurring after the expiration or earlier termination of this Agreement as well as to claims occurring while this Agreement is in force.

Americans with Disabilities Act

All parties shall be responsible for compliance with the public accommodation requirements of the Americans with Disabilities Act and the Act's accompanying regulations and guidelines (collectively, the "ADA"). Hotel shall provide, to the extent required by the Act, such auxiliary aids and/or services as may be reasonably requested by ACI, provided ACI gives Hotel reasonable advance notice about the special needs of any attendees of which ACI is aware. Sponsor shall be responsible for the cost of any auxiliary aids and services (including engagement of and payment to specialized service providers, such as sign language interpreters), other than those types and quantities typically maintained by the hotel.

Care of the Venue

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

Suitcasing

All attendees, including sponsors found to be "suitcasing" (soliciting business in session and committee meeting rooms, aisles, or booth of another exhibit) will be asked by staff to cease this practice. Should this continue, they will be asked to leave the show floor immediately and will forfeit any loyalty points earned for that show.

Exhibit Terms & Conditions

Booth Assignments

Booth assignments are completed in two stages. In the first stage, a loyalty point system is used to give first priority in booth selection during the first 7 days of the official floorplan being released (est. July 2026). In the second stage, booth assignments are made on a first-come, first-served basis, regardless of loyalty point accumulation.

Loyalty points are earned at each convention in which a sponsor participates. Points are awarded per show and are retroactive from the previous six conventions. Failure to comply with ACI's Terms & Conditions will result in loss of points. Points are awarded as follows:

- \$2,500+ = 1 point per show
- \$5,000+ = 2 points per show
- \$10,000+ = 3 points per show

Should you have any questions regarding booth assignment, the point system, or the terms and conditions, please contact Carole.Berrelez@concrete.org.

Booth Inclusions

Each 10 x 10 ft booth space includes: Pipe and drape, one 6 ft skirted table, two chairs, waste basket, and company ID sign. Existing carpeting in exhibit hall.

Booth Construction

Exhibit materials may not extend past the allotted 10 x 10 ft area. Signage and setup should allow line of sight to other exhibits. Show management has the right to make you take down or remove anything that may block the view of other booths.

Forced Freight

Materials not packed and picked up by the end of the designated move-out time will be considered forced freight. The general service contractor will assume responsibility for forwarding that freight to the sponsor. Sponsors will be responsible for the costs to break down, package, and ship that freight.

Manning Your Exhibit Booth

ACI only requires that materials be readily available to be picked up by attendees during the show hours. ACI does NOT require that sponsors be in their booth at all times. For a list of best practices for booth security, contact Carole Berrelez at carole.berrelez@concrete.org.

Exhibit Move-in/Move-Out

Exhibit Move-In is Saturday, October 10 from 8:00 am – 2:00 pm. If you foresee a problem with moving in during the designated move-in hours, please contact Carole Berrelez at carole.berrelez@concrete.org to make

alternate arrangements. Please note: if you need assistance from the service contractor at alternate times, you will incur charges. Sponsors who have not made prior arrangements and have not set up at the end of move-in may not be permitted to set up their booth.

Exhibit Move-Out is Tuesday, October 13 from 5:00 pm – 7:00 pm. Please do not break down before the end of the show hours. ACI schedules labor based on the show closing time. No adjustments to the scheduled labor, delivery of storage materials, and acceptance of bills of lading will be made for a sponsor that breaks down prior to show closing. Sponsors who break down before the end of the show will forfeit their points earned for that show.

Storage

Combustible materials such as crates and boxes are limited to a 1-DAY SUPPLY on the exhibit floor. Storage of combustible materials behind booths is prohibited. The fire marshal will inspect prior to the show opening. Sponsors must remove any items that the fire marshal deems a fire hazard. Failure to do so will result in delaying the opening of the show and you may be removed from the exhibit floor.

Sales on Exhibit Floor

Sponsors may sell or take orders for any concrete-related product only in their booth. Only the ACI Bookstore may sell publications/documents. Any sponsor or sponsor found to be selling publications/documents on the show floor or unrelated product to the concrete industry will be given a verbal warning for the first offense, written warning for the second offense, and immediately requested by staff to leave the show floor on the third offense.

Security

The American Concrete Institute provides overnight security only. Sponsors should remove from their booth all items of value that can be easily taken at the end of each day. The American Concrete Institute and the Hotel are not responsible for lost or stolen items. For a list of best practices for booth security, contact Carole Berrelez at carole.berrelez@concrete.org.

Insurance

The sponsor understands that the American Concrete Institute, the Hotel, the overnight security company, or general services contractor does not maintain insurance covering sponsor's property or lost revenue. Sponsors shall, at their own expense, secure and maintain through the duration of the ACI convention, including move-in and move-out days, keep in force general liability insurance covering bodily injury, broad form property damage, and worker's compensation insurance. Sponsor shall provide ACI with a copy of its insurance certificate no later than 30 days (9/11/26) prior to the convention.