



TRANSFORMING CONSTRUCTION WITH REALITY CAPTURE TECHNOLOGIES



Off-site Construction
Research Centre



Canadian Society for
Civil Engineering

CONFERENCE PARTNERSHIP OPPORTUNITIES

Transforming Construction with Reality Capture Technologies: The Digital Reality of Tomorrow

Aug. 23 – 25, 2022 | Fredericton, New Brunswick, Canada

Presented by the University of New Brunswick Off-site Construction Research Centre in collaboration with the Canadian Society for Civil Engineering



Welcome to the University of New Brunswick

On behalf of the Transforming Construction with Reality Capture (RC) Technologies: The Digital Reality of Tomorrow organizing committee, we are pleased to invite you to partner in this inaugural, collaborative event with the University of New Brunswick Off-site Construction Research Centre (OCRC) and the Canadian Society for Civil Engineering (CSCE). This specialty conference will be held in Fredericton, New Brunswick from August 23 to August 25, 2022, at the University of New Brunswick (UNB).

Plenary sessions, presentations of peer-reviewed papers, engaging keynote speakers and relevant case studies will inform individuals and organizations of the latest uses of reality capture and related innovative technologies critical to the future of the construction industry. This conference presents a unique opportunity for your organization to gain exposure to a wide range of professionals, academics, and government delegates from across Canada and around the world.

The conference will be held at the Wu Conference Centre located on the picturesque UNB Fredericton campus. Accommodations are available at the Hilton Garden Inn Fredericton and Crowne Plaza Fredericton Lord Beaverbrook. The organizing committee has arranged for special rates when you identify as an attendee of this conference. Transportation to and from the hotel and conference venue has also been arranged and will be provided to delegates free of charge.

We appreciate your interest in supporting this conference and look forward to welcoming you to Fredericton this August! Please connect with us directly with any questions you may have.



Brandon Searle, P.Eng., M.Eng.
Chair, Organizing Committee



Ala Suliman, Ph.D., P.Eng.
Chair, Technical Committee



Join us as a conference partner in Fredericton

The 2022 Transforming Construction with Reality Capture Technologies: The Digital Reality of Tomorrow (TCRC 2022) conference offers a variety of partnership opportunities to advertise your organization and/or products to members of the AEC&FM industry. Our delegates will include industry leaders, academics, students and government and public sector officials. Partnering with this conference will allow your organization to benefit from association with CSCE, UNB, and the OCRC, while reaching out to a unique, captive audience in an engaging environment.

There are many different partnership packages and benefit opportunities available at the conference, and we welcome the opportunity to discuss custom partnership packages that best suit your needs. Your partnership or trade show booth will:

- Connect you with researchers in the field of reality capture and construction from across Canada and around the world
- Demonstrate investment and support of innovation and research
- Increase your brand awareness
- Promote your product or service
- Position your organization as a leader in the civil engineering sector
- Provide networking opportunities with existing and potential clients

All partnerships will be announced on social media and in the bi-weekly CSCE e-bulletin that goes to the inboxes of close to 15,000 professionals. Trade show exhibitors will also receive complimentary tickets to breakfast and lunches, and other benefits as described on the trade booth request form.



Partnership packages

We are pleased to offer a limited number of partnership packages to industry sponsors.

PLATINUM SPONSOR | **Value: \$15,000** | **Quantity available: One**

GOLD SPONSOR | **Value: \$7,500** | **Quantity available: Three**

SILVER SPONSOR | **Value: \$5,000** | **Quantity available: unlimited**

Trade show exhibition

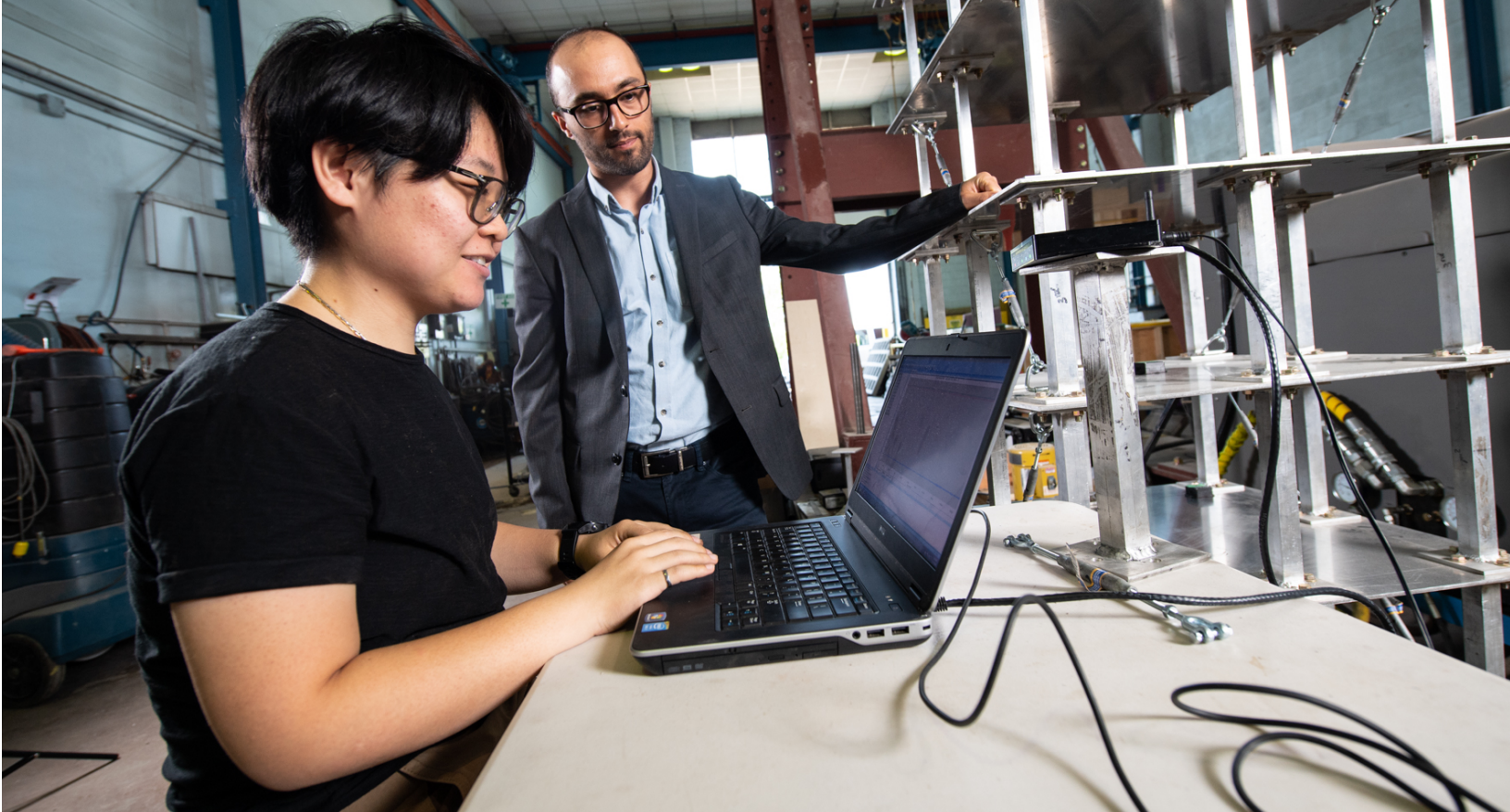
Industry representatives are invited to participate in our trade show located on the conference premises and adjacent to meeting rooms over the course of the event. Exhibitor booths sized 6.5' x 7' are available for \$2,000, and trade show exhibitors will receive complimentary tickets to breakfasts and lunches, and other benefits as described in the trade show booth request form. See below for additional exhibitor booth discounts offered to platinum, gold and silver sponsors.

Package benefits

Partnership Benefits ¹	Platinum Sponsor \$15,000	Gold Sponsor \$7,500	Silver Sponsor \$5,000
Advertising space in conference program	Full page	Half page	Quarter page
Complimentary conference registrations	Four	Two	One
Logo banners and signs in foyer	Large size	Medium size	Small size
Discount on trade show exhibitor's booth	100%	50%	25%
Logo on back of volunteer shirt	Large size	Medium size	Small size
Centrepieces with company logos on all tables during meals and awards dinner)	X		
Logo on awards for best student paper, best overall paper (presented by organization representative)	X		
Logo on conference lanyards	X		
Promotional items in delegate packages (partner-supplied)	X	X	
Copy of delegate list ²	X	X	
Partnership announcement on social media and e-newsletters	X	X	X
Logo in conference program partner section	X	X	X
Logos included on registration site	X	X	X
Logo on screens in conference venue	X	X	X

NOTE: All print materials including logos and advertising must be received by May 31, 2022. All logos will be featured (size and frequency in accordance with the level of partnership commitment).

1. Additional benefits may be negotiated.
2. Delegate list includes name, organization, city, and email address. Delegates may opt out of this list during registration.



Additional partnership opportunities

Closing Banquet Partner

\$10,000

(one available)

- Logo on conference website
- Logo in the conference program
- Corporate name and logo prominently displayed at the opening reception
- Opportunity to speak at banquet reception (five mins)
- Opportunity to provide pre-approved promotional item to each attendee

Opening Reception Partner

\$5,000

(one available)

- Logo on conference website
- Logo in the conference program
- Corporate name and logo prominently displayed at the opening reception
- Verbal recognition and opportunity to speak at welcome reception (5 mins)
- Opportunity to provide pre-approved promotional item to each attendee

Courtesy Shuttle Partner

\$5,000

(one available)

- Logo on conference website
- Logo displayed in shuttle vehicles and way-finding signage
- Verbal recognition at conference opening

Five-Minute Student Competition Partner

\$5,000

(one available)

- Logo on conference website
- Corporate name and logo prominently displayed at event
- Participation in judging panel
- Announcing top three award winners during banquet



Additional partnership opportunities (cont.)

Breakfast Partner

\$2,500

(two available – one per breakfast)

- Logo on conference website
- Logo in the conference program
- Corporate name and logo prominently displayed at the food and beverage area
- Verbal recognition at breakfast

Lunch Partner

\$2,500

(two available – one per lunch)

- Logo on conference website
- Logo in the conference program
- Corporate name and logo prominently displayed at the food and beverage area
- Verbal recognition at lunch

Coffee Break Partner

\$2,000

(two available)

- Logo on conference website
- Corporate logo shown in coffee break area throughout the conference

Student Support Partner

\$1,000

(unlimited)

- Sponsor student discount
- Logo on conference website
- Written recognition on registration site
- Corporate name and logo displayed on each student delegate pass
- Verbal recognition at opening ceremony

Additional partnership opportunities (cont.)

Parking Partner

\$1,000

(one available)

- Logo on the conference website
- Logo in the conference program
- Branded parking passes provided to attendees
- Verbal recognition at conference opening

Technical Tour Partner

\$1,000

(one available)

- Logo on conference website
- Logo in the conference program
- Corporate name and logo prominently displayed during technical tour
- Verbal recognition at conference opening

Volunteer Shirt Partner

\$1,000

(one available)

- Logo on conference website
- Logo in conference program
- Verbal recognition at conference opening

Our conference venue

The Wu Conference Centre on UNB's Fredericton campus is a full-service meeting facility offering 12,500 square feet of professional meeting space.



Wu Conference Centre, UNB Fredericton campus

Our host hotels

We have worked with two hotel properties in Downtown Fredericton to offer conference participants the best possible rates for their stay in Fredericton.

We are pleased to offer a complimentary shuttle to and from each of these properties to our conference location at the Wu Conference Centre.

Hilton Garden Inn Fredericton | starting at \$144 per night*

Reservations: 1.506.999.1551

Crowne Plaza Fredericton Lord Beaverbrook | starting at \$144 per night*

Reservations: 1.506.455.3371



Hilton Garden Inn, Downtown Fredericton



Crowne Plaza Fredericton Lord Beaverbrook

*Please see conference website for discount code

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Partnership Request Form

Partner contact information

Name:

Title:

Organization:

Address:

Phone:

Email:

Social media handles:

Partner billing information (if different from above)

Name:

Title:

Organization:

Address:

Phone:

Email:

Partnership packages

PLATINUM SPONSOR | \$15,000 ☐

GOLD SPONSOR | \$7,500 ☐

SILVER SPONSOR | \$5,000 ☐

Other partnership opportunities

Closing Banquet Partner \$10,000	<input type="checkbox"/>	Opening Reception Partner \$5,000	<input type="checkbox"/>
Courtesy Shuttle Partner \$5,000	<input type="checkbox"/>	Five-Minute Student Competition Partner \$5,000	<input type="checkbox"/>
Breakfast Partner \$2,500	<input type="checkbox"/>	Lunch Partner \$2,500	<input type="checkbox"/>
Coffee Break Partner \$2,000	<input type="checkbox"/>	Student Support \$1,000	<input type="checkbox"/>
Parking Partner \$1,000	<input type="checkbox"/>	Technical Tour Partner \$1,000	<input type="checkbox"/>
Volunteer Shirt Partner \$1,000	<input type="checkbox"/>		

Total partnership commitment: \$ _____

Payment method:

☐ Cheque:

Payable to:

University of New Brunswick Conference Services
Attn: Julia McDevitt
20 Bailey Drive, Fredericton, NB, E3B5A3

☐ Credit card:

☐ Visa ☐ Mastercard ☐ AMEX

Card number:

Expiry date:

Name on card:

☐ Invoice:

Invoice to be sent upon receipt of this form by UNB. Payment due upon receipt of invoice.

Next steps:

1. Sign below
2. Scan or save and send via email to offsiteconstruction@unb.ca
3. Email your organization's logo to offsiteconstruction@unb.ca

Signature

Date

Thank you for your support!

We look forward to welcoming you to Fredericton in August.

TRANSFORMING CONSTRUCTION

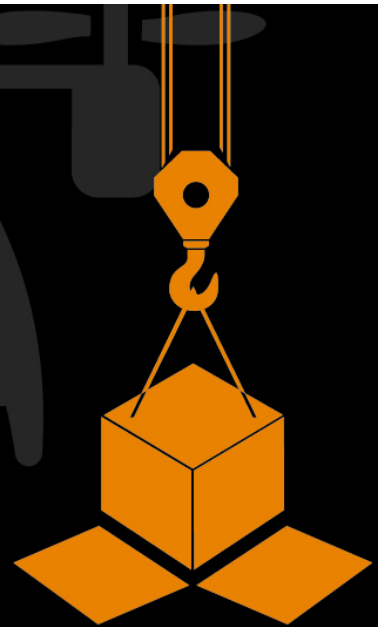
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Trade Show Exhibitor Form

Exhibitor contact information

Name:

Title:

Organization:

Address:

Phone:

Email:

Social media handles:

Exhibitor billing information (if different from above)

Name:

Title:

Organization:

Address:

Phone:

Email:

☐ **Exhibitor booth rental | \$2,000**

Benefits:

- Includes booth at all conference days –24 and 25 (set up Aug. 23 and tear down end of day, Aug. 25)
- Exhibitor booths are sized 6.5' deep x 7' wide
- All booths have access to power and wifi
- All booths have included a 6' table covered with black spandex cover and two banquet chairs
- Exhibitor booths will be located in the foyer of the Wu Conference Centre, where all meal/break food will be served from
- Trade show exhibitors will receive complimentary tickets to breakfast and lunches
- Company logo placed on conference website with links
- Company logo and contact information in conference program (note: all logos must be received by May 31, 2022 to be included in print material)
- Note: Partnership package sponsors are entitled to discounts on the trade show exhibit rate – please see details above for discount levels
- Note: Bookings on a first come, first served basis (11 booth spaces are available)

Total partnership commitment: \$ _____

Payment method:

☐

Cheque:

Payable to:

University of New Brunswick Conference Services
Attn: Julia McDevitt
20 Bailey Drive, Fredericton, NB, E3B5A3

☐

Credit card:

☐

Visa

☐

Mastercard

☐

AMEX

Card number:

Expiry date:

Name on card:

☐

Invoice:

Invoice to be sent upon receipt of this form by UNB. Payment due upon receipt of invoice.

Next steps:

1. Sign below
2. Scan or save and send via email to offsiteconstruction@unb.ca
3. Email your organization's logo to offsiteconstruction@unb.ca

Signature

Date

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