

ASCE TEXAS

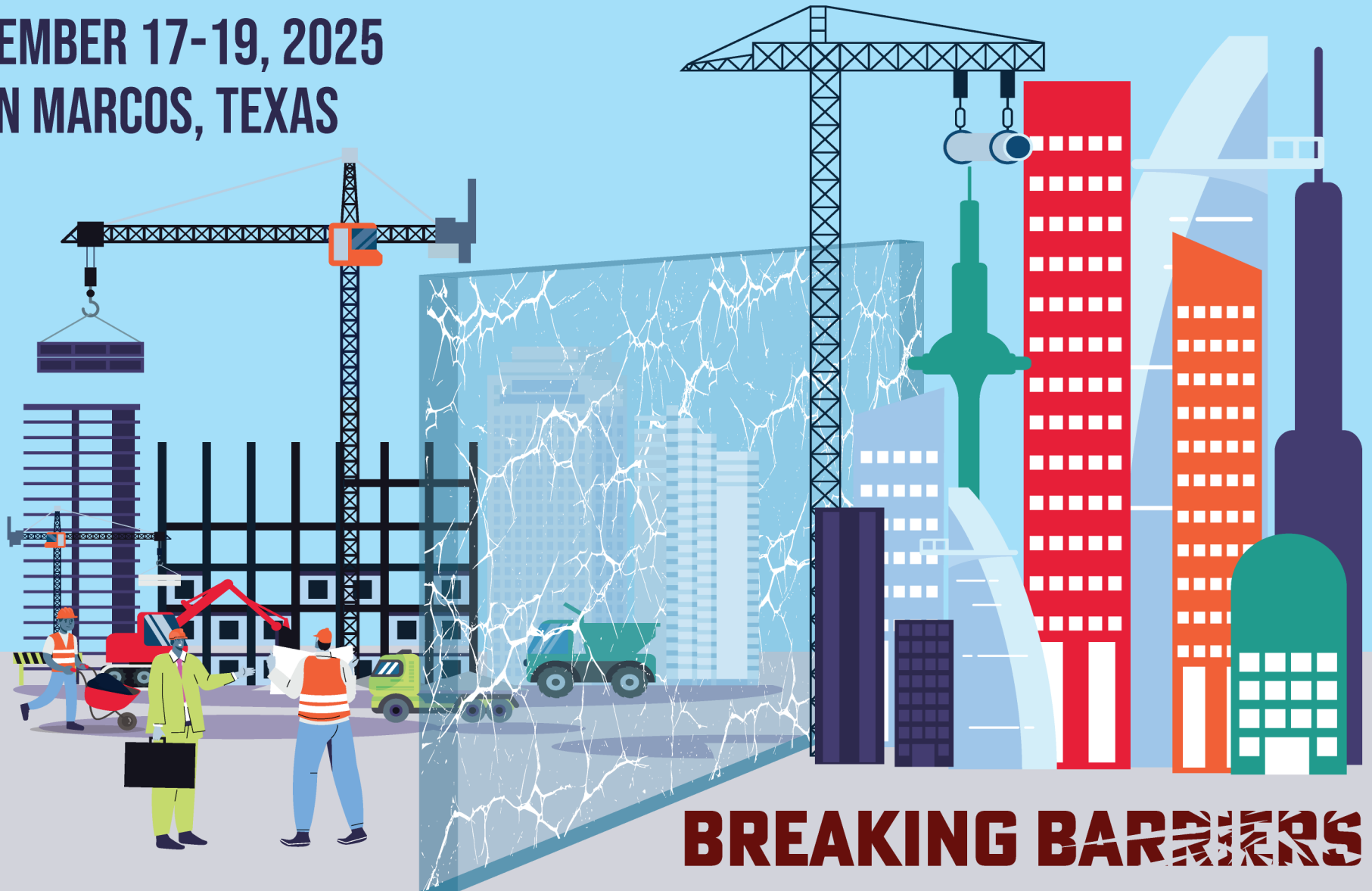
CECON2025

CIVIL ENGINEERING CONFERENCE

SPONSORSHIP PROSPECTUS

SEPTEMBER 17-19, 2025

SAN MARCOS, TEXAS



BREAKING BARRIERS

ASCE TEXAS CECON™ 2025 CIVIL ENGINEERING CONFERENCE



CARLOS BALDERRAMA PE
2025 CECON SENIOR PLANNING COMMITTEE CO CHAIR

Whether you call it the Information Age, the Digital Age, or the Technology Age, one thing is clear—advancements in technology over the past few decades have revolutionized the way we do business. From cutting-edge design software and automation to drones and AI, the civil engineering industry has embraced these innovations to break down barriers, enhance deliverables, and push the limits of what was once thought possible.

That’s why the theme for the **12th Annual Texas Civil Engineering Conference (CECON) 2025** is **“Breaking Barriers.”** This year’s program will feature dynamic keynote speakers, insightful panel discussions, interactive breakout sessions, and thought-provoking poster presentations centered around:

- **Embracing Innovation:** How Emerging Technologies Are Breaking Barriers
- **Innovative Solutions for Complex Challenges:** Breaking Barriers in Design & Construction
- **Fast-Tracking Solutions:** Breaking Barriers in Emergency Repairs & Maintenance
- **Leadership, Communication, and Management:** Breaking Barriers Beyond Engineering

CECON 2025 is proud to collaborate with ASCE Texas Institute Chapters, industry leaders, manufacturers, and supporters to deliver a robust program across diverse civil engineering disciplines.

As **Senior Co-Chair for CECON 2025**, I’m excited to welcome you back to San Marcos, Texas this September. Let’s break barriers together—I can’t wait to see you there!



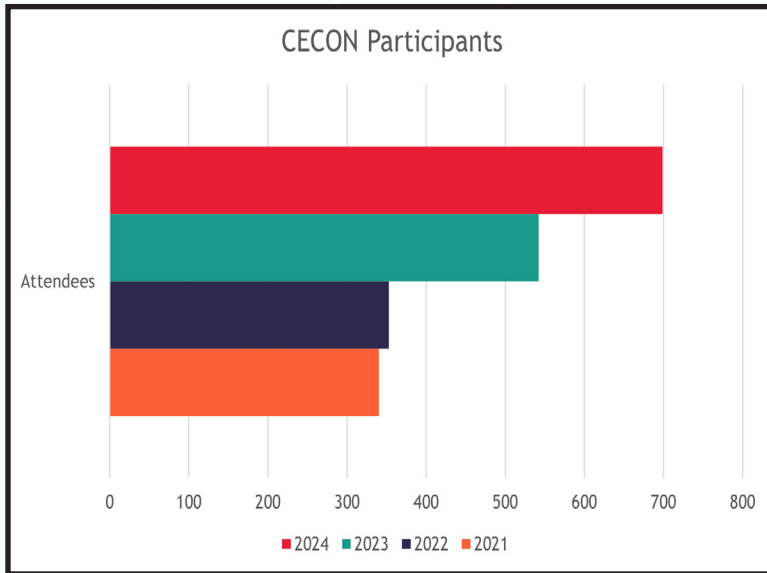
MEET OUR AUDIENCE

WHO WILL ATTEND?

The attendees of CECON are a diverse group of professionals from across the civil engineering spectrum, including:

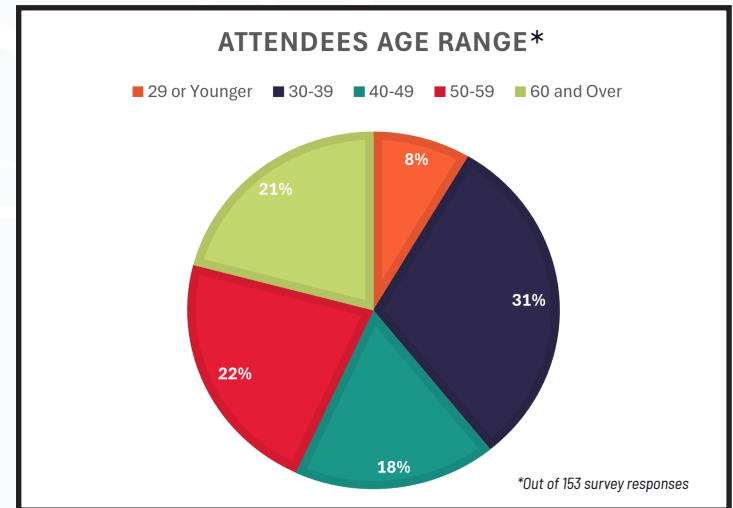
- Engineers: Practicing civil, structural, geotechnical, environmental, and transportation engineers at all stages of their careers.
- Public Sector Leaders: Representatives from municipalities, state agencies, and river authorities
- Private Sector Professionals: Consultants, contractors, and developers
- Industry Stakeholders: Exhibitors, sponsors, and business leaders
- Academics and Students: Educators and future engineers

With a sharp focus on delivering high-value content and networking experiences, the conference has seen attendee registration double in recent years, reflecting its growing reputation as the must-attend event for Texas civil engineers. This remarkable growth underscores CECON's success in bringing together decision-makers, innovators, and thought leaders to shape the future of civil engineering.



WHY WILL THEY ATTEND?

Attendees come to CECON to immerse themselves in a noteworthy environment that brings together civil engineering professionals from across Texas. The conference features inspiring keynotes, engaging panels, and a diverse range of speakers, offering valuable insights and forward-thinking solutions. With robust partnerships with leading institutes like GI, SEI, T&DI, and EWRI, CECON delivers unparalleled technical content. Attendees connect with industry innovators through exhibits, sponsorships, and a variety of networking opportunities, including social events and a technical tour. Whether seeking professional growth, collaboration, or innovative ideas, CECON offers a comprehensive experience that empowers attendees to shape the future of civil engineering.



2024

- 6 KEYNOTES
- 3 PANELS
- 71 SPEAKERS
- 48 GENERAL SESSIONS

- PARTNERSHIPS WITH 4 INSTITUTE (GI, SEI, T&DI, AND EWRI)
- 60 EXHIBITORS
- 32 SPONSORS

- 4 SOCIAL EVENTS
- 8 ELIGIBLE CFM CREDITS
- 17 ELIGIBLE PHD CREDITS
- TECHNICAL TOUR

SPONSORSHIP OPPORTUNITIES

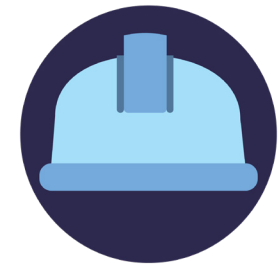


NANCY BELTRAN PHD, PE
2025 CECON SPONSORSHIP/EXHIBITOR SUB-COMMITTEE CHAIR

Entering my second year as part of the planning group, I am excited to extend a warm invitation to the 2025 CECON in San Marcos, TX. This year, under the inspiring theme “Breaking Barriers,” we are set to push the boundaries of innovation and inclusivity within the civil engineering sector.

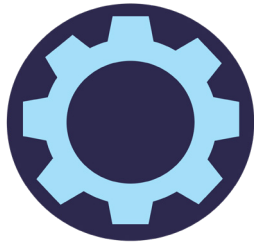
CECON 2025 offers a premier platform for showcasing your organization to some of the most distinguished members and leaders from the American Society of Civil Engineers (ASCE). The conference provides unparalleled opportunities to network, enhance your brand visibility, and engage directly with industry professionals through our interactive platforms. Thanks to the enduring support of our sponsors and exhibitors, past CECON events have consistently delivered top-tier content and attracted influential speakers.

Whether you are a longtime supporter or considering joining us for the first time, CECON 2025 is a perfect opportunity to deepen your connection with the civil engineering community and increase your market reach. I encourage you not to miss this grand event in San Marcos, where we aim to build the future of civil engineering together. For more details on how to maximize the impact of your involvement and to discuss the extensive benefits, please don't hesitate to reach out. Let's break barriers together!



PRINCIPAL
\$3,600
EXCLUSIVE

- One (1) event app banner
- Two (2) event app push notification
- Two (2) dedicated email blast to event attendees
- Full page ad in event program
- Two (2) full conference registrations
- Logo printed on the cover of the CECON program
- Company name associated with Gala in app & event program (sponsored by...) and a 5-minute opportunity to speak at the kickoff of the Gala
- Company name/logo on the conference home page website and select promotional material



ASSOCIATE
\$2,600
6 AVAILABLE

- One (1) event app banner
- One (1) event app push notification
- Half page ad in event program
- One (1) full conference registration
- Company name next to general session in app & program (sponsored by...) and a 2-minute opportunity to speak before the session and /or introduce a speaker
- Company name/logo on the conference website and select promotional material

Choose one of the following General Sessions:

- Welcome & Opening
- Ethics Session
- Wednesday Keynote + Lunch
- Technical Tour
- Thursday Keynote + Lunch
- Panel General Session



ASSOCIATE LITE
\$2,200

- One (1) event app banner
- One (1) event app push notification
- Half page ad in event program
- One (1) full conference registration
- Company name/logo on the conference website and select promotional material



PROFESSIONAL
\$1750

- Banner ad (600x150) in one (1) email newsletter
- One (1) full conference registration
- Company name/logo on the conference website and select promotional material



TRAINING
\$850

- Banner ad (600x150) in one (1) email newsletter
- Quarter page ad in event program
- Company name/logo on the conference website and select promotional material





APP
\$2,500
EXCLUSIVE

- Company name/logo or ad as the advertising banner in the event app and on Wi-Fi signage
- One sponsored app push prior to the event
- One post per event day



COFFEE MUGS
\$2,200
EXCLUSIVE

- Company logo printed 1 color (Company may designate logo imprint color)
- Event reserves right to choose the mug style and color



TOTE BAG
\$2,600
EXCLUSIVE

- Company name printed 1 color (Company may designate logo imprint color)
- Company can provide a flyer or item to be included in the tote
- Event reserves right to choose bag style and color



DRINK CUPS
\$1,800
EXCLUSIVE

- Company name printed 1 color (Company may designate logo imprint color)
- Plastic cups with logo displayed at all water and drink stations during all breaks or meal times



LANYARD
\$2,500
EXCLUSIVE

- Company name printed 1 color (Company may designate logo imprint color)
- Event reserves right to choose lanyard style and color



COFFEE SWAG
\$1,800
EXCLUSIVE

- This includes coffee stirrer and cocktail napkin with company logo
- Company logo printed 1 color (company may designate logo imprint color)
- Coffee Swag will be displayed at all coffee areas and drink stations



HAPPY HOUR
\$2,000
EXCLUSIVE

- 1 minute opportunity to speak at the beginning of this dedicated exhibitor networking event
- Company name associated with happy hour in app and event program
- Opportunity for company to display signage next to bar



ATTENDEE PRIZES
\$1,500
EXCLUSIVE

- 1 minute opportunity to speak at the beginning of this dedicated exhibitor networking event
- Company logo displayed on gift bags
- Representative to pass out prizes to winners

SPONSORSHIP ADD-ONS

ROOM HOST.....\$2,000

EXCLUSIVE

- Sponsor all breakout rooms
- Sponsor logo displayed on all podiums in all breakout rooms

SIGNAGE.....\$1,200

EXCLUSIVE

- Company logo printed one (1) color on event signage
- Event to design signage and placement
- Logo display on registration and directional signs among others

SWAG INSERT.....\$1,200

- Provide 600 giveaway items to be included in attendee bags and on signage as sponsor

FLYER INSERT.....\$800

- Provide 600 fliers or brochures to include in attendee bags and on signage as sponsor

COFFEE BREAK..... \$750

LIMITED TO 3 OPPORTUNITIES

- Company logo displayed on table top during coffee breaks
- Opportunity to display company signage at coffee station

WI-FI..... \$900

EXCLUSIVE

- Wi-fi will be named after your company
- Logo to be displayed on wi-fi signage

ENTERTAINMENT SPONSOR\$1,800

EXCLUSIVE

- Sponsor the entertainment at the casino gala
- Company logo and name to be displayed

HOTEL KEY CARDS.....\$2,100

EXCLUSIVE

- Company logo wrapped in host hotel key cards
- *FYI - 2024 hotel room block sold out*

NOTEPADS\$1,600

EXCLUSIVE

- Provide 600 branded notepads to attendees to be included in attendee bags

SCHEDULE AT A GLANCE \$900

EXCLUSIVE

- Sponsor logo featured on a foldable, pocket-size agenda distributed to all attendees

MINTS \$750

- Company logo displayed on wrapper
- Distributed in all breakout rooms, and break areas
- Placed next to PDH and survey QR codes

SPONSORSHIP OPPORTUNITIES

DIRECT MARKETING TOUCHPOINTS

APP PUSH NOTIFICATION..... \$450 EACH

- Message up to 145 characters to the over 800 app users
- Can internally link to a company profile in the app

FULL PAGE PROGRAM AD.....\$750

- Full page, full color in our interactive program with clickable hyperlink
- 8.5”w x 11”h

HALF PAGE PROGRAM AD.....\$400

- Half page, full color in our interactive program with clickable hyperlink
- 8.5”w x 5.5”h



**BRIA WHITMIRE PE, CFM, CPM, ENV SP, ENGINEER V
2025 CECON PLANNING COMMITTEE CO-CHAIR**

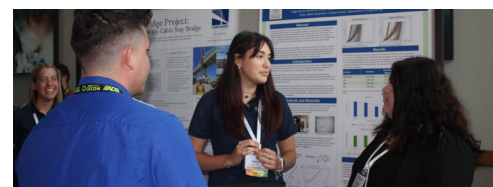
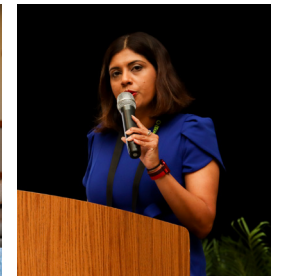
Since my first years of being involved with ASCE, around 2005, I valued the comradery, educational opportunities, and support of career progression. Moving to various cities over the years, though, kept me distant and only involved in rather minor roles. Settling back home in Corpus Christi in 2022 it was reassuring to fall right back into place with the local branch and a great mix of new and familiar faces. Becoming the 2024-2025 President of the Corpus Christi Branch was beyond humbling and now being Co-Chair for 2025 and 2026 CECON is simply surreal. Attending 2024 CECON surrounded by all that is civil engineering alongside my ASCE family, seeing colleagues from various other branches, was so uplifting! I am incredibly proud to be a steward to our organization as those were before us, and to help those who will soon replace us. Helping put together CECON 2025 in San Marcos is a fantastic experience and looking forward to another great conference!





JAMES ZAPATA PE 2025 CECON PROGRAMS SUB-COMMITTEE CHAIR

Last year, as a member of CECON's programs committee, I built meaningful connections in a fun and welcoming environment. CECON attracts the industry's leading experts from all disciplines to share their knowledge. As this year's planning committee chair, I look forward to making this the best CECON yet. This year, CECON will be introducing a brand-new Transportation Design Track. This initiative will showcase the latest emerging software and how it is being implemented with real project examples. For the second year in a row, the Environmental and Water Resources Institute (EWRI) Track will be providing Certified Floodplain Management (CFM) accredited sessions. CECON helps me to stay up to date with the pulse of the industry. I hope to see you there!



EXHIBITOR OPPORTUNITIES

Join us for the 2025 Texas Civil Engineering Conference (CECON) September 17-19 at the Embassy Suites by Hilton San Marcos Hotel & Conference Center in San Marcos, Texas.

New this year CECON will feature an **Exhibit Hall** providing an enhanced opportunity to showcase your products and services in a dedicated space for face to face engagement with civil engineers from across Texas and beyond.

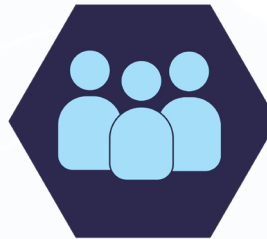
We are offering **Premium** Exhibitor Spots in **high visibility locations** including corner entrance and break area positions. These exclusive spots are limited only few available. Secure yours today for enhanced exposure premium rates apply.



PREMIUM LOCATION \$2,400

Located in the Foyer Area:

- Located in high visibility spots
- 8' x 10' booth space
- One (1) full conference registration
- Two (2) complimentary exhibit hall passes



8 X 10 EXHIBIT BOOTH \$2,200

Located in the Foyer Area:

- 8' x 10' booth space
- One (1) full conference registration
- Two (2) complimentary exhibit hall passes



TABLE TOP SPACE \$1,800

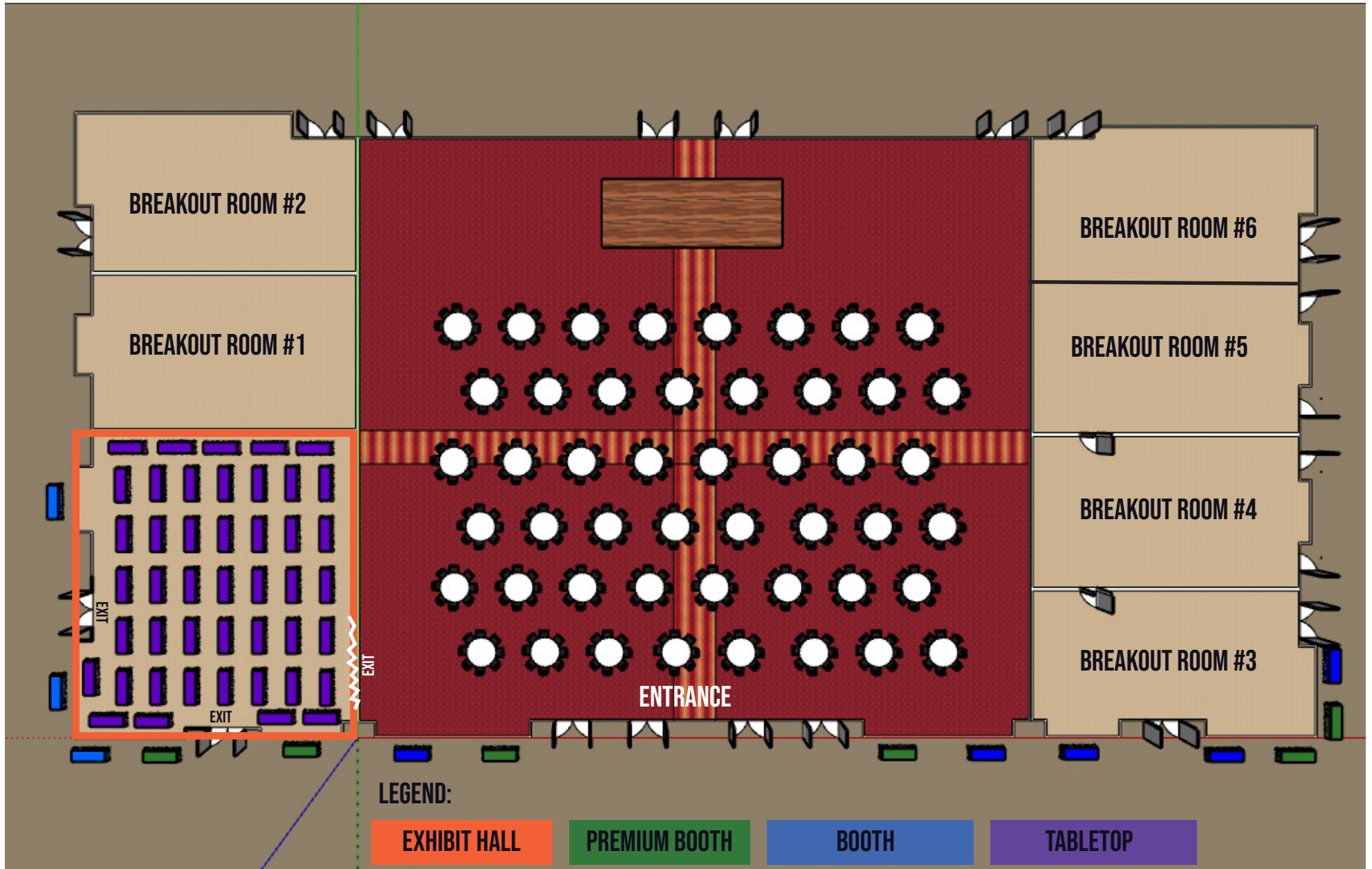
Located inside the exhibit hall:

- 6 ft skirted table & two (2) chairs
- One (1) full conference registration
- Two (2) complimentary exhibit hall passes

See pages 16-17 for Exhibitor Terms & Conditions

EXHIBITOR HALL LAYOUT

A preliminary **Exhibit Hall Layout** featuring Premium and Hallway Spots is available below*



*Subject to change or anticipated layout

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

BENEFITS	PREMIUM EXHIBITOR	8X10 EXHIBITOR	TABLE TOP EXHIBITOR	TRAINING SPONSOR	PROFESSIONAL SPONSOR	ASSOCIATE LITE SPONSOR	ASSOCIATE SPONSOR	PRINCIPAL SPONSOR
One (1) Dedicated Email Blast to Event Attendees								✓
Advertisement in Program Linked to Your Website				✓ QUARTER PAGE		✓ HALF PAGE	✓ HALF PAGE	✓ FULL PAGE
Full Event Registration	✓ 1	✓ 1	✓ 1		✓ 1	✓ 1	✓ 1	✓ 2
Company Name/Logo on the Conference Web page, Selected Promotional Material, Event Signage and a Company Profile in the Mobile App and Program Listed	✓ EXHIBITOR	✓ EXHIBITOR	✓ EXHIBITOR	✓ SPONSOR	✓ SPONSOR	✓ SPONSOR	✓ SPONSOR	✓ SPONSOR
Opportunity to Speak at Selected Opportunity							✓ 2 MINUTES	✓ 5 MINUTES
Exhibit Hall Pass	✓ 2	✓ 2	✓ 2					
Event App Banner						✓	✓	
Company Name Associated with a General Session in App & Program							✓	✓
App Push Notification						✓	✓	✓
Attendee Newsletter Banner Ad				✓	✓			

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CECON[™]2025
 CIVIL ENGINEERING CONFERENCE

SPONSOR & EXHIBITOR OPPORTUNITIES

**SEPTEMBER 17-19, 2025
 SAN MARCOS, TEXAS**

BREAKING BARRIERS



Support CECON, the only conference of its kind in Texas. Attendees network, gain professional development hours, participate in panel discussions, meet industry supporters, and congregate with engineering colleagues across many disciplines across Texas and beyond.

Sign up and pay by credit card at TexasCECON.org.

Full payment received by August 15, 2025 guarantees inclusion in promotional materials.

All opportunities are on a first come basis. If desired, first right of refusal and other contractual parameters may be requested through the CECON Committee Chair.

- Additional full registrations may be purchased separately at TexasCECON.org.
- Additional exhibit hall passes may be purchased at \$200 each.

Remittance of exhibit/sponsorships paid by check can be mailed to
 IMP, P.O.Box 10307, Corpus Christi, TX 78460-0307

Interested in a custom opportunity? Please contact the committee chairs below:

Sponsorship Questions: Please contact the CECON Sponsorships Team at sponsors@texascecon.org

Exhibitor Questions: Please contact the CECON Exhibitors Team at exhibits@texascecon.org

SIGN-UP ONLINE AT TEXASCECON.ORG

SPONSORING:

Principal Sponsor.....	\$3,600
Associate Sponsor.....	\$2,600
Associate Lite Sponsor.....	\$2,200
Professional Sponsor.....	\$1,750
Training Sponsor.....	\$850
Tote Bag Sponsor.....	\$2,600
App Sponsor.....	\$2,500
Lanyard Sponsor.....	\$2,500
Coffee Mug Sponsor.....	\$2,200
Hotel Key Card Sponsor.....	\$2,100
Room Host Sponsor.....	\$2,000
Happy Hour Sponsor.....	\$2,000
Drink Cups Sponsor.....	\$1,800
Entertainment Sponsor.....	\$1,800
Coffee Swag Sponsor.....	\$1,800
Notepad Sponsor	\$1,600
Attendee Prizes Sponsor.....	\$1,500
Signage Sponsor.....	\$1,200
Swag Insert.....	\$1,200
Wifi Sponsor	\$900
Schedule at a Glance Sponsor	\$900
Flyer Insert.....	\$800
Coffee Break Sponsor.....	\$750
Mints Sponsor	\$750

EXHIBITING:

Premium Exhibitor	\$2,400
8x10 Display Booth.....	\$2,200
Table Top Space.....	\$1,800

CECON 2024 SPONSORS



CECON 2024 EXHIBITORS

4M Analytics
Acrow Bridge
ADS
Anderson Paving
Arcosa Lightweight
AWR Designs
Bamert Seed Company
BaseLok by Industrial Fabrics
Beyond Engineering and Testing
CAP
Cement Council of Texas
Collier Geophysics
DuroTerra Deep Foundations
Euclid Chemical
G4 Geomatic Resources
GBA
Geophysical Survey Systems
Geopier/Tensar
GeoSolutions
GeoTree Solutions
Giken American Corporation
Grassworx
Greenrise Technologies
Hanes Geo Components
HVJ Associates
Keller North America
Keystone Hardscape
Lamb-Star Engineering
Lane Enterprises
LB Foster
Lime Association of Texas
Lithic Industries
Lithified Technologies Texas
Magnum Piering
McCain Water Works
McKim & Creed
Menard USA
OmniVue
ParkUSA
Pavement Restoration/Tricor
Refining
PondMedics
Premier Concrete
Raba Kitsner
RACO Manufacturing
Rinker Materials
Romtec Utilities
Russo Corporation
SHFP
Sioux Chief
Smith Pump Company, Inc.
SMU Lyle School of Engineering
Solmax
Specialty Products Group
StormTrap
T2 Utility Engineers
TCPA
Texas Asphalt Pavement Association
The Engenuity Group
Tree Mann Solutions
TrueNorth Steel
UT Arlington
Valmont Structures



EXHIBITOR TERMS & CONDITIONS

Texas Civil Engineering Conference (CECON):
September 17-19, 2025

Embassy Suites by Hilton San Marcos Hotel Conference Center
1001 E McCarty Ln, San Marcos, TX 78666

1. CECON reserves the right to exercise its discretion in the acceptance or refusal of applications.

2. Installation of exhibits Setup*:

- Tuesday 9/16 5:00 - 7:00 PM
- Wednesday 9/17 before 9:00 AM

Tear Down:

- Friday 9/19 morning

**Subject to change. If changes occur, confirmed exhibitors will be notified via email to the on-site contact provided when signing up.*

Early tear down is unacceptable. Exhibitors that tear down early may be subject to a monetary penalty.

3. Special Decorations: CECON and Embassy Suites by Hilton San Marcos Hotel Conference Center have specific rules regarding special decorations:

- Helium balloons are NOT permitted in the building.
- Glitter is NOT allowed in carpeted areas in the building.
- Method of installation, location, and material used for banners, decorative signs, etc., are subject to approval.

• **UNDER NO CIRCUMSTANCES** may decorations be nailed, screwed, taped, or attached to ceilings, floors, and walls, painted surfaces, doors, columns, or any other parts of the Hotel or furniture without prior written approval.

- No ballroom doors will be blocked or obstructed.
- Nothing can be hung or attached to light fixtures.
- No light bulbs can be disconnected or removed.
- No "stick-on" decals and/or similar promotional items may be distributed in the complex.

4. All exclusive or limited space opportunities are reserved on a first-come basis. If desired, first right of refusal and other contractual parameters may be requested through the CECON Committee Chair.

5. The Exhibitor agrees that CECON and the management of Embassy Suites by Hilton San Marcos Hotel Conference Center shall have the right to make such rules and regulations or changes in the floor plan arrangement of booths for the exhibition as it is deemed necessary and to amend the same from time

to time. CECON and the management Embassy Suites by Hilton San Marcos Hotel Conference Center shall have the final determination and enforcement of all rules, regulations, and conditions catalogs, and any other things, without limitation which affects the character of the exhibit.

6. It is agreed that CECON and Embassy Suites by Hilton San Marcos Hotel Conference Center are NOT liable to the Exhibitor for any loss or damage

7. CECON reserves the right to decline any application of an Exhibitor to conduct and maintain an exhibit if in the judgment of the show management, said exhibitor or exhibit, or proposed exhibit, shall in any respect be deemed unsuitable.

This reservation relates to a person, conduct, and articles of merchandise, printed matter, souvenirs, or injury to his property contained in such exhibits or injuries to his person, his agents, employees, or others, no matter how sustained from fire, theft, accident or other causes.

Security is provided after show hours each day. All claims for loss, damage, and/or injury to CECON and Embassy Suites by Hilton San Marcos Hotel Conference Center are being hereby expressly waived by the Exhibitor.

8. Exhibitors or their agents may not allow any articles to be brought into the exposition or any act done on the premises, which will invalidate the insurance or increase the premium on the policies held by the management of Embassy Suites by Hilton San Marcos Hotel Conference Center. Exhibitors may not permit anything to be done by their employees through which act the premises, property, or equipment of other exhibitors will be damaged. No signs or equipment of other exhibitors will be damaged. No signs or articles can be affixed, nailed, or otherwise attached to walls, doors, etc. Likewise, no attachments can be made to the floors by nails, screws, or any devices that would damage them. All space leased is subject to these restrictions. Violations of these rules will annul the Exhibitor's contract, and he/she will be held liable for any damage resulting from such violation.

9. Audio presentations are allowed so long as they do not disrupt neighboring exhibitors.

10. Exhibitors shall agree to follow the rules and regulations set forth by CECON and Embassy Suites by Hilton San Marcos Hotel Conference Center management.

11. All cartons, packages or containers brought into or taken from Embassy Suites by Hilton San Marcos Hotel Conference Center are subject to inspection.

12. No food and/or beverages may be served without prior approval from CECON and the management of Embassy Suites by Hilton San Marcos Hotel Conference Center.

13. All efforts to advertise, demonstrate and operate the exhibit must be conducted so as not to trespass the rights of other exhibitors.

14. FIRE REGULATIONS: Absolutely NO combustible oils or bottled gases, open flames of any type, nor any corrosives will be permitted in Embassy Suites by Hilton San Marcos Hotel Conference Center. Any questions regarding specific problems should be referred to the complex management, who will obtain the necessary rulings from the Fire Marshal.

15. The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibit's activities on Embassy Suites by Hilton San Marcos Hotel Conference Center premises and will indemnify, defend, and hold harmless Embassy Suites by Hilton San Marcos Hotel Conference Center its agents, servants and employees from any and all such losses, damages, and claim.

16. Exhibitor assumes responsibility and agrees to indemnify and defend CECON and Embassy Suites by Hilton San Marcos Hotel Conference Center and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

17. The Exhibitor understands that neither CECON nor Embassy Suites by Hilton San Marcos Hotel Conference

Center maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

18. Exhibitors or their representatives who fail to observe these conditions, or who, in CECON's opinion, conduct themselves unethically, may be dismissed from Embassy Suites by Hilton San Marcos Hotel Conference Center without appeal for redress.

CONTACT
TXCECON@TEXASCE.ORG
FOR QUESTIONS



SPACE LIMITATIONS

There is a limited amount of exhibit space available. Spaces are available on a first-come, first-served basis. Sign up early to get the space size you desire. Any electrical, computer, or equipment needs must be ordered directly through Embassy Suites by Hilton San Marcos Hotel Conference Center.

The floor plan will be determined on a space-available basis. Only applications paid in full receive guaranteed assigned space. No space will be reserved based solely on verbal notice or unpaid contract.

Individual booth cleaning and return shipping is the responsibility of the Exhibitor. The Exhibitor will be responsible for all setup and breakdown of portable booths.

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SEPTEMBER 17-19, 2025



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