



THE 2011 BTEA CONFERENCE SERIES:

An Educational Series on Tomorrow's Construction Industry

In 2011, The Building Trades Employers' Association (BTEA) will host a series of conferences spanning a wide range of critical topics facing the New York City construction industry. These events will feature some of the most respected names in construction and development and offer valuable insight on the future of New York City's building projects.

2011 EDUCATIONAL CONFERENCES INCLUDE:

- Tuesday, February 8, 2011:**
The Financing of New Construction Projects | 8:00 a.m. - 10:30 a.m. | McGraw-Hill Conference Center
- Wednesday, March 23, 2011:**
Building Productivity: Cutting-Edge Strategies to Increase the Bottom Line
 8:00 a.m. - 10:30 a.m. | Location TBD
- Wednesday, May 4, 2011:**
Lower Manhattan: The New Center | 8:00 a.m. - 10:30 a.m. | AIA Center for Architecture
- Wednesday, June 15, 2011:**
The MWBE Forum | 8:00 a.m. - 10:30 a.m. | AIA Center for Architecture
- Wednesday, September 21, 2011:**
New York's Infrastructure: An Update on Critical Transportation and Infrastructure Projects Throughout the Region
 8:00 a.m. - 10:30 a.m. | McGraw-Hill Conference Center
- Tuesday, November 8, 2011:**
New York 2030: The Rise of the Retrofit and Repositioning New York's Buildings
 8:00 a.m. - 10:30 a.m. | McGraw-Hill Conference Center

SIGN-UP TODAY FOR SERIES SPONSORSHIP TO PROMOTE YOUR BUSINESS

Underwriting these conferences as a Series Sponsor is the perfect opportunity to get your business in front of the major players involved in New York's major building projects. By purchasing a Series Sponsorship to include all six events, your business will be visible to thousands of professionals throughout the year in email communications, on event websites and at each conference. Plus, members of your firm will be invited to attend these events as a priceless networking opportunity. Involvement in the 2011 BTEA Conference Series is an important for piece of your firm's plans for greater new business in the construction industry next year.



2011 BTEA CONFERENCE SERIES SPONSORSHIP LEVELS



2011 BTEA Series Sponsor - \$15,000 for All Six Conferences

- Special Series Sponsor recognition in printed and email invitations for all six conferences scheduled throughout 2011
- Special Series Sponsor recognition and full page advertisement in E-Programs for all six conferences
- Listing within press releases for all six conferences
- Logo on promotional signs and items to be distributed at all six conferences
- Logo to appear on event websites for all six conferences
- VIP luncheon with event speakers
- Video recognition at all six conferences
- 10 tickets to each conference



Platinum Sponsor - \$8,000 per Conference

- Special recognition in conference presentation
- Name added to conference invitation
- Full-page color advertisement in E-Program
- Signage with company logo in prominent locations
- 8 tickets per conference



Gold Sponsor - \$5,000 per Conference

- Special recognition in conference presentation
- Full-page black & white advertisement in E-Program
- 5 tickets per conference

E-Program Ad - \$1,000 per Conference

- *Limited time offer: \$3,000 for All Six Conferences
- Full-page black & white advertisement in electronic conference programs



REGISTRATION

TO REGISTER, FAX RESERVATION FORM TO (212) 450-7301, CALL ANDREA AT (212) 450-7300 OR VIA EMAIL AT ACOAN@BERMANGRP.COM

Name: _____

Title: _____

Organization: _____

Address: _____

City/State/Zip Code: _____

Telephone: _____

Facsimile: _____

E-mail: _____

PLEASE MAKE CHECKS
PAYABLE TO:

The Berman Group, Inc.
380 Lexington Avenue,
Suite 2112
New York, NY 10168
Attn: Andrea Coan

For more information
about Tickets or Event
Sponsorship, please
contact Andrea Coan
at (212) 450-7300 or
acoan@bermangrp.com.

PLEASE CHECK ALL SELECTIONS:

Conference Sponsorships:

- | | |
|--|----------|
| <input type="checkbox"/> 2011 BTEA Series Sponsor: | \$15,000 |
| <input type="checkbox"/> Platinum Sponsor: | \$8,000 |
| <input type="checkbox"/> Gold Sponsor: | \$5,000 |
| <input type="checkbox"/> E-Program Ad: | \$1,000 |
| <input type="checkbox"/> 2011 BTEA Series E-Program Ad Sponsor | \$3,000 |

All reservations must be accompanied by a check and received prior to program date. There will be no refunds.