

CLEVELAND  
ENGINEERING  
SOCIETY

Learn • Connect • Lead

1768 E 25th St.  
Cleveland, OH 44114

[www.cesnet.org](http://www.cesnet.org)

Thursday, March 3<sup>rd</sup>, 2016

64<sup>th</sup> Annual

**DESIGN & CONSTRUCTION**

Conference and Tradeshow

## Reinvesting in the North Coast

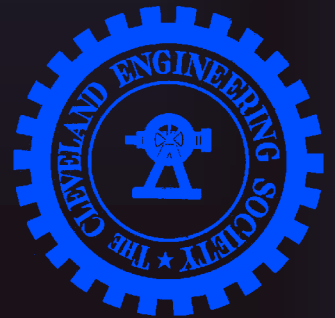
**LEARN** about projects and opportunities for business in NEO.

**CONNECT** with owners, engineers, contractors and more to build your network.

**LEADING** suppliers, service providers and technology featured in tradeshow.

Earn up to **6 CPD hours** for attending!

# 64<sup>th</sup> Annual **DESIGN & CONSTRUCTION** Conference and Tradeshow



EARN UP TO  
**6 CPD  
HOURS!**

Thursday, March 3, 2016  
7:30 AM to 6:00 PM

LaCentre  
25777 Detroit Road, Westlake, Ohio, 44145

**20% OFF**

until February 1st, 2016!

- Call or visit our website for more details -



# 64<sup>th</sup> Annual DESIGN & CONSTRUCTION Conference and Tradeshow

Thursday, March 3<sup>rd</sup>, 2016  
Reinvesting in the North Coast

**Registration:** 7:30 - 8:45 AM  
**Morning Plenary:** 8:45 - 9:45 AM  
**Lunch Plenary:** 12:20 - 1:20 PM  
**Closing Panel:** 3:50 - 5:00 PM

## *Excellence in Design Awards*

*In recognition of outstanding design, construction & engineering in new construction or renovation.*

Presented during the opening session

## *Hall of Fame Awards*

*Honoring outstanding achievement in the field of engineering, architecture or construction.*

Presented during the lunch session



### **Morning Keynote:**

#### **Jeremy Paris**

Executive Director  
The Group Plan Commission

**The Revitalization of  
Public Square & Cleveland's  
Outdoor Spaces**



### **Luncheon Keynote:**

#### **Steven Standley**

Chief Administrative Officer  
University Hospitals

**UH and the Community –  
Anchor Institution Leadership**

TRACK ONE PUBLIC AGENCY UPDATES	TRACK TWO FACILITIES	TRACK THREE TECHNOLOGY	TRACK FOUR CONSTRUCTION
10:15 - 11:05 am			
<b>ODOT District Updates</b>	<b>Cleveland State Master Plan Update</b>	<b>LIDAR Surveying</b>	<b>New OSHA Regulations</b>
<b>Allen Biehl, PE</b> District 3 <b>Myron Pakush, PE,</b> District 12 <b>Howard Huebner, PE,</b> District 4, ODOT	<b>Jack Baumann</b> Senior Project Manager Cleveland State University*	<b>Mark Yeager</b> KS Associates	<b>William Hocevar</b> Safety Director Great Lakes Construction
1:30 - 2:20 pm			
<b>Capitol Improvement Program Update</b>	<b>Canton Hall of Fame Village</b>	<b>UAV Photography Technology</b>	<b>Construction Site Security</b>
<b>Anthony Yacobucci, PE</b> Chief Engineer Ohio Turnpike Commission	<b>Peter Fierle</b> Vice President of Communications Professional Football Hall of Fame	<b>Matthew Mishak</b> Dronewerx*	<b>Charles Johnston</b> SSRA, FBI Cleveland Division Akron Resident Agency
2:50 - 3:40 pm			
<b>Capitol Improvement Program Update</b>	<b>Challenges in Historic Building Restoration</b>	<b>Using BIM Technology to Create Best Quality Design &amp; Construction Efforts</b>	<b>Key Provisions in Construction Contracts and Subcontracts</b>
<b>Kellie Rotunno</b> NEORS	<b>Michael Chesler</b> President The Chesler Group	<b>Murray Hestley</b> Vice President Virtual Design & Construction, Retired The Whiting-Turner Contracting Company	<b>Aaron S. Evenchik, Esq.</b> Franz Ward LLP

SMPS

Society for Marketing  
Professional Services

**SMPS MAX Talk Presentations**  
- Reinvesting in the North Coast -

**MAX**  
MARKET • ACT • EXCHANGE



**Margaret Hewitt**  
Principal  
HLMS Sustainability



**Michael E. Goldberg**  
Assistant Professor,  
Department of Design  
and Innovation,  
Weatherhead School  
of Management,  
CWRU



**Badri Narayanan**  
Director of Consumable  
Research and Development,  
The Lincoln Electric  
Company

\* Invited

MORNING & LUNCH KEYNOTES

BREAKOUT SESSIONS

# Sponsorship Opportunities

## Lakefront Sponsor - \$3,000

- Company logo on the cover of program and on all promotional materials\*
- Speaking Opportunity at the podium

- 6 full-day conference registrations\*\*
- Reserved table w/sign for lunch
- One 8' X 10' exhibit space in prime location
- Signage at the event

- Opportunity to include materials in the conference bag
- Full-page company profile on the inside cover of the conference program

## Riverside Sponsor, \$2,000

- Prominent placement of company logo in all promotional materials\*
- 4 full-day conference registrations\*\*

- One 8' X 10' exhibit space
- Signage at the event
- One-half page company profile in the conference program
- Opportunity to announce a Hall of Fame Award winner & present award

## Cityscape Sponsor, \$1,000

- Company logo in all promotional materials\*
- 2 full-day conference registrations\*\*

- One 8' X 10' exhibit space
- Signage at the event
- Quarter page (100-150) word company profile in the conference program

## General Sponsor, \$500

- One full-day conference registration\*\*

- 50 word company profile in the conference program
- Signage at the event

## Beverage Break Sponsor, \$500

- Company logo displayed at beverage stations throughout the day
- 50 word company profile in conference program

## Networking Reception Sponsor - \$500

- Signage with company logo at the Networking Reception

- 50 word company profile in conference program
- Verbal Recognition at the Reception

## Breakfast Sponsor, \$300

- Recognition at opening session

- Signage at breakfast
- Recognition in conference program

## Conference Supporter, \$150

- Company logo displayed throughout the day on video monitors located on trade show floor
- Recognition in conference program

## Sponsor a Student, \$60

- Make it possible for a student to benefit from conference attendance
  - Individual or corporate recognition in conference program

*\*Deadline to have company logo included in the event program is Friday, February 12, 2016*

*\*\*CES will donate unused sponsor tickets to area engineering students*

Target nearly 400 highly influential decision makers & key opinion leaders in the Design & Construction Industry

Introduce new products and services

Generate new sales leads

Build visibility for your company in a competitive marketplace

Over three hours of exhibition and networking time

# Tradeshow Opportunities

## Exhibitor Package

**CES Members: \$750\***

**Non-members: \$900**

*Exhibitor Package Includes:*

- One 8' X 10' exhibit space (displays larger than 10 ft. are not allowed)
- One 6' skirted table with two chairs
- Two full-day conference registrations
- Security

## Exhibitor Package with Demo Stage Upgrade

**Add \$300 to your Exhibitor Package**

Demo Stage Package ALSO includes:

- 15 minutes at the demonstration stage
- Premium signage
- Listing in the conference schedule of events

## Exhibitors:

- All exhibitors receive two full-day conference registrations.
- Please send two names to [contactces@cesnet.org](mailto:contactces@cesnet.org) or call 216-361-3100 with the information.
- Printed name tags will be provided for you at the door if names are provided in advance.
- **Due date for attendee names is: Friday, February 26, 2016.**
- Exhibitors receive a 75-100 word profile with company logo that will appear in the conference program.
- **Deadline for receipt of profile and logo is: Friday, February 12, 2016.**
- Profiles received after Friday, February 12<sup>th</sup> may not be included in the conference program.

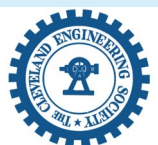
*\*Members of conference co-sponsoring organizations are entitled to member rates.*

64<sup>th</sup> Annual

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Thursday, March 3<sup>rd</sup>, 2016 • LaCentre, Westlake







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REGISTER BY:  
**FRIDAY, FEB. 26<sup>TH</sup>**

\* Last day to cancel with refund: 2/19  
\* Payments must be made in advance

CALL:  
216-361-3100

REGISTER ONLINE:  
www.cesnet.org

FAX:  
216-361-1660

EMAIL:  
contactces@cesnet.org

MAIL:  
Cleveland Engineering Society  
1768 E 25th St.  
Cleveland, OH 44114

## 3 PACKAGES TO CHOOSE FROM!

### Full Conference Package

- \* All Sessions
- \* Continental Breakfast
- \* Lunch
- \* Trade Show
- \* Networking Reception

### Morning Package

- \* Continental Breakfast
- \* Opening Keynote
- \* 10:15 A.M. Breakout
- \* Trade Show
- \* Awards of Excellence

2 CPD HOURS

### Afternoon Package

- \* Lunch Keynote
- \* Hall of Fame Awards
- \* 2 Afternoon Breakouts
- \* Trade Show
- \* Closing Panel

4 CPD HOURS

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Additional Attendees:

1. \_\_\_\_\_ ☐ VEG

2. \_\_\_\_\_ ☐ VEG

3. \_\_\_\_\_ ☐ VEG

4. \_\_\_\_\_ ☐ VEG

5. \_\_\_\_\_ ☐ VEG

6. \_\_\_\_\_ ☐ VEG

\*CES will provide attendee information to exhibitors of this conference only.

☐ If you do not wish to share your information

### INDIVIDUAL REGISTRATION:

**20% OFF Attendance & Exhibitor Rates  
until February 1st, 2016!**

**- call or visit our website for more details -**

#### Full Conference

☐ \$200 CES Member ☐ \$300 Non-member

#### Not a CES member? Join & Attend!

☐ \$375 CES membership active thru 12/16

#### Morning Package

☐ \$75 CES Member ☐ \$125 Non-member

#### Afternoon Package (Includes Lunch)

☐ \$150 CES Member ☐ \$275 Non-member

#### Group Registration

(6 or more, same company \_\_\_\_\_ # of guests)

☐ \$150 CES Member ☐ \$250 Non-member

#### Table of 8 - Lunch Only

☐ \$375 CES Member ☐ \$460 Non-member

#### Student Rate:

☐ \$60

### PROMOTIONAL & SPONSORSHIP OPPORTUNITIES:

- ☐ Lakefront Sponsor \$ 3,000 (6 guests)\*
- ☐ Riverside Sponsor \$ 2,000 (4 guests)\*
- ☐ Cityscape Sponsor \$ 1,000 (2 guests)\*
- ☐ General Sponsor \$ 500 (1 guest)\*
- ☐ Beverage Break Sponsor \$ 500
- ☐ Networking Reception Sponsor \$ 500
- ☐ Breakfast Sponsor \$ 300
- ☐ Conference Supporter \$ 150
- ☐ Sponsor a Student \$ 60

### TRADESHOW OPPORTUNITIES:

- ☐ Exhibitor Package, member \$ 750 (2 guests)\*
- ☐ Exhibitor Package, non-member \$ 900 (2 guests)\*
- ☐ Exhibitor, Demo Stage Upgrade (Add \$300 to your Exhibitor Package)

### EVENT PROGRAM:

#### ADVERTISING RATES:

- ☐ Full Page \$500 ☐ Half Page \$250
- ☐ Quarter Page \$150 ☐ Business Card \$75

Artwork due by: Friday, February 12, 2016

CES will donate any  
unused Sponsor tickets  
to area engineering  
students

☐ CES ☐ AIA ☐ ACI, NEO Chapter ☐ ASCE ☐ CEA ☐ CSI ☐ CTSC ☐ IEEE ☐ NAWIC  
☐ NSBE ☐ OCA ☐ SMPS, NEO Chapter ☐ The Builders Exchange ☐ DBIA

### PAYMENT:

\$ \_\_\_\_\_  
(amount enclosed)

\*Checks payable to CES  
\*Payment is REQUIRED prior  
to the day of the conference.  
Refund deadline is February 19th,  
2016. No exceptions.

☐ Invoice Me ☐ Check Enclosed ☐ Visa ☐ AmEx ☐ MasterCard ☐ Discover

Account #: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Name on card: \_\_\_\_\_

☐ Billing address if different from above:

\_\_\_\_\_

X \_\_\_\_\_ Date \_\_\_\_\_

I have read and acknowledged my participation above. I understand that I am responsible for payment.