



INDUSTRIAL GRADE INNOVATION

CONFERENCE AND EXPO

SPONSORSHIP KIT

September 10 - 12, 2019

Cincinnati, OH

Hyatt Regency Cincinnati

IGIEXPO.COM



“IGI is the only construction tech event I know that assembles top owners, industrial contractors, 14 trades, and technologies all under one roof.”

— Bill Brown, CEO, Ben Hur Construction Co

WHY SHOULD YOU BE A PART OF IGI?



“IGI is exactly what our industry needs right now. It gives the next generation of contractors and owners the answers we need to deal with the rapidly changing technology landscape. Without the information IGI provides, your company is going to be left behind – and quickly.”

— Brad Birck, Vice President of Business Development
Enerfab Power and Industrial, Inc.

The Industrial Grade Innovation Conference and Expo (IGI) gives technology firms and innovation entrepreneurs an unprecedented opportunity to introduce their solutions to senior executives in the **industrial construction space**, one of the fastest-growing sectors of the U.S. economy.



WHAT IS INDUSTRIAL CONSTRUCTION?

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.



WHY DO THEY NEED YOU?

Demand for industrial construction services has never been higher.

That’s the good news. The bad news...

- Construction productivity is down (see page 4)
- Contractors have been slow to adopt new technology
- Many firms and labor unions are experiencing severe labor shortages as Baby Boomers retire
- Young, tech-savvy millennials are hesitant to enter an industry they perceive as not sufficiently “cutting edge”

Construction professionals are rushing to solve these problems – and YOU can help them do it!

Senior executives and decision makers are eager to increase competitiveness, boost productivity and enhance their safety programs – all while improving their bottom lines. They want to hear about:

- Advanced automation solutions
- Augmented and virtual reality
- Robotics
- 3D printing
- Safety innovation
- Next-gen engineering and design software

“This has been one of the best conferences I have participated in a long time. Thank you for making the HoloLens a focus technology.”

— D’Arcy Salzmann, Senior Director, Strategy, Microsoft HoloLens



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.

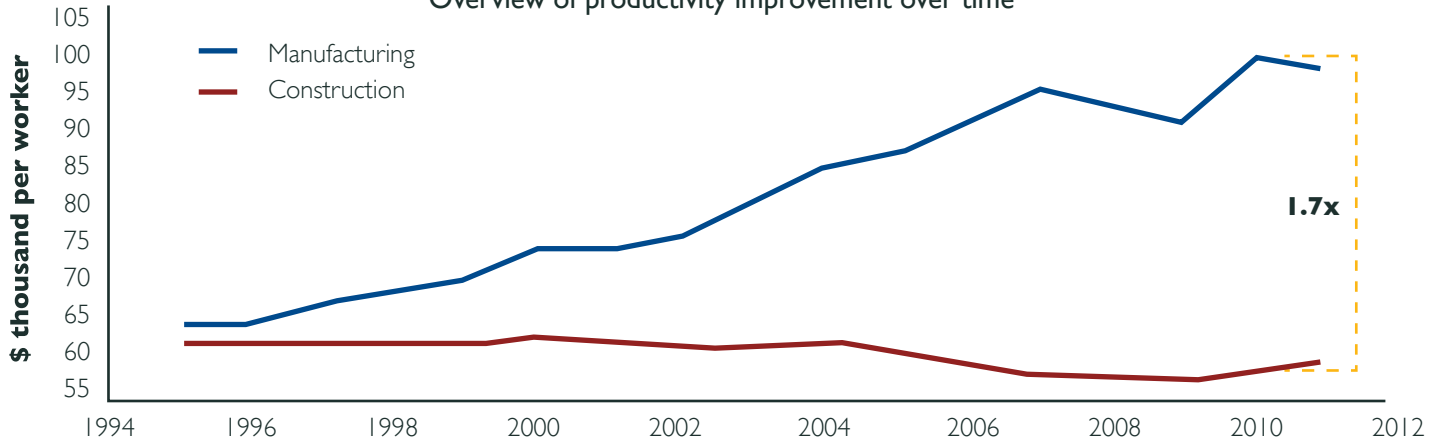
You can expect to interact with a huge swath of industry movers and shakers, including:

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

WHY INDUSTRIAL GRADE INNOVATION?

Construction Productivity is Not Improving

Overview of productivity improvement over time

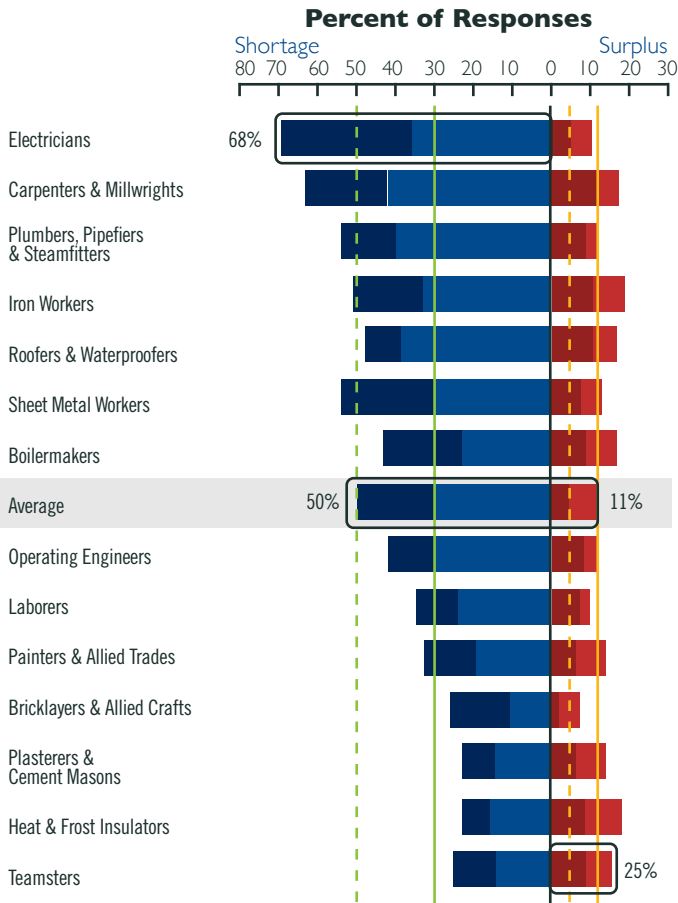


Source: McKinsey "The Construction Productivity Imperative"

Skilled Worker Shortage

Percent of responses projecting a shortage or surplus in 2018 by craft (descending order)

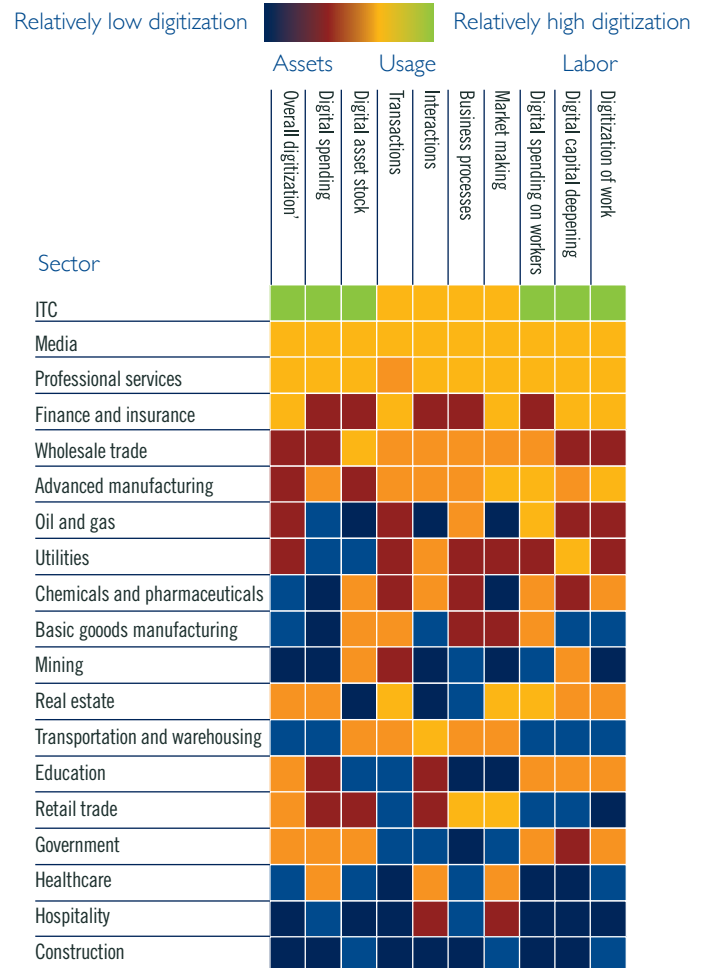
Source: TAUC 2017 Union Craft Labor Supply Survey



Lack of Technology Adoption

The construction industry is among the least digitized.

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



HYATT REGENCY CINCINNATI

CINCINNATI, OH

Tentative schedule subject to change.

“The amount of information that was packed into two days greatly exceeded my expectations... This was by far one of the best conferences I’ve been to in years.”

— Richard Tessier, United Union of Roofers & Waterproofers
Research and Education Trust

Tuesday, September 10, 2019

2:00 – 5:00 PM	Registration
2:00 – 4:00 PM	Speed Networking
4:45 – 5:15 PM	Shuttle Buses to Welcome Reception
5:30 – 7:30 PM	Welcome Reception at GE’s Aviation Innovation Center
7:30 – 8:00 PM	Shuttle Buses Return to the Hotel

Wednesday, September 11, 2019

7:00 – 8:00 AM	Breakfast
8:00 – 8:15 AM	Welcome Address by TAUC President Steve Johnson of GEM Inc.
8:15 – 8:45 AM	Welcome to Cincinnati
8:45 – 9:15 AM	Keynote #1
9:15 – 9:45 AM	IGI Accelerator Start-Up Battle Round 1A (Voting by Audience)
10:00 – 11:35 AM	Breakouts: <i>Choose four of eight 20-minute concurrent breakout sessions by innovation and technology subject matter experts.</i>
11:45 AM – 1:30 PM	Lunch/Tradeshow
1:30 – 2:00 PM	IGI Accelerator Start-Up Battle Round 1B (Voting by Audience)
2:00 – 2:45 PM	Keynote #2 “Increasing the Speed of Innovation” by New York Times Best-Selling Author, Entrepreneur, and Innovation Consultant Diane Kander

3:00 – 4:35 PM Discussion Groups:

Choose two of four 45-minute concurrent discussion groups led by Owner/Clients, Contractors, Labor Representatives with Technology Provider representatives to offer real world examples of how innovation and technology is impacting these segments of the construction market.

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

6:30 – 8:30 PM Dine On Your Own

Thursday, September 12, 2019

7:00 – 8:00 AM	Breakfast
8:00 – 8:15 AM	Opening Remarks by TAUC CEO Steve Lindauer
8:15 – 9:00 AM	Keynote #3 Mark Maybury, Stanley Black and Decker’s Chief Technology Officer
9:00 – 9:45 AM	Industrial Grade Accelerator Start-Up Battle Final <i>Construction Technology Start-Up Finalists will compete before a panel of venture capital investors for a chance to secure \$20,000!</i>
10:00 – 10:45 AM	Panel Presentation State of Construction Innovation - Finance & Investment (SCI-FI)
10:45 – 11:00 AM	Closing Remarks by TAUC President Steve Johnson of Gem, Inc.
11:00 AM – 1:00 PM	Lunch in the Tradeshow
2:00 – 4:00 PM	TAUC-Union Sportsmen’s Alliance (USA) Post-Event Networking Axe Throwing & Brewery Tour

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.

REGISTRATION FEES BEFORE JULY 12, 2019

The registration deadline is AUGUST 9, 2019.

TAUC Governing, Regular, LEO and

Affiliate Members: \$295.00

Non-Members: \$395.00



REGISTRATION FEES AFTER JULY 12, 2019

The registration deadline is AUGUST 9, 2019.

TAUC Governing, Regular, LEO and

Affiliate Members: \$495.00

Non-Members: \$595.00

Sponsorship Packages

Benefits	Diamond	Platinum	Gold	Silver	Bronze
# of Sponsorships Available	3	9	15	Tradeshow Availability	Tradeshow Availability
Speed Networking Participation	✓	✓	✓	✓	✓
Number of Complimentary Registered Attendees to the Conference & Expo	8	6	4	3	2
Tradeshow Participation	Custom	20' x 20'	10' x 20'	10' x 10'	5' x 5'
Advertisement in TAUC's <i>The Construction User Magazine</i>	Full Page	Half Page	Quarter page		
Select Qty Platinum Level Sponsorship	✓	✓			
Select Qty Diamond Level Sponsorship	✓				
Cost	\$30,000	\$15,000	\$7,500	\$3,500	\$1,500
% Discount vs. A-la-Cart Options	54%	53%	41%	43%	60%
Value	\$65,660	\$31,670	\$12,680	\$6,185	\$3,790

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

Sponsorships A-la-Cart

Code	Description	Cost	Available	Diamond	Platinum	Gold	Silver	Bronze
ALC 1	Welcome & Opening Event	\$25,000	SOLD	x				
ALC 2	Key Note Speaker	\$25,000	Qty 2	x				
ALC 3	Custom Exhibitor Experience	\$25,000	Qty 3	x				
ALC 4	Group Dinner (Custom built from attendee list, max 10)	\$10,000	SOLD		x			
ALC 5	Industrial Grade Accelerator (Start-up Competition)	\$10,000	SOLD		x			
ALC 6	Breakout Speaker	\$10,000	Qty 8		x			
ALC 7	Lunch	\$10,000	Qty 2		x			
ALC 8	Happy Hour @ the Tradeshow	\$10,000	Qty 1		x			
ALC 9	Hospitality Room	\$10,000	Qty 1		x			
ALC 10	Official T-Shirt	\$7,500	Qty 1					
ALC 11	Breakfast	\$7,500	Qty 2					
ALC 12	Event App	\$5,000	Qty 1					
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	Presentation Flash Drives	\$3,750	Qty 4					
ALC 19	Post Event Survey and Summary	\$3,750	Qty 1					
ALC 20	Lanyards & Badge Holders	\$3,750	Qty 1					
ALC 21	Hotel Room Key Cards	\$3,750	Qty 1					
ALC 22	IGI Social Media Partner	\$3,000	Qty 10					
ALC 23	Speed Networking Participation	\$2,500	Qty 15	x	x	x	x	x
ALC 24	Event Bag Inserts	\$1,000	Qty 10	x	x			
ALC 25	20' x 20' Exhibitor Booth	\$15,000	Qty 5		x			
ALC 26	10' x 20' Exhibitor Booth	\$7,500	Qty 10			x		
ALC 27	10' x 10' Exhibitor Booth	\$3,500	Qty 10				x	
ALC 28	5' x 5' Exhibitor Booth	\$1,500	Qty 10					x

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.IGIEXPO.com

If paying by check, please mail this form to:

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

If paying by credit card, fax form to:

**703.524.3364
email: mmarrone@tauc.org
or call 703.524.3336 x 115**

Questions regarding exhibit space and logistics can be directed to
Tim Speno at 785.200.3936 or tspeno@tauc.org.



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.