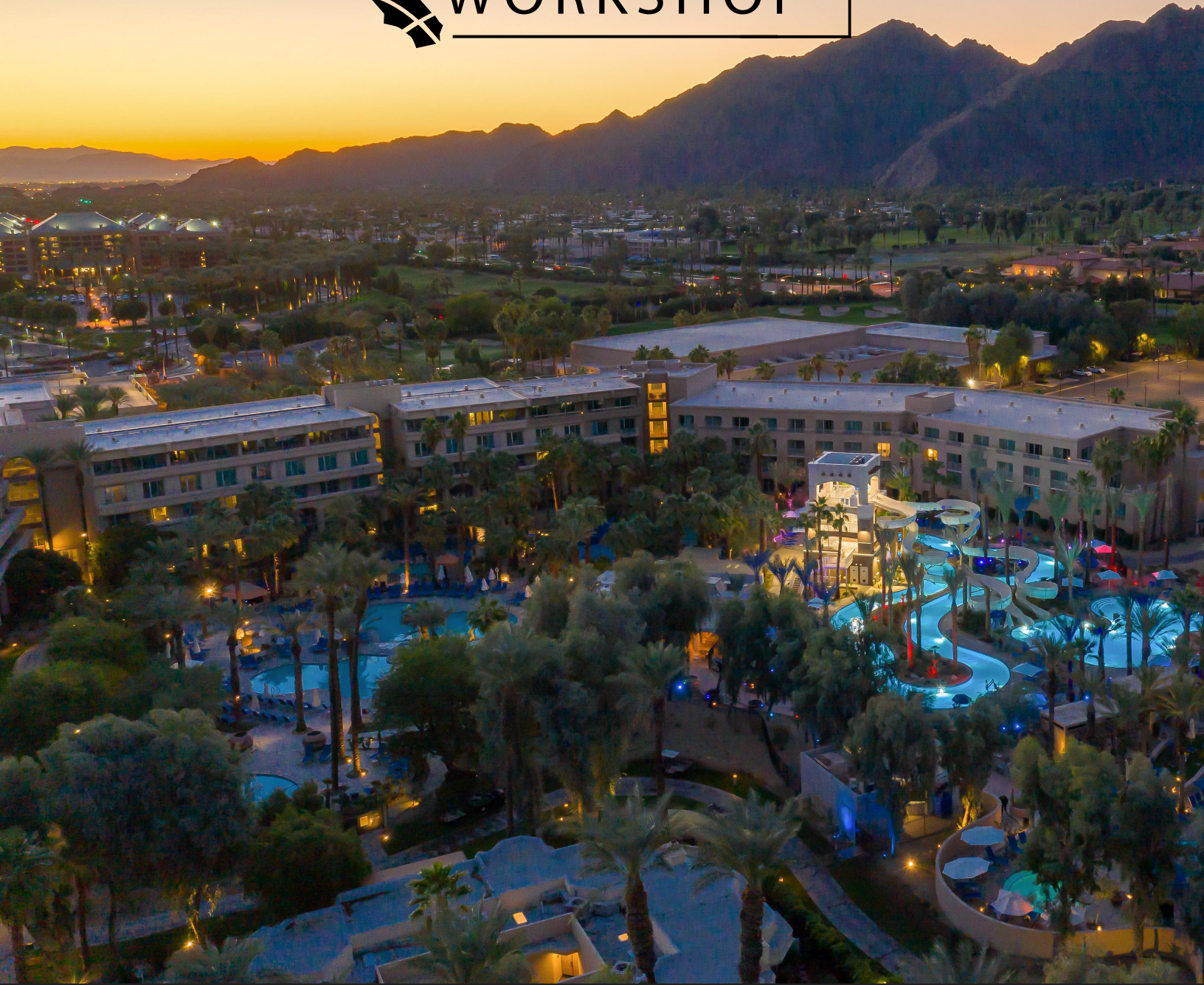


63rd Annual
WESTERN WINTER
WORKSHOP™



FEBRUARY 29 - MARCH 3, 2024
HYATT REGENCY INDIAN WELLS RESORT AND SPA

organized by



supported by



www.westernwinterworkshop.org

Event Prospectus

We'll help you get in front of your audience

The Western Winter Workshop™ (WWW) is an annual event that showcases the very latest in project controls tools and techniques. The workshop provides major capital project delivery organizations, owners, executives, managers, engineers and other industry professionals a unique networking opportunity with key decision makers. The three day workshop consists of technical presentations given by some of the best and brightest individuals within the project controls, program, project and construction management community, capital management program presentations given by owners who will address the challenges and accomplishments of their current projects and several networking events!

The Planning Committee is excited to welcome over 600 attendees. We are committed to enhancing value for exhibitors, sponsors and attendees. To do this, we will offer:

Exhibitor/Sponsor Benefits*:

- Access to attendees, capital management speakers and technical speakers
- Complimentary Workshop registrations
- Logo on Workshop banners, Western Winter Workshop™ website and program
- Annual exhibitor/sponsor reception or social events
- Special recognition during the Workshop
- Partnered Marketing - The WWW will work with Exhibitors/Sponsors to invite potential clients
- Marketing materials included in Workshop tote bags
- Exhibitor space at the Workshop
- Company name and logo on sponsorship items

*** Benefits are based on exhibitor and/or sponsorship level. See following pages for details.**

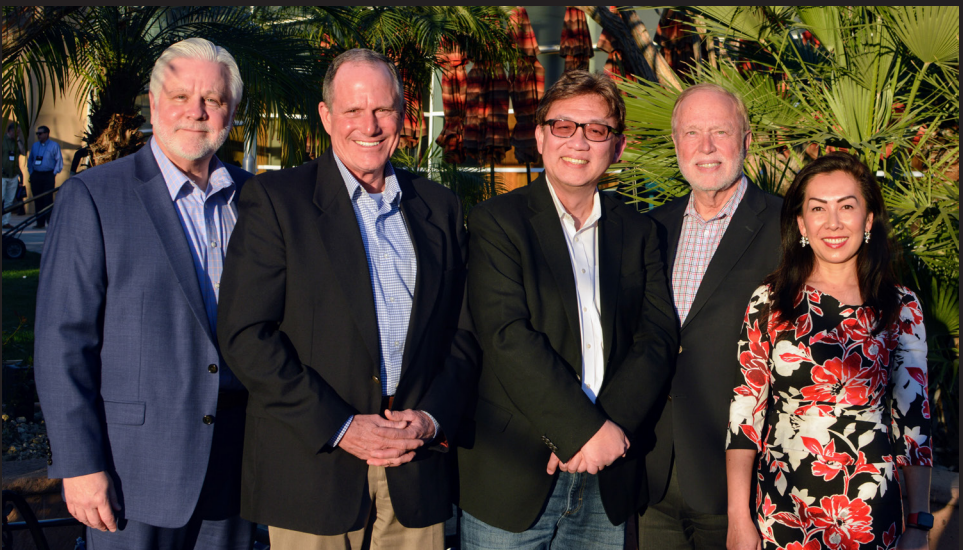
Attendee Benefits

- Group incentives available
- Admission to meals, exhibitor breaks and sponsor receptions
- Networking Opportunities with Industry Owners and Professionals
- Opportunities to receive credit hours towards recertification
- The WWW program will consist of multiple diverse technical tracts and capital speakers to attract a broad audience
- The WWW program will offer a software showcase where vendors can introduce attendees to their software products and latest industry innovations

63rd Annual

WESTERN WINTER
WORKSHOP™

2024 Western Winter Workshop™
Hyatt Regency Indian Wells Resort & Spa
February 29 - March 3, 2024
www.westernwinterworkshop.org



Exhibitor /Sponsor Packages

PREMIER CONFERENCE SPONSOR: \$50,000

- A 50 minute time slot after opening Keynote message on day one to present (non-sales) topic of their choosing
- 1 Technical Presentation Session to be presented on Friday afternoon
- First pick of booth space (10' x 20' space) and adjacent partner agencies that register as Platinum (or above) sponsors during the early bird registration period.
- 2 spots reserved at the Exclusive Capital Management dinner
- Recognition for sponsorship on LinkedIn and Western Winter Workshop website
- Room sponsorship of break-out sessions (includes name and logo signage for assigned room)
- Workshop registration for 8
- Premium Hospitality Suite
- Attendee List (The list does not include contact information due to compliance with GDPR and CANSPAM acts/regulations)

BMW SOCIAL EVENT CORPORATE PACKAGE: \$45,000

- Ceremonial opening remarks to kickoff the BMW experience and present the award at the Friday night Exhibitors reception
- Premium quality polo shirts handed to those participating in BMW event embroidered with company logo, BMW Performance Center Logo and WWW logo for up to 100 people
- Room sponsorship of break-out sessions (includes Name and Logo Signage for assigned room)
- Workshop registration for 5
- BMW Experience Center seats for 5
- 10' x 20' premium location exhibit space
- 2 breakout sessions
- Private Hospitality Villa
- Attendee List (The list does not include contact information due to compliance with GDPR and CANSPAM acts/regulations)

KEY INNOVATOR SPONSOR: \$50,000

- 50 minutes to address the general session (morning before lunch) on the latest for People, Process, or Technology Innovation
- Room sponsorship of break-out sessions (includes Name and Logo Signage for assigned room)
- Workshop registration for 12
- 4 seats reserved at the Exclusive Capital Management dinner
- 10' x 20' exhibit space
- Private Hospitality Villa
- Attendee List (The list does not include contact information due to compliance with GDPR and CANSPAM acts/regulations)

BREAKOUT INNOVATOR 1 SPONSOR: \$25,000

- 50 minutes to present in the largest breakout session (afternoon) on the latest for People, Process, or Technology Innovation
- Room sponsorship of break-out sessions (includes Name and Logo Signage for assigned room)
- 2 seats reserved at the Exclusive Capital Management dinner
- Workshop registration fee for 6
- 10' x 20' exhibit space
- Private Hospitality Villa
- Attendee List (The list does not include contact information due to compliance with GDPR and CANSPAM acts/regulations)

BREAKOUT INNOVATOR 2 SPONSOR: \$15,000

- 50 minutes to present in the largest breakout session (afternoon) on the latest for People, Process, or Technology Innovation
- 1 seat reserved at the Exclusive Capital Management dinner
- Workshop registration fee for 3
- 10' exhibit space with 6' table and 2 chairs
- Private Meeting Room
- Attendee List (The list does not include contact information due to compliance with GDPR and CANSPAM acts/regulations)

Exhibitor /Sponsor Packages

CAPITAL MANAGEMENT SESSION PANEL: \$10,000 (4 available)

- 5 minutes to introduce the panel
- Workshop registration for 4
- 1 seat to the Capital Management Dinner
- 10' exhibit space with 6' table and 2 chairs
- Attendee List (The list does not include contact information due to compliance with GDPR and CANSPAM acts/regulations)

CAPITAL MANAGEMENT DINNER - KEYNOTE SPEAKER (Thursday night): \$10,000

- 4 reserved seats at your sponsored table of 8 including VIP's
- Prominently displayed company logo on signage during event
- VIP access to owners and key decision makers
- Sponsorship provides a special 15-minute overview of your company's services and will kick off this VIP dinner under the stars

CAPITAL MANAGEMENT DINNER - TABLE SPONSOR (Thursday night): \$5,000

- 2 reserved seats at your sponsored table of 8 including VIP's
- Prominently displayed company logo on signage during event
- Workshop registration for 2
- VIP access to owners and key decision makers

EXHIBITORS RECEPTION (Friday night): \$10,000

- Company logo displayed on signage during event
- Opportunity to introduce your company and its services during exhibitor's reception
- 2 hr. hosted bar
- Cocktail napkins with company logo imprinted
- Attendee List (The list does not include contact information due to compliance with GDPR and CANSPAM acts/regulations)

PLATINUM: \$5,000

- Workshop registration for 3
- 10' exhibit space with 6' table and 2 chairs
- Company name displayed as breakfast/lunch/break sponsor
- Attendee List (The list does not include contact information due to compliance with GDPR and CANSPAM acts/regulations)

GOLD: \$3,000

- Workshop registration for 2
- 1 10' exhibit space with 6' table and 2 chairs
- Attendee List (The list does not include contact information due to compliance with GDPR and CANSPAM acts/regulations)

SMALL & MEDIUM SIZE ENTERPRISE (Saturday Night): \$1,500

(MBE/WBE/SBE/DBE etc.)

- Workshop registration for 1
- Opportunity to bring your own tabletop display
- Company logo displayed on signage during event and in program
- 1 Hr. hosted bar





THE BMW ULTIMATE DRIVING EXPERIENCE

Thursday, February 29, 2024 8:00am

BMW's Ultimate Driving Experience is back and better than ever for 2024. Head to the track and rotate between various BMW vehicles, driving each through tight corners and fast straightaways. Finally, buckle up in the passenger seat for a hot lap with one of their instructors as they drift and accelerate around the track. It's a ride you won't soon forget.



Additional Sponsorship Opportunities

Available to Gold Sponsors and above.

| Sponsorship Item | Benefits | Cost |
|--------------------|---|--------|
| Workshop Tote Bags | Company logo on tote bags used by WWW attendees. Participating firm provides this promotional item and must send to hotel prior to the event. | \$5000 |
| Lanyards | Company logo on lanyards used by WWW attendees. Participating firm provides this promotional item and must send to hotel prior to the event. | \$5000 |

What's in it for you?

By sponsoring the Western Winter Workshop, your company can increase its visibility and brand recognition amongst some of the most prestigious companies in the industry. The opportunities for networking with other sponsors, exhibitors, and attendees can lead to more generated leads and sales opportunities for your business. By showcasing your products or services, you can easily engage with attendees and potential prospects. Being involved in an established industry event like the Western Winter Workshop can position your company as a thought leader in your field. By engaging in sessions, you can showcase your expertise and knowledge, and demonstrate your commitment to advancing your industry.





5th Annual Marla Miller Memorial Golf Tournament

Sunday March 3rd, 2024
Indian Wells Resort - Players Course
8:00 am Shotgun

ROUND OF GOLF

SINGLE GOLFER - \$300

- Tournament Polo
- Swag Bag
- Luncheon

TOURNEY PACKS - \$50

- 2 Raffle Tickets
- Closest to the Pin Competition
- Long Drive Competition

GOLF TOURNAMENT SPONSORSHIP OPPORTUNITIES

CHAMPION SPONSORSHIP: \$15,000

- 2 Foursomes
- 8 Tourney Packs
- Logo on Tournament Golf Polos
- 8 \$100 Indian Wells Gift Cards
- 8 Indian Wells Quarter Zips
- Registration / Lunch Signage
- Hole Signage
- On course Golf Cart Advertising
- Tournament Appreciation Award
- Ability to add Marketing items to Swag Bag
- On Course Booth Option
- Recognition in Western Winter Workshop Program
- Address Tournament Participants at Luncheon

GOLF TOURNAMENT SPONSORSHIP OPPORTUNITIES

EAGLE SPONSOR - \$7500 (2X)

- 2 Foursomes
- 8 Tourney Packs
- 8 \$100 Indian Wells Gift Cards
- Registration / Lunch Signage
- Hole Signage
- On course Golf Cart Advertising
- Tournament Appreciation Award
- Sponsor Gift Bag
- Ability to add Marketing items to Swag Bag
- On Course Booth Option
- Recognition in Western Winter Workshop Program

BIRDIE SPONSOR - \$5000 (4X)

- 1 Foursome
- 4 Tourney Packs
- Registration / Lunch Signage
- Hole Signage
- On Course Booth Option
- Tournament Appreciation Award
- Ability to add to Swag Bag Marketing
- Recognition in Western Winter Workshop Program

LUNCH SPONSOR - \$2500 (2X)

- 2 Golfers
- 2 Tourney Packs
- Lunch Signage
- Hole Signage
- Ability to add Marketing items to Swag Bag
- Tournament Appreciation Award
- Address Tournament Participants at Luncheon
- Recognition in Western Winter Workshop Program

GOLF BALL SPONSOR - \$2500

- 1 Golfer
- 1 Tourney Pack
- Logo on Giveaway Balls in Swag Bag
- Hole Signage

LONG DRIVE SPONSOR - \$2500 (2X)

- 1 Golfer
- 1 Tourney Pack
- Long Drive Prize
- Hole Signage
- Ability to add Marketing items to Swag Bag
- Winner's Prize

SWAG BAG SPONSOR - \$2500

- 1 Golfer
- 1 Tourney Pack
- Logo on Swag bag given to all attendees
- Hole Signage
- Ability to add Marketing items to Swag Bag

CLOSEST TO PIN - \$2500 (2X)

- 1 Golfer
- 1 Tourney Pack
- Hole Signage
- Ability to add Marketing items to Swag Bag
- Winner's Prize

HOLE SPONSOR - \$2000

- 1 Golfer
- 1 Tourney Pack
- Hole Signage
- Ability to add Marketing items to Swag Bag
- Tournament Appreciation Award

RAFFLE SPONSOR - \$500

- Option to give actual Raffle Prize
- Recognition during raffle
- Ability to add Marketing items to Swag Bag

We look forward to having everyone out for
a great day of golf!

Phil Peterson
Tournament Chair
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Western Winter Workshop™ Contacts



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Terms & Conditions

- A. The exhibit space may only be used to promote products and services available from the exhibiting company/organization.
- B. Unless prior approval is obtained from Chair or Executive Director, the Exhibitor will not operate entertainment or hospitality rooms during any scheduled sessions, programs, activities, or events.
- C. So that the display value of adjoining booths is not harmed, the exhibitor agrees to limit the height of side-walls, fixtures, and other display materials to a maximum of 50 inches in that portion of our booth which extends more than 48 inches from the back wall.
- D. The Western Winter Workshop™ may reject any application or reassign exhibit booth space at its sole discretion.
- E. The exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and save the Western Winter Workshop™ and the Hotel and their employees and agents harmless against all claims, losses and damages to persons or property, arising out of or caused by the exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Western Winter Workshop™ and/or the Hotel, their employees or agents. In addition, the exhibitor acknowledges that the Western Winter Workshop™ and the Hotel do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.
- F. Cancellation Policy: A cancellation fee equal to 50% of the full agreement will be assessed for cancellations received in writing prior to December 1st, 2023. After December 1st, 2023 this contract is non-cancelable from the moment signed and the exhibitor will be liable for the full agreement price and terms of said contract. Terms are enforced regardless if exhibitor does not attend the conference or if the exhibit space is resold. Should the agreement be referred to a collection agency/attorney for any reason, the client and/or representing agency of said client, is responsible for attorney fees, interest and costs associated with any and all collection efforts.
- G. Materials for mailings to Western Winter Workshop™ attendees must be pre-approved by Western Winter Workshop™ committee before they are released via mail, e-mail or advertising.
- H. Any attendee list that is distributed does not include contact information due to Western Winter Workshop™'s compliance with GDPR and CANSPAM acts/regulations.