



2022 PTI PARTNER PROGRAM

EXHIBITOR | SPONSORSHIP
ADVERTISER | OPPORTUNITIES



POST-TENSIONING INSTITUTE
Strength in Concrete

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2022 PTI Events

January 2022

Las Vegas Certification Week

January 17-20
Las Vegas Convention Center
Las Vegas, NV

Atlanta Certification Week

February 21-26
Sonesta Atlanta Airport North
Atlanta, GA

Baltimore Certification Week

May 2-7
The Westin Baltimore
Washington International
Airport BWI
Linthicum Heights, MD

Dever Certification Week

September 12-17
DoubleTree by Hilton Denver
Central Park
Denver, CO

Austin Certification Week

November 6-12
Sheraton Austin Hotel at the
Capitol
Austin, TX

World of Concrete

January 17-20
PTI Place Booth
West Hall, W2219
Las Vegas Convention Center
Las Vegas, NV

January 19
PTI VIP Reception

Dallas Certification Week

March 14-19
Double Tree by Hilton Dallas
Irving, TX

PTI Convention

April 24-27
Hilton La Jolla Torrey Pines
La Jolla, CA

PTI Committee Days

October 4-7
JW Marriott Cancun Resort &
Spa
Cancun, QR, Mexico

December 2022

From the Executive Director

Dear PTI Member,

2022 is set to be an outstanding year for the Post-Tensioning Institute (PTI). Although COVID-19 presented challenges for all in 2020 and 2021, PTI has been able to adapt to the circumstances by offering virtual and hybrid alternatives to our events and only when necessary cancelling our events. The Institute has never been more ready to accept any unforeseen circumstances 2022 will bring, but we are currently planning to hold all in-person events. That being said, all of our recent Partner Program additions are scheduled to finally make their debut – in full effect.

PTI will continue to implement our Strategic Plan, which embraces a direction of excellence with the goals of growing the Institute while concurrently growing the market share of post-tensioning. The Institute's five drivers of the Strategic Plan (Certification, Technical Leadership, Membership Value, Promotion, and Education), require your help and support to continue advancing these five goals through 2022 and beyond.

In regards to our Membership Value goal, we want to help you and your business be positioned for success. To that end, our 2022 PTI Partner Program will help you build your brand and connect with colleagues and customers in the PT industry, and offer all of our exhibiting, sponsoring, and

advertising opportunities, in one place. The following pages describe all Partner activities for 2022; some will be familiar to you, and some are completely new, but we believe there is something for every business and every brand. The more active you are as a Partner, the more you'll save with big multi-item discounts.

There are countless, notable member offerings this year for you to consider. For example, our VIP Reception in January during World of Concrete in Las Vegas where attendees will be treated to hors d'oeuvres, an open bar, and unparalleled access to those industry professionals who serve as decision-makers at their companies. We will also be offering a virtual component for our convention exhibitors enabling them to reach out to engineers, contractors, educators, students, and others to visit a virtual exhibit hall for free to increase exposure for our exhibitors. Another new addition to our offerings is our graphic design partner opportunities, which includes excellent graphic design services for whatever your company's needs are.

Your support of PTI through the Partner Program allows the Institute to better and more-widely spread the message about PT and its benefits while simultaneously showcasing your brand and business. I invite you to show your support of PTI and the PT industry by making an investment in the 2022 PTI Partner Program!



kind regards,

A handwritten signature in blue ink, which appears to read "Tony". The signature is stylized with a long, sweeping horizontal line that extends to the right and then curves back down.

Tony Johnson, P.E.
PTI Executive Director

2021 PTI Partners



Understanding our Reach



179

company
members



460+

professional
members



in 32

countries



130+

Committee Days
attendees



300+

Convention
attendees



1.5K+

Field Certification
attendees per year



60K

World of Concrete
attendees



6

Certification Weeks



10k

social media followers

45+

Opportunities for you to share
the action!

Why Partner with PTI?

PTI has made it easier and more cost effective than ever to increase your participation in Institute activities while building your brand, marketing your products and services, and building meaningful and professional relationships.



Technical Leadership

PTI is committed to expanding the PT market by producing and distributing technical information more efficiently and wide-spread than ever before.



Membership Excellence

PTI Members are the best in their fields and have the greatest impact on the industry as a whole. Becoming a PTI Partner will help give you access to these members.



Relationship Building

Each of our 3 annual events boasts priceless opportunities for networking and comradery.



Increased Exposure

Due to membership increases and the long-life of some of our Partner opportunities, becoming a PTI Partner will provide your business with elevated, repeated exposure.



Variety of Options

PTI's Partner Program has expanded its options for exhibiting, sponsoring, and advertising. There is an opportunity and a price point for any business.



Multisaving items

The larger your Partner committment, the larger your savings: discounts of 10% for 2 items, 15% for 3 items, 20% for 4 items, and 25% for 5 items!

World of Concrete Partner Opportunities

1

January 17-20, 2022

Las Vegas, NV, USA

World of Concrete is the commercial construction industry's first, largest, and most important annual international event for concrete and masonry professionals across the globe! WOC has all the new equipment, products, training, and technology you need to perform projects safer, more efficiently, and with increased quality.

What does World of Concrete offer?

- 1,500 leading manufacturers and suppliers showcase their latest innovations, technology, and new products and equipment, and more.
- 170+ education sessions provide training and certification in concrete fundamentals, worksite safety, technology updates, project management, and more.
- 60,000+ concrete/masonry pros from every segment of the industry build strong relationships and connect with experts here.

*In other words, anyone who is anyone
in the concrete industry is here!*

PTI will be participating at World of Concrete as an exhibitor - in a high-traffic location, at the entrance of West Hall at W2219 - and will also be hosting PTI VIP Reception! This exclusive event will take place right after the show floor closes for the day (just across the street from West Hall) and is reserved for those with the highest influence in the concrete industry: PTI Members, their guests, and their customers. A "PTI VIP" or "PTI Guest" badge ribbon is required for entry into this event, where attendees will be treated to hors

d'oeuvres, an open bar, and unparalleled access

to those industry professionals who serve as decision-makers at their companies.

Even if you aren't exhibiting at World of Concrete 2022, you can still reach those who are there - those who are most important in the concrete industry - by becoming a PTI Partner and sponsoring PTI's VIP Reception. Sponsorship at the World of Concrete is reserved for PTI Members only.



Register for World of Concrete using



TO SAVE \$80 ON REGISTRATION!

Don't delay! The following Partner opportunities are limited in quantity and will fill quickly.

World of Concrete Offerings

Sponsorship	Major Sponsor	Supporting Sponsor	Contributing Sponsor
# Available	1	5	10
Cost	\$5,000	\$2,500	\$1,200
Customer entries into VIP Reception	20 Guest badge ribbons to give to customers (ribbons required for entry into reception)	10 Guest badge ribbons to give to customers (ribbons required for entry into reception)	5 Guest badge ribbons to give to customers (ribbons required for entry into reception)
Company recognition at PTI Place Booth in high-traffic West Hall	Company's large logo displayed on tower at PTI Place Booth (must commit by 12/1/21 for production)	Company's medium logo displayed on tower at PTI Place Booth (must commit by 12/1/21 for production)	Company's small logo displayed on tower at PTI Place Booth (must commit by 12/1/21 for production)
Company recognition at PTI VIP Reception	Company's large logo displayed at PTI VIP Reception	Company's medium logo displayed at PTI VIP Reception	Company's small logo displayed at PTI VIP Reception
Advertising	Full-page, color ad on back cover of 2022 PTI Member Directory (\$2,500 value)	Full-page, color ad in 2022 PTI Member Directory (\$1,250 value)	Quarter-page, color ad in 2022 PTI Member Directory (\$725 value)

PTI Certification Weeks Partner Opportunities

2



PTI Certification Weeks offer training and certification workshops for field personnel involved in post-tensioning (PT) field operations—installers, inspectors, engineers, and others. With over 950 students anticipated

to attend PTI certification weeks in 2022, in locations all over the United States, there are numerous chances to reach industry workers through our sponsor opportunities. Sponsorship at PTI Certification Weeks is reserved for PTI Members only.

Certification Weeks Offerings

Sponsorship	Table Top Display	Recognition on PTI Certification T-shirts with logo	Sponsor a reception
Details	At a PTI certification week	Given to all certified personnel including those at special request workshops	At a PTI Certification Week
Cost	\$350	\$250	\$200

*Reception sponsorship does not include the cost of the reception, the sponsor must make these arrangements and pay directly with the location of the reception

PTI Certification Weeks Schedule

Las Vegas Certification Week*:

January 17-20 Las Vegas, Nevada



Atlanta Certification Week:

February 22-26 Atlanta, Georgia



Dallas Certification Week:

March 14-19 Dallas, Texas



Baltimore Certification Week:

May 2-7 Baltimore, Maryland



Denver Certification Week

September 12-17 Denver, Colorado



Austin Certification Week:

November 7-12 Austin, Texas



* Some workshop registration are done through the World of Concrete. **Remember to use promo code A28** to receive discounted World of Concrete registration. For more information, visit post-tensioning.org/worldofconcrete

PTI Convention Partner Opportunities

April 24-27

La Jolla, CA

3

The annual PTI Convention is the only event that focuses on the use of post-tensioned concrete in structures and slabs. This premiere event brings together all the most influential professionals and companies in the industry for four days of productive committee meetings, interesting technical sessions, invaluable networking activities, and a diverse exhibit hall.

The 2019 Convention hit record attendance with over 300 suppliers, contractors, consultants, design professionals, government employees, educators, and students.

*Productive committee meetings,
interesting technical sessions,
invaluable networking activities,
and a diverse exhibit hall*

PTI is looking to increase attendance even more in La Jolla in 2022 by adding additional Convention activities and increasing its reach into the local San Diego market for a "Free Exhibit Hall Entry Day." Also, our optional virtual exhibit booth add on will provide you with the opportunity to interact with students and design and construction professionals remotely.

There are many opportunities to become a PTI Partner at the 2022 La Jolla Convention: from reserving a booth in the exhibit hall to sponsoring a Convention event, food/beverage, and/or the badge lanyard, there is an opportunity and a price point for everyone.



All of the following 2022 PTI Convention Partner opportunities on page 13 include various company recognition on the PTI website, social media, electronic communications, PTI JOURNAL, Convention app, Convention program book, and event signage. Additionally, we are transforming parts of the PTI convention by including some remote or virtual components to further increase your reach to the design and construction community during convention. We are still developing a virtual booth experience and will reach out with more information as it becomes available.

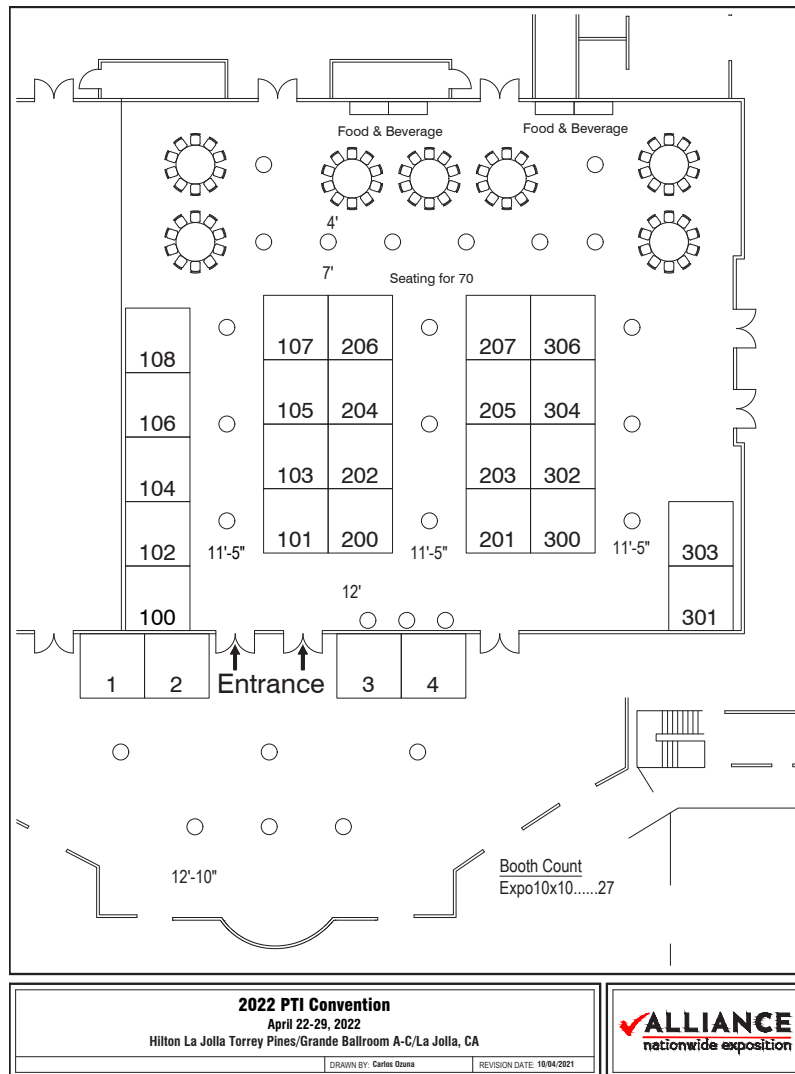
2022 PTI Convention Exhibiting Partner Opportunities

See current exhibit hall floorplan at [Post-Tensioning.org](https://www.post-tensioning.org); booth contract will be sent separately

Exhibiting Opportunities: Booth Size		20x20	10x20	10x10
Cost (PTI Member/Non-Member)		\$6,000/\$9,000	\$4,000/\$6,000	\$2,500/\$3,500
Includes Full Convention Registrations		6	4	2
Convention Event Sponsorship		Research Fundraising Mixer		Young Pro/Student Site Visit
# Available		1		1
Cost (PTI Member/Non-Member)		\$5,000/\$7,500		\$1,000/\$1,500
Advertising included:		Full-page, color ad on inside front cover of Convention program book		Half-page, color ad in Convention program book
Convention Meal Sponsorship		Attendee Lunch	Attendee Breakfast	Coffee Break
# Available		3 (pick Mon., Tues., or Wed.)	3 (pick Mon., Tues., or Wed.)	3 (pick Sun., Mon., or Tues.)
Cost (PTI Member/Non-Member)		\$1,500/\$2,000	\$1,250/\$1,750	\$500/\$750
Advertising Included		Full-page, color ad in Convention program book	Half-page, color ad in Convention program book	Quarter-page, color ad in Convention program book
Convention Bar Sponsorship		Welcome Reception Bar		Awards Reception Bar
# Available		1		1
Cost (PTI Member/Non-Member)		\$3,000/\$4,000		\$2,000/\$2,750
Advertising Included		Full-page, color ad on back cover of Convention program book		Full-page, color ad in Convention program book
Additional Convention Sponsorship		Convention Lanyards with your Company's Info/Logo		
# Available		1		
Cost (PTI Member/Non-Member)		\$1,000/\$1,500		
Advertising Included		Half-page, color ad in Convention program book		

PTI Convention Exhibitor Floor Plan

Check out the PTI convention exhibitor floor plan to help you decide which booth you would like to reserve.



Scan the QR code below to find out which booths are still available!



PTI Committee Days Partner Opportunities

October 4-7

Cancun, Mexico

4

Although Committee Days is a smaller-scale event than Convention, its value lies in the fact that only the most active, informed, and influential professionals from the post-tensioning industry attend. Participants of this event not only know about post-tensioning, they have made tremendous impacts on the industry by way of technology, research, and ideas. They write the standards and specifications for the entire industry. They are truly the “best of the best,” which makes PTI Committee Days the exclusive place to be!

Only the most active, informed, and influential pros from the post-tensioning industry attend

The 2019 Committee Days hit record attendance with over 130 suppliers, contractors, consultants, design professionals, government employees, educators, and students. As Cancun, Mexico is a prime location for this event, attendance is expected to be higher than ever before.

PTI is currently offering 5 different Partner opportunities for 2022 Committee Days: attendee lunch, attendee breakfast, attendee coffee break, Presidents Reception, and badge lanyards complete with your company's logo and information.

All of the following 2022 PTI Committee Days Partner opportunities include various company recognition on the PTI website, social media, electronic communications, PTI JOURNAL, Committee Days app, Committee Days program flyer, and event signage.

PTI Committee Days Food Sponsor Opportunities

Sponsorship	Attendee Lunch	Attendee Breakfast	Attendee Coffee Break
# Available	2 (pick Wed. or Thurs.)	Friday	2 (pick Wed. or Thurs.)
Cost (PTI Member/Non-Member)	\$1,250/\$1,750	\$1,000/\$1,500	\$500/\$750

Additional PTI Committee Days Sponsor Opportunities

Sponsorship	Presidents Reception Sponsor	Committee Days Lanyards with your Company's Info/Logo
# Available	1	1
Cost (PTI Member/Non-Member)	\$1,500/\$2,000	\$500/\$750

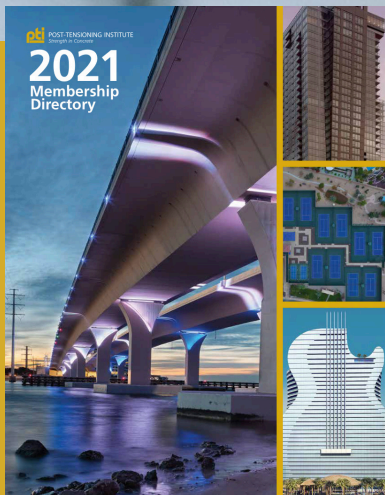
PTI Membership Directory Partner Opportunities

5

Published each calendar year, the **PTI Membership Directory** is said to be one of the most valuable resources offered. It contains contact information for all PTI Members and is automatically mailed to all PTI Members. It is also distributed at the PTI Convention and other member events.

The Membership Directory is often used as a resource over-and-over again throughout the year in the

offices of PT suppliers, design professionals, contractors, consultants, government employees, and educators, so the ads inside are subject to longer ad life and repeat exposure to the most influential people in the industry. Advertisements in the PTI Membership Directory are reserved for PTI Members only.



Membership Directory Partner Opportunities

Ad Size	Cost	Artwork Due
2-page spread	\$2,500	
Full-page inside front cover	\$1,750	
Full-page	\$1,250	4/1/2022
Half-page	\$950	
Quarter-page	\$725	

The 2022 PTI Membership Directory will once again be printed and mailed to all PTI Members.

PTI JOURNAL

Partner Opportunities

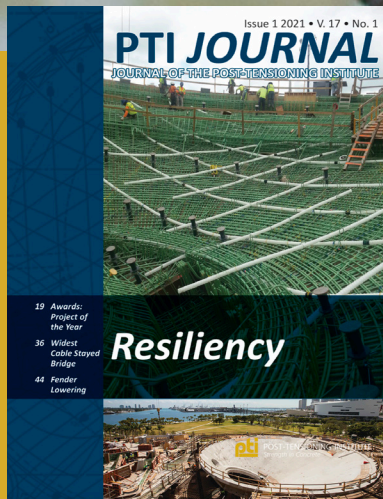
6

Published twice per year and mailed to all PTI Members around the world, the **PTI JOURNAL** is the industry's only periodical focused on the post-tensioned concrete industry.

The publication features peer-reviewed technical papers, articles, industry news, and project case studies. It's unique in its shelf-life: the *JOURNAL* is often used

as a reference, and therefore provides extended ad life and repeat exposure to your brand.

In addition to being distributed to all PTI Members, hundreds of copies of the *JOURNAL* are given out at industry events including World of Concrete, the NCSEA Structural Engineering Summit, and more. The *PTI JOURNAL* is also available to purchase on the PTI website for non-Members.



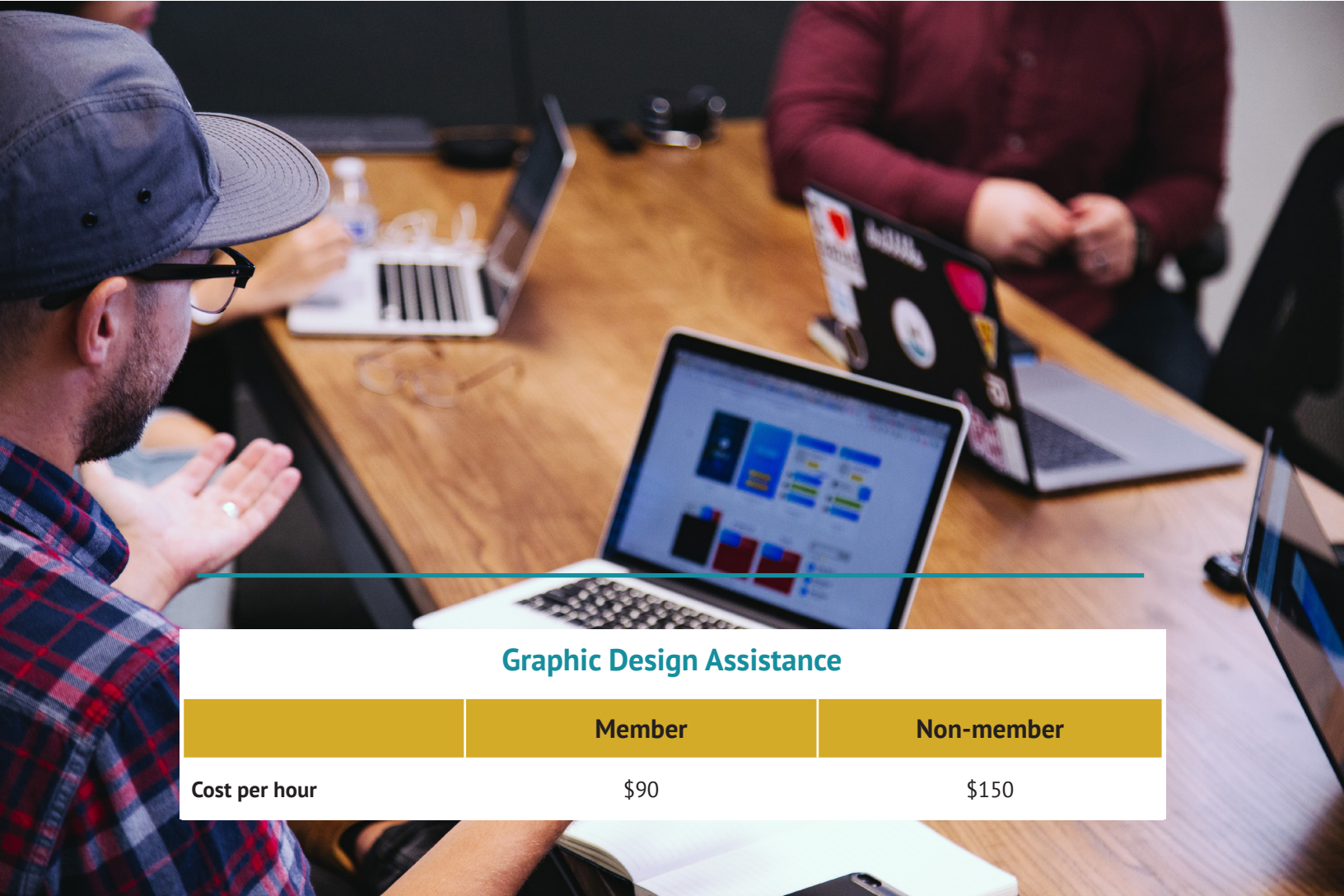
PTI JOURNAL Partner Opportunities

Ad Size	Cost per Issue (PTI Member/Non-Member)	Artwork Due
Full-page back cover	\$2,000/\$2,500	
Full-page inside front cover	\$1,750/\$2,250	June Issue 5/13/2022
Full-page	\$1,250/\$1,750	
Half-page	\$950/\$1,300	November Issue 10/14/2022
Quarter-page	\$725/\$1,100	

Graphic Design Partner Opportunities



Need help creating a new ad or other graphic design related tasks? PTI can provide excellent graphic design services.



Graphic Design Assistance

	Member	Non-member
Cost per hour	\$90	\$150

Email your graphic design requests to our marketing coordinator, Olivia Cell:
olivia.cell@post-tensioning.org

Note: This item does not count towards your multi-item discount level, however any multi-item discount will apply. PTI Partners will be charged and invoiced for any submissions not meeting the PTI advertising specifications found on the next page

2022 Advertising specifications

Artwork Deadlines:

Membership Directory: April 1, 2022

JOURNAL issue #1: May 13, 2022

JOURNAL issue #2: October 14, 2022

Ad Specs:

Full-page ad size with 0.125" bleeds:

8.75" x 11.25"

Full-page safe zone:

8" x 10.5"

2-page spread ad size with 0.125" bleeds:

17.25" x 11.25"

2-page spread safe zone:

16.5" x 10.5"

Vertical center of ad (1" wide):

should not contain essential text or photos to accommodate the fold/binding.

Half page:

7.3889" x 4.9259"

Quarter page:

3.5313" x 5.6879"

Other requirements:

Adobe PDF press quality, high resolution file, Photos and color converted to CMYK, Photos embedded in ad and at least 300 DPI

Send artwork file(s) to: olivia.cell@post-tensioning.org

Commit to be a 2022 PTI Partner

Company Name:		
Street Address:		
City:	State/Prov.:	Zip/Postal:
Country (if not U.S.):		
Contact Name:		
Contact E-mail:		
Contact Phone:		
Website:		

Payment Method: <input type="checkbox"/> Check (on U.S. bank) <input type="checkbox"/> Invoice (members only)	
<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> American Express <input type="checkbox"/> Discover	
Credit Card Number:	
Exp:	CW:
Complete Billing Address:	
Cardholder Signature:	

E-mail, fax, or mail your completed Partner Commitment forms with payment to:

Olivia Cell
Post-Tensioning Institute
38800 Country Club Dr.,
Farmington Hills, MI 48331

olivia.cell@post-tensioning.org
Phone 248-848-3184

You will receive confirmation of your PTI Partner selections via e-mail. If you have selected an item that would require further instructions (i.e., Convention booth, lanyards, ads, etc.), you will receive those instructions separately upon confirmation. All items are first-come, first-served, however, current PTI Members will have priority until 12/20/21, at which time Partner opportunities will be open to non-Members. Payment must be submitted at the time of order. Multi-item discounts are offered separately on each individual order. For example, if 2 items are ordered in December, and an additional 3 items are ordered in March, the first order will receive the 10% multi-item discount, and the second order will receive the 15% multi-item discount; no refunds or adjustments will be given.

PTI Partner Item	Cost (Member/Non)	Additional Info	\$ Total
Part 1: World of Concrete			
Major Sponsor	\$5,000		
Supporting Sponsor	\$2,500		
Contributing Sponsor	\$1,200		

PTI Partner Item	Cost (Member/Non)	Additional Info	\$ Total
Part 2: Certification Weeks			
Table top display	\$350	at a PTI certification week	
Recognition on PTI Certificaiton T-shirts with logo	\$250	Given to all certified personnel including those at special request workshops	
Sponsor a reception	\$200	at a PTI Certification Week	
Part 3: PTI Convention			
20x20 Booth (see post-tensioning.org for current floorplan)	\$6,000/\$9,000	1st choice: 2nd choice: 3rd choice:	
10x20 Booth (see post-tensioning.org for current floorplan)	\$4,000/\$6,000	1st choice: 2nd choice: 3rd choice:	
10x10 Booth (see post-tensioning.org for current floorplan)	\$2,500/\$3,500	1st choice: 2nd choice: 3rd choice:	
Research Fundraising Mixer	\$5,000/\$7,500		
Young Pro/Student Site Visit	\$1,000/\$1,500		
Attendee Lunch	\$1,500/\$2,000	___ Mon. ___ Tues. ___ Wed.	
Attendee Breakfast	\$1,250/\$1,750	___ Mon. ___ Tues. ___ Wed.	
Attendee Coffee Break	\$500/\$750	___ Sun. ___ Mon. ___ Tues.	
Welcome Reception Bar	\$3,000/\$4,000		
Awards Reception Bar	\$2,000/\$2,750		
Convention Lanyards	\$1,000/\$1,500		
Part 4: PTI Committee Days			
Attendee Lunch	\$1,250/\$1,750	___ Wed. ___ Thurs.	
Attendee Breakfast	\$1,000/\$1,500	___ Wed. ___ Thurs. ___ Fri.	
Attendee Coffee Break	\$500/\$750	___ Wed. ___ Thurs.	
Presidents Reception Sponsor	\$1,500/\$2,000		
Committee Days Lanyards	\$500/\$750		
Part 5&6: Member Dir. & PTI Journal			
Directory - 2-page spread	\$2,500		
Directory - Full-page inside front cover	\$1,750		
Directory - Full-page	\$1,250		
Directory - Half-page	\$950		
Directory - Quarter-page	\$725		
JOURNAL - Full-page back cover	\$2,000/\$2,500	Issue: ___ 1st ___ 2nd ___ Both	
JOURNAL - Full-page inside front cover	\$1,750/\$2,250	Issue: ___ 1st ___ 2nd ___ Both	
JOURNAL - Full-page	\$1,250/\$1,750	Issue: ___ 1st ___ 2nd ___ Both	
JOURNAL - Half-page	\$950/\$1,300	Issue: ___ 1st ___ 2nd ___ Both	
JOURNAL - Quarter-page	\$725/\$1,100	Issue: ___ 1st ___ 2nd ___ Both	
Part 7: Graphic Design Assistance			
Cost per hour	\$90/\$150		
Subtotal:			
Discount - 10% for 2 items, 15% for 3 items, 20% for 4 items, 25% for 5+ items:			
Grand Total:			

