



2019



DEEP FOUNDATIONS INSTITUTE

44<sup>th</sup> ANNUAL CONFERENCE

CHICAGO

► Future ► Forward ►

Hilton Chicago | October 15-18, 2019

# SPONSORSHIP GUIDE



[www.dfi.org/annual2019](http://www.dfi.org/annual2019)

## Conference Summary

Join us for our 44<sup>th</sup> Annual Conference on Deep Foundations in Chicago and network with the largest gathering of international practitioners specializing in cutting-edge technologies and risk management for deep foundations, ground improvement, earth retention and excavation support. Attend special lectures featuring our world-renowned keynote speakers, share experiences and lessons learned and discuss the advancements and innovations in the state-of-practice, research, materials and equipment. Explore technical topics related to performance based design and construction of foundations subject to increasingly challenging structural demands. Discuss and debate all aspects of assessment, development, design, and monitoring for complex loading conditions in the 21<sup>st</sup> century.

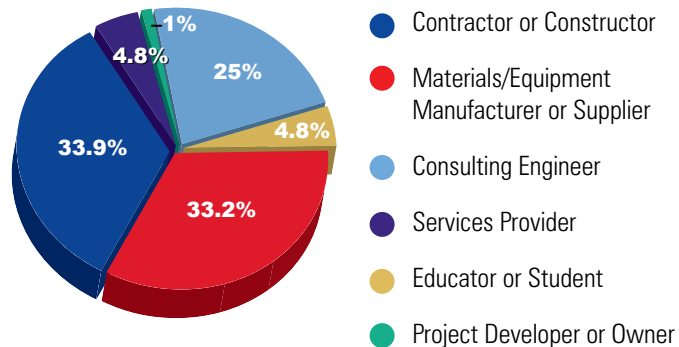
The conference will also include meetings of DFI's Technical Committees, networking receptions, luncheons, over 140 exhibitor displays, and the annual DFI Awards Reception and Banquet.



## Who Attends the DFI Annual Conference

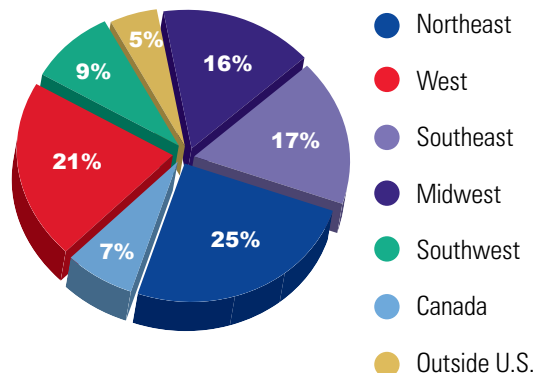
### Registrations by Organization Type

(percentage is based on the 2018 Annual Conference statistics)



### Registrations by Region

(percentage is based on average of past three annual conferences)





## Sponsorship Packages Available

### Diamond | \$15,000 (1 opportunity)

- Featured Booth (20'w x 8'd; includes 2 attendees)
- One Column Wrap in Prominent Location of Conference Registration Area
- Signage on Escalator Entrance Wall
- Mobile App Splash Screen
- Featured Sponsor on Mobile App
- Logo on Coffee Cup Sleeves at all Networking Breakfasts and Breaks
- Banner Ad (or logo) in Monthly Conference eBlast
- Click - Exhibitor Mobile App Photo Scavenger Game
- Half-Page ad in Conference Program
- Logo on Conference Website
- Logo on Conference Signage

### Platinum | \$10,000 (1 opportunity)

- Standard Booth (10'w x 8'd; includes 1 attendee)
- One Column Wrap in Prominent Location of Conference Registration Area
- Logo on Welcome Reception Napkins
- Logo on Conference Confirmation Page (emailed to each attendee)
- Half-Page ad in Conference Program
- Featured Sponsor on Mobile App
- Mobile App Banner
- Click - Exhibitor Mobile App Photo Scavenger Game
- Logo on Conference Website
- Logo on Conference Signage

### Gold | \$5,000 (2 opportunities)

- One Column Wrap in Prominent Location of Conference Registration Area
- Box Ad in Monthly Conference eBlast
- Half-Page ad in Conference Program
- Featured Sponsor on Mobile App
- Mobile App Banner
- Click - Exhibitor Mobile App Photo Scavenger Game
- Logo on Conference Website
- Logo on Conference Signage

### Silver | \$2,500 (2 opportunities)

- One Double-Sided Meter Board in Lunch Space
- Table Signage at Welcome and Business Meeting Luncheons
- Featured Sponsor on Mobile App
- Logo on Conference Website
- Logo on Conference Signage

### Bronze | \$1,000 (4 opportunities)

- Logo on Signage at Food/Beverage Stations during Networking, Breakfast and Breaks
- Featured Sponsor on Mobile App
- Logo on Conference Website
- Logo on Conference Signage

### General | \$500 (unlimited opportunities)

- Featured Sponsor on Mobile App
- Logo on Conference Website
- Logo on Conference Signage

### À La Carte Sponsorship Options

*All À La Carte Sponsors will be featured on the Conference Website and Conference Signage*

- Charging Lounge | \$5,000 | 2 Opportunities  
*Lounge consists of table with chairs. Charging outlets in table and company logo decal on tabletop (specs will be provided).*
- Online Conference Proceedings with Logo on Proceedings Announcements and Thank You eBlast | \$5,000  
1 Opportunity
- Hotel Room Key | \$3,500 | 1 Opportunity
- Wi-Fi | \$2,500 | 4 Opportunities
- DFI Awards Reception & Banquet Sponsor | \$1,500  
4 Opportunities | *benefits the DFI Educational Trust*
- Welcome Reception Photo Booth Signage Sponsor | \$1,500  
1 Opportunity
- Lanyards | \$1,000 | 1 Opportunity (*lanyards provided by sponsor*)
- Pens | \$1,000 | 1 Opportunity (*pens provided by sponsor*)
- Beer Koozies for Welcome Reception | \$1,000  
1 Opportunity (*koozies provided by the sponsor*)
- Beer Koozies for DFI Awards Reception & Banquet | \$500  
1 Opportunity (*koozies provided by the sponsor*)
- WiDF Fund/Networking Reception Sponsor | \$500  
Unlimited Opportunities
- Student Activities Program Sponsor | \$500 | Unlimited Opportunities
- Various Hal Hunt Lecture Sponsorship Opportunities at different levels
- Click - Exhibitor Mobile App Photo Scavenger Game  
\$100 | 20 Opportunities
- Half-Page Program Ad | 28 Opportunities
  - Exhibitors | \$150
  - Non-Exhibitors | \$250

*\*All sponsors should submit logos at 300 dpi as soon as possible for maximum exposure in conference promotional materials and no later than August 2, 2019, to [marketing@dfi.org](mailto:marketing@dfi.org).*

*\*\*All Sponsorship fees are non-refundable.*

## Additional Information on Specific Sponsorship Opportunities

### Diamond Level Escalator Entrance Wall Branding



The Events Department will send you an email with information regarding the artwork for the escalator entrance, including specs, instructions on how to submit the artwork and acceptable file types.

### Diamond, Platinum and Gold Level Column Wraps

The Events/Marketing Department will send you an email with location of your column in the conference registration area and additional information regarding the artwork for the columns, including specs, instructions on how to submit the artwork and acceptable file types.



### Click - Exhibitor Mobile App Photo Scavenger Game

Exhibiting companies may participate in the Click Game Photo Scavenger Hunt for \$100 when registering for the conference. Attendees will be encouraged to visit all exhibitors in the game and will be entered in a drawing to win a cash prize.

Twenty-four exhibitors (including the Diamond, Platinum and Gold Sponsors) will have their booth number appear in the challenge/question pertaining to their company.

### Pen, Lanyard, and Koozie Sponsors

Please send 1,000 pens, lanyards, or koozies no sooner than **Monday, October 4** but must arrive by **Friday, October 8** to the following address:

Hold for: Angie Gibble-DFI (Arriving 10/8/19)  
Hilton Chicago  
720 South Michigan Avenue  
Chicago, IL 60605

### Half-Page Conference Program Advertisement Specifications

1. Document Size: 7.5" wide x 4.625" tall, at a minimum of 300 dpi, with a maximum file size of 1 MB.
2. Acceptable file types: JPG, EPS, TIFF and PDF
3. Embed all fonts and images in your file prior to submission.
4. Convert all document color values to CMYK.
5. PDFs should be high resolution (minimum of 300 dpi).
6. Layers and transparencies should be flattened in the file.
7. Additionally, PDF documents should not contain any of the following Adobe Acrobat features: signatures, passwords, security options or attachments.
8. Email your ad to [events@dfi.org](mailto:events@dfi.org) by **Friday, September 6, 2019**.

## Conference Mobile App Logo Requirements

### Deadline:

July 2, 2019

### Logo Requirements:

All logos need to be submitted as either vector art (AI or EPS) to the specified pixel dimension; or high resolution (at least 300 dpi) JPG or PNG format. See each listing for the proper dimensions.

### Submission:

You may submit all logos via email to DFI's Marketing Communications Team at [marketing@dfi.org](mailto:marketing@dfi.org)



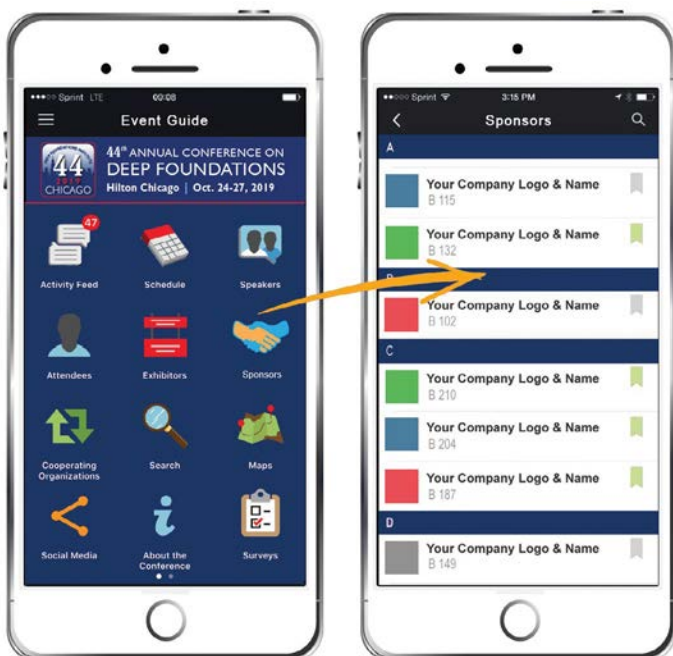
### Sponsor Splash Page:

For best in-app resolution, images should be 900 x 1000 pixels vector art, or 3" x 3.25" at 300 dpi in JPG or PNG format.

### Banner Ads:

For best in-app resolution, logos should be at maximum height of 150 pixels in vector art (AI or EPS) or .5" high at 300 dpi in JPG or PNG format.

Please submit your company URL with the logo.



### Featured Sponsor Listings:

For the best in-app resolution, images should be about 300 x 300 pixels in JPG or PNG format. For rectangular images, we recommend portrait view over landscape.

*Please note that DFI reserves the right to edit or adjust any of the images submitted to best fit the space provided. Actual mobile app design may look slightly different than pictured above.*



## Monthly eBlast Logo/Ad Placement Requirements (for Diamond and Gold Sponsors)

### Deadline:

Deadlines for the logo or ad submission are listed below – the monthly conference eBlast is scheduled to go out the last week of each month, however this schedule is subject to change. You can include the same logo/ad each month, or you can submit a new one by meeting the following deadlines:

Monthly eBlast	Logo/Ad Submission
February	February 8
March	March 8
April	April 12
May	May 10
June	June 7
July	July 12
August	August 9
September	September 6
October	September 27

### Dimensions:

Diamond Sponsor Banner:  
600 x 100 pixels (wxh)

Gold Sponsor Box: 200 x 200 pixels

### Distribution:

The monthly eBlasts are distributed to over 20,000 industry relevant contacts.

### Submission:

You may submit all high resolution logos in JPG format at 300 dpi (or higher), via email to DFI's Marketing Communications Team at [marketing@dfi.org](mailto:marketing@dfi.org). Please be sure to include the URL you would like hyperlinked to your logo.

The image shows a sample eBlast layout for the DFI 44th Annual Conference in Chicago. At the top, there's a header with a building image, the year '2019', and the conference title 'DEEP FOUNDATIONS INSTITUTE 44<sup>th</sup> ANNUAL CONFERENCE CHICAGO' with the tagline '> Future > Forward >' and dates 'Hilton Chicago | October 15-18, 2019'. Below this is a paragraph inviting attendees to join the conference. The main content area is divided into sections: a 'Diamond Sponsor' section with a placeholder for a 'Your Banner Here 600 x 100'; a 'Technical Topics' section featuring a photo of attendees and text about keynote speakers and technical presentations, with a '[ LEARN MORE ]' link; an 'Exhibit' section with text about exhibit spaces and a 'Exhibit' button; and a 'Sponsor' section with text about sponsorship opportunities and a 'Sponsor' button. At the bottom, there's a 'Gold Sponsors' section with two placeholders for 'Your Logo or Ad Here 200 x 200', followed by a 'Thank You to All Supporting Organizations' message and a list of participating sponsors and cooperating industry associations. The footer includes contact information for Deep Foundations Institute and social media icons for Facebook, LinkedIn, Twitter, and YouTube.

Sample eBlast ad and logo placement