71st HIGHWAY GEOLOGY SYMPOSIUM

September 20 - 24, 2020

Renaissance Asheville Hotel - Asheville, North Carolina

Sponsorship Opportunities
**Symposium Sponsorship**

We invite you to participate as a sponsor in the 71st Highway Geology Symposium being held September 20 - 24, 2020 at the Renaissance Asheville Hotel in Asheville, North Carolina. HGS was established to foster a closer cooperation and better understanding between geologists and civil engineers in the highway industry. Traditionally the event draws an attendance of 150-175 engineering geologists and geotechnical engineers from state and federal agencies as well as consultants, colleges, and universities from all over the country.

**Highlights**

Highlights include welcome reception with sponsors and exhibitors, symposia technical sessions, group lunches and breaks, full day field trip through the Pidgeon River Gorge, companion tour of Biltmore Estate, and Awards Banquet.

**Why Sponsor?**

The symposium agenda was designed to encourage connecting and networking. A sponsorship will offer you an opportunity to make face-to-face connections with influential staff and key leadership from around the country. This exposure will reinforce your brand awareness and maximize visibility within the geotechnical community, through a positive association and much anticipated event.

A variety of sponsorship opportunities are available, and are outlined in the following pages, however a customized package can also be created based on your desired level of involvement and financial contribution.

**How to Register**

Registration will be done online through a customized portal. Simply go to www.highwaygeologysymposium.org and follow the details to the 2020 Symposium. The website will also include up to date conference news and information.

**Want to Customize a Sponsorship or Ask a Question?**

Please contact the HGS Sponsor Coordinator, Karen Forbes by emailing karen@delaneymeetingevent.com or calling 802-448-9078.

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**Schedule At A Glance**

**NEW FORMAT!!**

**Sunday, September 20**

12:00 PM - 7:00 PM  Exhibitor Set up

**Monday, September 21**

7:00 AM — 5:30 PM  Registration Open
8:00 AM – 12:00 PM  Exhibitor Set up
8:00 AM – 12:00 PM  TRB Meeting
1:00 PM – 5:30 PM  HGS Exhibitor Area Open
1:00 PM – 5:30 PM  HGS Technical Sessions
6:30 PM – 8:30 PM  Ice Breaker Social

**Tuesday, September 22**

6:00 AM – 7:00 AM  Grab & Go Breakfast
6:45 AM – 7:15 AM  Load buses for Field Trip
7:15 AM – 5:00 PM  Field Trip
Evening On Own

**Wednesday, September 23**

7:00 AM – 5:00 PM  Registration Open
7:00 AM – 8:00 AM  Breakfast with Exhibitors
8:00 AM – 5:00 PM  Exhibitor Area Open
8:00 AM – 5:30 PM  Technical Sessions
9:00 AM – 2:00 PM  Guest Trip
10:10 AM – 10:40 AM  Mid-AM Break with Exhibitors
12:00 PM – 1:00 PM  Lunch
3:00 PM – 3:30 PM  PM Break with Exhibitors
6:00 PM – 7:00 PM  Social Hour with Exhibitors
7:00 PM – 9:00 PM  Banquet & Entertainment
7:00 PM - 10:00 PM  Exhibitor Tear Down

**Thursday, September 24**

6:00 AM—10:00 AM  Exhibitor Tear Down
## OPPORTUNITIES AND ENTITLEMENTS

### Platinum Level Sponsor $6,500
Entitlements Include:
- Priority Location 8’ Display Table
- Up to 3 Complimentary Registrations
- Full Page Ad (8 1/2 x 11) in Final Program
- Giveaway in Conference Bag
- Logo in Proceedings and on Symposium Website
- Sponsor an Event or Item (choices below)

### Gold Level Sponsor $4,500
Entitlements Include:
- 8’ Display Table
- Up to 2 Complimentary Registrations
- Half Page Ad (8 1/2 x 5) in Final Program
- Giveaway in Conference Bag
- Logo in Proceedings and on Symposium Website
- Sponsor an Event or Item (choices below)

<table>
<thead>
<tr>
<th>Event / Item</th>
<th>Additional Entitlement</th>
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<tbody>
<tr>
<td>Field Trip Lunch</td>
<td>Logo on Sponsored Event Signage</td>
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<tr>
<td>Field Trip Transportation</td>
<td>Logo on Vehicle Signage</td>
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<td>Wednesday Lunch</td>
<td>Logo on Sponsored Event Signage</td>
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<tr>
<td>Banquet</td>
<td>Logo on Sponsored Event Signage</td>
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<tr>
<td>Symposium Giveaway</td>
<td>Logo Imprinted on Item</td>
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<tr>
<td>Ice Breaker Social</td>
<td>Logo on Sponsored Event Signage</td>
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<td>Wednesday Breakfast</td>
<td>Logo on Sponsored Event Signage</td>
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<tr>
<td>Field Trip Breakfast</td>
<td>Logo on Sponsored Event Signage</td>
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<td>Symposium WIFI</td>
<td>Company Name will be Password</td>
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<td>Symposium AV</td>
<td>Logo on Special Recognition Sign</td>
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### Silver Level Sponsor $3,000
Entitlements Include:
- 8’ Display Table
- 1 Complimentary Registration
- Quarter Page Ad in Final Program
- Giveaway in Conference Bag
- Logo in Proceedings and on Symposium Website
- Sponsor an Event or Item (choices below)

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<tr>
<td>Banquet Keynote</td>
<td>Logo on Sponsored Event Signage</td>
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<tr>
<td>Banquet Social Hour</td>
<td>Logo on Sponsored Event Signage</td>
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<td>Monday PM Break</td>
<td>Logo on Sponsored Event Signage</td>
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<td>Wednesday AM Break</td>
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<td>Wednesday PM Break</td>
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### Bronze Level Sponsor $1,750
Entitlements Include:
- 8’ Display Table
- 1 Complimentary Registration
- Company Description in Final Program
- Logo in Proceedings and on Symposium Website
- Sponsor an Event or Item (choices below)

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<tr>
<td>Field Trip Break</td>
<td>Logo on Sponsored Event Signage</td>
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<tr>
<td>Symposium Signage</td>
<td>Logo on All Signage</td>
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<tr>
<td>Guest Tour Lunch</td>
<td>Logo on Sponsored Event Signage</td>
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<tr>
<td>Guest Tour Shuttle</td>
<td>Logo on Vehicle Signage</td>
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<tr>
<td>Printed Symposium Proceedings</td>
<td>Full Page Special Mention on Inside Front Cover of Proceedings</td>
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SYMPOSIUM EXHIBIT AREAS

Below are diagrams of the 2020 HGS exhibit locations. During the registration process, you will be able to download an up-to-date diagram showing available tables, and then select your top three table preferences. Locations will be assigned by registration date.

The following tables are reserved for *Platinum Level Sponsors: 7, 14, 15, and 16*. These tables are in very high traffic location, and will be in close proximity to event food and bars.

**Ballroom Pre-Function**

**Windsor Ballroom**

Location For:
- Registration
- Ice Breaker
- Breaks

Location For:
- Ice Breaker
- Technical Sessions
- Lunch

QUESTIONS?

Please contact the HGS Sponsor Coordinator, Karen Forbes by calling 802-448-9078 or emailing karen@delaneymeetingevent.com.