PCEA Gearing Up for Convention 2017

By Alva Gaskin, PCEA National Convention Committee Chair

Brace yourself – for one of the most comprehensive conventions our PCEA membership has ever experienced.

Plan to join us May 3-7, 2017 for the 43rd Annual PCEA National Convention at Marriott Grande Dunes in Myrtle Beach, SC.

In the brief time I have been planning this next year’s convention, I have realized that running a convention is very much like bidding a job – reviewing, itemizing the work, taking off the quantities needed, getting prices for the work, lining up the folks needed, scheduling the functions, collecting the monies, paying the bills, and realizing a profit/loss at the conclusion.

Years ago, my wife and I conducted the Miss Augusta Pageant, a preliminary to the Miss America Program. During those 14 years, we learned how to assign the work to various people. This is where my committee stands on each area of the convention plan.

1. The Marriott. We have been in touch with the hotel managers by email and phone regarding function rooms, times, anticipated attendees, and costs for those items. We are scheduling a site trip in mid September to confirm function room sizes and locations.

2. Registration: We will have a registration table set up near the room registration counter in the hotel lobby so attendees can find us, pick up their convention registration packets and goody bags, and get directions to the hospitality suite, as well as the various convention venues. We will also be providing informational brochures for getting around the hotel, Myrtle Beach, and suggested local activities for your free time.

3. Hospitality Suite: We will have a hospitality room near our meeting and seminar rooms, but away from guest rooms, which will be open as many hours as possible so attendees can visit, network, and meet to go out for meals and entertainment.

4. National Board Meeting: We will have a room set up for this meeting on Thursday morning, as well as national committee meetings that may follow.

5. Sponsorships Program: Starting on page 10 of this newsletter, you will find a two-page Sponsorship Program for the 2017 PCEA Convention, with 13 different levels of participation. We hope that getting this out to our membership and supporters early will provide ample opportunity for members and non-members, businesses and corporations, to participate as they wish.

6. Tours/Things To Do: As previously stated, we will be providing attendees with information on various activities available around Myrtle Beach for their enjoyment during their free time. We will not have any scheduled tours for you to sign up for.

7. Kick Off Party: Thursday evening’s welcome party will be at the hotel, with a comedian/entertainer. We intend to schedule this so you will have ample time to grab dinner before the show.

8. Past Presidents’ Reception: This also will be held at the hotel on Friday evening with hors d’oeuvres and a beverage bar, followed by an evening of shag dancing – with lessons for those who might be a little rusty.

9. Breakfast Business Meeting: This will be held on Saturday morning – and hopefully in-
It's Not Grandpa’s Plumb Bob: How Augmented Reality Is Changing Construction

By Scott Montgomerie, www.constructionexec.com

Discussions about innovation in construction are usually about building innovative architecture, materials and design. But when was the last major innovation in how buildings are built?

Riding the wave of the adoption of mobile technology, augmented reality (AR) is set to have a profound effect on how buildings are built. Not since the implementation of BIM has there been such a revolution in construction technology.

When the term augmented reality is mentioned, a lot of people still envision Tony Stark slinging through virtual blueprints in Iron Man with the swipe of a finger, or more recently, cute characters sharing space in Pokémon Go. Although Hollywood exaggerates what’s possible and the gaming applications are simplistic, the amazing applications that Hollywood’s creative minds come up with aren’t too far from the truth.

AR technology has real-world applications in use within the construction industry today. From a framer to a foreman,
AIA: Healthy Outlook for Construction in 2016 and 2017

Overall building construction spending is expected to grow around 6% this year, and stay in that range for 2017. Commercial construction sectors are projected to be the strongest performers this year, with the institutional categories moving back a bit from their pace of last year. Next year, the commercial sectors are expected to see slower yet still healthy levels of growth, while most institutional sectors will see a somewhat accelerated pace of activity.

After a strong 2015, there is a growing sense that the construction industry expansion will be more tempered over the next 18 months. However, continued strong demand for hotels, office space, and amusement and recreation spaces will ensure continued growth in the overall construction spending market over this time period.

The national economy seems to be on a slower growth path so far in 2016, in part due to the growing list of national and international vulnerabilities that continue to appear. This slower growth in the broader economy is beginning to put downward pressure on the construction industry. After a solid performance last year, where most commercial and industrial construction sectors grew by 20% or more, 2016 was viewed as a year where activity was expected to moderate.

The American Institute of Architects’ (AIA) semi-annual Consensus Construction Forecast, a survey of the nation’s leading construction forecasters, is projecting that spending will increase just less than 6% for 2016, with next year’s projection being an additional 5.6% gain. Commercial construction sectors are projected to be the strongest performers in the economy, which will allow some of the pent-up demand from the last downturn to go forward, said AIA Chief Economist Kermit Baker, PhD, Hon. AIA. “But at the same time, the slowing in the overall economy could extend to the construction industry a bit — with the biggest drop off expected in the industrial facility sector over the next year and a half.”

According to Baker, the issues that could derail continued expansion in the construction sector include:

- Typical uncertainty leading up to a U.S. presidential election that results in reluctant investors
- Positive construction outlook

In spite of a growing list of threats to the U.S. economy, and therefore the construction sector, the outlook remains reasonably favorable overall. For example, the AIA’s Architecture Billings Index (ABI) continues to send off positive signals. It has remained in the growth range since mid-2012, and in spite of recent volatility, the ABI still documents increases in design activity at U.S. architecture firms. There are signs that progress in design activity may be slowing: the average ABI score of 51.8 for the first half of 2015 dipped to 51.3 for the second half of last year, and continued to ease to closer to 51 for the first half of this year. Still, the new design contracts index introduced by the American Institute of Architects, which measures new project activity coming into architecture firms, remains above the billings index. This
**Welcome New Members**

**Orlando Chapter**
- Dale Belt
- Cornelius Benton
- Bryan Castle
- Joe Cesarotti
- William Craddock, III
- Rich Haffner
- Trevor Hamilton
- Harvey Karenbauer
- Alex Lauretano
- David Lechner
- Nicole Long
- Tommy MacCabe
- Bryan Mehaffey

**Fred Metz**
- Phillip Moraw
- Robert Perrier
- Steve Renner
- Jim Rupp
- Shane Russell
- Adam Sedlmajer
- Jack Sheehan
- Rich Wagner

**Triangle Chapter**
- James Hewitt

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**Thank You to Our Sponsors**

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**Editors Notes**

Please email your response to pcea@pcea.org with “Social Media” in the subject line. Thank you!

**National Convention Sponsorship Program**

Information on the 2017 convention sponsorship program is included at the end of the newsletter. We would like to ask all members to consider contacting companies that may be interested in partnering with PCEA.

**Upcoming Events**

**PCEA National Board Meeting**
Friday November 18, 2016
Carolinas AGC

**PCEA Long Range Planning Committee Meeting**
Friday November 18, 2016

**PCEA Online University**
Shop PCEA’s new Online University and choose from over 1,300 online courses designed to help you complete continuing education requirements for a variety of professions nationwide! PCEA members save 15% on their entire purchase at checkout!

https://pcea.redvector.com/

**Health and Happiness**

Congratulations to Charlotte Chapter member Pete Martinez and his wife on the birth of their 8 lb. baby boy, David Andres Martinez.

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David Andres Martinez
Chapter Reports

CSRA Chapter
Here in the Augusta area, we continue to fight the heat and humidity with short breaks, air conditioning, and mint juleps. At our July 14th membership meeting, our Scholarship Chairman, Rabun Frost, presented scholarship checks to 2 of our 4 recipients present. David Lewis gave a short educational program on the shrinking residential market in the CSRA. Beth Chaplin and Andrea Griffin, with CWC Interior Partitions, presented a program on DIRTT wall movable partitions.

Our August 11th membership meeting was attended by more than 78% of our membership, along with 3 guests. Alva Gaskin gave a short presentation on the Millennium Tower in San Francisco fast becoming the USA version of the Leaning Tower of Pisa, since it has sunk 16 inches into the sand it was built on and is tilting several inches toward Nevada. Our meeting program was presented by Russell Mobley and Dora Hogg with Fulcher Hagler LLC on how the new Fair Labor Standards Act affects everyone. The Gold Roll raised $27, and a PCEA tote bag was won by Russell Mobley. Zach Miloni is planning a membership drive bowling tournament in late August to early September – as soon as he returns from his honeymoon in the Caribbean.

The CSRA Chapter of PCEA will host the 2nd Annual James Hutto Memorial Scholarship Golf Tournament on Wednesday, October 12th, at the Jones Creek Golf Club in Evans, GA. We expect to again have the maximum allowed 25 teams, food, beverages, hole sponsors, plaques, awards, plenty of prizes for a variety of golf swings – and our raffle drawing for $1,000. Contact me for a golf application & raffle tickets.

We encourage everyone to plan now to attend the convention May 3-7 at the Marriott at Grande Dunes in Myrtle Beach, SC. We also welcome guests and construction professionals to our membership meetings, still held on the 2nd Thursday of each month at 11:45 AM, now at The Augusta Country Club on Milledge Road, in Augusta, Georgia.

Respectfully submitted,
Alva D. Gaskin, Jr., National Director

Orlando Chapter
Fellow Estimators,
We are pleased to report that we have a new dedication to be the best chapter in this great organization of professional Construction Estimators. We congratulate the Charlotte Chapter on their hard work and dedication to winning the Bill Helms Chapter of the Year award. It is rather poetic, that they, the first chapter, should win on the 60th anniversary of this great organization.

The Orlando Chapter is excited about this year and we intend to continue our dedication to providing scholarships to college students through the Randy Welch Memorial Scholarship program. To date, we have given away over $110,000 in funds to deserving college students in the relatively short history of our Chapter (13 years). In addition to the Randy Welch Memorial Scholarship Program, our board of Directors has pledged to help A.C.E. mentorship Program for high school students.

We intend to grow our membership this year to a record level as we see the upswing in the economy. We believe our membership will increase on the strength of programs such as our May Seafood on the Pond meeting, and through an excellent slate of programs booked by Chris Joyce, our 2nd Vice President. We have a great new Board of Directors with new blood to keep things vibrant. We intend to keep it fresh and relevant and provide a great value to our membership.

We look forward to aiding and strengthening this great association in which we are proud to be involved.

Respectfully,
Wm. Scott Coleman
National Director

Charlotte Chapter
Fellow Estimators,
We had a great turn out for the July meeting site tour and would like to thank Rodgers Builders again for hosting the tour of the Spring Hill Suites by Marriott in Up-town. The Pivotek tour of their pre-manufactured bathroom Pods and all that goes into preparation, delivery and installation of their units was very impressive. Our August meeting was a joint meeting with NAWIC. As part of their organizations community involvement, they asked PCEA to help them with collecting school items for Classroom Central by bringing items to our August meeting. We collected four long tables of supplies. We had over 52 people registered for this event. Community Involvement is a new category for the PCEA Bill Helms Award and an easy way for us to participate. We learned about economic and demographic trends in the construction industry. Jessica Rossi with Kimley-Horn was our guest speaker. She expanded on topics such as retail, office and apartment sector performance trends along with economic shifts. This was an exciting meeting.

We are not done yet! September 19th we will have our annual PCEA Fall Golf Classic. This is one of our signature events. We will have golf, beer, food, prizes and more beer. The event will be held at the Great Divide in Charlotte. Please check out our website for more great events and fellowship opportunities. We hope you can visit our Chapter soon.

With kind regards,
Stephanie Kegley
Construction Co.
Chapter One National Director

Charlotte Chapter Site Tour
Pivotek Pre-manufactured Bathroom Pods

Charlotte Chapter joint meeting with NAWIC

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It’s Not Grandpa’s Plumb Bob: How Augmented Reality Is Changing Construction

By Scott Montgomerie, www.constructionexec.com

from building modeling to final inspections, AR’s potential is vast and is already driving several benefits, including dramatic time savings, more efficient resource usage and less downtime.

Though AR technologies are still in their infancy, they can be put to good, practical use now. BIM tools are commonplace in the industry, allowing collaboration among architects, general contractors and subcontractors through planning and simulating construction virtually. AR can be an extension of this, bringing virtual schematics into the real world. That is to say, virtual content can be overlaid on top of real content using AR technology, allowing a viewer to visualize new virtual content on top of real construction.

The implications of this are staggering. A framer could do away with construction documentation and tape measures, relying instead on virtual wireframes being presented in front of him, saving countless hours of measuring and verification. Similarly, jobsite foremen can use AR tools to visualize how a job should go together step by step. Architects and customers can walk through real spaces, visualizing how new construction might look.

Better still, once construction is complete, those visualizations can be handed over to the facility maintenance and building owners, so they can visualize features that would normally be hidden by drywall (e.g., plumbing, electrical, ducts, etc.). Inspections would become much more efficient, as an inspector could visualize these features and compare planned versus as-built installations much easier than referring to traditional engineering drawings, resulting in better accuracy, time savings and completeness.

Furthermore, communication over the Internet provides the ability for different disciplines to collaborate together in real time.

A customer doing a walkthrough might collaborate with an architect located at his corporate headquarters, doing real-time modifications to the building plans. A worker encountering a problem onsite today could cause the entire job to be shut down, resulting in downtime and delays while he waits for a foreman to come onsite to resolve the issue. With AR-enabled remote support tools, that problem could be resolved quickly by having an expert remotely collaborate to solve the problem in minutes, not days, saving enormous amounts of money and also allowing the project foreman to be able to efficiently manage multiple projects at one time.

All of these applications add up to a dream for the construction industry: faster construction times, better quality and less rework. Enormous savings will be realized through better training, decreased downtimes, less travel time and reduced travel costs.

It is a very exciting time for the construction industry as AR technology undergoes major innovation. Companies like Epson, ODG, Meta and Microsoft are pouring hundreds of millions of dollars into new AR hardware. But while AR glasses are just starting to be made available to developers, the technology already can be applied using something many already have and is becoming commonplace on the jobsite: mobile devices. Armed with a smartphone or tablet, a worker in the field can make use of AR technologies to see visualizations, and if a problem arises, use AR-enabled remote collaboration tools to immediately get in touch with an expert.

Companies that take advantage of the very real benefits AR technology delivers will undoubtedly win more contracts and outperform their peers. Construction speed and efficiency are paramount factors when planning a project, and augmented reality is

Chapter Reports (Continued from Page 5)

Catawba Valley Chapter
Greetings from the Catawba Valley Chapter.

On June 29th we held our June Membership meeting at Market On Main, in Downtown Hickory, NC. This was our first, of hopefully many, GC spotlights. This is an opportunity for the larger local general contractors to come in and present their company, discuss a current topic of their choice, and also allow for a question and answer session at the end. This month we had Chuck Moss presenting from Hickory Construction. This turned out to be a very informative meeting and we are looking forward to additional ones in the future.

July is the month for our annual Family Day held at River Bend Park. This year, Will Clayton manned the grill, John Walker provided the music, and Randall Williams provided the entertainment. As always, this was a great event for the members to bring their families and enjoy the beautiful setting and weather.

Normally August is time for our annual Steak on the Lake. This year, however, we were not able to have this function. In lieu of the SOTL, we tried to organize a trivia night for members to come and enjoy a night out with some good fun competition. However, due to the lack of interest we were unable to hold this event.

Our regular chapter meetings are held on the second Thursday of each month, at Market On Main in Hickory, NC. Come join us when you get the chance.

Respectfully Submitted,
William S. Clayton
National Director, Catawba Valley Chapter
San Francisco Luxury High Rise is Sinking

From http://sanfrancisco.cbslocal.com/

SAN FRANCISCO (KCBS) — The Millennium Tower, one of the city’s most prestigious addresses, is sinking fast.

The luxury high-rise is home to celebrities like Joe Montana and Hunter Pence. Condominiums in the 58-story building have price tags as high as $10 million.

According to KCBS and Chronicle Insider Phil Matier, an engineering report says that the 58-story, $350 million luxury high rise has sunk by 16 inches since its completion in 2009. It’s also tilted by two inches to the northwest.

The news did not inspire confidence among building residents.

“It’s scary,” said resident Mark Weir. “I’ve seen a lot of surveys, so I kind of thought something was up like that and I’m pretty shocked.”

“The leaning tower of San Francisco,” said another Millennium resident, Joe Keegan.

Who is to blame for the problem depends on who you ask.

Millennium Tower officials say the sinking was triggered by excavation work for the nearby Transbay Terminal. But Transbay officials point out that the tower had already sunk by ten inches before the Transbay dig began. They blame the problems on the way the high-rise was built.

“To cut costs, Millennium did not drill piles to bedrock,” said the transit authority in a statement. Had it done so, “the tower would not be tilting today.”

In fact, the Millennium Tower sits on an area of mud -fill. It is not steel-framed, and instead relies on shear walls, columns and beams. The building is anchored over a thick concrete slab and its pilings extend about 80 feet into dense sand, not into the bedrock which lies about 200 feet below street level.

For that reason, the transit authority says it went to considerable expense to protect its high-rise neighbor, before it even broke ground on the Transbay Terminal.

“Aware that the Millennium Tower foundation failed to reach bedrock and was therefore inadequate to support the Tower, the TJPA took the extraordinary step of spending more than $56 million to install an underground buttress between the Millennium Tower and the Transit Center site before the TJPA began its excavation for the new Transit Center,” the statement said, denying any responsibility for the settlement of the Millennium Tower.

In earthquake-prone Northern California, the sinking is raising major concerns.

Still, P.J. Johnston, spokesman for Millennium Partners and principal owner Sean Jeffries, said a 2014 independent safety review “determined the settlement has not significantly affected the seismic performance of the building, and does not represent a safety risk.”

Johnston says several other downtown buildings have similar foundations, including the Intercontinental and St. Regis hotels.

Some shifting was expected. The builder predicted 6 inches of settling over the lifetime of the high-rise.

Greg Deirlein, director of Stanford’s Earthquake Engineering Department says the sinking problem is “significant… and of concern.”

He said if he was one of the people living there, “I would be concerned for my investment.”

Johnston says the city’s Department of Building Inspection also said there were no safety problems.

The city’s Department of Building Inspection also said there were no safety problems.

So far the only signs have been cracks in the garage and an ongoing problem with the sidewalk.

“There has always been the great speculation that the building was sinking,” said former San Francisco Mayor Willie Brown. “And – obviously, based on the numbers – it is.”

Three years ago, Ashok Vaish paid just under $2 million for his tower digs.

“Mine is one of the cheaper apartments,” said Vaish.

When asked if he was worried about it sinking even more, Vaish replied, “It will sink for sure. It’s the tilting that you worry about more.”

Vaish said there were also concerns about property values going down.

“There will be a temporary shock to everybody who lives here,” explained Vaish.

Despite assurances, the Millennium Tower’s homeowner’s association has hired independent engineering consultants and says they are looking at their “legal options.”

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10. **Seminars:** We expect to have six different 1-hour-long seminars on Friday morning, with 2 seminars starting at 9:00 AM thru noon for attendees to choose from. They will include a First Aid/CPR class (hopefully with certification at its conclusion), a presentation by a former building inspector of how government over-regulation is ruining our construction industry, a seminar of advanced estimating techniques, and a seminar on lost arts in the construction industry. We still need two more seminars.

11. **Saturday Evening Reception:** This, too, will be held at the hotel from about 5:00 to 7:00 PM to recognize our incoming national officers, and will include a beverage bar.

12. **Awards Banquet and Passing of the Gavel:** This end-of-the-year tradition will take place at the hotel immediately following the aforementioned reception.

13. **Golf Tournament:** We have two CSRA golfers, who run our local golf tournament, who will be conducting the convention golf tournament, with lunch and various prizes for those gifted in the sport – and for those not so gifted. They have already begun the process of vetting various golf courses and collecting gifts/awards.

14. **Games:** We have located and commissioned a local PCEA member and gamesman to coordinate the array of other games to be conducted during the convention week. They include: beach volleyball and cornhole to be held poolside, and Texas Hold’em and the renowned Kentucky Derby Party to be held in the hospitality room, with prizes for the winners.

15. **Convention Reverse Raffle:** This year, we intend to hold drawings for a PCEA National Convention Reverse Raffle, closed end, with 250 tickets selling for $100 each. Ticket sales will end no later than Wednesday evening, May 3rd, before the drawings begin at the Hospitality Room. Tickets will be drawn at a variety of convention venues throughout the week, with the final 3-5 tickets being drawn at the Banquet. Prizes will be awarded at various times during the drawings. If all of the tickets are sold, it is our intention that the final ticket number drawn will win $10,000 cash. There are still some details that need to be finalized, but full details will be available in the near future. We hope to begin sales soon and to raise over $10,000 for our association with this raffle alone.

**AIA: Healthy Outlook for Construction in 2016 and 2017**

(Continued from page 2)

suggests that architecture firms are increasing their backlog of project activity.

Despite Slight Drop Architecture Billings Index Continues to Trend Higher

There is evidence that gains in construction activity will continue to slow in the coming quarters. A consensus forecast of real estate trends conducted by the urban land institute suggests that we are in the latter stages of this current real estate cycle. Their forecast panelists see vacancy rates increasing and rent increases slowing for the multifamily housing and hotel market through 2017 and 2018. The office and retail sectors are projected to see more stable vacancies with slower rent gains, so they too seem to be in the latter stages of this current cycle.

Commercial property values are a vulnerability to future growth in this sector. Commercial property values nationally are currently about 10% above their prerecession high, according to data from CoreLogic. International economic concerns — particularly with emerging weakness in Europe following the UK vote — may drive more capital to U.S. real estate markets, coaxing prices even higher in the coming months.

The AIA Consensus Construction Forecast Panel sees healthy but slower growth in the nonresidential building sector. After an estimated 17% growth in 2015, the consensus for this panel of experts is for 5.8% growth in overall building construction activity this year, declining very modestly to 5.6% in 2017. The commercial sectors are expected to be the strongest performers, with an 11.7% gain this year and 6.5% next, paced by continued strong performance in the office and retail sectors. Industrial construction, which saw growth last year in excess of 40%, is projected to see essentially flat levels of construction this year and next.

Healthy single-digit growth is expected from the institutional sector in 2016 and 2017. An optimistic outlook remains for education facilities, with gains in excess of 6 percent projected for both this year and next. The outlook for the healthcare sector has dimmed a bit, with forecast growth falling to just over 2% this year before ramping up to 5% in 2017.
2017 PCEA National Convention

Sponsorship Levels and Construction Showcase

Premier Title Sponsorship - $5,000 (1 available)

- Your Corporate Logo on ALL Convention literature and conference signage immediately
- Listing in the National PCEA Newsletter and Convention Program
- Sponsor of the Convention Showcase and Free Vendor Table
- Special recognition at the Past Presidents Reception and at the Awards Banquet
- Breakfast with the National Board of Directors and Chapter Officers Saturday morning
- Opportunity to provide promotional items to be distributed in the registration packets
- Complimentary admittance for 2 to the Past Presidents Reception on Friday Evening
- Complimentary admittance for 2 to the Awards Banquet on Saturday Evening
- Complimentary 2 room/nights stay at the Myrtle Beach Marriott Resort during the convention

Awards Banquet & Passing of the Gavel Sponsorship - $2,500 (2 available)

- Your Corporate Logo on ALL Convention literature and conference signage immediately
- Listing in the National PCEA Newsletter and Convention Program
- Sponsor of the Awards Banquet on Saturday Evening and Special Recognition at the Banquet
- Free Vendor Table at the Convention Showcase
- Breakfast with the National Board of Directors and Chapter Officers Saturday morning
- Opportunity to provide promotional items to be distributed in the registration packets
- Complimentary admittance for 2 to the Awards Banquet on Saturday Evening
- Complimentary 1 room/night stay at the Myrtle Beach Marriott Resort during the convention

National Past Presidents’ Reception Sponsorship - $2,000 (2 available)

- Your Corporate Logo on ALL Convention literature and conference signage immediately
- Listing in the National PCEA Newsletter and Convention Program
- Free Vendor Table at the Convention Showcase
- Special recognition at the National Past Presidents’ Reception on Friday Evening
- Breakfast with the National Board of Directors and Chapter Officers Saturday morning
- Opportunity to provide promotional items to be distributed in the registration packets
- Complimentary admittance for 2 to the National Past Presidents’ Reception Friday Evening
- Complimentary 1 room/night stay at the Myrtle Beach Marriott Resort during the convention
2017 PCEA National Convention Sponsorship Levels (Continued)

**Breakfast and Business Meeting Sponsorship - $2000 (2 available)**
- Your Corporate Logo on ALL Convention literature and conference signage immediately
- Listing in the National PCEA Newsletter and Convention Program
- Free Vendor Table at the Convention Showcase
- Special recognition at the Breakfast and Business Meeting on Saturday Morning
- Breakfast with the National Board of Directors and Chapter Officers Saturday morning
- Opportunity to provide promotional items to be distributed in the registration packets
- Complimentary admittance for 2 to the National Past Presidents’ Reception Friday Evening
- Complimentary 1 room/night stay at the Myrtle Beach Marriott Resort during the convention

**Convention Hospitality Suite Sponsorship - $1,500 (2 available)**
- Your Corporate Logo on ALL Convention literature and conference signage immediately
- Listing in the National PCEA Newsletter and Convention Program
- Special recognition in the Hospitality Suite for the duration of the convention
- Recognition at the Convention Registration Table
- Opportunity to provide promotional items to be distributed in the registration packets
- Recognition at the Awards Banquet on Saturday Evening

**Non-Member Only Sponsorship - $1,500 (unlimited availability)**
- Your Corporate Logo on ALL Convention literature and conference signage immediately
- Listing in the National PCEA Newsletter and Convention Program
- Opportunity to provide promotional items to be distributed in the registration packets
- Free Convention Registration ($400 Value)

**Member Only Sponsorship - $1,000 (unlimited availability)**
- Your Corporate Logo on ALL Convention literature and conference signage immediately
- Listing in the National PCEA Newsletter and Convention Program
- Opportunity to provide promotional items to be distributed in the registration packets
- Free Convention Registration ($400 Value)

**Convention Golf Tournament Sponsorship - $1,000 (1 available)**
- Your Corporate Logo on ALL Convention literature and conference signage immediately
- Listing in the National PCEA Newsletter and Convention Program
- Opportunity to provide promotional items to be distributed in the registration packets
- Opportunity to provide promotional items to be distributed to tournament golfers
- Special recognition at the Golf Tournament that you are the Sponsor
- Recognition at the Awards Banquet on Saturday Evening
2017 PCEA National Convention Sponsorship Levels (Continued)

PCEA Convention Partner Sponsorship - $750 (unlimited availability)
- Your Corporate Logo on ALL Convention literature and conference signage immediately
- Listing in the National PCEA Newsletter and Convention Program
- Opportunity to provide promotional items to be distributed in the registration packets
- Recognition at the Convention Registration Table
- Recognition at the Awards Banquet on Saturday Evening

Registration Gift Bag Sponsor - $600 (1 available)
- Your Corporate Logo on ALL convention literature and Gift Bags distributed at Registration
- Listing in the National PCEA Newsletter and Convention Program
- Recognition at the Awards Banquet on Saturday Evening
- Opportunity to provide promotional items to be distributed in the registration/gift bags
- Recognition at the Convention Registration Table
- Provide 50 Gift Bags for distribution to all convention attendees

Convention Tee-shirt Sponsor - $600 (1 available)
- Your Corporate Logo on ALL convention literature and Tee Shirts distributed to Attendees
- Listing in the National PCEA Newsletter and Convention Program
- Recognition at the Awards Banquet on Saturday Evening
- Opportunity to provide additional promotional items to be distributed in the registration/gift bags
- Recognition at the Convention Registration Table

Convention Nametag Sponsor - $400 (1 available)
- Your Corporate Logo on ALL convention nametags distributed to Attendees
- Listing in the National PCEA Newsletter and Convention Program
- Recognition at the Awards Banquet on Saturday Evening
- Opportunity to provide additional promotional items to be distributed in the registration/gift bags
- Recognition at the Convention Registration Table

Construction Showcase Vendor - $100 (limited availability)
- Listing in the National PCEA Newsletter and Convention Program
- Vendor Table at the Convention Construction Showcase on Friday
- Opportunity to provide promotional items to be distributed in the registration packets
- Recognition at the Convention Registration Table

Any member, non-member, or business is invited and encouraged to provide advertising and promotional items for distribution in registration/gift bags to all convention attendees. Please provide at least 100 items for distribution.
2017 PCEA National Convention
Sponsorship Registration

To become a sponsor of the 43rd Annual PCEA National Convention, please complete the following:

Company Name:_________________________________________________________
Primary Contact:____________________________ Title:________________________
Mailing Address:_________________________________________________________
City:________________________________ State:_________ Zip Code:____________
Email address:___________________________________________________________

Will you or a Company Representative be attending the Convention? Yes____ No____
If yes, please provide name(s) of attendees:

Please forward your company logo in .jpeg (.jpg) format to pcea@pcea.org

SPONSORSHIP OPTIONS:

_____ Premier Title Sponsorship (1 Available) $5,000.00
_____ Awards Banquet & Passing of the Gavel Sponsorship (2 Available) $2,500.00
_____ National Past Presidents' Reception Sponsorship (2 Available) $2,000.00
_____ Breakfast and Business Meeting Sponsorship (2 Available) $2,000.00
_____ Convention Hospitality Suite Sponsorship (2 Available) $1,500.00
_____ Non-Member Only Sponsorship (Unlimited Availability) $1,500.00
_____ Member Only Sponsorship (Unlimited Availability) $1,000.00
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TOTAL DUE ________________

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