

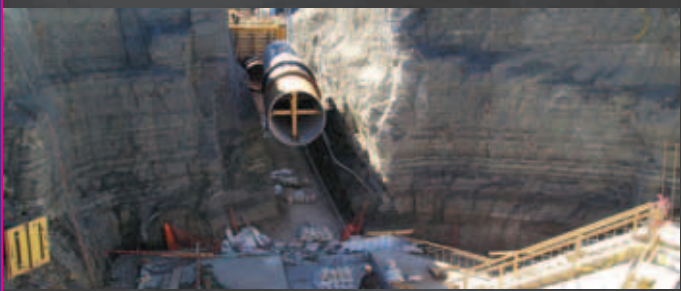


ASCE Pipelines Conference 2010



Pipelines

Climbing New Peaks to Infrastructure Reliability: | Renew, Rehab and Reinvest



Exhibitor Prospectus

If your organization provides goods or services to the pipeline industry, this conference is an excellent opportunity to reach new customers. Promote your organization's products and services to:

- State and federal agencies
- Municipalities, water districts and other public utilities
- Natural gas, oil, and petroleum agencies and companies
- Developers and construction industry
- Pipeline owner and operators

Conference Dates: **August 28-September 1, 2010**

Exhibit Dates: **August 29-August 31, 2010**

Keystone, Colorado

Keystone Resort & Conference Center



ASCE
AMERICAN SOCIETY OF CIVIL ENGINEERS



Dear Prospective **Exhibitor**

The need to renew, rehabilitate, and reinvest in our pipeline infrastructure has taken on new urgency as the economic recovery of our nation continues. The ongoing effort to improve the reliability of our vital pipeline infrastructure is the focus of Pipelines Conference 2010 *Climbing New Peaks to Infrastructure Reliability: Renew, Rehab, and Reinvest*. We invite you to exhibit at this highly-regarded ASCE specialty conference to be held in Keystone, Colorado, August 29-September 1, 2010. Keystone is located in the heart of the Colorado Rockies, about a 90-minute drive west from Denver.

Engineering professionals from across the country and around the world look to ASCE Pipelines as the premier specialty conference focusing on water, wastewater, and energy pipeline infrastructure. If your firm serves these industries, this conference is a must-exhibit event.

- Excellent technical program draws key industry professionals from the water, wastewater and energy industries including top-level owners, engineers, specifiers, researchers, contractors, manufacturers, and suppliers.
- Conference participants focus on issues such as pipeline engineering and construction, operation and maintenance, rehabilitation, pipeline materials, and case histories—just to name a few. The products and services you exhibit are part of the conference focus. Your expertise is valued by conference participants.

- Exhibits and technical sessions will be located in a single conference center building, allowing easy interaction with key clients and prospects throughout the day.
- Dedicated networking events will be held in the exhibit hall during the conference including the Opening Welcome Reception, Box Lunch and daily morning and afternoon coffee/soda breaks.
- Unique conference venue in the Colorado Rockies during the summer provides a variety of memorable customer dining and entertainment opportunities.
- High-visibility sponsorship opportunities are also available to enhance your exhibit participation.

Exhibit space for this conference usually sells out early, so I urge you to act quickly. If you have any questions, please contact Sean Scully at sscully@asce.org or (703) 295-6154.

Thanks for your consideration. We look forward to seeing you in Keystone, Colorado for Pipelines Conference 2010—Climbing New Peaks to Infrastructure Reliability: Renew Rehab and Reinvest.

Neal Kelemen, Exhibits Chair
Pipelines Conference 2010

For more information, contact Sean Scully at sscully@asce.org or (703) 295.6154.

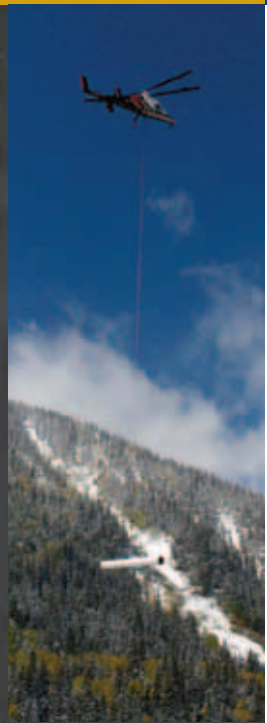


Exhibitor Benefits

Each 10'x10' booth rental includes the following:

- Pipe & Drape: 8-ft. high curtain back wall and 3-ft. high side dividers in show colors
- 7" x 44" identification sign listing company name and booth number
- 24-hour security service during installation, show and dismantling
- One (1) full registration, which permits access to all conference sessions and functions
- One (1) exhibit hall only registration, which grants access only to the exhibit hall and the functions therein

- Register Additional Booth Personnel at \$250 each (limit 2 per 10'x10' booth)
- One (1) pre- & post-conference attendee list
- Descriptive listing in the Final Program
- Exposure & complimentary food during food functions contained in the exhibit hall—Welcome Reception, lunch and all networking breaks
- Recognition during the technical program and on conference signage
- Company name on the Pipelines Conference 2010 website



Past Participants

Government Entities

The following is a sample of the government entities that attended past pipelines conferences.

- County of San Francisco
- Clayton CO Water Authority
- City of Aurora Water Dept
- City of Anaheim
- City of Phoenix
- Bureau of Engineering Howard County, MD
- Santa Clara Valley Water
- Denver Water
- City of Atlanta
- City of East Orange
- Tucson Water/City of Tucson
- Portland Water Bureau
- Southern Nevada Water Authority
- City of Houston
- Oakland CO Drain Commissioner
- City of Henderson

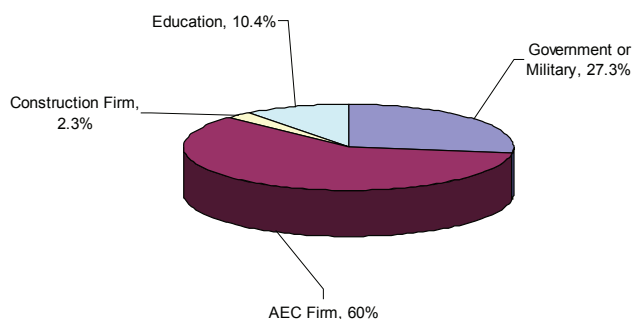
- City of Dallas
- City of Oklahoma City
- City of Decatur
- Green Bay Water Utility
- Las Vegas Valley Water District
- City of Seattle

Engineering Firms

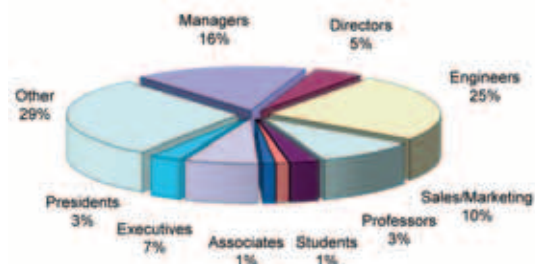
The following is a small sample of the engineering firms represented at past Pipelines Conferences.

- Parsons Brinckerhoff Inc
- CH2M Hill
- STSV Incorporated
- Black & Veatch
- Lockwood, Andrews & Newnam, Inc.
- Brown and Caldwell
- HDR Engineering Inc.

Pipelines Attendee Organization Type



Pipelines Attendee Breakdown



*gathered from Pipelines Conference 2008



Sponsorship Opportunities

Special Event - \$20,000 - Platinum

Always a premier feature of the Pipelines conference, the special event offers sponsor the opportunity to gain maximum exposure, and even have your staff act as the welcoming crew, to ensure a great return on your sponsorship. Last year's event was an evening aboard the U.S.S Midway.

Awards Luncheon - \$20,000 - Platinum

A longtime favorite of Pipelines attendees; this event allows your company to support an event that honors those individuals who have achieved great things for the Pipelines industry.

Exhibit Hall Boxed Luncheon - \$10,000 - Gold

This sponsorship allows your company to gain exposure to the entire group of Pipelines 2010 attendees at this lunch alone. An ideal sponsorship for an exhibiting company

Ice Breaker/Welcome Reception - \$10,000 - Gold

The first event of Pipelines 2010, the Ice-Breaker Reception, allows sponsors to help attendees of the conference get off on good start. One of the most heavily attended events; the Reception will ensure great exposure for your company

Plenary Breakfast & Order of the Engineer Ceremony - \$5,000 - Silver

Support the kickoff of the education for Pipelines 2010 by sponsoring the opening ceremony and keynote speaker. Always a heavily attended event, this sponsorship will give your company positive exposure as your help get Pipelines 2010's program off to a strong start.

Tote bags with sponsor logo - \$5,000 per item group - Silver

Want to have your brand in everyone's hand? This sponsorship allows sponsors to get their brand in front, or more appropriately, in the hands of everyone who attends the conference by having your logo featured on this year's tote bag.

Lanyards with sponsor logo - \$5,000 per item group - Silver

Have your company's logo seen on everyone and by everyone at the Pipelines 2010 by sponsoring this year's lanyards. Lanyards are always a popular choice amongst sponsors, so act quickly to secure this well recognized sponsorship opportunity.

Key cards with sponsor logo - \$5,000 per item group - Silver

Be the first brand all conference attendees see when the check in to the hotel by sponsoring the key cards. This recent addition to the Pipelines conference sponsorships, this opportunity has been a popular one so act quickly to secure this "key" sponsorship today.

Refreshment Break - \$2,500 (per break) - Five (5) available - Bronze

Refreshment breaks are always good networking opportunities, as well as a great way to gain exposure for your brand. Choose from;

- Exhibit hall (4) morning
- Foyer (1)

General Sponsor - \$1,000 Copper

Show your support for the pipelines industry and be recognized as a leader by becoming a general conference sponsor at this prestigious event.

Student Sponsor - \$1,000 Copper

Looking for educate the future leaders of pipelines industry on your product or company? This sponsorship of two students gives sponsors the opportunity to show your support for tomorrow's leaders today

| Sponsor Recognition Benefits | Platinum \$20,000 | Gold \$10,000 | Silver \$5,000 | Bronze \$2,500 | Copper \$1,000 |
|--|----------------------|------------------|-------------------|-------------------|-------------------|
| Option for sponsor staff to act as "Welcome Crew" at event | x | | | | |
| Full conference registration | 2 | | | | |
| 10x10 Exhibit Booths | 1 | 1 | | | |
| Exhibit Booth Personnel Registrations | 4 | 2 | | | |
| Tickets to sponsored event | 10 | 6 | | | |
| Podium recognition/ award presentation | x | x | x | | |
| Attendee registration list 30 prior to event | x | x | x | | |
| Link between Conference Website and Sponsor's Homepage | x | x | x | | |
| Name/Logo on the Pipelines Conference Website | x | x | x | x | |
| Name/Logo on the Conference Sponsors Signs | x | x | x | x | x |
| Name/Logo in Sponsorship List in Conference Programs | x | x | x | x | x |

Exhibit Booth Fees

\$18.50 per sq. ft. x 10 ft. — (\$1,850)
Corner spaces are an additional \$150 — (\$2,000)

Exhibit Hours

(Hours subject to change)

Sunday, August 29, 2010

| | |
|--------------------|--------------------|
| Contractor Move-in | 6:00 am – 11:00 am |
| Exhibitor Move-in | 11:00 am – 4:00 pm |
| Welcome Reception | 5:30 pm – 7:30 pm |

Monday, August 30, 2010

| | |
|---------------------|--------------------|
| Exhibit Hall Hours | 9:30 am – 3:30 pm |
| AM Networking Break | 9:30 am – 10:00 am |
| Box Lunch | 12:00 pm – 1:30 pm |
| PM Networking Break | 3:00 pm – 3:30 pm |

Tuesday, August 31, 2010

| | |
|-----------------------|--------------------|
| Continental Breakfast | 7:00 am – 8:00 am |
| Exhibit Hall Hours | 7:00 am – 3:30 pm |
| AM Networking Break | 9:30 am – 10:00 am |
| PM Networking Break | 3:00 pm – 3:30 pm |
| Exhibitor Move-out | 3:30 pm – 7:00 pm |

Airport

Keystone Resort & Conference Center is located 92 miles west of the Denver International Airport (DEN) or 150 miles from the Colorado Springs Airport (COS).

Housing

Keystone Resort & Conference Center

22010 US Highway 6
Keystone, CO 80435
Main Phone: (800) 362.3392
Guest Fax: (303) 404.6406

Room Rates: \$149 Regular Room or One bedroom Condominium Suite; **\$169** Loft Suite per night
All room rates are subject to applicable tax, which is currently 12.02% per room, per night and is subject to change.

Reservation Cut-off Deadline: August 6, 2010

*In order to qualify for the special conference room rate, you must mention that you are attending the "Pipelines Conference 2010."

Transportation

Getting to Keystone is easy via the door-to-door shuttle service of CME (Colorado Mountain Express). CME offers both shared ride shuttles and private car airport services from Denver International Airport (DIA). For more information, visit the website at <http://www.ridecme.com/ass.htm> or call (800) 525.6363.

All major car rental companies are located at the Denver International Airport (DEN).



Important Dates

| | |
|---|-------------------|
| Initial 50% deposit due for contracts executed onsite | December 17, 2009 |
| Full payment due | May 27, 2010 |
| Exhibitor Kit e-mailed | June 30, 2010 |
| Resort Reservation Cut-off Deadline | August 6, 2010 |
| Move in | August 29, 2010 |
| Move out | August 31, 2010 |

Past Exhibitors & Sponsors

Accurate Corrosion Control, Inc.
ACIPCO
Advanced Products & Systems
Advitam
Akkerman Inc.
American Concrete Pressure Pipe Association
American Ductile Iron/American Flow Control/American SpiralWeld Pipe
Ameron International
AP/M Permaform
Applied Geomechanics
Aqua America Inc.
ARB Inc.
Badger Daylighting Corp.
Berry Plastics Corrosion Protection Group
CANUSA-CPS
Carboline Company
CDM
CH2M Hill
Chemline
Conshield Technologies, Inc.
Consolidated Pipe & Supply
Cosmic Tophat LLC
Covalence Adhesives CPG
Danby Pipe Renovation System (Boyer Inc.)
DSI America
Durham Geo Slope Indicator
Dywidag Systems International USA
Echologics Engineering Inc.
Engineered Restorations
Farwest Corrosion Control
Fibrwrap Construction, Inc
Freese and Nichols, Inc.
Freyssinet, LLC
Future Pipe Industries

Fyfe Co.
Geospatial Corp
Godwin Pumps
GSSI
Haley & Aldrich
Hanson
HDR Engineering
HJ3 Composite Technologies
Hobas Pipe USA
Industrial Pipe Fittings, LLC
Insituform
International Valve Marketing, Inc.
IPEX
ISCO Industries
JCM Industries, Inc.
Kienow Associates, Inc.
KPF Consulting Engineers
LifeLast, Inc.
LightStream LP
LMK Enterprises
Lockwood Andrews & Newman
Madison Chemical Industries, Inc.
Mar Mac Construction Products
McElroy Mfg
Mears Group, Inc.
Metrotech Corporation
MWH Global
National Clay Pipe Institute
National Utilities Contractors Association
Navigant Consulting Inc.
NDT Corporation
New England Pipe Cleaning Co.
New England Water Works Association
Northwest Pipe Company
PBS&J

Performance Pipe
Pipe Wrap
Pipeline Division
PipeMedic by Quakewrap, Inc.
Plastics Pipe Institute
Pressure Pipe Inspection Company
Principia Engineering, Inc.
PSOMAS
Pure Technologies
PVC Pipe Association
RedZone Robotics
Reynolds Inliner
Schiff Associates
Sekisui-SPR
Signature Flooring - EventDeck
Sprayroq Inc.
Steel Plate Fabricators Association
STV
T.D. Williamson, Inc.
TDW Services Inc.
TechCorr
Technical Toolboxes
TRANSNEFT
TT Technologies
TWS Technical Services
U.S. Pipe & Foundry
Ultraliner Inc
Underground Solutions Inc
Uni-Bell PVC Pipe Association
US Pipe & Foundry Co
VAG Armenturem GMBH
Vulcan Painters
Woolpert

