



INDUSTRIAL GRADE INNOVATION

CONFERENCE AND EXPO

SPONSORSHIP AND EXHIBITOR KIT

June 19 – 21, 2018

Dearborn, MI

Ford Motor Company Conference and Event Center &
The Henry Ford Museum of American Innovation™

www.industrialgradeinnovation.com



WHY SHOULD YOU BE A PART OF IGI?



The Industrial Grade Innovation Conference and Expo (IGI) is a **brand-new event** that gives technology firms and innovation entrepreneurs an unprecedented opportunity: to introduce their products and services to senior executives in the **industrial construction space**, one of the fastest-growing sectors of the U.S.



THE PROBLEM:

Thanks to a booming economy an aging workforce and the ongoing American energy renaissance, demand for industrial construction services is skyrocketing. Sounds good, but...

- Construction productivity is down – due in large part to the industry’s failure to adopt new innovation and technology (see Page 4).
- Many firms and labor unions are experiencing significant labor supply shortages as baby boomers retire, and experts say the problem will only get worse.
- Recruitment of a new generation of both labor and management personnel in the industrial construction sector has been insufficient.



THE SOLUTION:

You! Your company’s products and services can help revolutionize the industrial construction sector and usher in a new wave of safety, productivity and efficiency. Technology can improve contractors’ bottom lines, increase their competitiveness and offset the challenges associated with a tight labor supply.

Senior executives and decision makers are eager to learn more about:

- Advanced automation
- Augmented and Virtual Reality
- Robotics
- 3D printing
- Safety innovation
- Next-gen engineering and design software



GET TO KNOW US

Industrial construction encompasses a variety of markets, including automotive, manufacturing, utilities, chemical, natural gas and petrochemicals, pharmaceutical and steel/metals.

Industrial contractors support these industries by providing high-quality construction and maintenance services to end clients – everything from retrofitting entire assembly lines and upgrading power plants with clean energy solutions to performing crucial maintenance on complex machines and systems.



economy.

WHO IS ATTENDING: IGI's mix of high-end expo space, educational sessions and keynote presentations will draw industrial contractors and their partners from across the country.

IGI is a creation of **The Association of Union Constructors (TAUC)**, the nation's premier trade association for the unionized industrial construction sector. TAUC is heavily promoting IGI among its **2,000 member companies** as well as partners in the national building trades unions and our members' broad base of owner-clients.

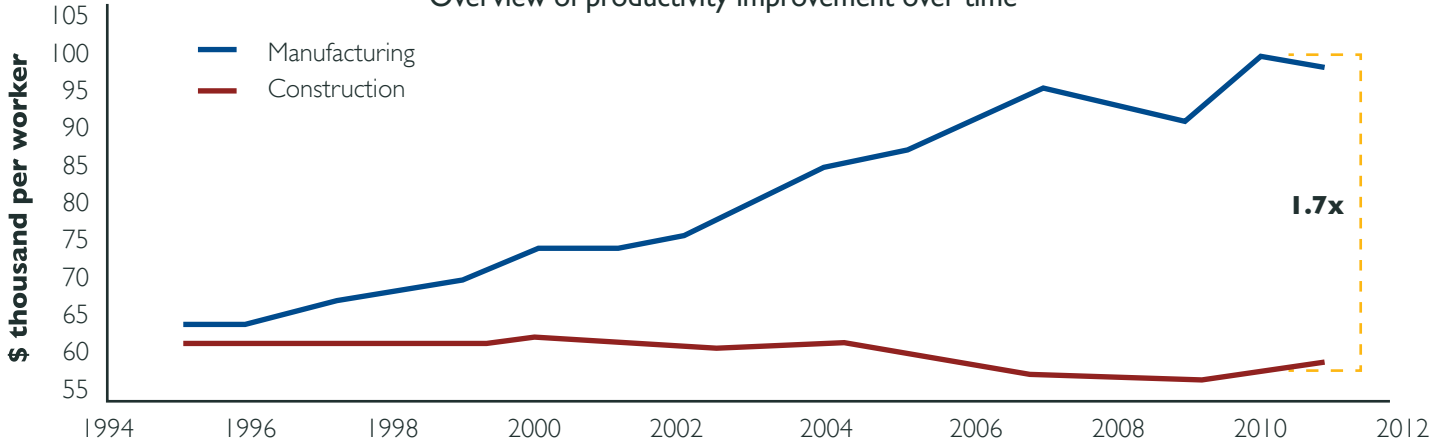
You can expect to interact with a huge swath of industry movers and shakers, including:

- Contractor senior executives and CEOs
- Building trade union officials & skills training specialists
- Industrial safety directors and specialists
- Senior representatives from owner-client firms in the automotive, utility, chemical and manufacturing sectors – the companies that hire industrial contractors
- Technology/R&D specialists
- Construction managers
- Project leaders
- Facility managers
- Investors & venture capitalists

WHY INDUSTRIAL GRADE INNOVATION?

Construction Productivity is Not Improving

Overview of productivity improvement over time

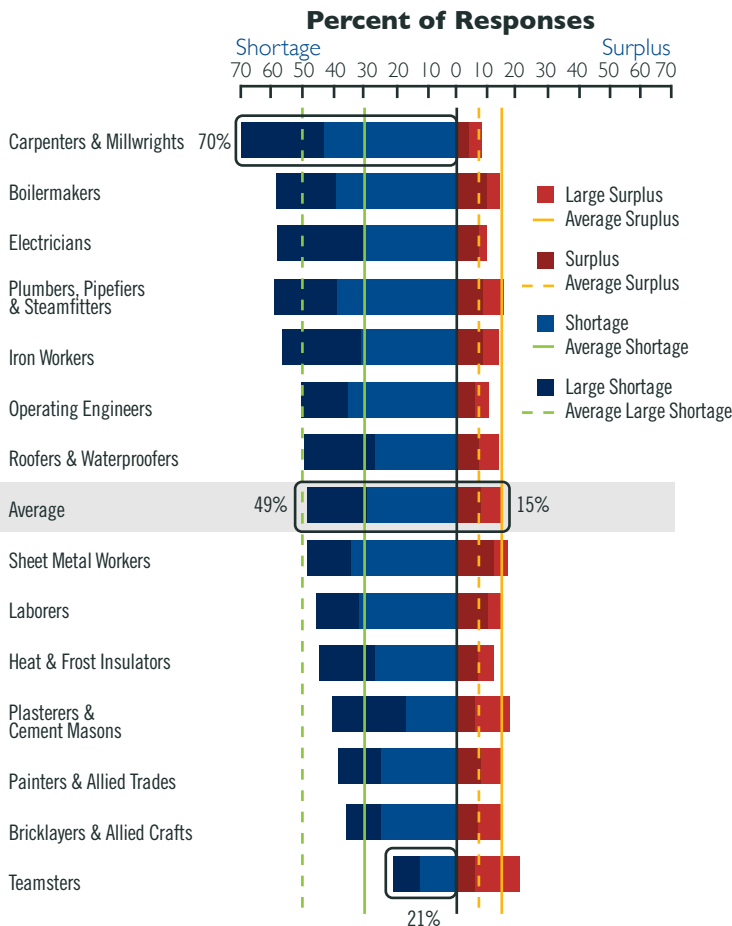


Source: McKinsey "The Construction Productivity Imperative"

Skilled Worker Shortage

Percent of responses projecting a shortage or surplus in 2017 by craft (descending order)

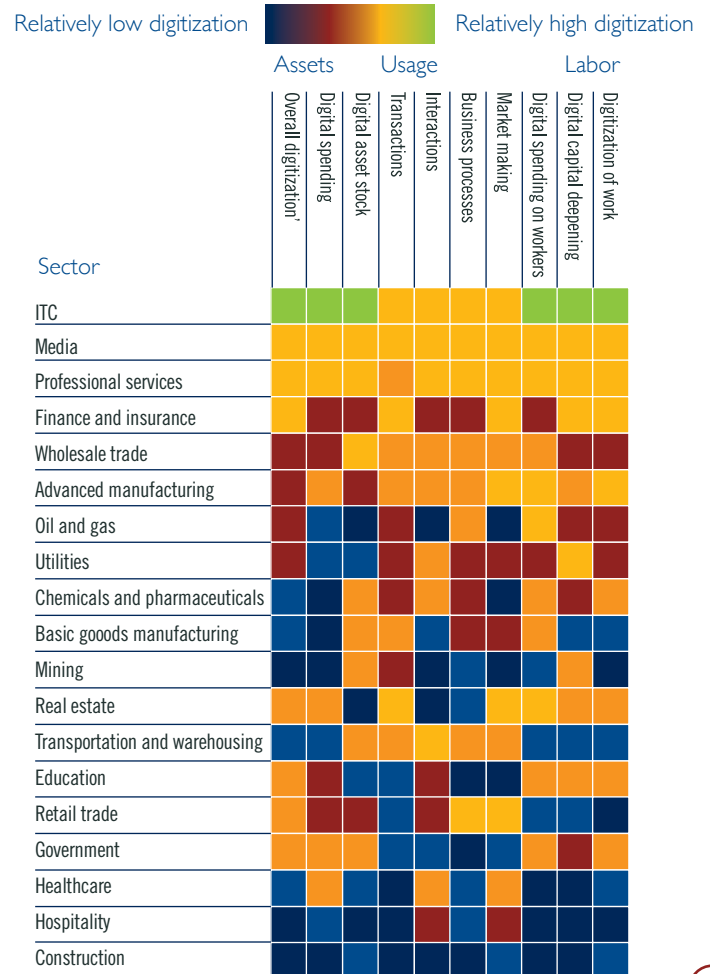
Source: TAUC 2017 Union Craft Labor Supply Survey



Lack of Technology Adoption

The construction industry is among the least digitized.

Source: McKinsey Global Institute Industry Digitization Index; 2015 or latest available data



FORD CONFERENCE & EVENT CENTER

DEARBORN, MICHIGAN | HOTEL: THE HENRY

Tentative schedule subject to change.

Tuesday, June 19, 2018

6:00 PM – 8:00 PM Welcome Reception at the Ford Rouge Factory

Wednesday, June 20, 2018

8:30 AM Welcome Address

9:00 AM – 9:45 AM Keynote #1

10:00 AM – 11:35 AM Breakouts: Choose four of eight 20-minute concurrent breakout sessions by Technology & Innovation Subject Matter Experts

11:45 AM – 2:00 PM Lunch/Tradeshow

2:00 PM – 2:45 PM Keynote #2

3:00 PM – 4:35 PM Breakouts: Choose four of eight 20-minute concurrent breakout sessions by Contractors, Labor & Association Reps, Trainers & other experts

4:45 PM – 6:15 PM Happy Hour at the Tradeshow

6:30 PM – 8:30 PM Reception & Dinner at The Henry Ford Museum of American Innovation

Thursday, June 21, 2018

8:30 AM Opening Remarks

8:45 AM – 9:30 AM Keynote #3

9:30 AM – 10:30 AM Industrial Grade Accelerator – Start-ups in construction tech present to a panel of investors for a chance to secure funding

10:45 AM – 11:15 AM Keynote #4

11:30 AM – 2:30 PM Lunch/Tradeshow

12:30 PM – 2:30 PM Speed Networking Sessions: Track #1: Alpha, Beta, Pilot Programs
Track #2: Grants, Angels, and Venture Funding

2:30 PM Adjourn

NETWORKING EVENTS

IGI Welcome Reception and Tour @ the Ford Rouge Factory

Discover your drive.

Pop open the hood on game-changing technology, sustainable design and sheer American grit at America's greatest manufacturing experience. Get an inside look at the making of America's most iconic truck, the Ford F-150, and immerse yourself in modern manufacturing's most progressive concepts. Experience the awe-inspiring scale of a real factory floor as you rev up your inner engineer. This is where big ideas gain momentum.

IGI Reception and Dinner @ The Henry Ford Museum of American Innovation

Find your breakthrough moment.

Step into a world where past innovations fuel the imagination of generations to come. A vibrant exploration of genius in all its forms, the Henry Ford Museum of American Innovation allows you to experience the strides of America's greatest minds while fully immersing yourself in their stories. Step inside the bus where Rosa Parks took a stand by taking a seat. Play pilot as you explore flight innovations, starting with the Wright brothers' achievements, or make yourself at home inside Buckminster Fuller's circular Dymaxion House. Put yourself in the place of the movers and shakers who blazed the trail to where we stand today — and in doing so, discover your own path.



SPONSORSHIP OPPORTUNITIES

TAUC's INDUSTRIAL GRADE INNOVATION Conference & Expo is the premier annual event where union construction and maintenance executives, owners, technologists, and innovators gather for educational seminars, dynamic speakers, knowledge-sharing, networking, and inspiration. Sponsoring this event is your opportunity to make a lasting impression on the decision-makers in the construction and maintenance industry.

Sponsorship Packages

Benefits	Diamond	Platinum	Gold	Silver	Bronze
# of Sponsorships Available	3	9	15	Tradeshow Availability	Unlimited
Speed Networking Participation	✓	✓	✓	✓	✓
Number of Complimentary Registered Attendees to the Conference & Expo	8	6	4	3	2
Tradeshow Participation	✓	✓	✓	✓	
Advertisement in TAUC's <i>The Construction User Magazine</i>	Full Page	Half Page	Quarter page		
Breakout Speaker Nomination and Sponsor	✓	✓			
Keynote Speaker or Meal Sponsor	✓				
Cost	\$30,000	\$20,000	\$10,000	\$7,500	\$2,500
% Discount vs. A-la-Cart Options	48%	35%	29%	35%	28%
Value	\$59,582	\$32,044	\$14,938	\$11,485	\$3,490

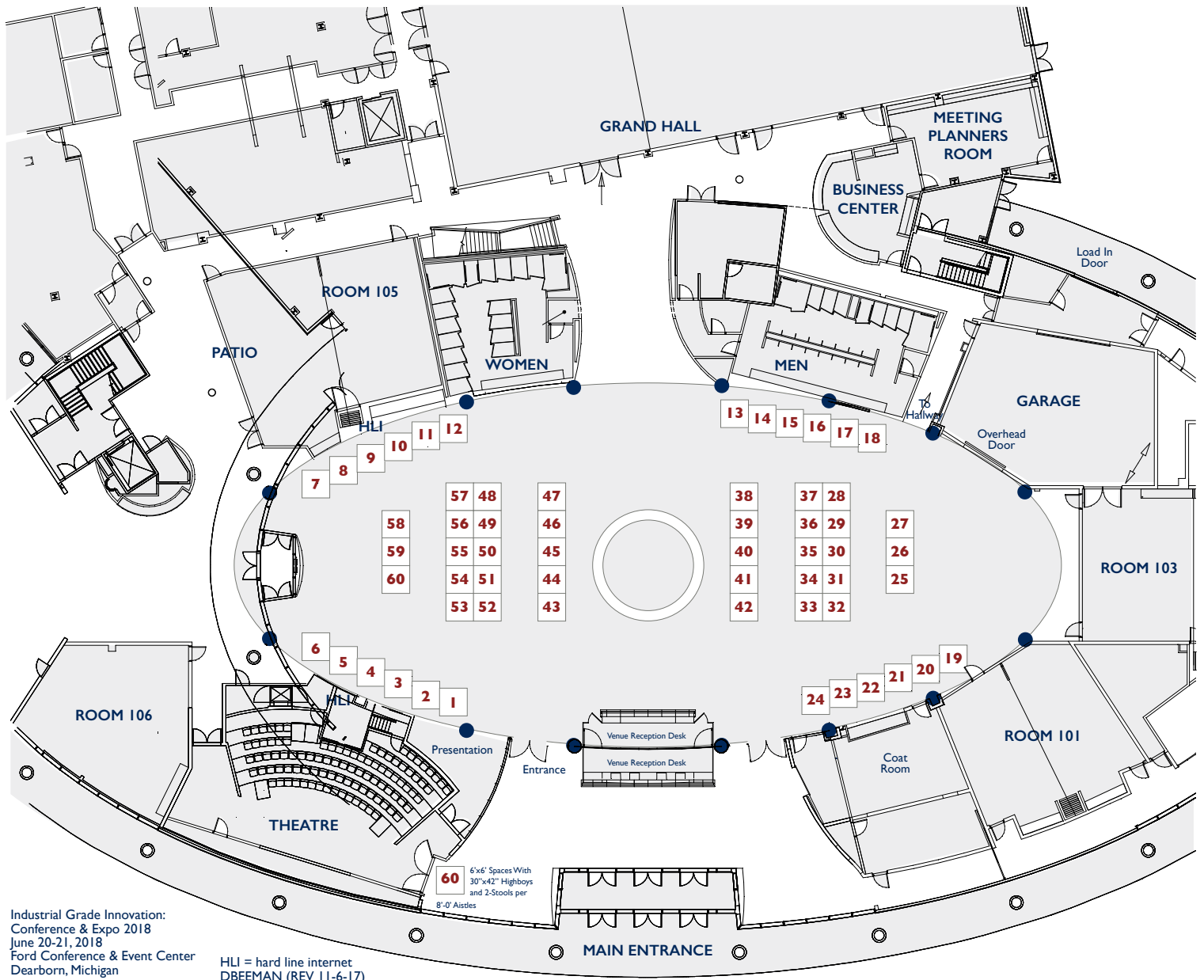
Provides bundled discounts versus a-la-cart sponsorship opportunities.

Sponsorships A-la-Cart

Code	Description	Cost	Available	Diamond	Platinum	Gold	Silver	Bronze
ALC 1	Opening Event @ the Ford Rouge F150 Factory	\$25,000	Qty 1	x				
ALC 2	Dinner @ The Henry Ford	\$25,000	Qty 1	x				
ALC 3	Key Note Speaker	\$25,000	Qty 3	x				
ALC 4	Innovator of the Year Award*	\$15,000	Qty 1					
ALC 5	Breakout Speaker	\$15,000	Qty 8	x	x			
ALC 6	Lunch	\$12,500	Qty 2					
ALC 7	Happy Hour @ the Tradeshow	\$10,000	Qty 1					
ALC 8	Event App	\$10,000	Qty 1					
ALC 9	Breakfast	\$7,500	Qty 2					
ALC 10	Official T-Shirt	\$7,500	Qty 1					
ALC 11	Exhibitor Booth	\$7,500	Qty 60	x	x	x	x	
ALC 12	Charging Station	\$5,500	Qty 2					
ALC 13	Coffee / Drink Station	\$5,000	Qty 2					
ALC 14	Mid afternoon Break	\$5,000	Qty 1					
ALC 15	Event Bags	\$5,000	Qty 1					
ALC 16	Green Screen booth @ tradeshow	\$5,000	Qty 1					
ALC 17	Registration Desk	\$5,000	Qty 1					
ALC 18	Industrial Grade Innovation Accelerator "Shark Tank" Program	\$5,000	Qty 4					
ALC 19	Post Event Survey and Summary	\$4,250	Qty 1					
ALC 20	Lanyards & Badge Holders	\$3,750	Qty 1					
ALC 21	Hotel Room Key Cards	\$3,750	Qty 1					
ALC 22	Presentation Flash Drives	\$3,000	Qty 1					
ALC 23	Speed Networking Participation (ALPHA / BETA / Pilot Testing)	\$2,500	Qty 15	x	x	x	x	x
ALC 24	Speed Networking Participation (Grants, Angels, and VC's)	\$2,500	Qty 15	x	x	x	x	x
ALC 25	Academic & Start-Up Scholarships	\$2,000	unlimited					
ALC 26	Email Blasts	\$1,250	Qty 10					
ALC 27	Bag inserts	\$1,000	Qty 10					

* Based on TAUC Board Approval

FLOORPLAN & SEATING



Industrial Grade Innovation:
Conference & Expo 2018
June 20-21, 2018
Ford Conference & Event Center
Dearborn, Michigan

INDUSTRIAL GRADE INNOVATION SPONSORSHIP ORDER FORM

Organization Name: _____

Billing Contact: _____

Billing Contact Phone: _____

Email: _____

Address: _____

Sponsorship Package Selection: _____

A-la-Cart Sponsorship Selection (include code[s]) _____

Total Amount due (filled in by sponsor) \$ _____

Total Amount due (checked by TAUC) \$ _____

Payment Method:

Check (payable to TAUC)

Automated Billing - Charge My: VISA MasterCard AMEX

Card Number: _____ Exp. Date: _____ SID#: _____

Name on Card: _____

Signature: _____

Individual Registration can be done at www.industrialgradeinnovation.com

If paying by check, please mail this form to:

TAUC, attention: Mike Dorsey
1501 Lee Highway
Suite 202
Arlington, VA 22209

If paying by credit card, fax form to:

703.524.3364,
email: mdorsey@tauc.org
or call 703.524.3336 x 122



GET TO KNOW US

About TAUC

The Voice for Union Construction and Maintenance

Located across the Potomac River from Washington, D.C.'s corridors of power, The Association of Union Constructors (TAUC) occupies a unique space in the nation's capital as the premier national trade association for the union construction and maintenance industry.

TAUC is made up of more than 2,000 contractor companies that utilize union labor for their projects, as well as local contractor associations and vendors in the industrial maintenance and construction fields.

Our Mission

TAUC's mission is to act as an advocate for union contractors and enhance cooperation between the three entities involved in the successful completion of construction and maintenance projects: the union, the contractor and the owner-client, the company for which the work is being completed. By encouraging this "tripartite dialogue," many potential issues and delays are eliminated before work even begins.

We strive to demonstrate that union construction is the best option because it is safer and more productive, and also provides a higher-quality and cost-competitive product. We aim to enhance labor-management cooperation, workplace safety and health and collaboration among construction users with the greater goal of making union contractors more competitive in the marketplace.

Adaptation in the 21st Century

Founded in 1969 under the auspices of the National Erectors Association, the organization originally served as the voice for union steel erector companies. Over the years, however, the need became apparent for a single national organization to represent all industrial maintenance and construction companies that realize the value of the union workforce, and soon other non-steel erection contractors would join up as well. In recognition of this newfound diversity, in 2007 the association changed its name to The Association of Union Constructors.