



# EXHIBITOR & SPONSORSHIP PROSPECTUS



# cutting


# edge

April 23-24 2012 -  
JW Marriott Hotel, Miami, Florida

## 2012 Conference on Pressurized TBM Tunneling



north american  
**Tunneling**  
journal

UC  of SME

10% of the profits from  
this event will be donated  
to the UCA of SME's  
Student Scholarship Fund

[www.tunnellingjournal.com](http://www.tunnellingjournal.com)

[www.smenet.org](http://www.smenet.org)

# UCA of SME Executive Committee

*UCA of SME Chair*

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**Douglas Harding**

The Robbins Co



April 23-24, 2012

**JW Marriott Hotel, Miami, Florida**

In view of the number of EPB, Slurry and Mixshield projects in North America today, **North American Tunneling Journal** has partnered with the **UCA of SME** to organize a one-off event to review state-of-the-art technology and facilitate discussion on key issues faced during pressurized TBM tunneling. Conference sessions include:

- Pressurized TBM Tunneling in the US: Pushing the Envelope
- Ground Control, Face Support & Monitoring
- Ground Conditioning & TBM Control Systems
- Innovations in TBM Technology
- Compressed Air TBM Interventions & Hyperbaric Safety
- Tunnel Lining Systems & Annulus Grouting

This unique two-day event will also feature panel debate forum sessions, a tailored exhibit and the opportunity to visit the Port of Miami Tunnel site.

## Organizing Committee

*Conference Chair*

**Rick Lovat**

President  
L2 Advisors Inc

**Jeff Petersen**

Senior Vice President  
Kiewit Infrastructure Group

**Colin Lawrence**

Senior Vice President  
Hatch Mott MacDonald

## Event Coordinators

**Carol Cudworth**

Meeting Manager  
UCA of SME

**Steven Caming**

Publisher  
NA Tunneling Journal

**Amanda Foley**

NA Editor  
Tunneling Journal

**Tara Davis**

Membership Manager  
UCA of SME



## ATTENDEE REGISTRATION:

Non-member Rate: \$550

SME Member Rate: \$450

Presenting Authors: \$450

Online registration:

[www.smenet.org/meetings](http://www.smenet.org/meetings)



## CONTACT DETAILS

### **Dianna Gury, Exhibit Sales**

[gury@smenet.org](mailto:gury@smenet.org)  
303-948-423

### **Liz Jones, Sponsorship Sales**

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### **Tara Davis, Membership & Marketing Manager**

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### **Carol Cudworth, Meeting Manager**

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[www.uca.smenet.org](http://www.uca.smenet.org)

## HOTEL HOUSING RESERVATIONS:

A special SME Group hotel room booking rate of \$209.00 (plus tax) per night is available through March 23, 2012:

**JW Marriott Hotel Miami**

1109 Brickell Avenue, Miami, Florida 33131

Tel: 305-329-3500 or 800 228-9290

Booking code: tbmtbma



# PROGRAM DETAILS

## Monday, April 23

**7.30am – 8.00am**  
Sponsored Coffee & Pastries

**8.00am – 8.15am**  
Opening address: Conference Chair, Rick Lovat

**8.15am – 10.00am**  
**Pressurized TBM Tunneling in the US: Pushing the Envelope**  
Three keynote presentations from leading North American projects, followed by short Q&A.

**10.00am – 10.30am**  
Sponsored Coffee Break & Exhibition

**10.30am – 12.00pm**  
**Ground Control, Face Support & Monitoring**  
Keynote presentations from a selection of experts, followed by short Q&A:

- **Selection Criteria for Pressurized TBM Projects (Slurry vs EPB)** – Markus Thewes, Ruhr-University Bochum
- **Continuous Face Support with Large Diameter TBMs** – Lars Babendererde, Babendererde Engineers
- **EPB Pressure settings: A Contractors Perspective** – Steve Skelhorn, McNally International
- **Face Losses on the Beacon Hill Tunnel** – Red Robinson, Shannon & Wilson
- **Global Real Time Monitoring During Compensation Grouting Works at the Schulich Executive Center (Spadina Subway Northern Extension, Toronto)** – Boris Caro Vargas, SolData Northern America

**12.00pm – 1.30pm**  
Sponsored Buffet Lunch & Exhibition

**1.30pm – 3.00pm**  
**Ground Conditioning & TBM Control Systems**  
Keynote presentations from a selection of experts, followed by short Q&A:

- **Muds and Foams 101** – Ian Morrison, Morrison Mud Co.
- **Practical Soil Conditioning: Optimizing TBM Performance** – Lars Langmaak & Jamie Ibara, BASF
- **Recent Developments in Closed Face TBM Tunneling in Hong Kong** – David Salisbury, MTRCL
- **Effective Interpretation of TBM Data Acquisition Systems** – Ulrich Maidl, Maidl Tunnelconsultants
- **Accuracy and Means of Improving Measurement of Muck Volumes** – Dr Wehrmeyer, Herrenknecht AG

**3.00pm – 3.30pm**  
Sponsored Coffee Break & Exhibition

**3.30pm – 5.00pm**  
**'Question Time' Panel Debate Session: TBM Operation & Ground Control**  
A panel of industry experts (e.g. client, consultant, contractor, manufacturer, etc.) will present differing opinion on key issues facing the industry, in order to generate group discussion and debate (conference delegates will be asked to submit discussion topics and questions in advance). Followed by direct Q&A session with audience.

**5.00pm – 6.30pm**  
Sponsored Evening Drinks Reception & Exhibition

## Tuesday, April 24

**7.30am – 8.00am**  
Sponsored Coffee & Pastries

**8.00am – 9.45am**  
**Innovations in TBM Technology**  
Keynote presentations from a selection of experts, followed by short Q&A:

- **Maintenance & Wear Prevention Experience from Brightwater West** – Greg Hauser, Jay Dee Contractors
- **Cutterhead and Material Flow R&D** – Glen Mongillo, Caterpillar Tunneling Canada Corp.
- **Developments in Metallurgy and Cutter Tool Design** – David Krauter, Herrenknecht USA

**9.45am – 10.15am**  
Sponsored Coffee Break & Exhibition

**10.15am – 12.00pm**  
**Compressed Air TBM Interventions & Hyperbaric Safety**  
Keynote presentations from a selection of experts, followed by short Q&A:

- **International Guidance for HPCA Interventions** – Donald Lamont, Hyperbaric & Tunnel Safety Ltd
- **TBM Interventions and Chamber Access** – Werner Burger, Herrenknecht AG
- **Manned Interventions for Alaskan Way Viaduct, Port Mann & Lake Mead** – Joe Olsen and Jesse Hutton, Ballard Diving & Hyperbaric Services

**12.00pm – 1.30pm**  
Sponsored Buffet Lunch & Exhibition

**1.30pm – 3.00pm**  
**Tunnel Lining Systems & Annulus Grouting**  
Keynote presentations from a selection of experts, followed by short Q&A:

- **Tunnel Lining Design: The devil is in the details!** – Brian Garrod, Hatch Mott MacDonald
- **Modern Steel Fiber Segment Production in the UK** – Charles Allen, CA Consult Ltd
- **Segmental Liner Manufacturing in North America** – Chris Smith, Munro Ltd
- **The Integration of Seals and Connectors into Precast Tunnel Segment Design** – David Klug, David R. Klug & Associates

**3.00pm – 3.30pm**  
Sponsored Coffee Break & Exhibition

**3.30pm – 4.30pm**  
**'Question Time' Panel Debate Session: Open Session & Review of Seminar Topics**  
A panel of industry experts (e.g. client, consultant, contractor, manufacturer, etc.) will present differing opinion on key issues facing the industry (conference delegates will be asked to submit discussion topics and questions in advance). Followed by direct Q&A session with audience.

**4.30pm – Close**



# EXHIBIT DETAILS



## Booth Details

### Booth Rental Rates

\$2,500 – Standard 8' x 10'  
Payment is required in US dollars

### Booth Rental Includes

- One complimentary full registration for each 8' x 10' (2.4m x 3m) booth reserved
- Pocket program listing, which includes a description and product listing of your company
- Pocket program advertising (at reduced rate)
- Exhibitor bulletins
- Complimentary final attendee mailing list provided after the show

### Booth Dimensions

All booths are 8' x 10' (2.4m x 3m). The standard in-line booth maximum height cannot exceed 8'3" (2.5m). Ceiling height is 9' (2.75m). No island booths available or hanging signs permitted at this property.

### Exhibit Booth Construction

Exhibit booths are constructed of 8' (2.4m) back drape and 3' (0.9m) side rails ONLY. Exhibit booths ARE NOT constructed of hardwall material and ARE NOT equipped with tables, chairs, or electricity. These items can be rented at your cost through the Exhibitor Services Kit.

### Utilities

Electrical power: 120v a.c. 60 cycle telephone and internet services available at an additional cost.

### Installation of Exhibit

Sunday, April 22, 1:00pm – 4:00pm

Monday, April 23, 7:30am – 9:00am

All exhibits must be fully installed by 9:00am Monday, April 23, 2012.

### Dismantle of Exhibit

Tuesday, April 24, 4:30pm – 7:00pm



## Exhibitor Registration

Sunday, April 22, 1:00pm – 4:00pm

Monday, April 23, 7:30am – 5:00pm

Tuesday, April 24, 7:30am – 4:30pm

## Exhibit Hours

Monday, April 23

10:00am – 10:30am, 12:00pm – 1:30pm, 3:00pm – 3:30pm,  
5:00pm – 6:30pm

Tuesday, April 24

9:45am – 10:15am, 12:00pm – 1:30pm, 3:00pm – 3:30pm

## Hosted Receptions

Monday, April 23 5:00pm – 6:30pm

Sponsored Drinks Reception will be held in the Exhibit Hall

## Hosted Luncheons

Monday, April 23, 12:00pm – 1:30pm

Tuesday, April 24, 12:00pm – 1:30pm

## EXHIBIT SALES:

### Dianna Gury, Exhibit Sales

[gury@smenet.org](mailto:gury@smenet.org)

303-948-423

### Steven Caming, Exhibit & Sponsorship Sales

Publisher, North American Tunneling Journal

[tunneling@roadrunner.com](mailto:tunneling@roadrunner.com)

603-447-1187

# SPONSORSHIP OPPORTUNITIES

## Benefits of sponsorship

- Sponsorship recognition signs
- Sponsorship recognition ribbons for company personnel
- Company logo on SME, UCA of SME and Tunneling Journal websites with a link to your company website
- Acknowledgement of sponsorship in the 2012 CUTTING EDGE Pocket Program (distributed on-site to meeting attendees)
- Acknowledgement of sponsorship in all 2012 CUTTING EDGE conference materials
- Recognition of your sponsorship at the conference

**Select an opportunity that will best meet your companies marketing objectives:**



### GOLD SPONSOR BENEFITS

Place your company name at the forefront of 2012 Cutting Edge promotion and event material! Be an official gold sponsor of the event.

#### PROMOTIONAL BENEFITS INCLUDE:

- Prime recognition of company name on all 2012 Cutting Edge promotions and event materials
- One 8' x 10' (2.4m x 3m) exhibit booth at event
- Two complimentary full registrations for event
- Sponsorship recognition ribbons for company personnel
- Complimentary full page advertisement in Tunneling Journal
- Company literature distribution at conference
- Company logo on SME, UCA of SME and Tunneling Journal websites with a link to your company website

**\$12,500 per Sponsor (maximum of three Gold Sponsors)**

### SILVER SPONSOR BENEFITS

#### PROMOTIONAL BENEFITS INCLUDE:

- Second tier recognition of company name on all 2012 Cutting Edge promotions and event materials
- One 8' x 10' (2.4m x 3m) exhibit booth at event
- One complimentary full registration for event
- Sponsorship recognition ribbons for company personnel
- Company literature distribution at conference
- Copy of event recordings
- Company logo on SME, UCA of SME and Tunneling Journal websites with a link to your company website

**\$5000 per Silver Sponsor**

### BRONZE SPONSOR BENEFITS

#### PROMOTIONAL BENEFITS INCLUDE:

- Third tier recognition of company name on all 2012 Cutting Edge promotions and event materials
- Copy of event recordings
- Company logo on SME, UCA of SME and Tunneling Journal websites with a link to your company website

**\$2500 per Bronze Sponsor**



## MEETING BADGES

Place your company name on the badge of every 2012 Cutting Edge attendee!

### PROMOTIONAL BENEFITS INCLUDE:

- Exclusive: sponsors name on badges
- Recognition of company name on event signage
- Sponsorship recognition ribbons for company personnel
- Company logo on SME, UCA of SME and Tunneling Journal websites with link to your company website
- Acknowledgement in the 2012 Cutting Edge Pocket Program

**\$5,000 Exclusive**

## LANYARDS

A lanyard is the item that hangs around the attendee's necks and holds the official event badge. 2012 Cutting Edge will distribute lanyards to ALL attendees and exhibitors on which only the sponsor's company name will appear.

### PROMOTIONAL BENEFITS INCLUDE:

- Exclusive: sponsors name on lanyards
- Recognition of company name on event signage
- Sponsorship recognition ribbons for company personnel
- Company logo on SME, UCA of SME and Tunneling Journal websites with link to your company website
- Acknowledgement in the 2012 Cutting Edge pocket program

**\$5,000 Exclusive**

## HOSTED COFFEE BREAKS

**Dates:** Monday, April 23, or Tuesday, April 22

**Time:** AM and PM

**Location:** JW Marriott Miami Hotel

Reach industry decision makers as they gather for coffee and conversation at the 2012 Cutting Edge event. These informal breaks are open to all meeting attendees.

### PROMOTIONAL BENEFITS INCLUDE:

- Exclusive: company name on signage
- Sponsorship recognition ribbons for company personnel
- Company logo on SME, UCA of SME and Tunneling Journal websites with link to your company website
- Acknowledgement in the 2012 Cutting Edge pocket program

**\$3,000 Exclusive (per day)**

**Choose your day - Monday or Tuesday**

## MONDAY EXHIBIT HALL EVENING RECEPTION

**Date:** Monday, June 21

**Time:** 5:00pm - 6:30pm

**Location:** JW Marriott Miami Hotel

This event is a prime networking opportunity for attendees to the 2012 Cutting Edge event. Attracting more than 200 people into the exhibit hall area, we will be hosting heavy hors d'oeuvres and a hosted bar. Come and mingle with colleagues and friends.

### PROMOTIONAL BENEFITS INCLUDE:

- Recognition of company name on signage
- Sponsorship recognition ribbons for company personnel
- Company logo on SME, UCA of SME and Tunneling Journal websites with link to your company website
- Acknowledgement in the 2012 Cutting Edge pocket program

### ADDITIONAL PROMOTIONAL BENEFITS FOR EXCLUSIVE SPONSOR ONLY!

- Recognition of company name on cocktail napkins at the reception
  - Two complimentary full registrations for event
- \$15,000 Exclusive or 2 sponsors at \$7,500 each**

## EXHIBIT HALL LUNCHEONS

**Date:** Tuesday, June 22 or Wednesday, June 23

**Time:** Noon

**Location:** JW Marriott Miami Hotel

These luncheon events are key networking opportunities for attendees to the 2012 Cutting Edge event. Attracting more than 200 people into the exhibit hall, food stations will be set up throughout the exhibit area so that attendees can have lunch while visiting the exhibits and mingling with friends and colleagues.

### PROMOTIONAL BENEFITS INCLUDE:

- Recognition of company name on signage
- Sponsorship recognition ribbons for company personnel
- Company logo on SME, UCA of SME and Tunneling Journal websites with link to your company website
- Acknowledgement in the 2012 Cutting Edge pocket program

### ADDITIONAL PROMOTIONAL BENEFITS FOR EXCLUSIVE SPONSOR ONLY!

- Recognition of company name on napkins
  - Two complimentary full registrations for event
- \$12,000 Exclusive or 2 at \$6,000**



## SPONSORSHIP:

**Liz Jones, Sponsorship Sales**

Jones@smenet.org

303-948-4216