

BIM Conference Season

Sponsorship and exhibition packages

buildingSMART & BRE are hosting a number of events from May - July to disseminate various elements of Building Information Modelling (BIM) to the wider audience as follows:

Speakers: Arranged by buildingSMART & BRE
 Number of attendees: 100
 Audience: All construction and built environment disciplines including:

- Clients
- Consultants
- Contractors
- Designers
- Developers
- Engineers
- Facilities Managers
- Project Managers
- Quantity Surveyors
- Anyone with an interest in the subject

Event title:	Date:	Location:
Level 2 On Trial <i>a buildingSMART UK User Group Event</i>	1 May 2014	Building Centre, London

2014 is a very important year in terms of BIM. The BIM Task Group has gone so far as to declare it 'the year of Level 2 BIM'. In simple terms, Level 2 is moving from being a 'project' to being a 'solution'. Only through positive interaction with and feedback from those that deliver, can Level 2 become commonplace.

Building on the IFC/COBie Trials that were undertaken over the past 18 months, the buildingSMART UK User Group is hosting this 1/2 day seminar to present the situation to date and to progress BIM in line with current objectives.

Practical delivery of COBie	4 June 2014	Building Centre, London
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Central to the 2016 target is the COBie data format that helps to organise and present information about new and existing facilities. During 2013, 11 major tier 1 contractors took part in stage 2 of COBie trials in order to test different technologies and workflows that produce COBie outputs and identify potential issues.

This event examines the solutions to some of those issues in order to successfully deliver COBie. It will include case studies from the trial and include best practice perspectives from the US.

Practical Delivery of Industry Foundation Classes (IFC)	26 June 2014	Building Centre, London
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The IFC data open model is the industry standards to describe building and construction industry data. IFC is predominately used to share data/information between proprietary BIM tools. The use of IFC is often misunderstood and many BIM users struggle to fully federate models using it.

This event will look at what IFC is, when and where it should be used, how it should be used effectively as well as incorporating practical examples by practitioners on how they use IFC to deliver integrated BIM.

Making BIM work for Construction Product Manufacturers	15 July 2014	Building Centre, London
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BIM adoption within the UK will affect construction product manufacturers, as they will need to make their products easily available to architects/designers and contractors via BIM libraries.

The event will look at the requirements for Construction Product Manufacturers in relation to libraries, data formats and classification. It will be delivered by different people within the supply chain, such as clients, designers, contractors and product manufacturers. It will also investigate how it can be made simpler via the open BuildingSMART data dictionary.

SPONSORSHIP

GOLD SPONSOR

£3,000 +VAT at any one event; £4,500 +VAT at any two events; £6,000 +VAT at any three events; £7,000 +VAT at all four events

- **Conference programme**
 - Brief welcome from company representative during the conference introduction
- **Advertising**
 - The conference will be marketed as '<name of event>' sponsored by '<your organisation>'
 - Branding on promotional conference materials (webpage, e-shots, conference flyers, conference programme, stage branding and signage) circulation estimate – 75k+
 - Company logo and link to sponsors' website from conference webpage
- **Conference and exhibition**
 - 2 complimentary conference places
 - Invite 5 x clients at discounted rates (25% off ticket price)
 - The premium exhibition space with a larger stand (4m x 3m)
- **Delegate packs**
 - Company literature in delegate pack (A4, 4pp)
 - 200 word company profile in delegate pack

SILVER SPONSOR

£2,000 +VAT at any one event; £3,000 +VAT at any two events; £4,000 +VAT at any three events; £5,000 at all four events

- **Advertising**
 - Branding on promotional conference materials (website, e-shots, conference flyers, conference programme) *circulation estimate – 75k+*
 - Logo on conference webpage
- **Conference and exhibition**
 - 2 complimentary conference places
 - Invite 3 x clients at discounted rates (25% off ticket price)
 - Exhibition stand space – 3m x 2m
- **Delegate packs**
 - One piece of company literature in delegate pack (e.g. data sheet or folded flyer etc)

EXHIBITION only

£1,000 +VAT at any one event; £1,500 +VAT at any two events; £2,000 +VAT at any three events; £2,500 at all four events

- 3m x 2m exhibition space in conference break-out area (other sizes available)
- 1 complimentary conference place
- Exhibitor listing on conference webpage and in delegate pack

Benefits of sponsorship & exhibiting

- Enhance your image and shape delegates' attitudes
- Create positive publicity and heighten visibility by use of your branding at the event and enhanced exhibition profile
- Promote your company or product to over 75,000 construction industry professionals and specific industry contacts through the conference event page, flyer, programme and newsletters
- Showcase your company and/or product to over 100 experts and practitioners at the event itself
- Increase your credibility and prestige – by meeting the strict criteria for the exhibition