2009 Media Kit

The Tools You Need to Maximize Your Investment

Sponsorship Contact
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From
The President

Dear Union Construction Professional,

Where would you like to take your organization in 2009? Are you looking to target existing customers or develop new ones? Create lasting relationships with peers in the industrial maintenance, construction and steel erection industry? Would you like to make a lasting impression at well-attended industry events such as TAUC’s annual Leadership Conference or one of our Industry I.Q. Forums?

Or perhaps you prefer to network in a more casual setting such as the Union-Made Golf Tournament?

However you decide to invest in your organization’s future, TAUC’s 2009 Media Kit is your road map to aligning yourself with the decision-makers in the $350 billion union construction industry.

TAUC provides its members an abundance of opportunities to uncover new work opportunities, develop professionally and advance the union construction industry. The association’s dedication to the tripartite approach led to the creation of TAUC’s Customer Caucus which provides members and sponsors with unique opportunities to forge relationships with representatives from the owner/client community.

This Media Kit highlights our annual events and the accompanying marketing/sponsorship opportunities. Each opportunity is clearly described, as is the recognition you can expect in return.

We hope you look to 2009 with as much anticipation as we do. For inquiries regarding an opportunity published in this guide, please contact Mike Dorsey at 703.524.3336 ext 122 or mdorsey@tauc.org.

Very truly yours,

Robert C. Hoover
President
Leadership Conference is the premier annual event where more than 200 union construction executives gather for educational seminars, dynamic speakers, knowledge-sharing, networking and, of course, the Union-Made Golf Tournament.

Sponsoring this event is your opportunity to make a lasting impression on the decision-makers in the industrial maintenance, construction and steel erection industry.

**Impression Packages**

**Platinum Sponsor (1 available) - $20,000**
- Sole sponsor of welcome reception
- Logo prominently displayed on conference webpage, marketing material, program, post-event material and onsite
- One complimentary marketing opportunity in TAUC’s monthly e-Newsletter
- Full page ad on conference program back cover
- ½ page color ad in TAUC's quarterly magazine, *The Construction User*
- Logo prominently included with other sponsors in full page color ad in *The Construction User*
- Two conference registrations
- Link to your Web site on www.TAUC.org through 2009
- Opportunity to provide pre-approved promotional items to conference attendees

**Gold Sponsor (3 available) - $10,000**
- Sole sponsor of one networking breakfast
- Logo displayed on conference webpage, marketing material, program, post-event material and onsite
- ½ page ad in conference program
- ¼ page color ad in TAUC’s quarterly magazine, *The Construction User*
- Logo included with other sponsors in full page color ad in *The Construction User*
- One conference registration
- Link to your Web site on www.TAUC.org through 2009

**A la carte**
- Safety Award Luncheon (10) - $1,000 ea.
  - The Thomas J. Reynolds safety awards honor the top union contractors for their commitment to safety
- Breakout Session (2) - $2,000 ea.
  - Two educational sessions, one regarding crane certification processes, the other will delve into the ongoing work of the Federal Mediation and Conciliation Services.
  - Sessions will last one hour each.
- Name badge Lanyards (1) - $3,500
  - Your logo on all attendee name badge lanyards
- Hotel Keycards (1) - $3,500
  - Your logo on all attendee hotel room keycards
- Tote Bags (2) - $4,000 ea.
  - Your logo on the tote bags that all attendees use during the conference…and after
- Networking Breakfast (3) - $5,000 ea.
  - The start of every attendee’s day means a great meal and a great opportunity to uncover new business
- Welcome Reception (1) - $10,000
  - Exposure abounds for the Welcome Reception sponsor
- Exhibition Space (3) - $10,000 ea.
  - Space to demonstrate your business and an audience that will listen
- Gala & James J. Willis Craftperson Award Presentation - $15,000
  - A highly anticipated event each year, the Gala presents its sponsor with a wealth of exposure

All al la carte sponsorships include sponsor’s logo displayed on conference webpage, marketing material, program, post-event material and on-site

**Union-Made Golf Tournament**
- Hole Sponsor (18) - $1,000 each
- Longest Drive (1) - $1,000
- Closest to the Pin (1) - $1,000
- Lunch Sponsor (1) - $3,000

All golf tournament sponsorships include sponsor’s logo displayed on conference webpage, marketing material, program, post-event material and on-course
Industry I.Q. Forums

Pennsylvania Powers Union Construction
September 9, 2009 – Pittsburgh, PA

State of the Union…Construction Industry
December 9, 2009 – Washington, D.C.

TAUC Industry I.Q. Forums provide union construction professionals with additional opportunities to share their expertise and business cards! Pennsylvania Powers Union Construction, and State of the Union…Construction Industry provide an abundance of take-home value for participants and a wealth of exposure to sponsors.

Impression Package

Two available for each forum - $7,500 ea.
❖ Logo prominently displayed on marketing material, post-event material and onsite
❖ Logo displayed on forum presentation slides
❖ Full page ad in forum packet
❖ 1/4 page color ad in TAUC’s quarterly magazine, The Construction User
❖ Two forum registrations
❖ Link to your Web site on www.TAUC.org through 2009
❖ Opportunity to provide pre-approved promotional items to forum attendees

TAUC University Webinars
Online
Three webinars scheduled for 2009

TAUC webinars are one of a kind online learning experiences designed to equip union construction professionals with the tools necessary to achieve excellence.

Impression Package

Sole Sponsor (1 available for each webinar) - $5,000
❖ Logo prominently displayed on marketing material, post-event material and webinar presentation slides
❖ Two webinar registrations
❖ Link to your Web site on www.TAUC.org through 2009
2009 Sponsorship Opportunities

2009 Sponsor Commitment

To register for 2009 sponsorship opportunities, please check the options that interest you, complete this form and return to Mike Dorsey at mdorsey@tauc.org or fax to his attention at 703.524.3364. Please note: Some sponsorships are limited; number in parenthesis denotes number of sponsorships available. First come, first serve basis.

Leadership Conference
- Platinum Sponsor (1) - $20,000
- Gold Sponsor (3) - $10,000
- Gala & James J. Willis Craftperson Award Presentation - $15,000
- Welcome Reception (1) - $10,000
- Exhibition Space (3) - $10,000
- Networking Breakfast (3) - $5,000
- Tote Bags (2) - $4,000
- Name badge Lanyards (1) - $3,500
- Hotel Keycards (1) - $3,500
- Breakout Session (2) - $2,000
- Safety Award Luncheon (10) - $1,000

Industry I.Q. Forums
- Pennsylvania Powers Union Construction Industry (2) - $7,500
- State of the Union...Construction Industry (2) - $7,500

Webinar Series
- First Quarter ’09 (1) - $5,000
- Second Quarter ’09 (1) - $5,000
- Third Quarter ’09 (1) - $5,000

Union-Made Golf Tournament
- Hole Sponsor (18) - $1,000
  Quantity __________
- Longest Drive (1) - $1,000
- Closest to the Pin (1) - $1,000
- Lunch Sponsor (1) - $3,000

Organization Name: _______________________________________________________________________
Billing Contact: ___________________________________________________________________________
Billing Contact Phone: ______________________ Email: _________________________________________
Address: ________________________________________________________________________________

PAYMENT METHOD:
- Check (payable to TAUC)  Invoice Me
- Automated Billing - Charge my  VISA  MasterCharge  AMEX

Card Number: ___________________________________________ Exp. Date ______ SID # ______
Name on Card: _________________________________________________________________

Signature: ________________________________

If paying by check, please mail this form to TAUC, attention: Mike Dorsey, 1501 Lee Highway, Suite 202, Arlington, VA 22209. If paying by credit card or requesting an invoice, fax form to 703.524.3364, email mdorsey@tauc.org or call 703.524.3336 x 122
Thank You to our 2008 Sponsors
2009 Highlights

TAUC Leadership Conference

TAUC University Webinars

Pennsylvania Powers Union Construction

NMAPC Zero Injury Safety Awards

State of the Union…Construction Industry