The 2009 Business of BIM Conference provides an in-depth look at McGraw-Hill Construction’s research on the specific business aspects of Building Information Modeling (BIM) and Integrated Project Delivery (IPD), with a focus on tangible, measurable and repeatable benefits, emerging contracting strategies, and examples of companies and projects that demonstrate the value of these approaches.

It’s time to associate your organization with a revolution unlike anything the construction industry has ever experienced. Become a sponsor of the McGraw-Hill Construction Business of BIM Conference, and ...

... position your organization as a leader.

The rapid emergence of BIM and IPD is changing the way project teams work together to communicate, solve problems and build better projects faster, with fewer cost and schedule overruns. Attendees of this conference will gain a unique understanding of the tangible business values being experienced by adopters of BIM.

As a sponsor, McGraw-Hill Construction will connect your organization with leaders from the A/E/C/O community. Sponsorship opportunities include:

- Position your firm with the SmartMarket BIM Report
- Network with the key decision-makers in the industry in person
- Build your brand identity and company awareness online and in print

Don’t miss this opportunity to amplify the impact of your organization’s commitment to BIM through a variety of media resources.
BIM RESEARCH & ANALYTICS
SMARTMARKET REPORT OPPORTUNITIES

BIM SmartMarket Report – Corporate Partner ($25,000)

• Recognition of your organization’s Corporate Partner participation at all locations where McGraw-Hill Construction presents results, including events and related websites
• Company logo placed on BIM SmartMarket Report cover in a prominent position (Report also being distributed to event attendees)
• 200 complimentary copies of the BIM SmartMarket Report for your marketing use
• Complimentary digital copy of the report that can be posted on your website for distribution
• Your organization’s contact information and link placed in Resource section of report
• Presentation of the study results at one of your organization’s events (date/location to be mutually agreed upon)
• Inclusion of your organization’s name in a national press release announcing the SmartMarket Report

BIM SmartMarket Report – Corporate Contributor Sponsor ($10,000)

• Recognition of your organization’s Corporate Contributor Sponsorship participation at all locations where McGraw-Hill Construction presents results, including events and related websites
• Company logo placed on BIM SmartMarket Report cover (Report also being distributed to event attendees)
• 50 complimentary copies of the BIM SmartMarket Report for your marketing use
• Complimentary digital copy of the report that can be posted on your website for distribution
• Your organization’s contact information and link placed in Resource section of report
EVENT SPONSORSHIP OPPORTUNITIES

The Business of BIM Conference
Platinum Sponsor ($25,000)

Pre-Event

- Corporate logo and 100-word company overview will be posted on the conference website, including a link to your company’s website
- Corporate logo displayed in all ads and marketing materials promoting the conference
- Photo and bio of a representative from your organization will be posted on the event website (representative to introduce a presenter at the conference)
- Conference attendee list with names, mailing addresses and emails for one time use (available week of conference) and can be used for setting up meetings and dinner
- Full page, four color ad to be placed in the show issue of ENR or Architectural Record, September issue

At The Event

- Opportunity to introduce a presenter designated by McGraw-Hill Construction with a 1-2 minute slot to speak about your firm and how it helps BIM (must be approved by McGraw-Hill Construction prior to the event)
- Up to 10 representatives from your organization can attend the entire conference with no registration fee
- 6 foot table for tabletop display in exhibit area
- Corporate logo displayed on signage at the event and registration
- Opportunity to place one piece of marketing collateral on each seat at the general assembly at the beginning of the conference

Beyond The Event

- Final attendee list will be sent to you within one week after event takes place

Platinum Sponsorship
Package Also Includes One of the Following*:

COCKTAIL RECEPTION SPONSOR
Exclusive sponsor of a 60-minute cocktail reception held within the conference venue (includes signs at the reception promoting your company as the sponsor, along with napkins branded with your corporate logo).

CONTINENTAL BREAKFAST
Exclusive sponsor of a 60-minute continental breakfast to be held within the conference venue (includes signs at the breakfast promoting your company as the sponsor, along with napkins branded with your corporate logo).

NETWORKING & REFRESHMENT BREAK SPONSOR
Exclusive sponsor of the AM and PM breaks, being held within the conference venue (includes signs at the breaks promoting your company as the sponsor, along with napkins branded with your logo).

CONFERENCE TOTE BAG SPONSOR
Great Take Away Item – The tote bags feature artwork and/or logo as determined by your company, and will be distributed to all conference participants upon their arrival.

*Based on first come, first serve basis
EVENT SPONSORSHIP OPPORTUNITIES

**Gold Sponsorship**

The Business of BIM Conference

**Gold Sponsor ($15,000)**

**Pre-Event**

- Corporate logo and 50-word company overview will be posted on the conference website, including a link to your company’s website
- Corporate logo displayed in all ads and marketing materials promoting the conference
- Conference attendee list with names, mailing addresses and emails (available week of conference)

**At The Event**

- Up to 5 representatives from your organization can attend the entire conference with no registration fee
- Corporate logo displayed on signage at the event and registration
- 6 foot table for tabletop display in exhibit area
- Opportunity to place one piece of marketing collateral on the conference registration desk.

**Beyond The Event**

- Final attendee list will be sent to you within one week after event takes place

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**Silver Sponsor**

The Business of BIM Conference

**Silver Sponsor ($5,000)**

- Up to 2 representatives from your organization can attend the entire conference with no registration fee
- Corporate logo displayed on signage at the event and registration
- 6 foot table for tabletop display in exhibit area

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**Gold Sponsorship Package Also Includes One of the Following***

**NOTEPAD & PEN SPONSOR**

Great Take Away Item – An opportunity to be at each delegate’s fingertips. Custom notepad and pen branded with your corporate logo distributed to all attendees.

**BOTTLED WATER**

Water bottles will display the sponsoring company’s logo, and will be distributed to attendees inside the general assembly for the length of the conference.

**BADGE LANYARDS**

Custom badge lanyards branded with your corporate logo distributed to all attendees.

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*Based on first come, first serve basis
SPECIAL PACKAGE OPPORTUNITIES

Buy Individual Packages or Buy a Special Sponsor Package and Receive Discounted Rates!

Platinum Corporate Partner Sponsorship Package ($50,000)
23% discount off individual sponsor pricing

- BIM SmartMarket Report Corporate Partner ($25,000 value)
- The Business of BIM Conference Platinum Sponsorship ($25,000 value)
- ENR or Architectural Record Special Section Full-Page, 4-Color Ad ($10,000 value)
- ENR or Architectural Record Special Online Section Sponsor ($5,000 value)

Gold Corporate Partner Sponsorship Package ($32,000)
20% discount off individual sponsor pricing

- BIM SmartMarket Report Corporate Contributor Sponsor ($10,000 value)
- The Business of BIM Conference Gold Sponsorship ($15,000 value)
- ENR or Architectural Record Special Section Full-Page, 4-Color Ad ($10,000 value)
- ENR or Architectural Record Special Online Section Sponsor ($5,000 value)

WANT TO LEARN MORE?

CONTACT YOUR ACCOUNT MANAGER

OR:

TOLL FREE:
800-458-3842

DIRECT:
212-904-6819

E-MAIL:
MHCmedia@mcgraw-hill.com
Building Information Modeling & Integrated Project Delivery: An Advantage to Your Business in a Challenging Economy

PRINT AND ONLINE OPPORTUNITIES

Print Opportunities

Advertising Sponsor: ENR or Architectural Record Special Section
Full-Page, 4-Color Ad ($10,000)
- Prominent positioning of your ad in the October 2009 edition of ENR or Architectural Record Magazine

Advertising Sponsor: ENR or Architectural Record Special Section
Half-Page, 4-Color Ad ($7,000)
- Positioning of your ad in the October 2009 edition of ENR or Architectural Record Magazine

Online Opportunity

Online Sponsor: ENR Special Section ($5,000)
- Your organization’s logo to be included on the MHC Digital Design and Construction site for 6 months

WANT TO LEARN MORE?

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