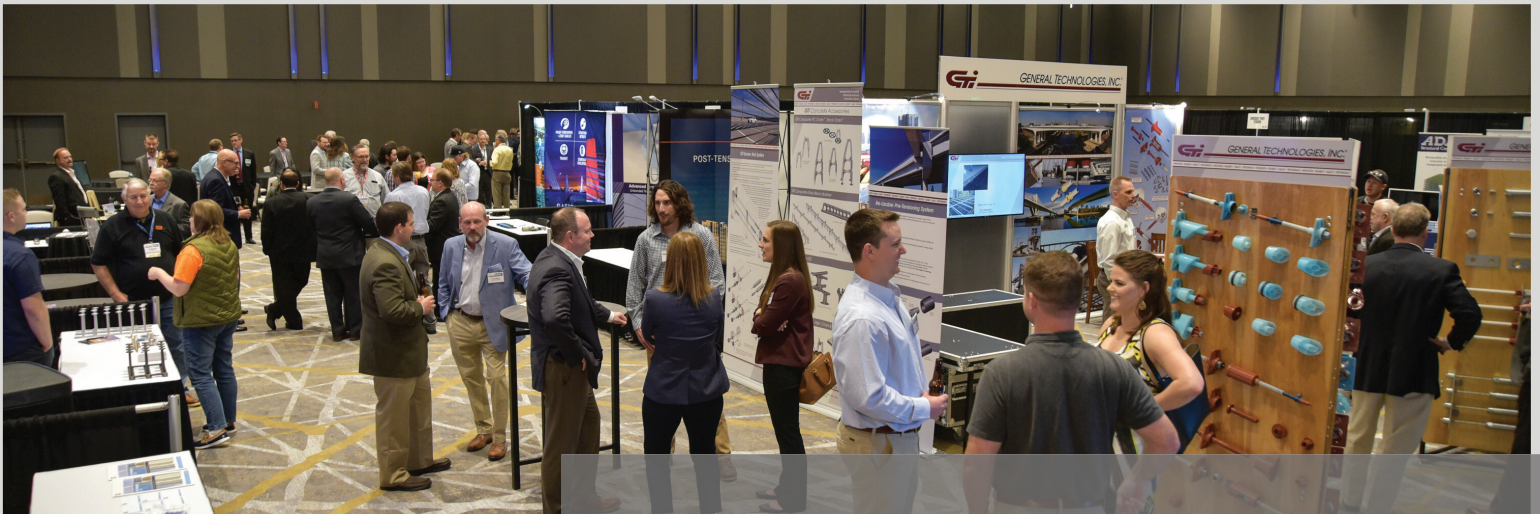


2020 PTI PARTNER PROGRAM

EXHIBITOR | SPONSORSHIP | ADVERTISER
OPPORTUNITIES



POST-TENSIONING INSTITUTE
Strength in Concrete

38800 COUNTRY CLUB DR. | FARMINGTON HILLS, MI 48331
248-848-3180 | INFO@POST-TENSIONING.ORG
WWW.POST-TENSIONING.ORG

What's Inside?

Upcoming PTI Events	Page 3
From the Executive Director	Page 4
2019 PTI Partners	Page 5
By the Numbers	Page 6
Why Partner with PTI?	Page 7
Part 1: World of Concrete 2020 Partner Opportunities	Pages 8-9
Part 2: 2020 PTI Convention Partner Opportunities	Pages 10-11
Part 3: 2020 PTI Committee Days Partner Opportunities	Page 12
Part 4: PTI Membership Directory & PTI <i>JOURNAL</i> Partner Opportunities	Page 13
Commit to be a 2020 PTI Partner	Pages 14-15

Upcoming PTI Events

World of Concrete 2020

February 4-7, 2020

PTI Place Booth
Central Hall, #4103
Las Vegas Convention Center
Las Vegas, NV, USA

February 5, 2020

PTI VIP Reception
Westgate Las Vegas Resort & Casino
Las Vegas, NV, USA

2020 PTI Convention & Expo

May 3-6, 2020

Hilton Miami Downtown
Miami, FL, USA

2020 PTI Committee Days

October 6-9, 2020

J.W. Marriott Cancun
Cancun, Mexico



From the Executive Director

2020 is set to be a banner year for the Post-Tensioning Institute. With the new Strategic Plan, approved in October 2019, we are embracing a new direction of excellence with the goals of growing the Institute, but more importantly, growing the market share of post-tensioning as an application. Certification, Technical Leadership, Membership Value, Promotion, and Education are the five drivers of the Strategic Plan, and we look forward to you and your employees helping us to advance these five goals through 2020 and beyond.



In regards to our Membership Value goal, we want to help you and your business be positioned for success. To that end, we are introducing our 2020 PTI Partner Program to help you build your brand and connect with colleagues and customers in the PT industry. The following pages describe all Partner activities for 2020; some will be familiar to you, and some are completely new, but we believe there is something for every business and every brand.

For instance, we are proud to announce that PTI will be hosting its first VIP Reception in February 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 pros who serve as decision-makers at their companies. We are looking forward to having our Partners sponsor this exclusive event. You can find more information on pages 8 and 9.

We will also be hosting an expo exhibit hall during our 2020 PTI Convention in Miami, as usual. However, new for 2020, we will be introducing "exhibit hall free entry" hours during Convention and reaching out to local Miami engineers, contractors, educators, students, and others to come to the exhibit hall for free to learn about products and services for the PT industry. Information about exhibiting at Convention can be found on pages 10 and 11.

Lastly, instead of coming to you several times a year for exhibiting, sponsoring, and advertising opportunities, we hope that you will like that we've combined all the Partner options into one Program, one brochure. And the more active you are as a Partner, the more you'll save with big multi-item discounts.

Your support of PTI through the Partner Program allows the Institute to better and more-widely spread the message about PT and its benefits. You'll also be showcasing your brand and business at the same time. I invite you to show your support of PTI and the PT industry by making an investment in the 2020 PTI Partner Program!

Kind regards,

A handwritten signature in blue ink, appearing to read "Tony Johnson". The signature is fluid and stylized, with a long, sweeping underline.

Tony Johnson, P.E.
PTI Executive Director

2019 PTI Partners

Adapt
Allplan
AT&T
CCL, USA, Inc.
Contech Services
Con-Tech Systems
Dywidag-Systems International USA, Inc.
eLongation
Flickinger Machine
Freyssinet
General Technologies, Inc.
Halfen USA
Info-Gel
Jobsite Stud Welding
Jordahl
Martin Specialty Products
Meadowburke
Nucor Skyline
Peikko
PJ's Rebar
Post-Tensioning Solutions
Post Tension Cables, Inc.
Schwager Davis
Structural Technologies
Suncoast Post-Tension
SureBuilt
Unigel
Wafflemat
Westco
Williams Form Engineering

By the Numbers

PTI's outreach is growing at a substantial pace. If you haven't been involved as a Partner before, now is definitely the time!

670+
Members

82,000+
website visits
since 1/1/19

in **37**
Countries

60,000+
World of Concrete
attendees

6,700+
followers on
social media

300+
Convention
attendees

130+
Committee Days
attendees

40+
opportunities for
you to share the
action!

Why Partner with PTI?

Successful businesses are contacted year-round for advertising, exhibiting, and sponsoring opportunities. The impact of time and budget constraints means only those opportunities with the most value, time-worthiness, and effectiveness can be added to the annual marketing/sales plans. 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.

Committing to the new **2020 PTI Partner Program** will allow you and your business invaluable access to:

Technical Leadership

With its brand new Strategic Plan (approved in Oct. 2019), the Post-Tensioning Institute has embraced a new direction over the past year that will strengthen and energize its already successful technical program. 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 membership continues to grow. The Institute is launching new programs to introduce PT and the organization to a larger audience, including those who design, specify, build, teach, and learn. 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

There's no better place to reach those in the PT industry than to be where the PTI Members are. Each of our 3 annual events boasts priceless opportunities for networking and comradery. In 2020, PTI is offering more networking and social events than in previous years, which means more chances to reach your audience.

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. If you have an idea that's not currently being offered as part of the Partner program, contact us, and we can create an opportunity to fit your budget and business needs.

Multi-Item Savings

Instead of asking our Partners to advertise, exhibit, and sponsor several times each year, we've combined all these opportunities into one program, distributed once per year. The larger your Partner commitment, the larger your savings: discounts of 10% for 2 items, 15% for 3 items, 20% for 4 items, and 25% for 5 items!



Questions about the PTI Partner Program?
Do you have a Partner idea that's not currently offered?

Contact:

Sara Steptoe-Campbell
PTI Marketing Manager

sara.steptoe@post-tensioning.org
Phone 248-848-3809

Part 1: World of Concrete 2020 Partner Opportunities

World of Concrete 2020
February 4-7, 2020
Las Vegas Convention Center
Las Vegas, NV, USA

PTI VIP Reception @ World of Concrete 2020
February 5, 2020 | 5:30 p.m.
Westgate Las Vegas Resort & Casino
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.






PTI will be participating at World of Concrete as an exhibitor - in a high-traffic location, next to ACI, at the entrance of Central Hall - and will also be hosting its first-ever PTI VIP Reception! This exclusive event will take place right after the show floor closes for the day at the Westgate Las Vegas Resort & Casino (just a 5-minute walk from the Las Vegas Convention Center) 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 pros who serve as decision-makers at their companies.

Even if you aren't exhibiting at World of Concrete 2020, 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.

Register for World of Concrete using **PROMO CODE A28** to save \$80 on registration.

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

PTI VIP Reception @ World of Concrete 2020 Sponsor Opportunities

Sponsorship	Major Sponsor	Supporting Sponsor	Contributing Sponsor
Cost (PTI Member/Non-Member)			
# Available	1	5	10
Includes			
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 Central Hall	Company's large logo displayed on lighted tower at PTI Place Booth (must commit by 1/3/20 for production)	Company's medium logo displayed on lighted tower at PTI Place Booth (must commit by 1/3/20 for production)	Company's name displayed on lighted tower at PTI Place Booth (must commit by 1/3/20 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 name displayed at PTI VIP Reception
Advertising	Full-page, color ad on back cover of 2020 PTI Member Directory (\$2,250 value)	Full-page, color ad in 2020 PTI Member Directory (\$1,250 value)	Quarter-page, color ad in 2020 PTI Member Directory (\$725 value)
Display materials	8-foot display table for marketing materials at PTI VIP Reception	6-foot display table for marketing materials at PTI VIP Reception	6-foot display table for marketing materials at PTI VIP Reception

Part 2: 2020 PTI Convention Partner Opportunities

2020 PTI Convention

May 3-6, 2020

Hilton Miami Downtown

Miami, FL, USA



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. PTI is looking to increase attendance even more in Miami in 2020 by adding additional Convention activities and increasing its reach into the local Miami market for a “Free Exhibit Hall Entry Day.”

There are many opportunities to become a PTI Partner at the 2020 Miami 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 2020 PTI Convention Partner opportunities on pages 10-11 include various company recognition on the PTI website, social media, electronic communications, PTI *JOURNAL*, Convention app, Convention program book, and event signage.

2020 PTI Convention Exhibiting Partner Opportunities

See current exhibit hall floorplan at Post-Tensioning.org; booth contract will be sent separately

Booth Size	20x20	10x20	10x10
Cost (PTI Member/Non-Member)	\$5,500/\$8,000	\$3,500/\$5,000	\$1,750/\$2,500
Includes			
Full Convention Registrations	6	4	2

2020 PTI Convention Event Sponsor Opportunities

Sponsorship	Research Fundraising Mixer	Women in PTI Breakfast	Young Pro/Student Site Visit
# Available	1	1	1
Cost (PTI Member/Non-Member)	\$5,000/\$7,500	\$1,500/\$2,000	\$1,000/\$1,500
Includes			
Advertising	Full-page, color ad on inside front cover of Convention program book + clickable banner ad on Convention app	Full-page, color ad in Convention program book + clickable banner ad on Convention app	Half-page, color ad in Convention program book + clickable banner ad on Convention app

2020 PTI Convention Meal Sponsor Opportunities

Sponsorship	Attendee Lunch	Attendee Breakfast
# Available	3 (pick Mon., Tues., or Wed.)	3 (pick Mon., Tues., or Wed.)
Cost (PTI Member/Non-Member)	\$1,500/\$2,000	\$1,250/\$1,750
Includes		
Advertising	Full-page, color ad in Convention program book + clickable banner ad on Convention app	Half-page, color ad in Convention program book + clickable banner ad on Convention app

2020 PTI Convention Bar Sponsor Opportunities

Sponsorship	Welcome Reception Bar	Awards Reception Bar
# Available	1	1
Cost (PTI Member/Non-Member)	\$2,750/\$3,500	\$1,500/\$2,000
Includes		
Advertising	Full-page, color ad on back cover of Convention program book + clickable banner ad on Convention app	Full-page, color ad in Convention program book + clickable banner ad on Convention app

Additional 2020 PTI Convention Sponsor Opportunity

Sponsorship	Convention Lanyards with your Company's Info/Logo
# Available	1
Cost (PTI Member/Non-Member)	\$750/\$1,000
Includes	
Advertising	Half-page, color ad in Convention program book + clickable banner ad on Convention app

Part 3: 2020 PTI Committee Days Partner Opportunities

2020 PTI Committee Days

October 6-9, 2020

J.W. Marriott Cancun

Cancun, Mexico

Although Committee Days is a smaller-scale event than Convention, its value lies in the fact that only the most active, informed, and influential pros 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!

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 2020 Committee Days: attendee lunch, attendee breakfast, attendee snack break, Opening Reception (new event for 2020!), and badge lanyards complete with your company's logo and information.

All of the following 2020 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. A clickable banner ad on the Committee Days app is also included.

2020 PTI Committee Days Food Sponsor Opportunities

Sponsorship	Attendee Lunch	Attendee Breakfast	Attendee Snack Break
# Available	2 (pick Wed. or Thurs.)	3 (pick Wed., Thurs., or Fri.)	2 (pick Wed. or Thurs.)
Cost (PTI Member/Non-Member)	\$1,250/\$1,750	\$1,000/\$1,500	\$500/\$750

Additional 2020 PTI Committee Days Sponsor Opportunities

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

Part 4: PTI Membership Directory & PTI *JOURNAL* Partner Opportunities

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 industry events.

The Membership Directory is often used as a resource over-and-over again throughout the year in the offices of PT suppliers, design pros, 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.

Due to Member and advertiser feedback, the 2020 PTI Membership Directory will once again be printed and mailed to all PTI Members.



Ad Size	Cost	Artwork Due
2-page spread	\$2,250	2/29/2020
Full-page inside front cover	\$1,500	
Full-page	\$1,250	
Half-page	\$950	
Quarter-page	\$725	

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.



Ad Size	Cost per Issue (PTI Member/Non-Member)	Artwork Due
Full-page back cover	\$1,750/\$2,250	June Issue 5/15/2020 November Issue 10/16/2020
Full-page inside front cover	\$1,500/\$2,000	
Full-page	\$1,250/\$1,650	
Half-page	\$950/\$1,250	
Quarter-page	\$725/\$1,050	

Commit to be a 2020 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:	CVV:
Complete Billing Address:	
Cardholder Signature:	

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

Sara Steptoe-Campbell
Post-Tensioning Institute
38800 Country Club Dr.,
Farmington Hills, MI 48331
sara.steptoe@post-tensioning.org
Fax 248-848-3181
Phone 248-848-3809

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 12/20/19, 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 2020			
Major Sponsor	\$5,000/\$7,500		SOLD
Supporting Sponsor	\$2,500/\$3,250		SOLD
Contributing Sponsor	\$1,000/\$1,500		SOLD
Part 2: 2020 PTI Convention			
20x20 Booth (see post-tensioning.org for current floorplan)	\$5,500/\$8,000	1st choice: 2nd choice: 3rd choice:	
10x20 Booth (see post-tensioning.org for current floorplan)	\$3,500/\$5,000	1st choice: 2nd choice: 3rd choice:	
10x10 Booth (see post-tensioning.org for current floorplan)	\$1,750/\$2,500	1st choice: 2nd choice: 3rd choice:	
Research Fundraising Mixer	\$5,000/\$7,500		SOLD
Women in PTI Breakfast	\$1,500/\$2,000		
Young Pro/Student Site Visit	\$1,000/\$1,500		SOLD
Attendee Lunch	\$1,500/\$2,000	SOLD Mon. SOLD Tues. SOLD Wed.	SOLD
Attendee Breakfast	\$1,250/\$1,750	SOLD Mon. SOLD Tues. SOLD Wed.	
Welcome Reception Bar	\$2,750/\$3,500		
Awards Reception Bar	\$1,500/\$2,000		
Convention Lanyards	\$750/\$1,000		SOLD
Part 3: 2020 PTI Committee Days			
Attendee Lunch	\$1,250/\$1,750	___ Wed. ___ Thurs.	
Attendee Breakfast	\$1,000/\$1,500	___ Wed. ___ Thurs. ___ Fri.	
Attendee Snack Break	\$500/\$750	SOLD Wed. ___ Thurs.	
Opening Reception Sponsor	\$1,500/\$2,000		SOLD
Committee Days Lanyards	\$500/\$750		SOLD
Part 4: Member Dir. & PTI Journal			
Directory - 2-page spread	\$2,250		
Directory - Full-page inside front cover	\$1,500		
Directory - Full-page	\$1,250		
Directory - Half-page	\$950		
Directory - Quarter-page	\$725		
JOURNAL - Full-page back cover	\$1,750/\$2,250	Issue: ___ 1st ___ 2nd ___ Both	
JOURNAL - Full-page inside front cover	\$1,500/\$2,000	Issue: ___ 1st ___ 2nd ___ Both	SOLD
JOURNAL - Full-page	\$1,250/\$1,650	Issue: ___ 1st ___ 2nd ___ Both	
JOURNAL - Half-page	\$950/\$1,250	Issue: ___ 1st ___ 2nd ___ Both	
JOURNAL - Quarter-page	\$725/\$1,050	Issue: ___ 1st ___ 2nd ___ Both	
Subtotal:			
Discount - 10% for 2 items, 15% for 3 items, 20% for 4 items, 25% for 5+ items:			
Grand Total:			



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