

VIRTUAL EVENT

Feb. 22-25, 2021

Going Virtual

Education, Networking at your fingertips.



Geosynthetics Conference

Co-locating with IECA Annual Conference

Geosynthetics Virtual Conference 2021, virtually co-located with IECA Annual Conference and Expo, brings together professionals in all facets of the geotechnical industry to connect, network and discover new products and services on the show floor.

Gain access to Geosynthetics Virtual Conference's qualified attendees who are civil engineers, contractors, regulators, designers, installers and geotechnical practitioners and make key decisions about the use of geosynthetics materials.

An Evolving Audience

Geosynthetics Virtual Conference 2021 will feature the entire geosynthetics supply chain making up the attendee pool. Gain access to civil engineers, contractors, regulators, designers, installers and geotechnical practitioners at this specialized event.

A Robust Technical Program

Geosynthetics Virtual Conference 2021 features technical papers that will cover key information about the uses, research, design and case studies involving geosynthetics. These papers are of extreme value to attendees and are used by researchers, academia, designers and engineers. They are published in the proceedings and help spread the vast knowledge and use of geosynthetics worldwide.

Like a physical show, attendees visit to gain valuable information and access to new products, services and suppliers.

Geosynthetics Virtual Conference 2021 will feature:

- **High quality education.**
- **Networking:** Meet prospects in your booth, network throughout the event in education sessions, receive leads from booth traffic.
- **Sourcing:** Find **new products, new solutions** to help you with your projects. Geosynthetics Conference exhibitors will be on-hand to help with product questions, solutions for upcoming projects.

Geosynthetics Virtual Conference 2021 Organizing Committee



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The University of Kansas

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Exhibit Chair
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IGS-NA Conference
Representative
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Environmental
Agru America, Inc.

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Supporting Organizations



Missouri University of Science and Technology



University of Missouri – Columbia



Okay, I'm In(terested).

Virtual Exhibitor Packages

There is no better way to bring attention to your company than through a virtual exhibit space at Geosynthetics Virtual Conference 2021.



Choose your own virtual booth package... there's something for every budget and goal.

**Connect with prospects,
schedule virtual
meetings and promote
your product offerings.**

- Generate leads during this time when business travel is not possible.
- During a recent poll of past Geosynthetics Conference attendees, respondent said:
 - 55% would be interested in a virtual event
 - 55% would be interested in virtual networking
 - 38% said they would be looking for new products and services at our virtual event.
 - 82% of the last five years attendees, say they would be interested in attending a virtual event in order to view Paper Presentations.
- 90% of attendees use exhibitors as the #1 source of purchasing information.






** Survey Monkey poll, Sept. 2020*

Dynamic Virtual Event Platform

VIRTUAL EVENT  
Feb. 22-25, 2021

Schedule

- Program Information >
- Schedule at a Glance >
- Browse Schedule >
- Exhibitors >

 IECA EDUCATION	 IFAI EDUCATION	
IECA LEARNING LAB	IFAI LEARNING ZONE	
EXHIBIT HALL		
Networking		
Scavenger Hunt		
Livestream	Virtual Grab Bag	Claim Your PDH
		

The Official Schedule of the Geosynthetics Conference & IECA Annual Conference Show Guide 2021

Monday, Feb 22

8 am – noon | Morning Short Courses
12:30 – 4:30 pm | Afternoon Short Courses
4:30 – 5:30 pm | Evening Trivia (possible)

Tuesday, Feb 23

8 – 9 am | Welcome Plenary/Keynote
9:15 – 10:45 am | Technical Sessions
11 am – 12:30 pm | Koerner Lecture
11:30 – 2:30 Exhibitor Hours (dedicated time is 12:30 – 2:30 PM)
2:30 – 4 pm | Technical Sessions

Wednesday, Feb 24

8 – 9:30 am | Technical Sessions
10 – 11:30 am | Technical Sessions
11:30 am – 2:30 pm Exhibitor Hours (dedicated time is 12:30 – 2:30 PM)
2:30 – 4 pm | Technical Sessions

Thursday, Feb 25

8 – 9:30 am | Technical Sessions
10 – 11:30 am | Technical Sessions
11:30 am – 2 pm | Dedicated Exhibit Hours
2 – 3:30 pm | Technical Sessions

* Times subject to change.

Registration costs for Attendees

\$200 member rate/
\$250 non-member rate

- Platinum, Gold and Silver sponsor recognition from home page
- Explore the Floorplan, Exhibitor Search drop down right from home page
- Video Chat from booth, education or other community areas
- Scavenger Hunt traffic builder
- Digital Grab Bag

VIRTUAL EVENT
Feb. 21-24, 2021

Search for **Search** [Login](#)

Schedule

- Program Information >
- Schedule at a Glance >
- Browse Schedule >
- Exhibitors >

Exhibitors
Floorplan
Browse by company
Browse by category

IFAI EDUCATION
IFAI LEARNING ZONE

EXHIBIT HALL

Networking **Scavenger Hunt**

Livestream **Virtual Grab Bag** **Claim Your PDH**

Platinum Sponsors



Gold Sponsors

Silver Sponsors

- Explore the Floorplan,
Exhibitor Search drop down
right from home page




IECA PLATINUM SPONSORS	GEO PLATINUM SPONSORS
IECA GOLD SPONSORS	GEO GOLD SPONSORS
IECA SILVER SPONSORS	GEO SILVER SPONSORS
SHARED EXHIBITORS	
IECA EXHIBITORS	GEO EXHIBITORS
IECA LEARNING ZONE/POSTERS	GEO LEARNING ZONE

VIRTUAL EVENT

Feb. 21-24, 2021

Schedule

Search for



[Program Information >](#)
[Schedule at a Glance >](#)
[Browse Schedule >](#)
[Exhibitors >](#)

Exhibitors

Floorplan

Browse by company

Browse by category

IFAI EDUCATION

IFAI LEARNING ZONE

EXHIBIT HALL

Networking

Scavenger Hunt

Livestream

Virtual Grab Bag

Claim Your PDH

Platinum Sponsors

Gold Sponsors

Silver Sponsors

Select your booth space:

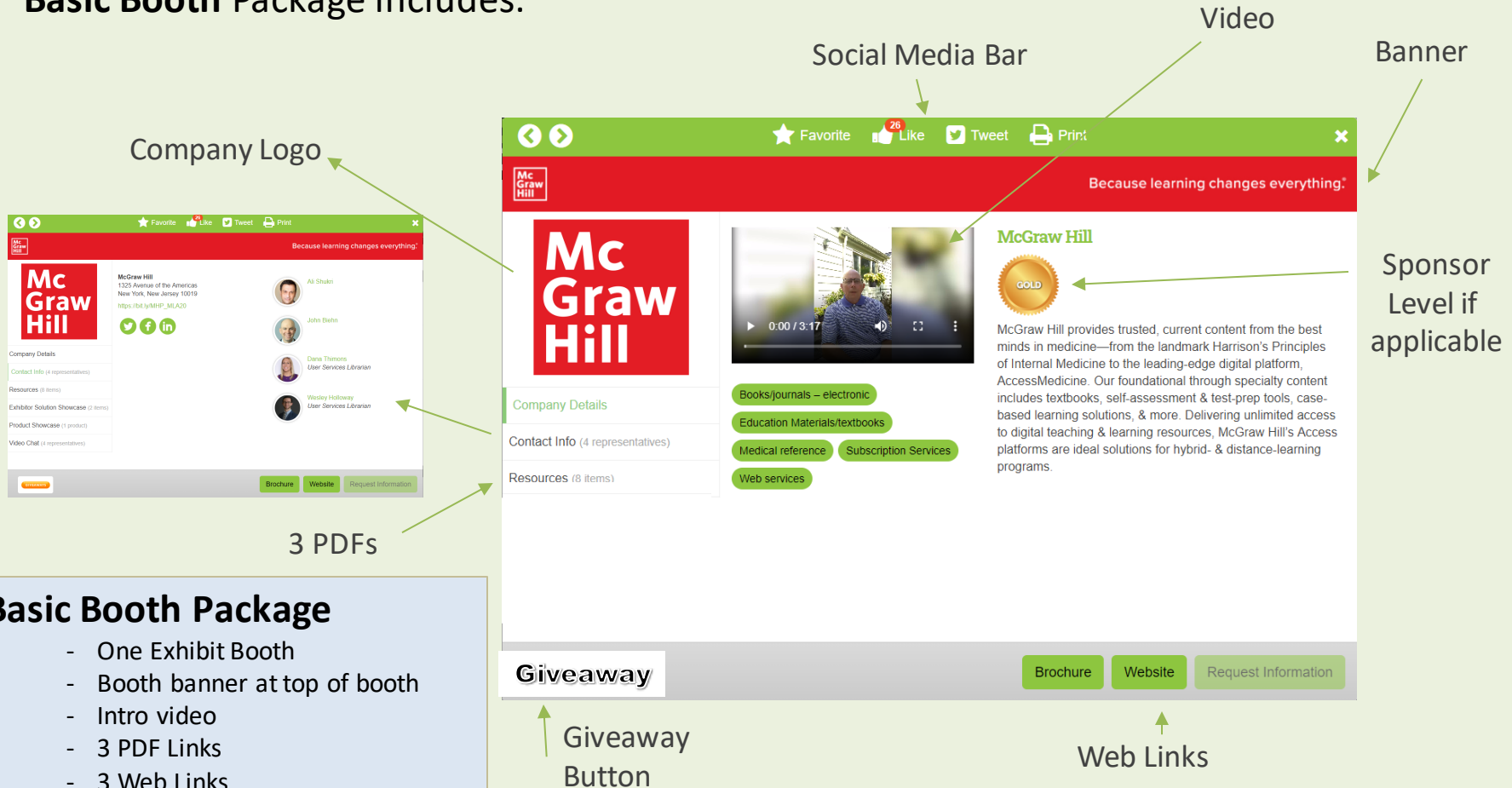
Basic Booth Space

- One exhibit booth
- Booth banner at top of booth
- Intro video
- 3 PDF links
- 3 web links
- Giveaway button
- Staff list with profiles
- Logo wall inclusion
- Request Information
- Booth staff registrations

Interactive Booth Space

- One exhibit booth
- Booth banner at top of booth
- Intro video
- **6 PDF links**
- 3 web links
- Giveaway button
- Staff list with profiles
- Logo wall inclusion
- Request Information
- Booth staff registrations
- **Lead retrieval**
- **Video chat for four representatives**

Basic Booth Package includes:



Company Logo

Social Media Bar

Video

Banner

Sponsor Level if applicable

3 PDFs

Giveaway Button

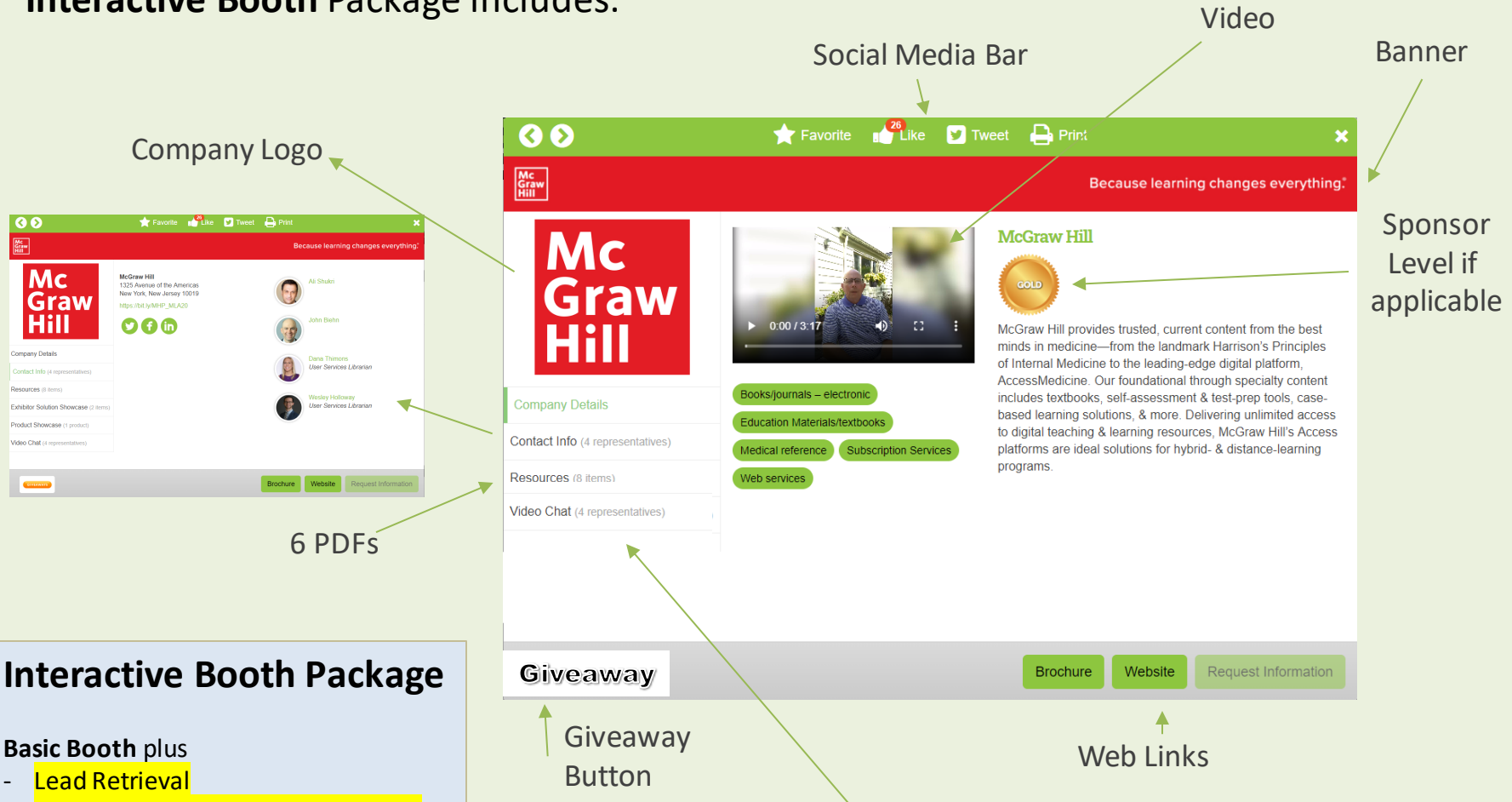
Web Links

Basic Booth Package

- One Exhibit Booth
- Booth banner at top of booth
- Intro video
- 3 PDF Links
- 3 Web Links
- Giveaway button
- Staff list with profiles
- Floorplan inclusion
- Request Information
- Two Booth staff registrations

**\$1,250 for members/
\$1,400 for non-members**

Interactive Booth Package includes:



The diagram illustrates the Interactive Booth Package layout, which includes the following components:

- Company Logo:** Located at the top left of the booth interface.
- Social Media Bar:** A bar at the top right containing links for Favorite, Like (26), Tweet, and Print.
- Video:** A video player showing a person speaking, with a progress bar at 0:00 / 3:17.
- Banner:** A banner at the top right with the text "Because learning changes everything."
- Sponsor Level if applicable:** A gold medal icon labeled "GOLD" next to the McGraw Hill logo.
- Company Details:** A section on the left side of the booth interface, including contact information and a list of representatives.
- 6 PDFs:** A list of PDF resources on the left side of the booth interface.
- Giveaway Button:** A button at the bottom left of the booth interface labeled "Giveaway".
- Web Links:** Buttons at the bottom right of the booth interface labeled "Brochure", "Website", and "Request Information".

Interactive Booth Package

Basic Booth plus

- Lead Retrieval
- Video Chat for four representatives
- Additional 3 PDF resource links
- 4 Booth Staff registrations

**** Includes Video Chat ****

**** Includes Lead Retrieval ****

**\$1,500 IFAI member/
\$1,650 non-member**

Basic Booth & Interactive Booth Package includes 2 and 4 representatives:

The screenshot shows a virtual booth interface for McGraw Hill. At the top, there is a green navigation bar with icons for navigation, favorite, like (26), tweet, and print. Below this is a red banner with the McGraw Hill logo and the tagline "Because learning changes everything." The main content area is divided into two columns. The left column features a large McGraw Hill logo and a sidebar with links to "Company Details", "Contact Info (4 representatives)", "Resources (8 items)", and "Video Chat (4 representatives)". The right column displays the company name "McGraw Hill", address "1325 Avenue of the Americas, New York, New Jersey 10019", a URL "https://bit.ly/MHP_MLA20", and social media icons for Twitter, Facebook, and LinkedIn. Below this, four representative profiles are listed: Ali Shukri, John Biehn, Dana Thimons (User Services Librarian), and Wesley Holloway (User Services Librarian). At the bottom, there is a grey bar with a "GIVEAWAYS" button and three buttons: "Brochure", "Website", and "Request Information".

McGraw Hill

Because learning changes everything.

McGraw Hill
1325 Avenue of the Americas
New York, New Jersey 10019
https://bit.ly/MHP_MLA20

Company Details

Contact Info (4 representatives)

Resources (8 items)

Video Chat (4 representatives)

Ali Shukri

John Biehn

Dana Thimons
User Services Librarian

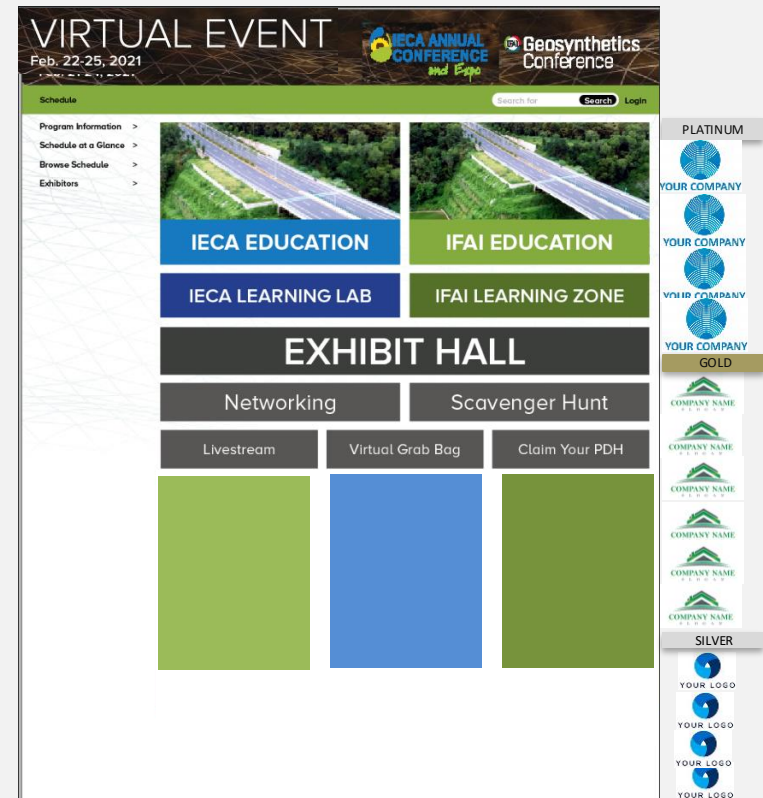
Wesley Holloway
User Services Librarian

GIVEAWAYS

Brochure Website Request Information

Platinum Sponsor Package

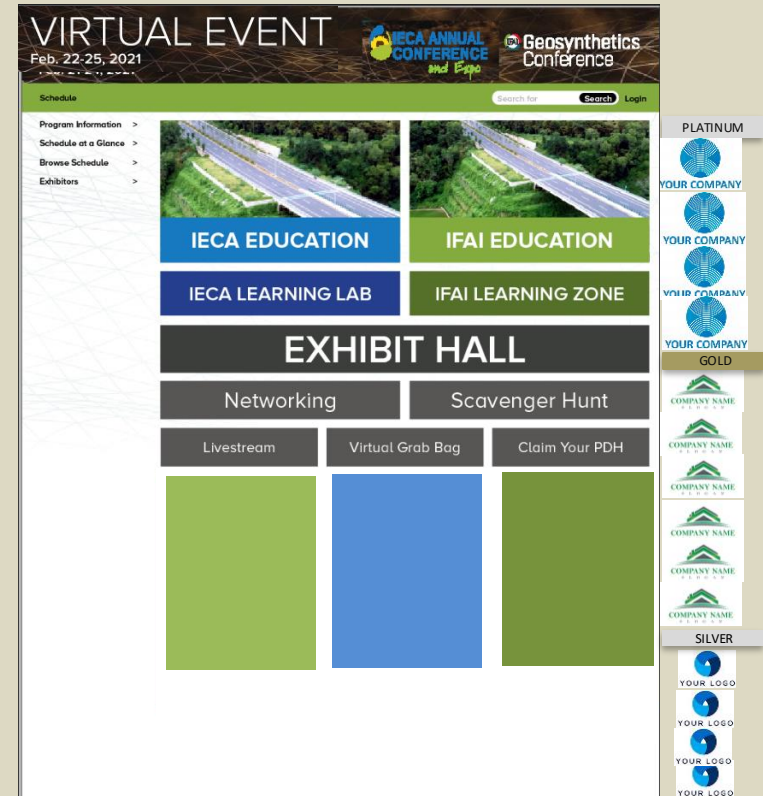
- Be one of possible three Platinum Level Sponsors for Geosynthetics Virtual Conference, the highest-level sponsorship available. Please note that IECA Annual Conference will also have two Platinum sponsors for a total of four.
- Drive interest in your company with your clickable Platinum sponsor logo in the event lobby.
- **Platinum sponsors will be the exclusive Short Courses sponsors.**
- **One Roundtable on the topic of your choice, Roundtable sponsor would be able to moderate the Roundtable. This would also be recorded for later publication and viewing within Geo Show.**
- **Pick one Networking Room where you can host events directly from their own Zoom/GoTo/Teams links to host your own events.**
- **One Live Product Showcase** (see description in slides to come)
- Logo inclusion as “Platinum Sponsor” in Geosynthetics Virtual Conference 2021 marketing emails, on website and in marketing materials.
- Logo inclusion in printed and digital Show Guide.
- Includes **Interactive Booth** with lead retrieval and video chat for up to four representatives. Selected four booth representatives are assigned in the booth administration module.
- Two ads in Digital Grab Bag
- Inclusion in Scavenger Hunt traffic builder
- 4 Full Registrations, 4 additional Show Floor Registrations.
Unlimited VIP Passes to provide free show floor to clients, etc.



**\$14,000 for members/
\$17,000 for non-members**

Gold Sponsor Package

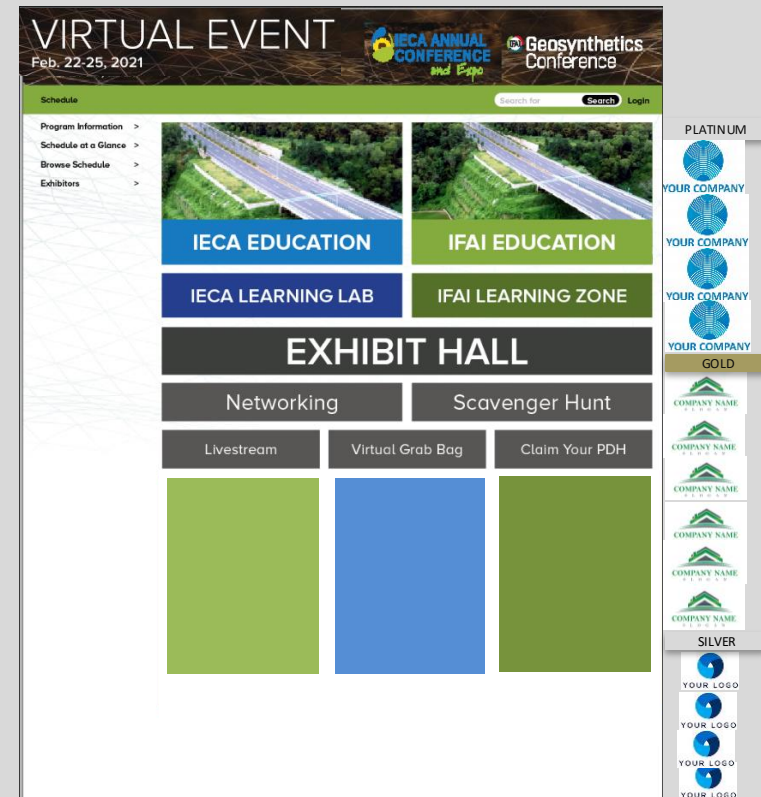
- Be one of possible four Gold Level Sponsors for Geosynthetics Virtual Conference, the highest-level sponsorship available. Please note that IECA Annual Conference will also have four gold sponsors to make a total of six.
- Drive interest in your company with your clickable, gold sponsor logo in the event lobby.
- Logo inclusion as “Gold Sponsor” in Geosynthetics Virtual Conference 2021 emails, on website and in marketing materials.
- Logo inclusion in printed and digital Show Guide.
- **One Roundtable on the topic of your choice, Roundtable sponsor would be able to moderate the Roundtable. This would also be recorded for later publication and viewing within Geo Show.**
- Pick one networking room where you can host events directly from their own Zoom/Goto/Teams links to host your own events.
- Includes **Interactive Booth** with lead retrieval and video chat for up to four representatives. Selected four booth representatives are assigned in the booth administration module.
- Two ads in Digital Grab Bag
- Inclusion in Scavenger Hunt traffic builder
- 2 Full Registrations, 4 additional Show Floor Registrations. Unlimited VIP Passes to provide free show floor to clients, etc.



**\$9,500 for members/
\$12,500 for non-members**

Silver Sponsor Package

- Be a Silver Level Sponsor at Geosynthetics Virtual Conference 2021.
- Drive interest in your company with your clickable, silver sponsor logo in the event lobby
- Logo inclusion as “Silver Sponsor” in Geosynthetics Virtual Conference emails, on website and in marketing materials.
- Logo inclusion in sponsor list in printed and digital Show Guide.
- Logo inclusion on Geosynthetics Virtual Conference website.
- Includes **Interactive Booth** with lead retrieval and video chat for up to four representatives. Selected four booth representatives are assigned in the booth administration module.
- One ad in Digital Grab Bag
- Inclusion in Scavenger Hunt traffic builder
- No limit of number of silver sponsors
- 1 Full Registration, 4 additional Show Floor Registrations. Unlimited VIP Passes to provide free show floor to clients, etc.



\$4,500 for members/
\$7,500 for non-members



Included with
Platinum, Gold
and Silver
Sponsorships

Virtual Expo Scavenger Hunt Tab

Virtual Scavenger Hunts can be just as fun as being on the real expo floor - Sponsor a question, or sponsor the leaderboard! Attendees can scan an exhibitor's individual QR code to access the scavenger hunt question.

Welcome Keynote Sponsorship

“Facing Everest-Sized Uncertainties”

By Jim Davidson



Jim's first attempt to climb Mount Everest ended suddenly when a 7.8 magnitude earthquake struck Nepal. This spawned massive avalanches and aftershocks that trapped Jim's team high on the mountain. It became the deadliest day ever on Mount Everest. Jim returned in 2017 to try again. Along the way, his team had to endure eleven stormy days pinned in their tents, uncertain if they were going to be able to summit. Finally, conditions cleared and after persevering through the uncertainty, Jim and his team reached their goal.

From these intense experiences, Jim shares critical lessons for facing today's uncertain times. He will share practical tips about:

- **Building a resilient mindset for facing change, challenge & uncertainty**
- **Attitudes and actions to take before, during, and after big storms**
- **When to rely on passive perseverance vs. active perseverance**

Jim has conducted virtual presentations for small companies, international corporations, and multi-location associations. His energetic presentations engage your virtual audience with compelling videos and unique props (climbing gear).

[See next page for more information on Keynote sponsorship](#)

Welcome Keynote Sponsorship



The Welcome Keynote sponsorship offers two sponsors a prestigious level of sponsorship after the Platinum/Gold/Silver (one sponsor from Geosynthetics Virtual Conference and one from IECA Annual Conference.)

With the Welcome Keynote sponsorship, your company can enjoy being associated with the event that is the most prestigious and highest level of attendance.

- Feature your company in a 3-minute pre-Keynote video (first sponsor to contract gets to pick their pre-roll position)
- Keynote will be 30 minutes in length with a 15-minute Q & A session with the Keynote Speaker
- Company logo with promotional materials
- Company name mentioned in editorial information about Keynote
- Verbal sponsor recognition
- Sponsor name listed after name of session
- Sponsor name in description of session

**\$4,500 member/
\$7,500 non-member**

Daily Schedule Email Sponsorship

- Company ads on all of six Official Daily Schedule emails that will be sent to all Geosynthetics Virtual Conference registrants
- Potential for grayed out repeating logo background * (must be pre-approved)
- Email dates
 - Feb. 19- Pre-show Launch information
 - Feb. 22- Daily information
 - Feb. 23- Daily information
 - Feb. 24- Daily information
 - Feb. 25- Daily information
 - Feb. 26- Thank you and event info
- This is an exclusive opportunity for Geosynthetics Virtual Conference

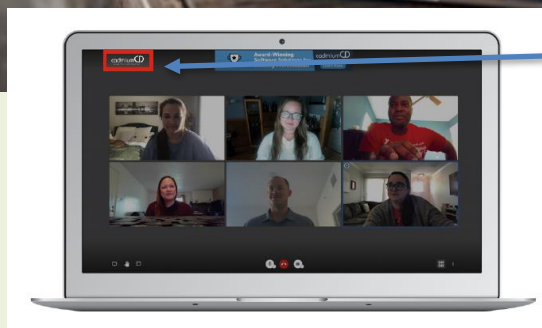
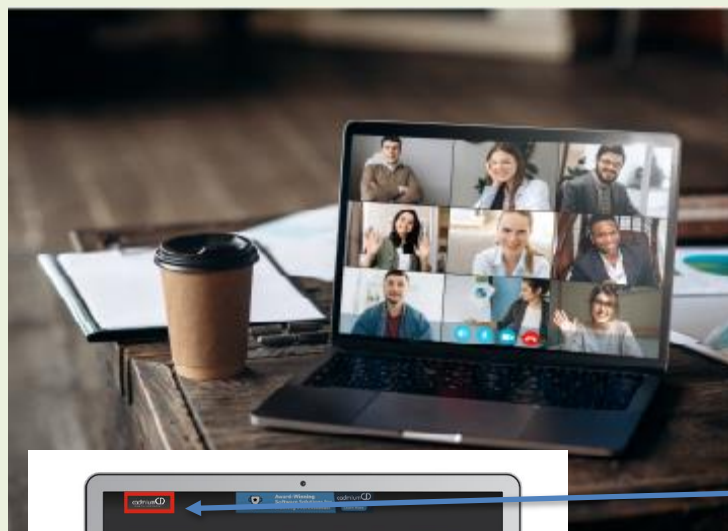
\$5,000 member/\$6,500 non-members

VIRTUAL EVENT Feb. 22-25, 2021		Geosynthetics Conference
EXHIBIT	SPONSORS	SCHEDULE REGISTER NOW
Monday, February 22		
7 am – 5 pm	Registration Open	
8 – 9 am	Welcome Plenary	
9:30 - 11 am	Technical Sessions:	
1 - 2:30 pm	Technical Sessions:	
3 - 4:30 pm	Technical Sessions:	
	Geosynthetics in Pavement Maintenance & Surface Treatment Applications	
	Innovative Applications	
	Panel Discussion: Women in Geo Roundtable	
	Current Hot Topics in ASTM International Committee D35 on Geosynthetics (Organized by ASTM)	
Did You Know? IFAI members receive discounts on all IFAI shows and events. Learn more about membership, advertising and subscribing to IFAI e-newsletters.		MEMBERSHIP ADVERTISE SUBSCRIBE

Your
Ad
Here

Your
Ad
Here

Roundtable Discussion in Expo Hall



**Hear directly from industry stakeholders,
host your own Roundtable.**

**Limited opportunities
1:20-2:20 CST Wed., Feb. 24, 2021**

- Topic selection of your choice
- Your own company representative to facilitate roundtable discussion
- Up to 17 attendees including your own company representative
- Banner branding the discussion room
- Featured in Geo Learning Zone
- Limited availability, one per company
- Sponsor logo in Title and Description of session
- 1 hour in length

\$1,000 members/\$1,500 non-members

Official Education Session Sponsorship



\$750 members/\$1,000 non-members

- Find a topic within the official education schedule that aligns with your company
- 3-minute pre-roll company slide show/video leading up to Education Session start
- Be sure to book this early in order to reserve the education session of your choice
- Verbal sponsor recognition
- Company logo on description of session
- Company name in official education schedule

Live Product Showcase

\$500 members/\$750 non-members

Present your company's sales message

- 20-minute session
- Only 13 sessions available
- During expo only hours
- Featured in the Geo Learning Zone
- Will be available for viewing during the live event and will be available for 60 days after the close of the event.
- Limit one per company



Exclusive Company Networking Room

\$2,250 member/\$2,500 non-members

- Host multiple events in your networking room throughout the show.
- Present sales materials.
- Chat with visitors.
- Use your own Zoom, Teams, GoTo meeting rooms to host exclusive events like:
 - Feature “Ask the Expert” session with your top company experts.
 - Connect with prospects through fun games.
 - Show some personality, host a mixologist session “How to make a Margarita”; yoga, trivia, bingo and more.



Official Geosynthetics Conference Swag Sponsorship

Have your company front and center with your swag being mailed directly to attendees prior to the show. Promote your company booth space, presentation(s) and networking opportunities when we mail 200 custom swag boxes one week ahead of the Virtual Event kickoff.



Headlining Swag Box \$6,000

- Company logo on swag box
- Flyer insert (supplied by vendor)
- Virtual grab bag insert
- Push notification on mobile app
- Logo recognition in Conference Program
- Logo recognition on one of the following items:

- Coffee mug with coffee pack
- Baseball Hat

** Customizable/additional options are available.*

Official Geosynthetics Conference Swag Sponsorship

\$4,500 Swag Box

- Flyer insert (supplied by vendor)
- Virtual grab bag insert
- Push notification on mobile app
- Logo recognition on one of the following items:
 - Water tumbler
 - Journal book

** Customizable/additional options are available.*

\$2,500 Swag Box

- Virtual grab bag insert
 - Logo recognition on one of the following items:
 - Face mask
 - Gourmet cookie
- * Customizable/additional options are available.*

**Prices are subject to change and are based on current availability. All sponsorships must be paid in full by December 29, 2020 to meet production deadlines.*

VIRTUAL EVENT

Feb. 22-25, 2021

IFAI **Geosynthetics
Conference**
Co-locating with IECA Annual Conference

Browse Forum Sessions >

ePosters >

Virtual Solutions Center >

Sponsors

People >

CE Quizzes/Evals >

Mobile App

General Information >

Register Now

My Sessions

Login required

**IMAGINE
A PLACE.**
Where your career
path changes
lines—including
your own.

To see our current job opportunities
Click Here!

vccareers.com

VCA

Digital Grab Bag

Coupons, Promotional Deals, Freebies, Drawings + Giveaways

ACVIM
American College of Veterinary Internal Medicine

GET 20% OFF
YOUR NEXT ACVIM APPAREL ORDER

Use code ACVM20 at
<https://business.landsend.com/store/acvim/>

SHOP NOW

LANDS' END
BUSINESS

Enter to win a portable, waterproof, Bluetooth speaker from JBL and Best Pet Rx by clicking here!

Best Pet Rx

AA \$130 Value

**Your Virtual Grab
Bag offer here!**

**REGISTER TO WIN A
3M™ Littman® Cardiology IV™ Stethoscope**

The Littman® Cardiology IV™ offers outstanding acoustics and durable construction, providing veterinarians with high-quality auscultation for years of use.

FEATURES

- Outstanding acoustics with better audibility of high-frequency sounds.
- Flexible Binaural allows veterinarians to hear high or low frequency sounds by moving slight pressure adjustment on the binaural.
- Dual sound tubes combine two sound paths in one tube, eliminating the rubbing noise of traditional double tubes.
- Best generation tubing with longer and wider diameters.
- Tubing is 1/2" in diameter and flexibility, more often being rolled tightly in a roll over product.
- 100% Latex free.
- Easily adjustable headband and angled ear tubes allow veterinarians to find the best fit for optimum listening capabilities.

CLICK HERE TO ENTER

Digital Grab Bag \$350 members/\$500 non-members

- Drive traffic to your booth with special offers in the Geosynthetic Virtual Conference & IECA Annual Conference 2021 Official Digital Grab Bag!
- The Digital Grab Bag is a great way to grab attention and move new contacts to your booth through promotional offers.

Mobile App Opportunities

The eventScribe® mobile event app makes it easy for attendees, exhibitors, and speakers to connect via smartphone or tablet.

Push Notifications

Title and Message: Up to 230

Characters

10 available at \$200 each for members,
\$350 each for non-members



Sticky Banner

The sticky banner only displays on the main screen and attaches to the edge of the menu on the bottom of the screen. It is always visible and remains stationary while scrolling on the main screen.

1 available for \$2,000 member/
\$2,500 for non-member

SOLD Splash Screen (both horizontal and vertical)

Attendees will see one loading "splash screen" when the app launches. It shows for 3.5 seconds.
1 available for \$1,500 member,
\$2,000 for non-member



- Check with Account Manager for pricing and additional Mobile App Opportunities available upon request.

The Official Geosynthetics Conference & IECA Annual Conference Show Guide 2021

What it is?

The Official Show Guide is your platform to connect with current customers and generate new, highly-qualified leads before, during and after the shows.

Attendees will use the Show Guide to plan their event, from developing their education schedule to the exhibitors that are 'must-see's', make sure your sales message is within the Show Guide and drive interest in your virtual exhibit.

3,000 copies sent to Geosynthetics Virtual Conference and IECA Annual Conference pre-registrants or past registrants prior to the show launch.



SHOW GUIDE		
	IFAI MEMBER	NON-MEMBER
Full Page Ad	\$2,675	\$2,975
Cover 2 Ad	\$2,950	\$3,250
2 Page Spread Ad	\$5,075	\$5,375
2/3 Vertical Ad	\$2,500	\$2,800
1/2 Horizontal Ad	\$1,850	\$2,150
1/2 Island Ad	\$1,925	\$2,225
1/3 Horizontal or Vertical Ad	\$1325	\$1625
1/6 Horizontal or Vertical Ad	\$1025	\$1325
Enhanced Listing with Logo	\$400	\$500



**IECA ANNUAL
CONFERENCE**
and Expo

A Co-located
VIRTUAL EVENT



**Geosynthetics
Conference**

Thank You