

2011 BizCon™

STRATEGIC THINKING FOR  
CONSTRUCTION LEADERS

## A Powerful and New Approach to Building Relationships with CEOs and Leaders in the Construction Industry

FEBRUARY 23-25, 2011  
WALDORF ASTORIA®  
ORLANDO



PARTNERSHIP STRATEGIES



## WHAT IS BIZCON™?

More than 400 construction executives from across the nation will participate in a high-level, thought-provoking summit that will help them strategically position their companies for future success.

Leading experts will present research on emerging business trends, provide global and domestic economic assessments, review the current political landscape, and discuss the future of the construction industry.

This exclusive event—reserved for construction executives and industry leaders—will encourage an exchange of ideas, business challenges, opportunities and strategies.

## WHO WILL ATTEND?

BizCon is designed to connect senior-level executives from construction-related businesses. Peer-to-peer sharing will be inspired by insightful program content, enabling an exchange of new perspectives among participants from different construction specialties and sectors.

- Construction CEOs, Presidents and Owners
- Senior-level Executives and Managers
- Leaders from Construction-related Suppliers and Manufacturers
- Architectural and Engineering Firm Executives
- Construction Insurance and Financial Industry Leaders

## YOUR OPPORTUNITY

Unlike a trade show, the Resource Center at BizCon will provide a thoughtful, consultative setting for executives to meet with you one-on-one to learn about your company's innovative construction products and services. The Resource Center is not a forum for selling, but an opportunity to educate CEOs about your company's innovative solutions and to build relationships with key leaders.

- Align your research, services and product innovations to the needs of industry decision-makers
- Share research and case studies that address best practices within the construction industry.

## BIZCON™ PARTNER BENEFITS

As a BizCon Partner, you'll be able to build foundational relationships with leaders of America's most successful construction firms, enabling you to establish a network that extends beyond the event itself. Plus, you'll gain insights for developing more competitive products and services as you interact with construction executives and discuss the concerns and challenges that they are facing.

- Interact with key decision-makers from construction companies and participate with CEOs during meals, breaks, keynote sessions, workshops, and social events.
- Opportunity to present a case study as part of the workshop agenda.
- Opportunity to have relevant, innovative information included on the BizCon website
- Partner logo included in BizCon promotional emails.
- Continual face time. The BizCon CEO Lounge, Cyber Café, and Case Study Workshops are all held in the Resource Center, placing you in the heart of the action.
- Use of BizCon participant list.
- Complimentary registrations for two of your executive team members. (Please note: a typical sales rep will not be suited for this environment.)
- Ability to register two executives from prospective clients at a 70% discount (a \$900 savings on each registration fee).



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## PARTNER PACKAGES

By design, the BizCon Partner program is limited to eight companies — each representing a different industry sector. Only premier resource providers that are innovators in their particular specialty will be selected. The goal is to ensure that each BizCon Partner complements the rich program content and brings additional value to the executive attendees

Additionally, each of the eight BizCon Partner areas will be uniform in all aspects, including partner signage, color scheme, graphics, and tables and seating. This will eliminate the need for you to ship a booth, signage and other items that are typical of a tradeshow.

### BIZCON PARTNER

Limited to four BizCon Partners

### BIZCON PARTNER

with Case Study Workshop

Limited to four BizCon Partners.

BizCon Partners that choose the Case Study Workshop option will be able to conduct a group presentation during either the Wednesday or Thursday reception in the Resource Center. (Case studies and presentations need to be approved in advance.)



## LEARN MORE

To learn about the exclusive BizCon Partner opportunities, contact Lee Matthews, ABC Director of Corporate Alliances

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