

EXHIBITOR GUIDE



CONSTRUCTION LEADERSHIP NETWORK



JANUARY 23 - 25, 2017

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.

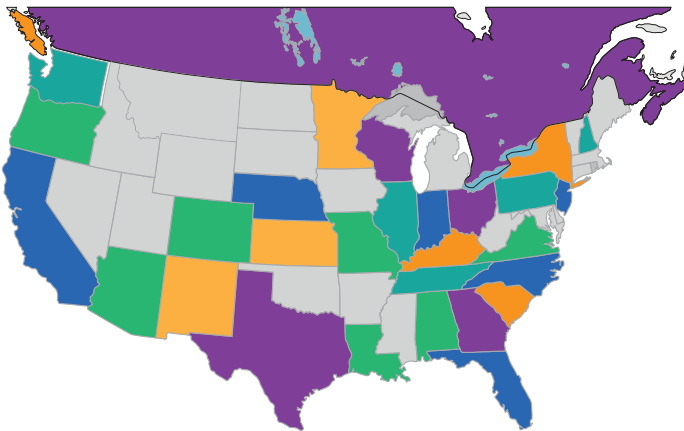


WHY SHOULD YOU BE THERE?

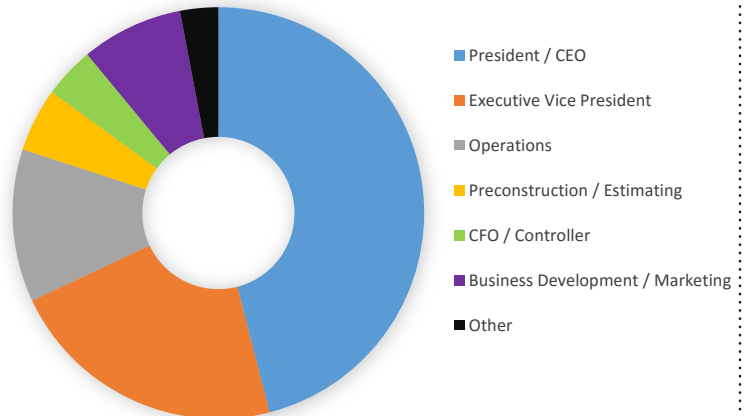
The 2017 event will be the most exciting to date and will provide you and your team unlimited access to key decision-makers from progressive construction companies across the United States and Canada, making CLN the ideal forum for collecting high-quality leads.

Who attends the Construction Leadership Network Meetings?

Attendance by Geographical Location



Attendance by Company Role



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 \$199 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

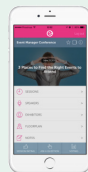
- › Alphabetical & Premium listings of all Exhibitors
- › Search Capabilities

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

Day 1 - Monday January 23

8:00 - 8:30	Registration/Breakfast
8:30 - 8:45	Opening Session
8:45 - 9:45	Keynote Speaker
10:00 - 10:15	Break
10:15 - 11:45	General Session Workshop
12:00 - 1:30	Lunch
1:30 - 4:00	Focus Groups - Round 1
5:00 - 7:00	Cocktail Party

Day 2 - Tuesday January 24

7:00 - 8:00	Breakfast
8:00 - 10:00	Focus Groups Round 2
10:00 - 10:15	Break
10:15 - 12:15	Focus Groups Round 3
12:15 - 1:30	Lunch/Partnering Opportunities (Sit down w/ open mike)
1:30 - 3:00	Peer Groups Round 1
3:00 - 3:15	Break
3:15 - 4:45	Peer Groups Round 2
5:00 - 6:30	"Miller Time" Networking

Day 3 - Wednesday January 25

7:30 - 8:30	Breakfast
8:30 - 10:00	Panel Discussions:
10:00 - 10:15	Break
10:15 - 11:30	Closing Keynote
11:30 - 12:00	Wrap Up

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



OPENING KEYNOTE

Using our hallmark blend of multimedia presentation, role playing breakouts, and experienced military Fighter Pilots as facilitators, Mach 2 Execution will teach your team the secrets of effective Briefing and Execution in an attention-riveting, real-time simulation of a complex air battle. Our Fighter Pilots will demonstrate that simply developing a “great plan” will not save your skin in the heat of combat or in your business. It takes powerful team communication skills and the ability to stay “on mission” during periods of Task Saturation. Your team will learn these skills and be able to put them to use on Monday morning to improve execution in your company.

Mach 2 Execution Work Session

The training process at Afterburner Seminars 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. In this program, we focus entirely on the Briefing and Execution steps of the model.

Briefing

Many share the misconception that the military is able to achieve discipline through a strict chain of command. In reality the kind of discipline needed to achieve Flawless Execution is created through the process of Mission Briefing. Our Fighter Pilots use and teach simple but powerful briefing techniques to ensure everyone stays on mission and does what they said they would do. At Afterburner we show our clients how to achieve this same kind of discipline to dramatically improve their corporate execution using our trademark briefing process.

Managing Task Saturation During Execution

Once the value and power of the briefing is established, your team will next meet and defeat any military or business Fighter Pilot's top threat, Task Saturation. Does the stress and sheer volume of activities take your people to the brink of melt down? Fighter Pilots can't afford to have a melt down in a \$30 million dollar aircraft on a life threatening mission. To make sure this never happens Fighter Pilots have developed tools to manage Task Saturation. Among these tools are Crosschecks, Checklists, Mutual Support and Task Shedding.



Cross Checks. Crosschecks are the scanning patterns pilots use to ensure they are focused on the right things even during task and information overload. We will teach your team a simple way to stay on mission in a rapidly changing environment by developing and using crosschecks.

Checklists. Checklists are used by Fighter Pilots to guarantee that standards are followed to the letter in environments where there is no room for procedural errors. We will teach your team how to improve the quality of execution through the use of checklists, and how to develop normal and emergency procedures checklists for your business.

Mutual Support. Teamwork is more than giving each other high fives. Fighter Pilots develop and use specific contracts and procedures that ensure the entire team executes each mission flawlessly, not just the star players. Your team will experience the value of mutual support first hand.

Task Shedding. At an altitude of 10,000 feet a pilot has time to deal with a myriad of tasks from scanning the radar to communicating with wingman and maneuvering the aircraft. At 100 feet everything changes. With less than a half a second to recover from a bad maneuver a pilot must “shed” all other activities and focus exclusively on not hitting the ground. In business, these same principles apply. We will teach your team how and when to use Task Shedding techniques so your team doesn't fly their missions into the ground, ever.





CLOSING KEYNOTE



Scott Zimmer
GENERATION XER

With 12 years of public speaking experience, he's developed a uniquely personable style and uses insight, humor, and data to foster an environment where every generation feels valued and understood.

As one of BridgeWorks' generational experts and resident Gen Xer, Scott's keynotes clearly illustrate the stress points between these generations and provide clear solutions to help relieve tension and encourage better understanding and collaboration across generational divides. A child of the 80s and 90s, Scott has insider knowledge into what makes his generation tick. Sandwiched between the idealistic Boomers and innovative Millennials, his Xer lens allows him to hone in on the key challenges facing each generation.

BridgeWorks has been dedicated solely to the study of generational differences since its inception in 1998 and is the company who wrote the best-selling business books *When Generations Collide: Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work* (HarperCollins) and *The M-Factor* (HarperBusiness). BridgeWorks has worked with clients varying from the AARP to MTV and over 30 Fortune 100 companies in between.

Scott grew up on a dairy farm in Central Minnesota and has mastered the art of milking cows. He graduated from St. John's University in 2000 with a BA in Communications. When he's not researching or presenting, he enjoys his other role as a self-proclaimed movie-buff.

2016 CONFERENCE TESTIMONIALS

"The CLN Conference was a great opportunity for me to re-align my focus. It allowed me to gain a better perspective and made me aware of what I need to work on. Although it was time away from the day to day, it is definitely worth it."

Andrew Huey, President | T&W Corporation

"Great learning environment. Great place to be with individuals that strive to be the best they can be. Great to reconnect with friends that strive to improve our industry."

Mick Rich, President | Mick Rich Contractors

"The only way to continually get better is to continually sharpen your skills and perspectives. Others in the same business are the most realistic source of best practices especially when you have 'open sharing' type mentality. CLN is the continuation of this life/business changing philosophy."

Thomas Strickland, President | Suncoast Autobuilders Inc.

"Great event. Already focusing on some key important lessons that were gained from the conference. Enjoyed networking and getting to know new folks."

Andy Sherman, Vice President | Sherman Construction Company



SPONSORSHIPS



GOLD SPONSORSHIP - \$10,000

- Lunch sponsorships (2 opportunities)
- Two Full Registrations for conference (\$2,590 value)
- Exhibit Space - (1) 6' table with (2) chairs
- 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 conference 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)

SILVER SPONSORSHIP - \$7,500

- Sponsorship of session breaks or breakfasts (2 Opportunities)
- Two full registrations for conference (\$2,590 value)
- Exhibit Space - (1) 6' table with (2) chairs
- 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)

BRONZE SPONSORSHIP - \$5,000

- One full registration for conference (\$1,295 value)
- Exhibit Space - (1) 6' table with (2) chairs
- 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)

EXHIBITOR - \$3,500

- One full registration for conference (\$1,295 value)
- Exhibit Space - (1) 6' table with (2) chairs
- 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)

SPONSORSHIPS



DIGITAL SPONSORSHIPS \$1,000 - \$3,000

Promote your brand on the official Construction Leadership Network conference app & website!

A. Splash Screens - \$1,500 (1 available)

- Make a strong first impression by being visible to every attendee when he or she launches the CLN event app. This prime digital real estate provides the work and “can’t miss it” pop-up advertising solution yields a high rate engagement.
- Full-screen ad displayed when CLN app is open
- Automatically sized to fit iPhone, iPad and android devices

B. Banner Ads - \$1,000 (1 available)

- Take advantage of this dynamic way to reach attendees. Banners ads are front and center on the app and help you drive booth and website traffic, increase brand visibility, and boost sales.
- Ads are placed on the main screen for ultimate visibility.
- Multiple banner ads in various locations keep your brands message top of mind.

C. Website Banner Ads - \$1,000 (1 available)

- Drive attendees to your website and promote your presence before the event with prime digital space on the CLN homepage and your choice of (2) other inside pages.
- Website banner ads run from November through the event date
- Multiple banner ads in various locations keep your brands message top of mind

* Reserve All Three and Save \$500!

Be the sole digital sponsor of the Construction Leadership Network! Take advantage of all three digital screen and banner ads and make your brand stand out. A \$3,500 value.

RECEPTION SPONSORSHIP

\$2,000 (2 available)

CLN will host a special networking event to wrap up day one of the conference on Monday, January 23 from 5pm – 7 pm.

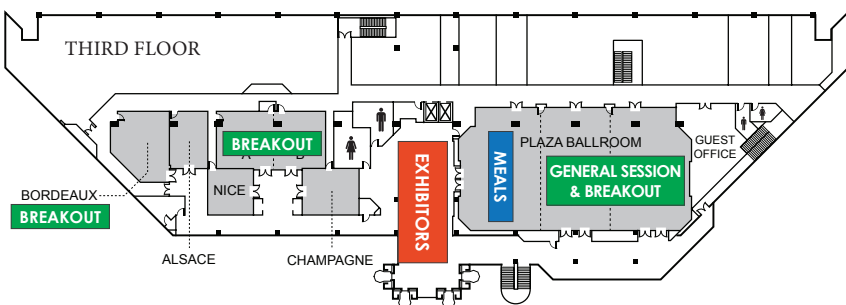
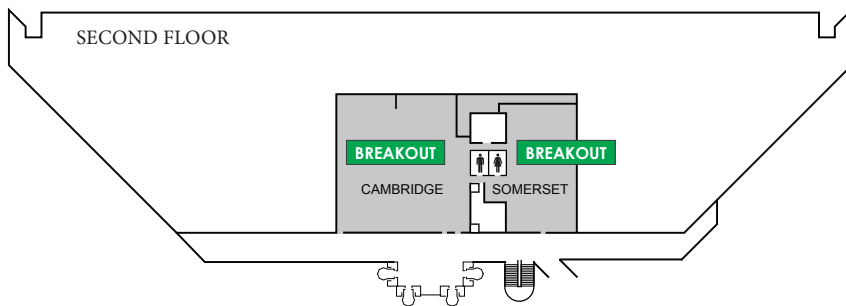
Your organization will host all the CLN attendees and Sponsors and will allow for continued networking with customers and prospects!

LANYARD SPONSORSHIPS

\$1,000 (1 available)

This high visibility opportunity for your company to gain brand awareness.

More than 150 attendees, exhibitors, and speakers will use lanyards, to hold their name badges. Responsible for cost and production of lanyards.



RESERVE YOUR SPACE TODAY!

To register for a sponsorship please visit our website at:

<https://www.eiseverywhere.com/ehome/clnmeetingjan>

For assistance with registration or help with the website please contact:

BTI Travel

877-384-8829

reg@btitravel.com