

# EXHIBITOR GUIDE



**MAY 16-18, 2016**

**DALLAS MARRIOTT CITY CENTER**

650 NORTH PEARL STREET DALLAS, TEXAS 75201

# EVENT OVERVIEW



## WHAT IS THE CONSTRUCTION LEADERSHIP NETWORK?

The Construction Leadership Network (CLN) is a semi-annual meeting of top construction entrepreneurs where members have the opportunity to share best practices. Companies bring key employees from all levels of their organizations to learn from industry experts, network with their peers and focus on improvement. They leave with tools to improve current practices and implement new initiatives without “reinventing the wheel”. This environment of continuous improvement within their companies makes CLN contractors the most well respected contractors in the construction industry.

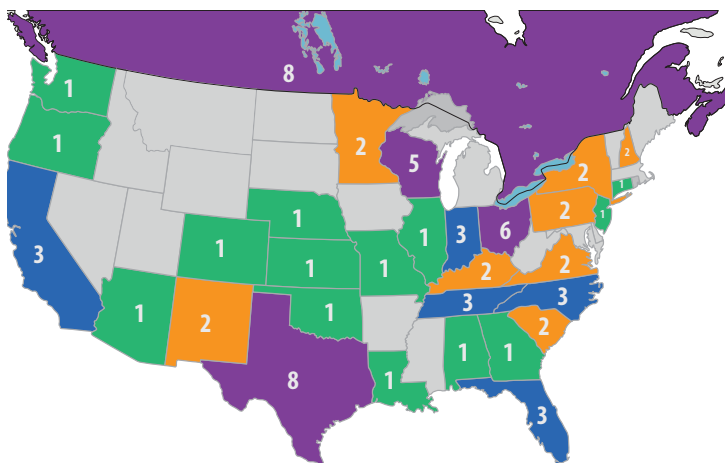


## WHY SHOULD YOU BE THERE?

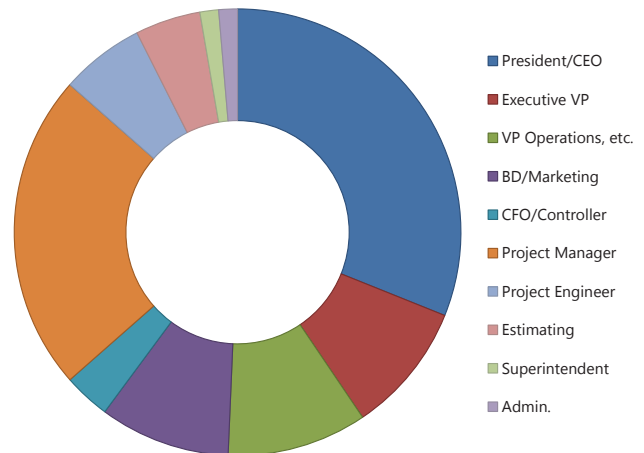
The 2016 event will be the most exciting to date and will provide you and your team unlimited access to key decision-makers from progressive construction companies across the United States and Canada, making CLN the ideal forum for collecting high-quality leads.

## Who attends the Construction Leadership Network Meetings?

Percentage of attendance by Geography



Percentage of attendance by Job Title



# EVENT INFO



## ABOUT THE VENUE

### Dallas Marriott City Center

Premier among downtown Dallas hotels, the Dallas Marriott City Center is ideally located right in the heart of the vibrant Dallas Arts District, the commercial Main Street and civic Historic Districts, and easily accessible to the DART public transit system. This hotel in downtown Dallas, Texas sets a new standard, refreshing and uniquely urban, yet relaxing, quiet, and comfortable. From the updated contemporary styling of the sleek, functional lobby and business-friendly concierge lounge, to the vibrant atmosphere at their Centric Bar & Grille, to the friendly and attentive service from their staff, conference goers will feel warmly welcomed.

A block of rooms has been reserved at the Dallas Marriott City Center at the special rate of \$185 per night.

## CONFERENCE MOBILE APP

The Construction Leadership Network App provides conference information access to all attendees. Before the attendee arrives at the conference they will refer to the APP for session information, speaker bios, floor plans, and most importantly the sponsors/exhibitors. Your enhanced exhibitor profile will provide information about your product or service before, during and after the conference. Great opportunity to market your assets!

### The mobile application will include:

#### EXHIBITOR CATALOG

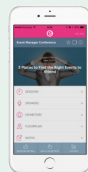
- › Alphabetical & Premium listings of all Exhibitors
- › Search Capabilities

#### EXHIBITOR DETAIL SCREEN

- › Exhibitor Logo, Name, Description
- › Link to Floorplan
- › Link to Exhibitors Website

#### INTERACTIVE FLOORPLAN

- › Find Exhibitor on Floorplan
- › Link to Detail Screen of Exhibitor



## CONFERENCE SCHEDULE

### Monday, May 16, 2016

7:30am – 9:00am:	Exhibitor Setup
9:30am – 11:30am:	Opening & Keynote - Flawless Execution
11:30am – 12:45pm:	Lunch w/ Exhibitors
12:45pm – 3:00pm:	General Session - Rapid Planning Workshop
3:15pm – 5:15pm:	Focus Group Sessions
5:30pm – 7:00pm:	Cocktail Party

### Tuesday, May 17, 2016

8:00am – 9:00am:	Continental Breakfast
9:00am – 11:30am:	Focus Group Sessions
11:30am – 12:30pm:	Lunch w/ Exhibitors
12:30pm – 3:00pm:	Focus Group Sessions
3:15pm – 5:15pm:	Focus Group Sessions

### Wednesday, May 18, 2016

7:30am – 8:30am:	Breakfast
8:30am – 11:00am:	Peer Group Discussions
11:15am – 12:00pm:	Conference Wrap-Up & Prize Drawings
12:30pm – 3:00pm:	Exhibitor Breakdown

*\*Please note: conference schedule and times are subject to change.*



## Flawless Execution®

For nearly two decades, the Afterburner nationally acclaimed programs have defined the group learning landscape with high-energy programs that deliver cutting-edge performance acceleration tools and immediate, tangible ROI. Their team of current and former fighter pilots, Navy SEALs and other special operators have fueled organizational motivation in thousands of businesses by demonstrating the power of a revolutionary continuous improvement framework called Flawless Execution.

*Accelerate your team's performance with Flawless Execution.*

## Rapid Planning Workshop®

The Afterburner Rapid Planning Workshop is an interactive program where you will learn, via lecture and high energy, how Fighter Pilots leverage Flawless Execution® to achieve success. Your group will work side-by-side with some of America's top Fighter Pilots, US Navy SEALs and other Elite Military Professionals and learn how to apply battle planning to business. Our Afterburner team brings these lessons to your own business environment, in living color, using a multimedia presentation and experiential workshop session with our facilitators.

The training process at Afterburner is built around what we call the Flawless Execution® Model. It is a step-by-step process that we use in every single mission, both in training and in combat, to ensure that we survive, improve, and ultimately win on the battlefield. Afterburner applies these processes to our client's business model and assists them in operating more efficiently and effectively in a highly competitive, rapidly changing environment.

Your team will receive overview instruction on the Flawless Execution Model. Our facilitators will then quickly put that conceptual learning into action. In the Afterburner Rapid Planning Workshop you will create a real, working plan, based on your corporate Mission Objective. Utilizing the cornerstone of Flawless Execution®, the Six Steps to Combat Mission Planning®, you will leave this session with a Plan that is customized to meet the goals and objectives of your organization and ready for immediate implementation.

This is not an academic classroom discussion on business planning. Your team is not going to learn planning - your team will leverage "DEMO-DO" training to not only construct a plan, but simultaneously develop a deep understanding of the planning process! You'll create a 30, 60, or 90-day Execution Plan using the same tools we use as Fighter Pilots, but that's only the beginning. When you leave our workshop, you know who is going to do what and by when. But you're not finished, and neither are we.

Whether you are part of a sales, management, marketing, safety program, product-launch team, or a member of the C-suite, the Afterburner Rapid Planning Workshop has you ready for battle. It provides you and your team with a high level understanding of the Flawless Execution® Model and a clear, concise, individually accountable plan that is ready to be executed.



## Planning Workshop Highlights

- Participants will gain a deeper understanding of the Flawless Execution® Model, and be able to use this simple, repeatable process to improve their business results.
- Participants will have a working knowledge of the Six Steps to Combat Mission Planning and be able to use this process in current and future planning.
- Participants will leave the workshop with a PowerPoint Briefing designed to communicate the Plan throughout the organization.
- Participants will leave the session with an executable Corporate Mission Plan.

# SPONSORSHIPS



## PLATINUM SPONSORSHIP - \$12,500

- Keynote Speaker or Cocktail Party Sponsor
- Two full registrations for conference (\$2,190 value)
- One exhibit space
- Listing as Platinum Sponsor on all CLN conference marketing materials, including but not limited to website, print ads, social media and event signage
- Inclusion of logo on pre and post show email blasts
- Internet marketing package – Logo, company description and link to company website on registration page and event app
- Opportunity to network with attendees at private cocktail party
- Attendee list – Delivered post event (includes attendee name, title, organization, email)
- Full page advertisement in conference guide
- Company materials in goody bag

## GOLD SPONSORSHIP - \$10,000

- Lanyard or Conference App Sponsor (2 opportunities)
- Two full registrations for conference (\$2,190 value)
- One exhibit space
- Listing as Gold Sponsor on all CLN conference marketing materials, including but not limited to website, print ads, social media and event signage
- Inclusion of logo on pre and post show email blasts
- Internet marketing package – Logo, company description and link to company website on registration page and event app
- Opportunity to network with attendees at private cocktail party
- Attendee list – Delivered post event (includes attendee name, title, organization, email)
- Full page advertisement in conference guide
- Company materials in goody bag

## SILVER SPONSORSHIP - \$7,500

- Lunch sponsor (2 opportunities)
- Two full registrations for conference (\$2,190 value)
- One exhibit space
- Listing as Silver Sponsor on all CLN conference marketing materials, including but not limited to website, print ads, social media and event signage
- Internet marketing package – Logo, company description and link to company website on registration page and event app
- Opportunity to network with attendees at private cocktail party
- Attendee list – Delivered post event (includes attendee name, title, organization, email)
- Half page advertisement in conference guide
- Company materials in goody bag

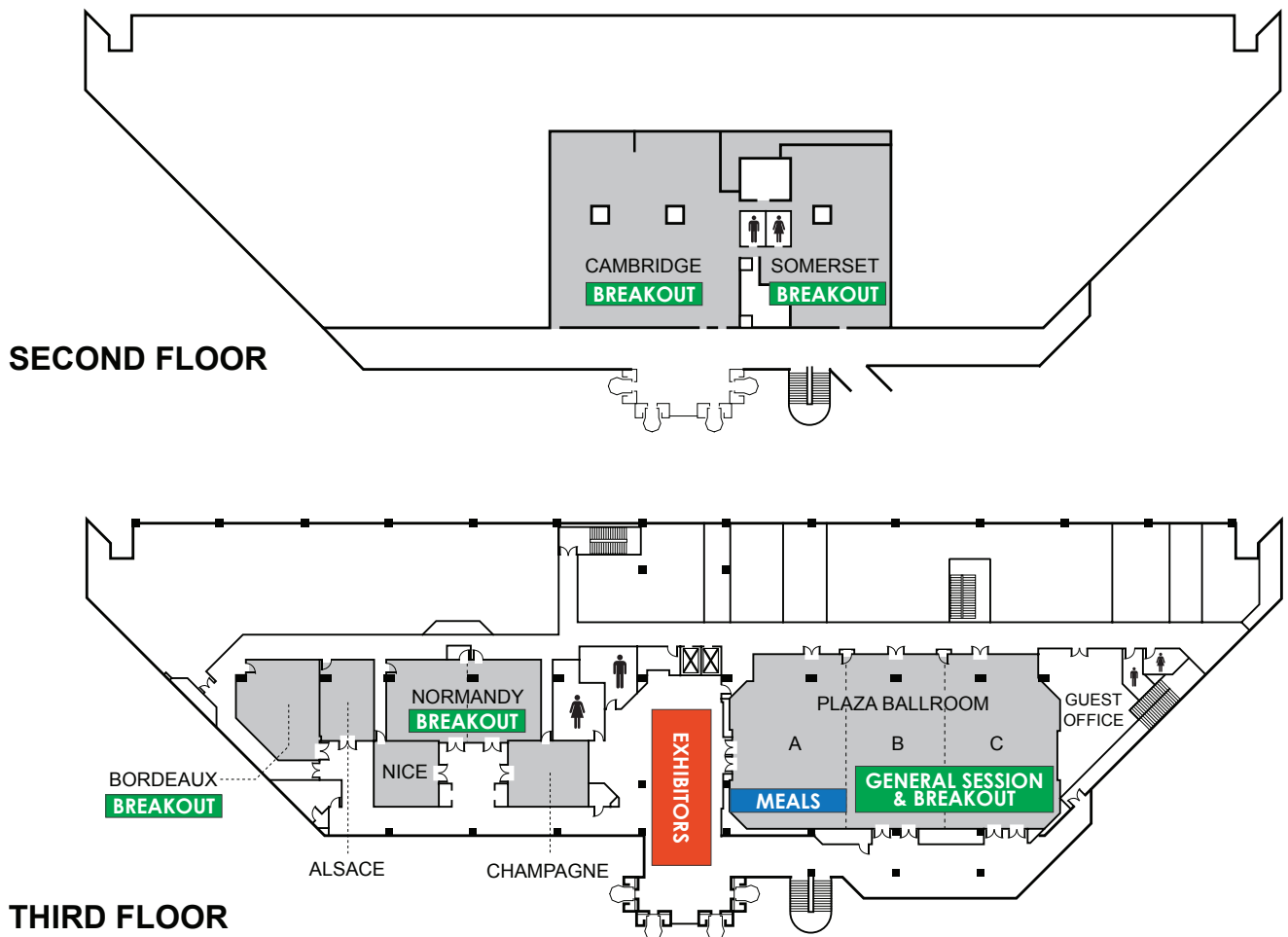
## BRONZE SPONSORSHIP - \$5,000

- Sponsorship of session breaks or breakfasts (2 Opportunities)
- One full registration for conference (\$1,095 value)
- One exhibit space
- Listing as Bronze Sponsor on all CLN conference marketing materials, including but not limited to website, print ads, social media and event signage
- Internet marketing package – Logo, company description and link to company website on registration page and event app
- Opportunity to network with attendees at private cocktail party
- Attendee list – Delivered post event (includes attendee name, title, organization, email)
- Half page advertisement in conference guide
- Company materials in goody bag

## EXHIBITOR - \$3,500

- One full registration for conference (\$1,095 value)
- One exhibit space
- Internet marketing package – Logo, company description and link to company website on registration page and event app
- Opportunity to network with attendees at private cocktail party
- Recognition in conference guide
- Attendee list – Delivered post event (includes attendee name, title, organization, email)

# SPONSORSHIPS



## RESERVE YOUR SPACE TODAY!

To reserve your sponsorship today please visit our website at:  
<https://www.eiseverywhere.com/ehome/clnmeeting/>

For assistance with registration or help with the website please contact BTI Travel at [877-384-8829](tel:877-384-8829) or [reg@btitravel.com](mailto:reg@btitravel.com).