



**CLEVELAND
ENGINEERING
SOCIETY**

Learn • Connect • Lead

3500 Lorain Ave., Ste. 502
Cleveland, OH 44113

www.cesnet.org

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59th Annual Design & Construction Conference



**CLEVELAND
ENGINEERING
SOCIETY**

Learn • Connect • Lead

**Building Opportunities:
Technologies, Trends, Tactics**

59th Annual Design & Construction Conference

Wednesday, March 9, 2011

7:30 a.m. – 5:00 p.m. • LaCentre, Westlake, OH

Updates: NEORS, ODOT & the Port

Trends: Sustainability & Smart Growth

Technology: Pipes, PreFab Construction & Building Envelopes

NEW: In-depth BIM Track with Case Studies

Sponsored by:



**Hatch Mott
MacDonald**



**Information
To Build On**
Engineering • Consulting • Testing

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SE Blueprint, Inc.

Keep it local!

59th Annual Design & Construction Conference

Northeast Ohio's Premier Engineering Conference and Trade Show

Building Opportunities: Technologies, Trends, Tactics



Lunch Keynote

David R. Cozier, P.E.

Senior Director - Design and Construction, Office of Construction and Facilities Management, Cleveland Clinic

Cleveland Clinic Construction – A Large Owner's Perspective

Cozier will discuss the Cleveland Clinic's Master Plan; recent projects, including campus renewal; and, will address planning, design and acquisition for Construction Projects. He'll also share what's next as far as trends and technologies.

Closing Panel Discussion



Moderated by:

Stan Bullard

Senior Reporter - Commercial Real Estate, Development and Construction Markets, Crain's Cleveland Business

Panelists:

Emerick J. Corsi, Jr., Executive Vice President, Forest City Commercial Development, Forest City Enterprises

Peter Rubin, President and CEO, The Coral Company

Ari Maron, Partner, MRN Limited Partnership, Invited

Chris Warren, Chief of Regional Development, City of Cleveland, Invited

Regional Outlook: A Discussion with Local Developers

This power-packed panel includes several local developers taking center stage to explore the connection between economic development and local government collaboration on such strategic issues as infrastructure investment and land use planning and regulation within the Great Cleveland and Northeastern Ohio area. This forum will highlight important economic trends, issues, prospects, and discuss upcoming projects in a panel discussion followed by Q&A.

KEYNOTE SPEAKERS

BREAKOUT SESSIONS

TRACK 1 Opportunities	TRACK 2 Trends	TRACK 3 Technology	TRACK 4 BIM
10:15 - 11:00 am			
ODOT Update Invited: Allen Beihl, P.E. , Deputy Director, District 3 Invited: Anthony Urankar , Deputy Director, District 4 Invited: Myron Pakush , Deputy Director, District 12	Growing Green: CSU Champions Sustainability Nathan Engstrom , Sustainability Coordinator, Cleveland State University	Innovations in Tunnels and Tunnel Technology Don Lepley , Manager Technical Services, Hanson Pipe & Precast	BIM Implementation: Dream-World Potential Meets Real-World Reality Mark Seifried, P.E. Project Consultant, Buric; Hal Jones , Director of BIM Technology, Skanska Shook; Jerry Gluvna, AIA , Sr. Associate, Bostwick Design Partnership
1:15 - 1:25 pm			
NEORSB Construction Update Kellie C. Rotunno, P.E., BCEE , Director of Engineering & Construction, Northeast Ohio Regional Sewer District	Opening the Door to Green Building: Market Perceptions Jeffrey M. Anderle , Principal, Sustainable Rhythm	New Technologies in Pre-Fab Construction Hal Jones , Director of BIM Technology, Skanska Shook	Project Delivery in a BIM Environment William R. Zolliner, III, P.E. President/CEO, Buric Ron Lawson , Director of Construction, Cleveland Clinic
2:40 to 3:25 pm			
Economic Development and Financing Garth Woodson , Assistant V.P., Development Finance, Cleveland - Cuyahoga County Port Authority	University Circle: Striving to Grow Smart Lillian Kuri, RA, LEED AP , Program Director for Architecture, Urban Design and Sustainable Development, The Cleveland Foundation	New Technologies in Building Envelopes Speaker TBA, VIP	Case Study: Claims and Disputes in a BIM World Dennis Jasinski , Project Director, Buric; Craig Hutchison , Sr. Project Consultant, Buric; Mark Seifried, P.E. , Project Consultant, Buric

For more information and for session abstracts, visit www.cesnet.org

Full Conference Sponsor \$3,000

- Company logo on front page of program and on all promotional materials¹
- Opportunity to introduce lunch keynote speaker
- 8 full-day conference registrations²
- Reserved table w/sign for lunch
- One 8' x 10' exhibit space in prime location including time at the demo stage
- Signage at the event¹
- Conference bag with company logo (exclusive) and opportunity to include materials
- Full-page company profile in the inside cover of the conference program³

Lakefront Sponsor \$2,500

- Prominent placement of company logo in all promotional materials¹
- Opportunity to introduce closing session panel
- 6 full-day conference registrations²
- One 8' x 10' exhibit space in prime location
- Signage at the event
- One-half page company profile in the conference program³

Riverside Sponsor \$2,000

- Prominent placement of company logo in all promotional materials¹
- 4 full-day conference registrations²
- One 8' x 10' exhibit space
- Signage at the event
- One-third page (150-200 word) company profile in the conference program³
- Opportunity to present a Hall of Fame or Excellence in Design Award winner & present award

Cityscape Sponsor \$1,000

- Company logo in all promotional materials¹
- 2 full-day conference registrations²
- One 8' x 10' exhibit space
- Signage at the event
- Quarter page (100-150) word company profile in the conference program³

General Sponsor \$500

- One full-day conference registration²
- 50 word company profile in the conference program³
- Signage at the event

Beverage Break Sponsor \$500

- Company logo displayed at beverage stations throughout¹
- 50 word company profile in conference program³

Breakfast Sponsor \$300

- Recognition at opening session
- Signage with company logo at breakfast¹

1. CES must receive logos by **Friday, February 25, 2011** to be included in the program and on signage.
2. Continuing Professional Development certificates will be available upon request. Please indicate on the sign-up form. Registrants must attend all sessions in order to receive a certificate. CES will donate unused sponsor tickets to area engineering students.
3. CES must receive company profile by **Friday, February 25, 2011** to be included in the program.

CO-SPONSORS:



AIA CLEVELAND



American Concrete Institute®
Advancing concrete knowledge

MEDIA SPONSOR:



Members of Co-Sponsoring Organizations Attend the Conference at the CES Member Rate!

Get Even More Attention!

Upgrade your exhibit experience by showcasing your product or service at the demonstration stage.



Standard Exhibitor Package Includes

- One 8' x 10' exhibit space (*displays larger than 10 ft. are not allowed*)
- One 6' skirted table
- Two chairs
- Two full-day conference registrations
- One wastebasket
- Security
- Standard power

Demo Stage Package ALSO includes

- 15 minutes at the demonstration stage, located on the floor of the exhibit area
- Premium signage
- Listing in the conference schedule of events

Attendees

- Your exhibit comes with two full-day conference registrations.
- Please reply with the two names to lmarlow@cesnet.org or call 216.361.3100 with the information. Due date: **March 2, 2011**.
- Printed name tags will be provided for you at the door if names are provided in advance.

Description in Booklet

- You will receive a 75-100 word profile that will appear in the conference program.
- Deadline for receipt is **March 3, 2011** to appear in the conference program.
- **Profiles received after March 3, 2011 may not be included in the program.**

Brochures

- If you would like extra copies or would like us to email to your customers, please advise Lori Marlow at lmarlow@cesnet.org or by calling 216.361.3100.

Cost

- Standard Package, CES Member*:**..... \$700
- Standard Package, Non-Member:**..... \$750
- Demo Stage:**..... \$1000

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

REGISTRATION

Please make
reservations by
**Wednesday,
March 2, 2011**

Please Send Form & Payment:

By Mail
Cleveland Engineering Society
3500 Lorain Ave. • Ste. 502
Cleveland, OH 44113

By Fax
(216) 361-1660

Or Register Online at
www.cesnet.org

Email
contactces@cesnet.org

* Last day for cancellations and refund is
Friday, March 4

* All payments must be made in advance.

Attend the entire conference and earn 6 CPD hours!

Three Registration Packages to Choose From!



Full Conference Package

- All Sessions
- Continental Breakfast
- Lunch
- Trade Show

6 CPD HOURS

Morning Package

- Continental Breakfast
- Excellence in Design Award Presentation
- Opening Keynote
- Trade Show

1 CPD HOUR

Lunch Package

- Lunch
- Hall of Fame Awards Presentation
- Lunch Keynote
- Trade Show

1 CPD HOUR

NAME & TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____

*CES will provide attendee information to conference exhibitors. This information will not be disseminated or distributed for any other purpose. If you do not wish to share your information, please indicate by checking the box.

Conference Costs *(Please indicate the number of attendees at each rate)*

Full Conference Registration – Early Bird rate on or before Friday, February 4

\$100 Member \$175 Non-member

Full Conference Registration – After February 4

\$125 Member \$200 Non-member

Not a CES Member? Join & Attend

\$250 (CES Membership active through December 2011)

Morning Package \$45 Member \$55 Non-member

Lunch Package \$45 Member \$55 Non-member

Group Registration – Register six or more from the same company
(Must register at the same time, provide names below.)

\$100 Member \$175 Non-member (_____ # of registrations)

Table of 8 - Lunch Only \$320 Member \$400 Non-member

Student Rate \$35

In order to receive the member rate, you must belong to one of the following organization(s). Please indicate the organization(s) you are a member of:

- CES – Cleveland Engineering Society
- AIA Cleveland (American Institute of Architects)
- ACI, NEO Chapter (American Concrete Institute)
- ASCE, Cleveland Section (American Society of Civil Engineers)
- The Builders Exchange
- CEA (Construction Employers Association)
- CSI, Cleveland Chapter (Construction Specification Institute)
- CTSC (Cleveland Technical Societies Council)
- IEEE, Cleveland Section (Institute of Electrical & Electronic Engineers)
- NAWIC (National Association of Women in Construction)
- NEO NSBE-AE (National Society of Black Engineers)
- NEO USGBC (U.S. Green Building Coalition)
- OCA (Ohio Contractors Association)
- SMPS, NEO Chapter (Society for Marketing Professional Services)

We would like a print ad in the conference program:

Full Page (7-1/2" W x 9-3/4" H) \$500

Half Page (7-1/2" W x 4-3/4" H) \$250

Quarter Page (3-3/4"W x 4-3/4" H) \$150

Business Card Ad (3-1/2"W x 2"H) \$75

Please submit artwork in JPEG, GIF, TIF or PDF format by Friday, February 25 via
e-mail to Imarlow@cesnet.org. Program will be printed in black and white.

Total Amount Enclosed: \$ _____

Payment

Please invoice me (payment must be received by March 7, 2011, or your registration is not guaranteed)

Check payable to Cleveland Engineering Society

Visa American Express MasterCard

Card # _____

Exp. Date _____ CVV code _____

Name on card _____

Billing address (if different from above) _____

Address _____

City/State/Zip _____

Receipt needed? Yes No

Sponsorship & Exhibitor Opportunities

- Full Conference Sponsor \$3000 (8 registrants)*
- Lakefront Sponsor \$2,500 (6 registrants)*
- Riverside Sponsor \$2,000 (4 registrants)*
- Cityscape Sponsor \$1,000 (2 registrants)*
- General Sponsor \$500 (1 registrant)*
- Beverage Break Sponsor \$500
- Breakfast Sponsor \$300
- Demo Stage Exhibitor Package \$1,000 (2 registrants)*
- Standard Exhibitor Package \$700/\$750 (2 registrants)*

*Please provide names of registrants below

Registrants

Please provide contact names and email information for conference registrant(s):

1. _____ email: _____

CPD Certificate Vegetarian Lunch

2. _____ email: _____

CPD Certificate Vegetarian Lunch

3. _____ email: _____

CPD Certificate Vegetarian Lunch

4. _____ email: _____

CPD Certificate Vegetarian Lunch

5. _____ email: _____

CPD Certificate Vegetarian Lunch

6. _____ email: _____

CPD Certificate Vegetarian Lunch

7. _____ email: _____

CPD Certificate Vegetarian Lunch

8. _____ email: _____

CPD Certificate Vegetarian Lunch