Sponsorship and Promotional Opportunities

ASCE2027

The Infrastructure and Engineering Experience

March 1–5, 2027

Pennsylvania Convention Center, Philadelphia

SCAN ME

experience.asce.org

ASCE2027: The Engineering and Infrastructure Experience, the flagship event for infrastructure professionals, offers an unparalleled opportunity to connect with over 6,500 leaders, innovators, and decision-makers who are shaping the future of our built environment.

Sponsorship offers high-impact visibility—on-site, online, and beyond—plus access to senior decision-makers and global audiences through ASCE's trusted media platforms. Showcase your leadership in resilient, sustainable infrastructure.

140K+
daily readers
Civil Engineering Source
daily newsletter

1.1M+ views
Civil Engineering Source
content hub

770,000+
followers
ASCE social
media channels

Interested in becoming an exhibitor or sponsor? For sponsorship and exhibitor opportunities, please contact Bruce Bassin at bbassin@showcare.com or Mona Cotton at mcotton@showcare.com

Get your sponsorship today. experience.asce.org

Sponsorship Packages

Choose from three sponsorship packages or customize your own. All include conference badge(s), early access to the headquarters hotel room block, exclusive and discounted sponsorship opportunities and other valuable benefits.

Elite Sponsor – $50,000

Top-tier supporters receive premier branding exposure and engagement opportunities before and during the event, including main-stage visibility, unparalleled VIP access, and integrated content marketing.

Key Benefits:

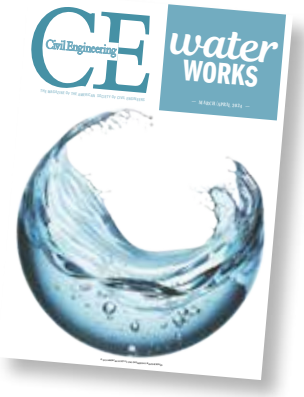
- Stage time at a general session (2-3 minutes)
- Post presentation meet and greet with a keynote or plenary speaker
- One 10×20 booth + 2 branded floor decals
- Four expo-only passes and four full conference passes
- Top logo placement on all event materials and website
- Verbal recognition at a general session
- Content marketing via ASCE platforms
- Branded social media posts + ad in *Civil Engineering* magazine
- Featured in sponsor preview email
- One Banner Ad on an ASCE2027 website
- Logo recognition on event website sponsor page
- Attendee list pre- and post-conference (email addresses will not be included)
- Recognition in ASCE2027 marketing emails
- Event on-site signage
- Recognition in mobile app
- "Thank You to Our Sponsors" in ASCE Collaborate (~30,000 views per month)

Premier Sponsor – $35,000

Curated opportunities ideal for companies seeking high-impact visibility across ASCE2027.

Key Benefits:

- One 10'x10' booth + one branded floor decal
- Two expo-only passes and three full conference passes
- Logo featured on event materials and website
- Verbal recognition at a general session
- 20% off ad in *Civil Engineering* magazine
- One Banner ad on a ASCE2027 website
- Recognition across ASCE communication channels
- Logo recognition on event website sponsor page
- Attendee list pre- and post-conference (email addresses will not be included)
- Recognition in ASCE2027 marketing emails
- Event on-site signage
- Recognition in mobile app
- "Thank You to Our Sponsors" in ASCE Collaborate (~30,000 views per month)



Signature Sponsor – $15,000

Magnify your company's presence at ASCE2027 with this branding package.

Key Benefits:

- Two full conference passes
- One floor sticker
- Brand recognition across ASCE social media channels
- One Banner Ad on a ASCE2027 website
- Logo recognition on event website sponsor page
- Attendee list pre- and post-conference (email addresses will not be included)
- Recognition in ASCE2027 marketing emails
- Event on-site signage
- Recognition in mobile app
- "Thank You to Our Sponsors" in ASCE Collaborate (~30,000 views per month)

Showcase Sponsor – $7,500

Amplify your brand's visibility and influence.

Key Benefits:

- One full conference pass
- Brand recognition across ASCE social media channels.
- One Banner Ad on an ASCE2027 website
- Logo recognition on event website sponsor page
- Attendee list pre- and post-conference (email addresses will not be included)
- Recognition in ASCE2027 marketing emails
- Event on-site signage
- Recognition in mobile app
- "Thank You to Our Sponsors" in ASCE Collaborate (~30,000 views)

Individual Sponsorship Opportunities

Individual sponsorship benefits will be delivered leading up to and during ASCE2027. Opportunities will be sold on a first come, first served basis and recognition may vary based upon availability.

Keynote Lecture - $75,000

Sponsor "ASCE2027's" opening or closing keynote for high-impact visibility and thought-leadership positioning.

Includes:

- On-stage introduction + 2-minute sponsor video
- VIP access to a private discussion with the plenary speaker
- Special promotional slide + sponsor rep introduced by ASCE VIP

Plenary Lecture - $30,000
Take center stage to introduce one of ASCE2027's plenary sessions.
Includes:
- On-stage introduction + 2-minute sponsor video
- VIP access to a private discussion with the plenary speaker

Institute & Center for Technical Advancement Hubs - $35,000 (up to 3 sponsors per hub)
Showcase your brand where attendees connect, engage, and refresh.
Includes:
- Logo on tabletop clings
- Recognition during expo hours and opening mixer
- Opportunity to share white papers and giveaways
- Direct engagement with attendees and speakers in the hub

Discovery Stage - $5,000
Present your content—product launches, white papers, or educational sessions—on a featured stage in the expo hall (March 3-4).
Includes:
- Session listed in the ASCE2027 app for added visibility
- Guided by input from ASCE's Technical Program Committee, positioning your brand as a thought leader

The ASCE Publications Lounge - $25,000 (up to 4 sponsors)
Feature your brand in a dedicated space for ASCE publications and knowledge exchange.
Includes:
- Recognition during expo hours, tabletop clings, and signage
- Engage with attendees and the ASCE editorial team
- Share white papers and giveaways in the lounge

Support Future Leaders - $10,000
Help young professionals attend ASCE2027 through scholarship support administered by ASCE.
Includes:
- Boost your brand's visibility among rising talent
- Establish your company as a career destination for top industry prospects

Technical Tours - $8,000
Align your brand with industry knowledge by supporting a technical tour on March 1 or March 5 (3 slots/day) and align your brand with industry knowledge.
Includes:
- Recognition during pre/post-event tours (PDH credit potential)
- Distribute promotional materials

Attendee Experiences

Stand out by sponsoring high-traffic, high-visibility expo hall experiences that create memorable connections to your brand. Your brand will be prominently featured throughout the space for maximum visibility.

Home Coming - $50,000 exclusive or $27,000 Co-Sponsored
Greet 6,500+ attendees at ASCE2027's kickoff event in Philadelphia. Sole sponsorship includes exclusive branding and promotional opportunities.

Exhibit Hall Lunch Co-Sponsor - $15,000
Co-Sponsor a lunch in the exhibit hall for exclusive branding at food stations and high visibility during a popular networking moment.

Exhibit Hall Networking Breaks - $7,500
Boost brand visibility with signage at coffee and tea stations during expo networking breaks.

Relax & Recharge Activity - $12,000
Be the exclusive sponsor for the experience's relax and recharge activity.

Hole In One Driving Range - $25,000
Attendees love to test their skill at a virtual Hole In One Driving Range with a grand prize of $10,000. Engage with attendees as they watch others try their abilities to make the cup.

Morning Wellness Sponsor - $7,500
Help attendees care for their bodies and minds by hosting a morning fitness class or activity. (Daily exclusive)

Daily Grand Prize Drawing - $10,000
Draw people to your booth and get your brand seen by being a daily prize drawing sponsor. Each day one sponsor will run 3 prize drawings, and the winners will be announced in the app.

Make A Hat Activation Station - $20,000
Bring some extra fun to the exhibit hall by sponsoring a "Make a Hat" activation for attendees to make their own keepsake from the Experience.

Daily Photobooth Sponsor - $20,000
Help attendees remember the great times by being a daily sponsor of the experience photobooth.

Branding Experiences

Lanyard - $20,000
Feature your logo alongside ASCE2027's on attendee lanyards—a high-visibility keepsake. Sponsor provides lanyards, and ASCE supplies the graphics. (Exclusive)

Mobile App Sponsor - $20,000
Put your brand front and center every time attendees open the app. Splash screen ad and welcome messaging ensure repeated visibility throughout the event. (Exclusive)

Attendee Badges (back) - $20,000
Your logo featured on the back of every attendee badge—delivering daily, high-impact visibility throughout the conference. (Exclusive)

Ambassador T-shirts - $4,000
Showcase your logo on 300+ volunteer leadership T-shirts—worn throughout the event and valued as a member keepsake. (8 slots available)

Exhibit Hall Traffic Driver - $8,000
Exhibitors, add on this opportunity to your booth for Wednesday afternoon. You will select a refreshment station to have at your booth to bring more attendees to you.

Charging Stations - $15,000
Power up attendee engagement by hosting a branded charging station in a high-traffic area.
- Your branding will be synonymous with being a resource to others.
- Your logo and messaging are displayed on charging stations and signage.
- The location of charging stations will be discussed with the sponsors.

Hydration Stations - $20,000
Keep attendees refreshed while featuring your brand at hydration station throughout the venue.
- Opportunity to distribute promotional items.
- Your logo and messaging displayed on refill stations and signage.
- The location of the hydration stations will be discussed with the sponsors.

"Today at ASCE2027" Email - $8,000
Feature your logo and link in ASCE2027's daily attendee emails, delivering key updates and keeping your brand front and center. (One per day)

Included with every sponsorship:

- Logo recognition on the ASCE2027 website sponsor page
- Attendee list pre- and post-conference (email addresses will not be included)
- Recognition in ASCE2027 marketing emails
- Event signage recognition
- Recognition in mobile app
- "Thank You to Our Sponsors" in ASCE Collaborate (~30,000 views per month)

Get your sponsorship today. experience.asce.org

Interested in exhibiting at ASCE2027?

ASCE2027

The Infrastructure and Engineering Experience

View the floor plan at **experience.asce.org**

Sales & Exhibitor Services Team

Exhibit and Sponsor Opportunities

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Exhibit Logistics

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Reserve your space today.
experience.asce.org

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