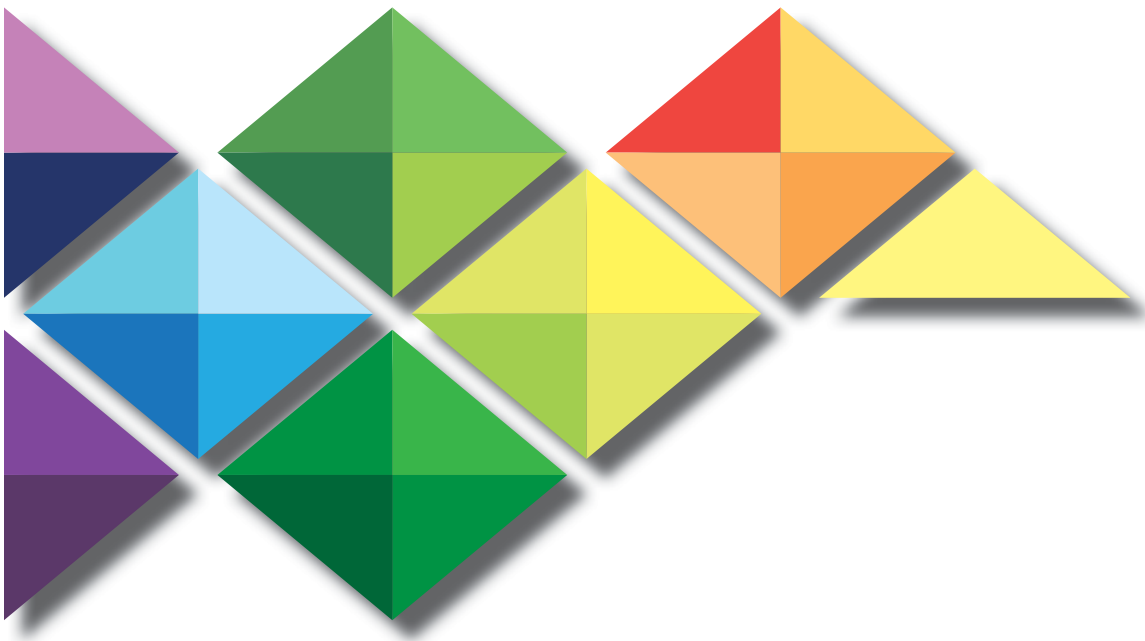




AMERICAN SOCIETY
OF PROFESSIONAL
ESTIMATORS



2018 ASPE Media Kit

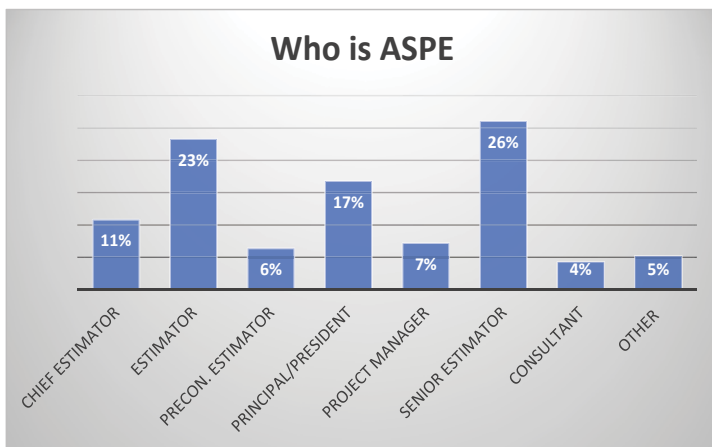


Sponsorship + Advertising



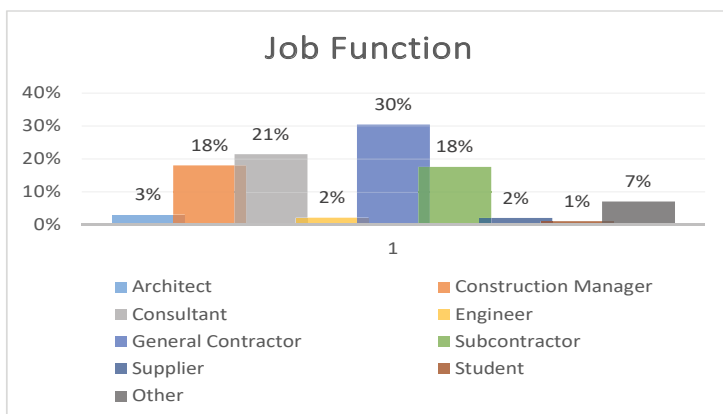
2018 Partner Opportunities

- Corporate Sponsorship
- Annual Summit
- Regional Conferences
- Web Advertising (Home Page)
- ASPE Magazine: *Estimating Today*
- ASPE Annual Membership Directory
- e-Communications



ASPE Sponsorship Program

As you position your organization for success, we invite you to incorporate the ASPE Sponsorship Program into your marketing mix. Gain valuable visibility among your customers and colleagues as a sponsor of ASPE. Sponsorship builds brand awareness, elevates you as a value partner, and offers opportunities to reach a focused and dedicated audience.



Why Advertise?

Dedicated Readership

Readers of *Estimating Today* rely on the publication to keep them abreast of emerging trends, new software, and news within the estimating profession and the construction industry.

Niche Market

ASPE has thousands of members in 62 Chapters across the United States and represents a variety of construction disciplines from small consulting firms to large construction companies.

Digital Distribution

Estimating Today is quickly disseminated to ASPE members through digital distribution, as well as in print form. In addition, *Estimating Today* is available for download in either digital or PDF format from the ASPE national website.

Authoritative Voice

Since 1956, ASPE and its publications, including *Estimating Today*, have been the influential and respected voice on all issues relating to the estimating profession. For more than 60 years, ASPE continues as the estimating authority in the construction industry.

Corporate Sponsorships

For those wishing to enjoy year-long brand exposure on the National and Regional levels, Corporate Sponsor levels are available. A dynamic array of highly effective sponsorships have been created and numerous networking opportunities have been incorporated to ensure your visibility is maximized and your marketing dollars are well-spent. Select the Level that best suits your needs and receive optimum coverage.

Description	Sponsor Bronze \$6,000	Sponsor Silver \$12,000	Sponsor Gold \$20,000	Sponsor Platinum \$30,000	
	<i>VALUE</i>	<i>\$8,550</i>	<i>\$15,050</i>	<i>\$26,200</i>	<i>\$41,350</i>
Magazine: <i>Estimating Today</i> - 6 Bi-Monthly Issues - 1 Annual Summit Edition Print Distribution to Members only Digital available to all visitors to ASPE Website	1/4 Page	1/2 Page	Full Page	Inside Front or Inside Back	
Membership Directory - Annual Publication / Print Distribution to all Members (January)	1/4 Page	1/2 Page	Full Page	Inside Front or Inside Back	
ASPE Website Ad (Consecutive Months)	----	3 Months Half Banner	6 Months Half Banner	12 Months Half Banner	
E-Blast to Membership (Sponsor Select Release Dates)	----	2	4	6	
Regional Meetings: Sponsor Logo will be distributed on all marketing materials including ASPE Website, Social Link App, Facebook, and Twitter - 4 Regional Meetings conducted twice yearly (Fall + Spring)	----	----	4 Meetings Choice of Fall or Spring	8 Meetings	
Annual Summit Program Book (printed) Ad Space	1/4 Page	1/2 Page	Full Page	Inside Front or Back	
Annual Summit Exhibit Space	10x10 Booth	10x10 Booth	10x10 Booth	10x10 Booth	
Annual Summit Registration(s)	----	----	1	2	
Annual Summit Exclusives * specific to Level	----	Level Choice Level I	Level Choice Level II	Level Choice Any Level	
Annual Summit Rotating Ad in Session Rooms	----	----	----	✓	
Annual Summit - Co-Sponsor of Welcome Reception	----	----	✓	✓	
Logo on All Annual Summit Promotions by ASPE National	----	----	✓	✓	
Marketing Insert in Attendance Packets for Annual Summit	✓	✓	✓	✓	
Annual Summit - Mobile Event App	✓	✓	✓	✓	
Recognition on Sponsor Page of ASPE Website	✓	✓	✓	✓	
Annual Summit - Onsite Signage	✓	✓	✓	✓	

Sponsor Level Exclusives: Annual Summit



*Sponsor Level Exclusives: Sponsors select any one item in their designated level (first come, first choice policy)
 Due to production needs, some sponsorship items must be purchased by April 1 of the sponsorship year.

Level I

Beverage Break - \$1,500 value
 Company logo on place cards at break station

Seat Drop - \$1,500 value
 Promotional brochure placed in each seat at the start of Thursday's luncheon or at the start of any educational session.

Level II

"It's in the Bag" Sponsor - \$3,500 value
 Company logo displayed with ASPE logo on conference swag bag provided to each attendee. Logo details provided at time of sponsorship purchase. (Max 1)

Luncheon Sponsor - \$3,000 value
 Provide remarks at luncheon (15 minute presentation); Signage displayed and VIP seating. (Max 2)

Level III

Portfolio Sponsor - \$3,500 value
 Company logo displayed with ASPE logo on conference notbook provided to each attendee. Logo details provided at time of sponsorship purchase.

Cocktail Event - \$3,500 value
 (Partial Sponsor)
 Signage at entrance to Cocktail Pre-Event venues. Cocktail Napkins with logo. Logo details provided at time of sponsor purchase. (max 2)



SPONSOR BENEFITS FOR ANNUAL SUMMIT

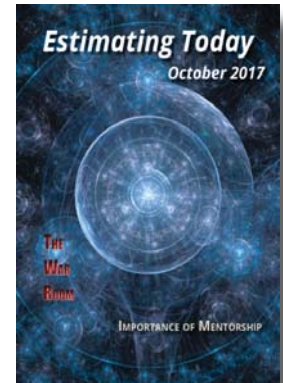
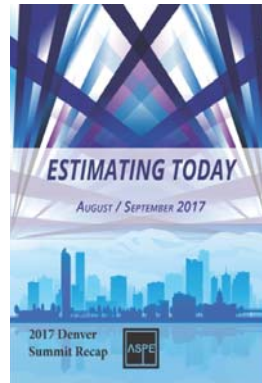
- Exhibit space
- Mobile Event App Recognition
- Logo on all event promotions
- Digital presentation recognition
- Sponsor listing in program
- Listing on ASPE website prior to meeting
- Inserts in attendee welcome packets
- On-site signage at Summit
- Signage and verbal recognition



Estimating Today (ET)

Official Magazine of ASPE

Estimating Today is a bi-monthly publication designed to engage readers with all aspects of construction estimating. Maximize your marketing dollars, increase visibility, and keep your company's name and products in front of the people who make purchasing decisions for the estimating department. (Distributed in print format to all Members. Available for download to all visitors to the ASPE Website.)

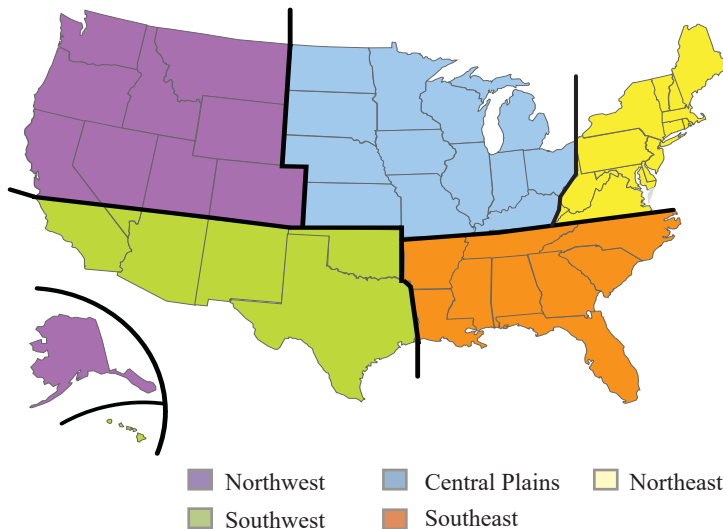


About Our Members/ Readers

One of the strengths of ASPE is the experience and diversity of our estimators' construction practices. Our nearly 2,000 members and their employers represent a variety of fields in construction. They are a loyal and dedicated group of professionals and look to *Estimating Today* to keep them abreast of activities, emerging trends, new software, and news within the construction industry.

Estimating Today	x 1 Issue	x 7 Issues
Outside back cover	\$2,000	\$1,500
Inside front cover	\$1,500	\$1,250
Inside back cover	\$1,500	\$1,250
Full page	\$1,000	\$900
Half page	\$750	\$650
Quarter page	\$500	\$400
Business card	\$275	\$250

Regional Representation



2018 Membership Directory

Distributed annually, the Membership Directory is sent to the entire ASPE membership. Every member will have this publication within arm's reach as it serves as a year-round reference in every estimator's library.

Deadline for Ad and/or Listing is November 20th.

Advertising in the Membership Directory is the perfect opportunity to target our members with information about your products, services, and opportunities. For those Sponsors that purchase a display advertisement, you will receive one FREE listing (a \$250 value).

Membership Directory	Price
Outside back cover	\$2,500
Inside front cover	\$1,500
Inside back cover	\$1,500
Full page	\$1,500
Half page	\$1,000
Quarter page	\$750
Business card	\$350
50 Word Listing	\$250



Email Blast & Online Advertising

ASPE offers additional opportunities and exposure through our e-Communications. Your company's advertisement, special offers, news, etc., is sent to all ASPE Members.

E-Media Advertising	Rate
Increase your brand recognition by placing your corporate logo onto our monthly e-blast notifications. These notifications are distributed to our entire membership announcing that the new issue of <i>Estimating Today</i> is ready for their viewing and/or download.	\$250 One Month
	\$600 One Quarter (3 Months)

Email Campaigns	Rate
Email advertising, affectionately known as e-blast, to the entire ASPE membership. ASPE limits the number of campaigns and frequency. -- Must provide ASPE with HTML Artwork	\$400 Per Campaign



2018 Steel City Summit: Developing the Next Estimator



Annual Summit Marketing Opportunities

The ASPE Annual Summit offers construction estimators the opportunity to expand their professional knowledge and learn methods to help their businesses succeed. This Annual event allows construction estimators from across the country to gather together and discuss emerging trends in the estimating industry through informative educational sessions and presentations.

Opportunity	Availability	Description/Benefits	Price
Annual Summit Sponsor	15	All benefits of Exhibitor plus: - Quarter page ad in the Annual Summit Program - Preview & Recap issues of <i>Estimating Today</i> - Marketing insert in all attendee packets	\$4,500
Annual Summit Exhibitor	30	One (1) draped 6' table, 2 chairs, and electrical access - Listing in Annual Summit Program - Opportunity to participate in door prize program	\$2,500

Exclusive Opportunities	Availability	Description/Benefits	Price
Annual Summit Lanyard	1	Available to Gold and Platinum Level Sponsors. Ensure that your company logo is seen around every attendee's neck with a branded lanyard. Remember, lanyards live on past ASPE Summit because many attendees use them to decorate their offices after returning.	\$2,500
Hotel Key Cards	1	Available to Gold and Platinum Level Sponsors. Welcome all attendees to ASPE 2018 Annual Summit with branded hotel keycards. Branded key cards place your company name in the hand of every attendee during the entire Summit.	\$2,500
Hotel Room Drop	2	Available to Silver, Gold and Platinum Level Sponsors. Connect with attendees at their home away from home. Provide a branded giveaway item to ASPE Hotel guests. You provide the giveaway item, which is delivered on your behalf to all ASPE Guest.	\$2,500

Additional Opportunities

ASPE has identified a diverse menu of sponsorship opportunities - but you may crave a little something extra. Customize your sponsorship experience by purchasing additional opportunities. These are designed to promote brand awareness, drive booth traffic, and engage attendees.



Additional Opportunities	Availability	Description/Benefits	Price
President's Party	1	Includes the following Benefits: - Signage at the Event - VIP Tickets to Event (Two Tickets Provided) - Marketing insert in all attendee packets	\$10,000
Awards Banquet	1	Includes the following Benefits: - Signage at the Event - VIP Tickets to Event (Two Tickets Provided) - Marketing insert in all attendee packets	\$7,500
Mobile App	1	Sponsor the ASPE Mobile App Launch Screen. Greet Members daily with your branded information. -ASPE to provide specs and reserves final approval on ad design	\$6,500
Keynote Speaker	1	Includes the following Benefits: - Signage at the Event - VIP Tickets to Event (Two Tickets Provided) - Marketing insert in all attendee packets	\$5,000
Demo Slot	3	Share new software or enhancements and answer questions in a 30 minute interactive presentation.	\$5,000
Swag Bag	1	Keep your company front and center as the presenting sponsor of the ASPE Annual Summit Swag Bag. - Company's logo as well as ASPE logo.	\$3,500
Event Notebook	1	Keep your company in the hands of potential customers with a branded portfolio. High Quality portfolio with your company logo.	\$3,500
Luncheon	2	Includes the following Benefits: - 15 minute presentation to attendees - VIP Seating - Marketing insert in all attendee packets	\$3,000
Beverage Break	4	Company Logo placed at break station	\$1,500
Program Book	2	Inside Front Cover or Inside Back Cover	\$1,000
Program Book	Unlimited	Full Page Ad	\$750
Program Book	Unlimited	Half Page Ad	\$500
Program Book	Unlimited	Quarter Page	\$300



2018 Marketing Order Form

Please return completed form to: ecersosimo@aspenational.org

| 615.316.9200 Office

Mail to: ASPE, 2525 Perimeter Place Drive-Suite 103, Nashville, Tennessee 37214

| 615.316.9800 Fax

Company Name: _____ Contact Person: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Please check the boxes that apply to your marketing commitments			
Corporate Supporter/Sponsor			Annual Summit Opportunities
Platinum	\$30,000		Summit Sponsor \$4,500
Gold	\$20,000		Exhibitor \$2,500
Silver	\$12,000		
Bronze	\$6,000		Annual Summit Exclusive Opportunities
Estimating Today			Annual Summit Lanyard \$2,500
Outside Back Cover	(see page 5 for rate)		Hotel Key Card \$2,500
Inside Front Cover or Inside Back Cover*	Frequency: _____ multiply by Rate: \$ _____ Subtotal: \$ _____		Hotel Room Drop \$2,500
Full Page			
Half Page			Annual Summit Additional Opportunities
Quarter Page			Presidents Party \$10,000
Business Card		Awards Banquet \$7,500	
Email Monthly Sponsor	\$250/mo.		Mobile App \$6,500
Email Sponsor Quarterly	\$600/qtr.		Keynote Speaker \$5,000
Membership Directory			Demo Slot \$5,000
Outside Back Cover	\$2,500		Swag Bags \$3,500
Inside Front or Inside Back Cover*	\$1,500		Event Notebook \$3,500
Full Page	\$1,500		Luncheon \$3,000
Half Page	\$1,000		Beverage Break \$1,500
Quarter Page	\$750		
Business Card	\$350		Program for the Annual Summit
50 Word Listing Only	\$250		Inside Front or Back \$1,000
Website & e-Communication			Full Page \$750
HTML e-Communication	\$400 per Campaign		Half Page \$500
Web Button Ads:			Quarter Page \$300
468 x 60 (Full Banner)	\$750		
234 x 60 (Half Banner)	\$500		
120 x 60 (Button Ad - 2)	\$250		

Method of Payment:

Credit Card Number: _____ CVC Code: _____ Exp. Date: _____

Billing Address: _____ Billing Zip Code: _____

Authorized Signature _____ Print Name: _____

2017 SPONORS

Thank You ...

... to our 2017 sponsors that made the Denver: A Mile High Summit a huge success!

Corporate Sponsors



Summit Sponsors



Exhibitors



Mountainlands Area Plan Room

