



# INDUSTRIAL GRADE INNOVATION

CONFERENCE AND EXPO

The Association of Union Constructors

A man in a dark polo shirt is wearing a VR headset and pointing towards a display. In the background, another man is visible, and there's a booth with a 'GAL' logo. The scene is an expo or trade show.

## WHAT IS IGI?

The Industrial Grade Innovation Expo focuses on the future of Union Construction. It brings all three groups of tripartite cooperation (Contractors, Union Crafts, and Owner-Clients) into one room to focus on what we can do to build the future. Vendors, presentations, focused on new solutions to solve the problems facing our industry.

# EXPO BY THE NUMBERS

400  
ATTENDEES



**40%**

Contractors



**30%**

Suppliers



**10%**

Associations



**10%**

Trade Unions



**10%**

Other

# WHAT'S NEW IN 2023

What we're doing to maximize your success

## HANDS ON EXPERIENCE

In 2023 we are revising IGI with changes to maximize facetime with your customer and provide quality interactions with the audience. New traffic flow pattern and layout, encouraging a “hands-on” and “demonstration” based vendor floor, we will have more people spending more time at your booth.

## SECTOR QUOTAS

In 2023 we are researching the biggest changes and technologies making a splash in the construction space. We are ensuring a mix of all technology types and sectors to increase vendor experience and attendee participation.

## PRODUCT TYPE CAPS

We aren't going to stack you up against your competition. By instituting not only product type quotas, but caps, we are delivering a highly engaged audience with some degree of exclusivity in your product / service type.

## CONFERENCE BENEFITS

Hands on experience for all attendees. Put the tech in the hands of the executive. Speak directly to the decision maker, training director, and power user of today and tomorrow.



# WHY SPONSOR IGI

**IGI IS THE ONLY CONSTRUCTION TECHNOLOGY EVENT THAT ASSEMBLES INDUSTRIAL CONTRACTORS, 14 TRADES, AND INDUSTRIAL OWNERS UNDER ONE ROOF**

## BRAND VISIBILITY

Put your brand visuals in front of a captive audience who either haven't heard of your business, or could benefit from a reminder.

Sponsorship visibility ranges from logos on signage and swag to videos played on the main stage.

## CONSUMER PERCEPTION

A 2016 survey found that 74 percent of consumers are more likely to buy products after exposure to a branded event marketing experience. Grow your reputation and visibility in the innovation community.

## TARGETED MARKETING

Your audience is already in the room. Take the opportunity to get your business in front of them.

## EFFICIENT LEAD GENERATION

Not only do events bring your customer to you, but they provide the opportunity to show the human side of your business.

Forming a connection is half the battle of building brand loyalty. By attending in person, you can learn about customers, promote your products, and build a stronger contact list.



# FEATURED OPPORTUNITIES

How do you want to make your mark on innovators?

## SIGNAGE & LEAFLETS

Opportunity	Cost
Custom Event Signage (various locations available)	Varies
Registration Desk	Varies
Escalators	Varies
Bathrooms	Varies

## EXPERIENCES

Opportunity	Cost
Custom Event Experience	Varies
<b>Main Stage</b>	
Keynote Speaker	Varies
Main Stage Presentation,	\$15,000
Main Stage Video	Varies
<b>Meals &amp; Events</b>	
Opening Event (Wednesday)	\$25,000
Happy Hour @ the Tradeshow (Wednesday)	\$15,000
Coffee / Drink Station	\$5,000
Lunch @ the Tradeshow	\$10,000
Continental Breakfast (Thursday)	\$7,500
Closing Event (Thursday)	\$25,000
<b>Unique Experiences</b>	
Networking Lounge	\$15,000
Massage Area	\$10,000
Professional Headshot Booth	\$10,000

## TOUCHPOINTS & CONF. FEATURES

Opportunity	Cost
Custom Event Touchpoint	Pricing Varies
Event Wi-Fi Sponsor	\$7,500
Hotel Room Key Cards	\$7,500
Room Drop	\$5,000
Event App	\$5,000
Registration Desk	\$5,000
Post Event Survey and Summary	\$5,000

## SWAG & GIVEAWAYS

Opportunity	Cost
Custom Event SWAG	Pricing Varies
IGI Start Up Battle	\$10,000
Event T-Shirt	\$10,000
Lanyards & Badge Holders	\$5,000
Event Bag inserts plus cost of item	\$1,000

# SPONSORSHIP LEVELS

	Diamond	Platinum	Gold	Silver	Bronze
Vendor/Demo Floor Space	20'x 20' (or equivalent value in featured opportunity) 4x 10' footprint	10'x 30' (or equivalent value in Featured opportunity) 3x 10' footprint	10'x 20' (or equivalent value in Featured opportunity) 2x 10' footprint	10'x 10' (or equivalent value in Featured opportunity) 1x 10' footprint	6'x6' Tabletop (or equivalent value in Featured opportunity)
Featured Opportunity	1 Up to \$15k	1 Up to \$10k			
Conference Badges	6	5	4	3	2
Signage Presence	Top X-Large	2 <sup>nd</sup> Tier Large	3 <sup>rd</sup> Tier Med	Gallery of logos	Gallery of logos
<b>Cost</b>	<b>\$32,500</b>	<b>\$25,000</b>	<b>\$17,500</b>	<b>\$10,000</b>	<b>\$5,000</b>



# WHY EXHIBIT AT IGI



## CLOSE THE GAP

Bring the tripartite, technology, and experts into the same room to discuss implementation and access to new systems and tools.

## TARGET AUDIENCE

Contractors, Union Craft Leaders, and Owner-Clients.

## COST AND OPPORTUNITY SAVINGS

All in one room. Meet the experts. Find the tech. Get a demo. Meet with clients. Move the project forward.

## FOR TODAY OR TOMORROW

Attending or vending at IGI is about knowing what will be in the industry tomorrow. Establishing a game plan for the future.

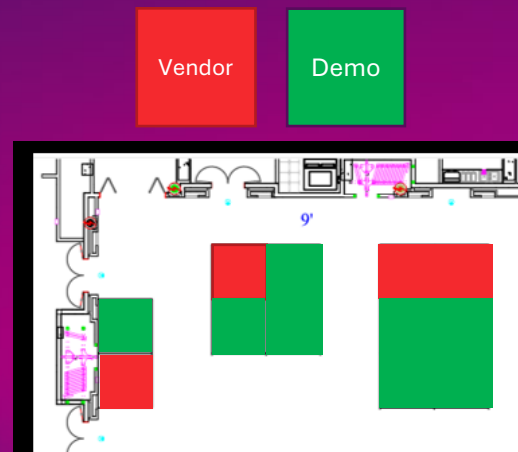
# VENDOR OPPORTUNITIES

## 10 X 10 VENDOR BOOTH

IGI vendor booths aren't on just another trade room floor. Feature your product or service in a room full of experienced and engaged customers looking to see your product in action.

### Available Footprints

10 x 10	\$7,500
10 x 20	\$15,000
10 x 30	\$22,500
20 x 20	\$30,000
20 x 30	\$37,500
20 x 40	\$45,000



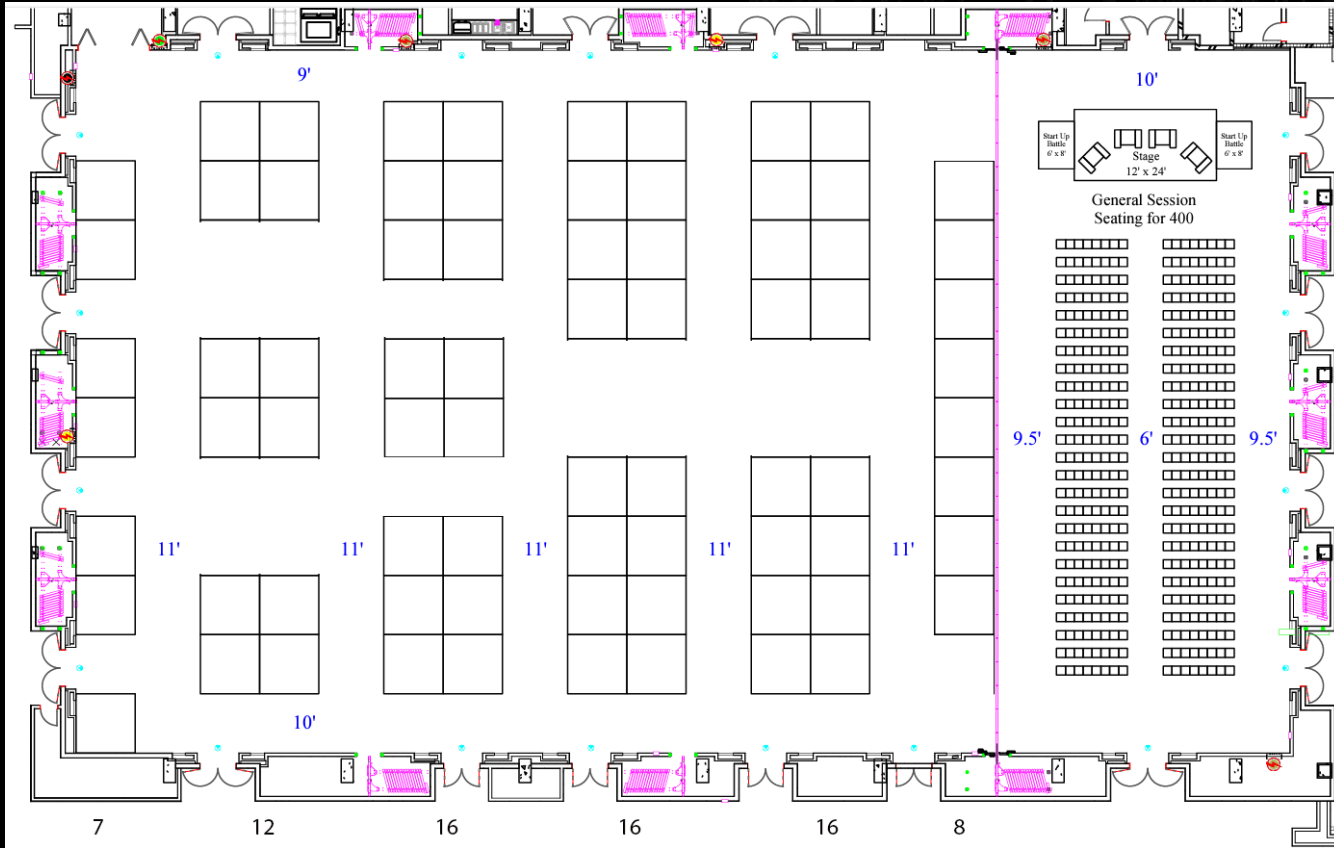
Mix your vendor and demo space to maximize interaction

## DEMO SPACE AD-ON

IGI is now designed to be interactive. Each additional 10 x 10 space used for demonstrations, hands on experiences, or direct interaction with the product is discounted to enhance IGI attendee experience.

### Available Footprints – (add on only)

10 x 10	\$5,000
10 x 20	\$10,000
10x 30	\$20,000
20 x 20	\$20,000



# PROPOSED LAYOUT

Clusters and blocks align categories and maximize traffic flow. Designed for efficiency and ideal attendee experience.

Bring your client into a world designed to capitalize on your product or service offering.

Open floor space for demonstrations, networking, or to take it all in

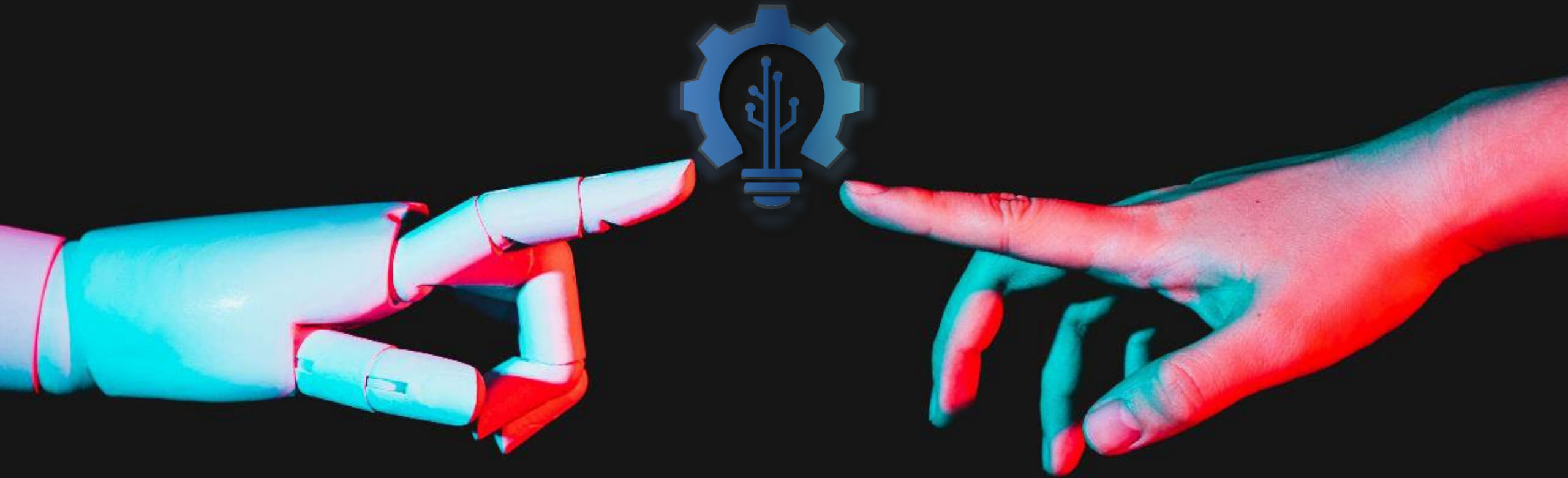
# ATTENDEE COST

Attend the Experience

Attendee Prices	Members	Non-Member
<b>Early Bird</b> Register before July 7, 2023	<b>\$645</b>	<b>\$745</b>
<b>Standard</b> Register after July 7, 2023	<b>\$845</b>	<b>\$945</b>
<b>Late / On-Site</b> Register after Aug 31, 2023	<b>\$925</b>	<b>\$1015</b>

Special Prices	Member	Non-Member
<b>Union Apprentice</b> Must provide card or contact # of supervisor	<b>\$99</b>	<b>\$99</b>
<b>First Time / Guest</b> First IGI? Or bringing someone who has never been? – <b>No Late Registrations</b>	<b>\$595</b>	<b>\$645</b>

# SPONSORSHIP TIMELINE



# DATES & DEADLINES



# THE EVENT TEAM



**TODD MUSTARD**  
Vice-President



**TIM SPENO**  
E2E Summit / Partnerships



**JUDY FREEMAN**  
Director of Events



**KIRK WESTWOOD**  
Director of Marketing



**VALERIA CONTRERAS**  
Creative Content Manager



**KAT SOERENESSON**  
Business Development  
Manager



**MELANIE JONES**  
Registrations



**DAVE LEKICH**  
Exhibitor Services

# OUR 2022 IGI SPONSORS

## LEGACY SPONSORS



## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSORS





# READY TO PARTICIPATE IN IGI 2023?



Location: OMNI Nashville, TN

Event Dates: September 6-7, 2023



Who is TAUC



Register for IGI



All sponsorship and vendor opportunities including the demo experience areas are sold on a first-come, first-served basis.

For more information about becoming a IGI sponsor or vendor, email Kat Soerenesson

**[kats@tauc.org](mailto:kats@tauc.org)**

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