

ASDSO 2016-2017 MEDIA KIT

CONNECTING **YOU** WITH THE DAM SAFETY COMMUNITY



WWW.DAMSAFETY.ORG

MEMBERSHIP

ASDSO connects your company to the dam and levee safety community. By becoming a member of ASDSO, you will have access to a vibrant and connected community of over 3,000 dam and levee safety professionals, as well as the leading training and educational programs. ASDSO members range from state and federal dam safety professionals; civil, geotechnical and structural engineers; engineering consultants; dam owners and operators; scientists and technicians; hydrologists and geologists; service and product suppliers; and students, academic professors, and researchers. If you are looking to make an impression in the dam and levee safety community, ASDSO reaches the target market you're looking for.

SUSTAINING MEMBER - \$2,817

Company Sustaining Members help support ASDSO and our mission through an enhanced membership. As part of the Company Sustaining Membership, companies receive additional discounts, above and beyond normal member benefits and are recognized on DamSafety.org. As a Company Sustaining Member, one individual will receive full member benefits and additional Company Employee Members may be added.

COMPANY MEMBER - \$382

ASDSO Company Members receive membership discounts on sponsorship, exhibit, and advertising opportunities. As a Company Member, one individual will receive full member benefits and additional Company Employee Members may be added.

COMPANY EMPLOYEE - \$52

Organizations who are Sustaining Company Members or Company Members may add additional Company Employee members to their membership. Company Employee Members receive full membership benefits. To receive this membership rate, the individual's organization must be a Sustaining Member or Company Member in good standing.

*ASDSO Membership pricing is subject to change on July 1 of each year.

INDIVIDUAL

MEMBERSHIP BENEFITS:

- Professional Development
- Networking Opportunities
- Career Growth
- Technical Training
- Voice in Policy-making
- Access to More Than 3,000 Professionals
- E-News
- The Journal of Dam Safety
- Peer/Program Review
- Committee Involvement
- Legislative Activities
- Information Services
- ASDSO's "Members Only" website section

**BECOMING A MEMBER OF ASDSO CONNECTS YOU
WITH OVER 3,000 DAM AND LEVEE SAFETY PROFESSIONALS.**



THANK YOU TO THE FOLLOWING 2016 ASDSO SUSTAINING MEMBERS

AECOM

AMEC Foster Wheeler Environment & Infrastructure, Inc.

ASI Constructors, Inc.

Barnard Construction Company, Inc.

Black & Veatch Corporation

Buck, Seifert & Jost, Inc.

CARPI USA

CDM Smith

CHA Consulting, Inc.

Gannett Fleming, Inc.

GEI Consultants, Inc.

Golder Associates Inc.

GZA GeoEnvironmental Inc.

Hayward Baker Inc.

HDR Engineering, Inc.

Kleinfelder, Inc.

MWH Americas, Inc.

O'Brien & Gere

Phillips & Jordan, Inc.

Portland Cement Association

Schnabel Engineering

Stantec Consulting Services, Inc.

Tetra Tech

TREVIICOS Corporation

US Army Corps of Engineers

Worthington Products Inc.

AR Natural Resources Commission

CA Department of Water Resources

GA Department of Natural Resources

KS Department of Agriculture

MD Department of the Environment

MS Department of Environmental Quality

MT Department of Natural Resources & Conservation

NC Department of Environmental & Natural Resources

NH Department of Environmental Services

NJ Department of Environmental Protection

OH Department of Natural Resources

PA Department of Environmental Protection



DAM SAFETY 2017

EXHIBIT

Dam Safety 2017 is the premier educational and networking event in the dam safety industry. As the official event of the Association of State Dam Safety Officials (ASDSO), Dam Safety 2017 connects your company with a targeted marketplace of state and federal dam safety officials, civil, geotechnical, environmental, and structural engineers working in dam and levee safety, dam owners and operators, students and professors, engineering consultants, and other service and product suppliers.

Dam Safety 2017 provides the perfect opportunity to introduce your products and services to new prospects, engage current customers, and meet with industry leaders throughout the event in the exhibit hall. With dedicated exhibit hall only hours, traffic-driving events (including two receptions), conference breaks, and meals held in the exhibit hall, ASDSO is committed to providing you the best show experience in the industry. Exhibit opportunities are available in 10x10, 10x20, and 20x20 formats for maximum exposure. Additional configurations are available upon request.

FLOOR PLAN

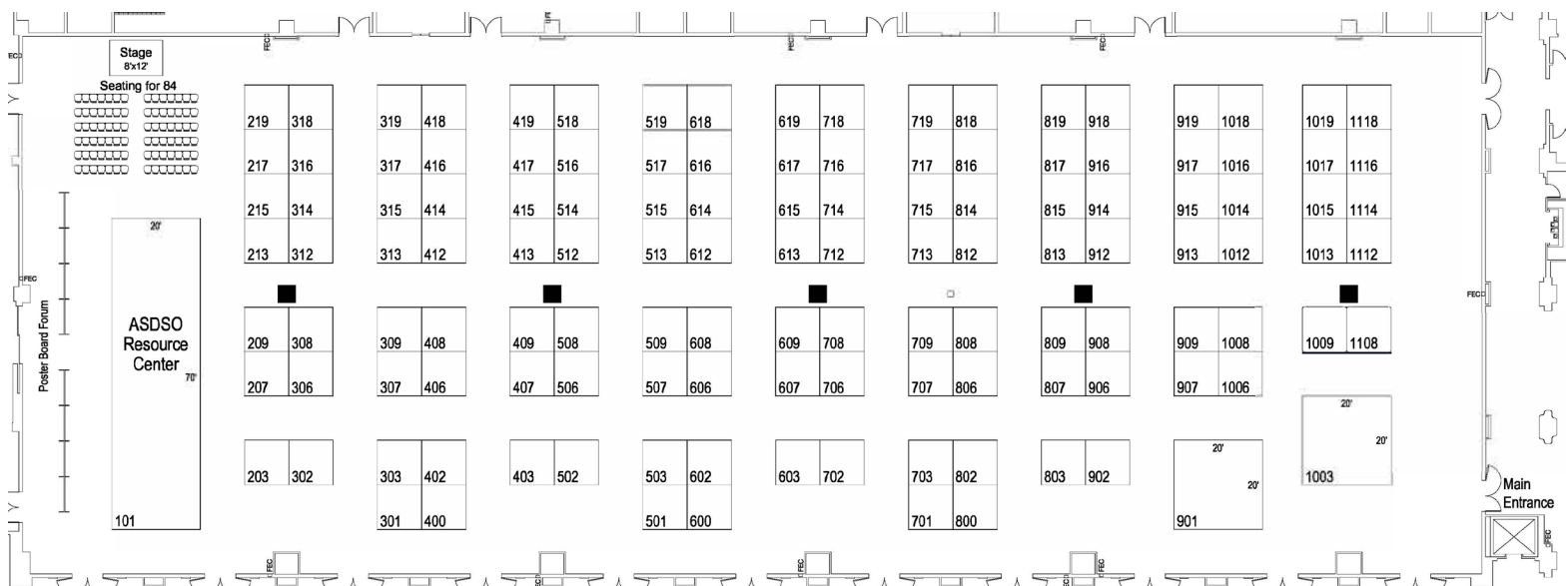
To view a live version of the floor plan, please visit www.DamSafety.org. The floor plan is subject to change.

BOOTH RATES:

- \$1,675 NON-MEMBERS
- \$1,275 COMPANY MEMBERS
- \$975 SUSTAINING MEMBERS
- \$100 ADDITIONAL FOR CORNER BOOTHS

EXHIBITOR BENEFITS:

- EACH 10X10 SPACE COMES WITH ONE 6' TABLE AND TWO CHAIRS, ONE 110V OUTLET, AND CARPET
- ALL EXHIBITORS RECEIVE ONE FULL CONFERENCE REGISTRATION PER 10X10 SPACE
- COMPANY DESCRIPTION AND CONTACT INFORMATION LISTED IN THE CONFERENCE PROGRAM
- COMPANY DESCRIPTION AND CONTACT INFORMATION LISTED ON THE CONFERENCE APP
- COMPANY LISTING WITH LINK TO COMPANY WEBSITE ON THE DAM SAFETY 2017 CONFERENCE WEBSITE





ADVERTISE

Dam Safety 2017 provides two opportunities to connect with customers and prospects both pre-conference and on-site. The Dam Safety Conference Registration Packet is sent to 7,500+ dam and levee safety professionals to market the conference and is also distributed digitally, making it one of the most distributed marketing opportunities ASDSO offers. Since space is limited in the Dam Safety Registration packet, this opportunity is a sponsor-exclusive opportunity.

REGISTRATION PACKET	SUSTAINING MEMBER	COMPANY MEMBER	NON-MEMBER
COVER LOCATIONS	\$750	\$1,000	\$1,200
FULL PAGE COLOR	\$675	\$900	\$1,080
HALF PAGE COLOR	\$490	\$650	\$780

The conference program is distributed on-site to all conference attendees and serves as the attendees' guide throughout the conference and a valuable resource post-conference. One of the newest features is the addition of tabs which provide color advertising opportunities and catch the attendees' eyes as they plan their week.

CONFERENCE PROGRAM	SUSTAINING MEMBER	COMPANY MEMBER	NON-MEMBER
COVER LOCATIONS	\$640	\$850	\$1,020
DIVIDERS, FULL PAGE, COLOR	\$565	\$750	\$900
FULL PAGE, B&W	\$415	\$550	\$660
HALF PAGE, B&W	\$340	\$450	\$540
ADD A COMPANY LOGO TO YOUR COMPANY DESCRIPTION	\$50	\$75	\$100

The conference app provides you with an opportunity to reach attendees in the palm of their hand throughout the conference. Make an impression with one of these great opportunities.

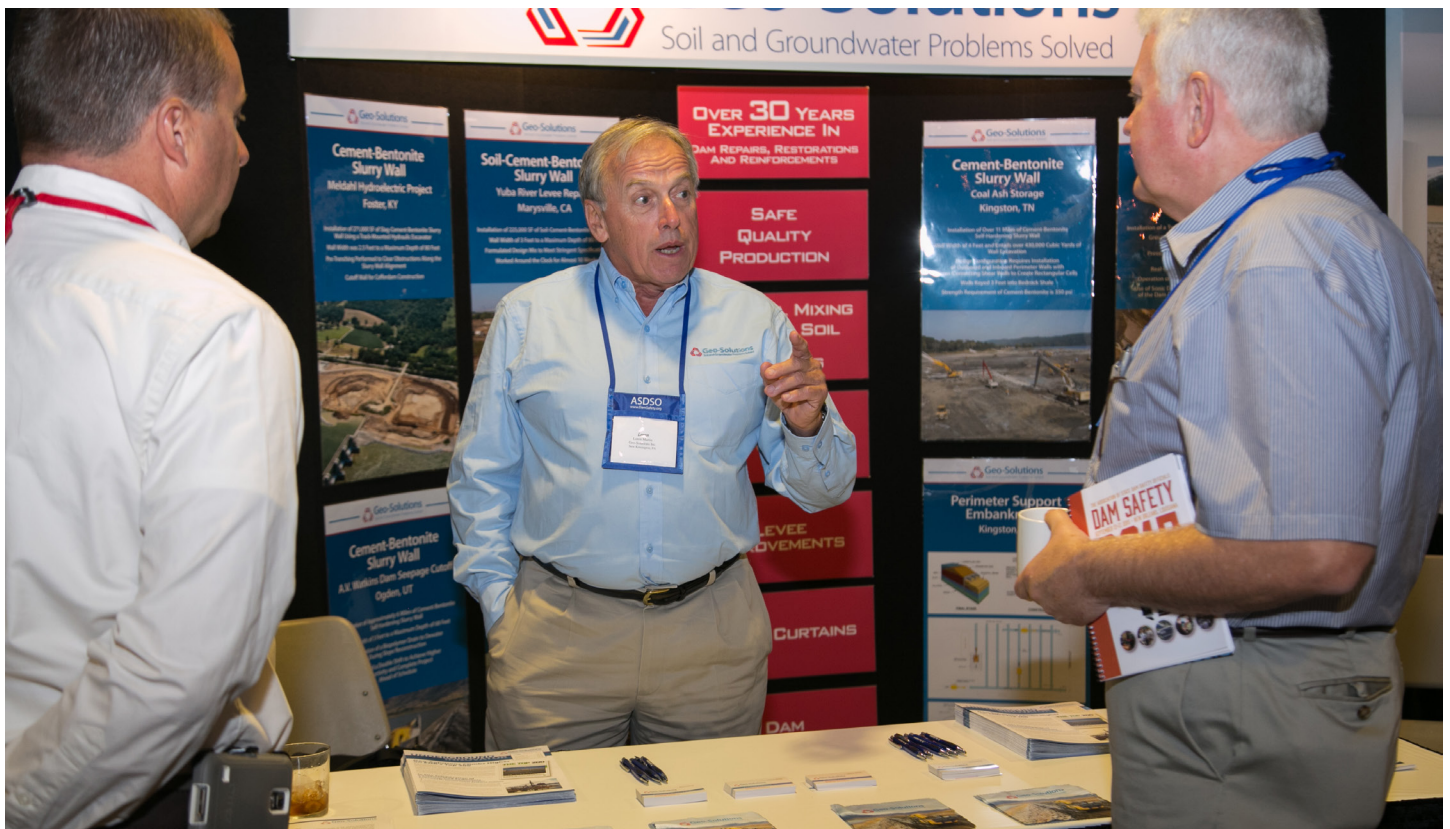
CONFERENCE APP	SUSTAINING MEMBER	COMPANY MEMBER	NON-MEMBER
BANNER	\$1,125	\$1,500	\$1,800
ADD A COMPANY LOGO TO YOUR COMPANY DESCRIPTION	\$50	\$75	\$100

DAM SAFETY 2017

SPONSOR

Becoming an official sponsor provides the highest level of exposure before, during, and after the conference. Each sponsor level is tailored to provide maximum exposure for varying budgets. As a sponsor of Dam Safety 2017 your company name will be prominently listed in the registration packet sent out to over 7,500 dam and levee safety professionals, included in the conference program provided to all conference attendees, prominently displayed on event signage throughout Dam Safety 2017, and on the ASDSO website. In addition, each sponsor receives at least one full complimentary conference registration (a minimum \$850 value), allowing you to fully participate in the educational and technical aspects of the conference.

“YOUR ATTENDANCE, WHILE NOT THE LARGEST OF THE EVENTS WE PARTICIPATE IN, HAS GREAT CALIBER. THEY ARE THE PEOPLE WE WANT TO TALK WITH.”
- DS15 EXHIBITOR QUOTE



SPONSOR BENEFITS AND COSTS	PLATINUM	GOLD	SILVER	BRONZE
SUSTAINING MEMBER	\$7,500	\$3,750	\$2,500	\$1,500
COMPANY MEMBER	\$10,000	\$5,000	\$2,500	\$1,500
NON-MEMBER	\$12,000	\$6,000	\$3,000	\$1,800
BOOTH SPACE	10X20	10X10		
DISCOUNTED RATE ON ADDITIONAL BOOTH SPACE	✓	✓		
FULL CONFERENCE REGISTRATION	4	2	2	1
EXHIBIT STAFF REGISTRATIONS	4	2		
CONFERENCE ADVERTISING DISCOUNT	20%	10%	5%	
MOBILE APP BANNER	✓			
ABILITY TO PURCHASE ADVERTISING IN THE CONFERENCE REGISTRATION PACKET	✓	✓	✓	✓
LOGO PLACEMENT ON CONFERENCE SIGNAGE (TIERED)	✓	✓	✓	✓
LOGO PLACEMENT ON CONFERENCE WEBPAGE (TIERED)	✓	✓	✓	✓
LOGO PLACEMENT IN THE PROGRAM BOOKLET (TIERED)	✓	✓	✓	✓
LOGO PLACEMENT IN THE REGISTRATION PACKET (TIERED)	✓	✓	✓	✓
COMPANY LOGO WITH DESCRIPTION IN THE CONFERENCE PROGRAM	✓	✓	✓	✓
COMPANY LOGO WITH COMPANY DESCRIPTION IN THE CONFERENCE APP	✓	✓	✓	✓
SPONSOR LOGO TO USE IN PRE-CONFERENCE MARKETING	✓	✓	✓	✓

SAVE THE DATE
DAM SAFETY 2018 • SEPTEMBER 9-13
SEATTLE, WASHINGTON

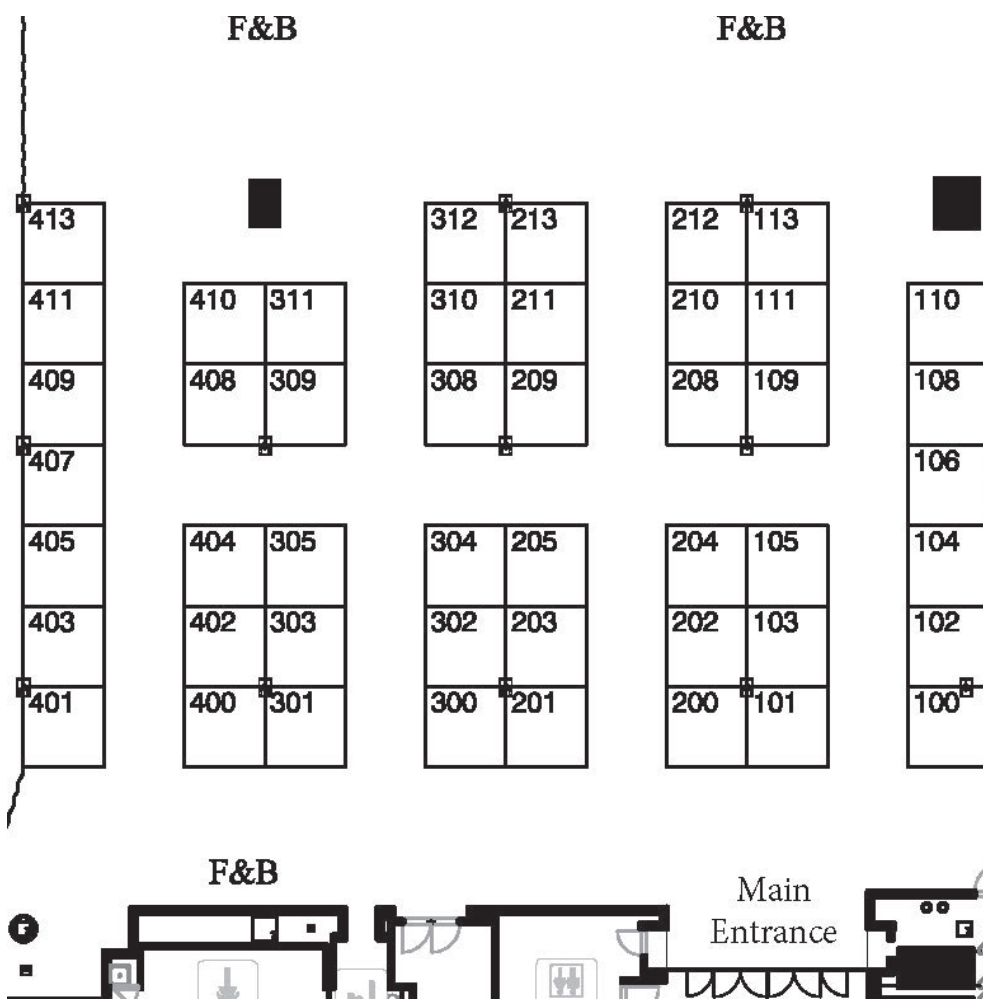
SOUTHEAST REGIONAL

EXHIBIT

The ASDSO Southeast Regional Conference offers the perfect opportunity to showcase your products and services to a targeted market of dam and levee safety professionals from the southern states. This year's event will offer exhibitors the opportunity to reach over 250 expected attendees.

FLOOR PLAN

To view a live version of the floor plan, please visit www.DamSafety.org.
The floor plan is subject to change.



BOOTH RATES:

- \$800 NON-MEMBERS
- \$700 COMPANY MEMBERS
- \$600 SUSTAINING MEMBERS

EXHIBITOR BENEFITS:

- EACH 10X10 BOOTH COMES WITH ONE 6' TABLE AND TWO CHAIRS, ONE 110V OUTLET AND CARPET
- ALL EXHIBITORS RECEIVE ONE FULL CONFERENCE REGISTRATION PER 10X10 SPACE
- COMPANY DESCRIPTION AND CONTACT INFORMATION LISTED IN THE CONFERENCE PROGRAM
- COMPANY LISTING WITH LINK TO COMPANY WEBSITE ON THE ASDSO SOUTHEAST REGIONAL CONFERENCE WEBSITE
- COMPANY LISTED IN THE CONFERENCE REGISTRATION PACKET (TIME PERMITTING)

**UPCOMING
ASDSO REGIONAL
CONFERENCES:**

**2018:
NORTHEAST
2019:
WEST**



SPONSOR

A great way to stand out during the ASDSO Southeast Regional Conference is through a conference sponsorship. Conference sponsors will be recognized in advance on the conference website and in registration materials, during the conference on signage placed throughout the venue, and in the conference program. In addition, all conference sponsorships receive one full conference registration.



SPONSOR BENEFITS AND COSTS
SUSTAINING MEMBER - \$500
COMPANY MEMBER - \$600
NON-MEMBER - \$720
ONE (1) FULL CONFERENCE REGISTRATION
LOGO PLACEMENT ON CONFERENCE SIGNAGE (TIERED)
LOGO PLACEMENT ON CONFERENCE WEBPAGE (TIERED)
LOGO PLACEMENT IN THE PROGRAM BOOKLET (TIERED)
COMPANY LOGO WITH DESCRIPTION IN THE CONFERENCE PROGRAM

ADVERTISE

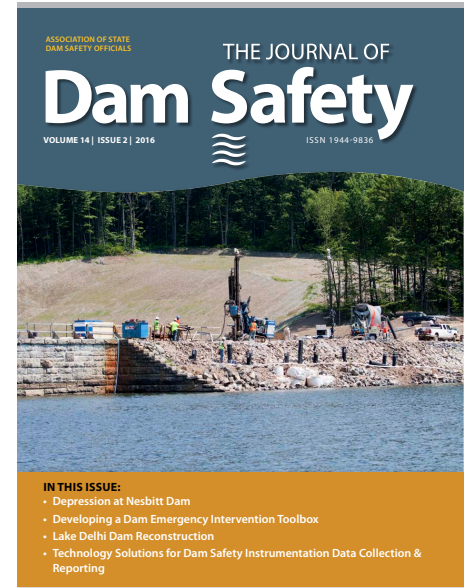
The Southeast Regional Conference Program provides a great opportunity for advertisers to reach attendees on-site as well as after the event. The conference program serves as the attendees' guide during the conference and comes with notes pages for the perfect post-conference follow-up.

CONFERENCE PROGRAM	SUSTAINING MEMBER	COMPANY MEMBER	NON-MEMBER
COVER LOCATIONS	\$300	\$400	\$500
FULL PAGE, B&W	\$200	\$275	\$350
HALF PAGE, B&W	\$150	\$200	\$250
ADD A COMPANY LOGO TO YOUR COMPANY DESCRIPTION	\$50	\$75	\$100

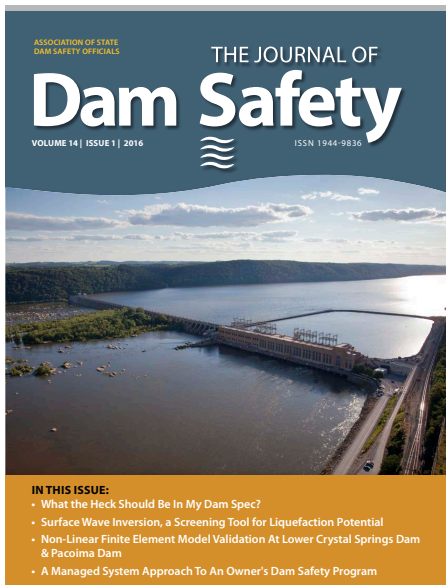
PRINT ADVERTISING

THE JOURNAL OF DAM SAFETY

The Journal of Dam Safety is the official publication of ASDSO and is annually recognized as one of the top member benefits. The Journal of Dam Safety is published quarterly and distributed to approximately 3,000 dam and levee safety professionals as it is mailed to all ASDSO members and distributed at ASDSO and industry events. Advertisers can choose between quarter, half, and full page color advertisements, as well as specialty advertisements such as covers, spreads, tip-in-cards, and belly bands. Contact Ross Brown at rbrown@damsafety.org to learn more about specialty advertising opportunities.



JOURNAL OF DAM SAFETY	SUSTAINING MEMBER (1X/4X)	COMPANY MEMBER (1X/4X)	NON-MEMBER (1X/4X)
COVER LOCATION	\$1,992 / \$2,820	\$2,656 / \$3,760	\$3,136 / \$4,240
FULL PAGE	\$1,242 / \$2,070	\$1,656 / \$2,760	\$2,136 / \$3,240
HALF PAGE	\$972 / \$1,620	\$1,296 / \$2,160	\$1,176 / \$2,520
QUARTER PAGE	\$810 / \$1,350	\$1,080 / 1,800	\$1,580 / \$2,280



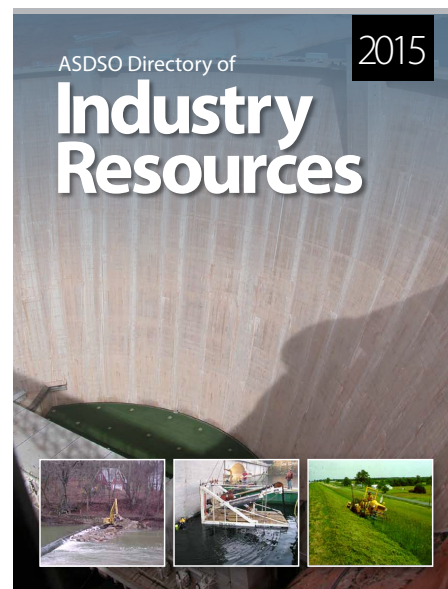
**THE JOURNAL OF DAM SAFETY
IS ANNUALLY RANKED AS THE
TOP MEMBER BENEFIT BY
ASDSO MEMBERS.**



INDUSTRY DIRECTORY

Each year ASDSO produces the highly anticipated Directory of Industry Resources, which is distributed to over 12,000 dam and levee safety professionals both in print and digital formats. The Directory of Industry Resources serves as a buyers' guide for the industry and allows companies to showcase their products and services based on operational and geographical lines.

ASDSO also distributes the directory at industry related shows across the country and provides it to anyone looking for dam and levee-related products and services. The Directory of Industry Resources is distributed annually at the beginning of each year.



INDUSTRY DIRECTORY	SUSTAINING MEMBER	COMPANY MEMBER	NON-MEMBER
COVER LOCATION	\$1,200	\$1,500	\$1,800
FULL PAGE, COLOR	\$800	\$1,000	\$1,200
FULL PAGE, B&W	\$560	\$700	\$840
HALF PAGE, COLOR	\$400	\$500	\$600
HALF PAGE, B&W	\$280	\$350	\$420
BASIC LISTING	\$200	\$250	\$300
DESCRIPTION	\$80	\$100	\$120
LOGO	\$100	\$125	\$150
10 ADDITIONAL KEY WORDS	\$20	\$25	\$30

DIGITAL ADVERTISING

ASDSO E-NEWS

Another highly ranked member benefit is the ASDSO E-News. E-News is distributed on the last business day of every month to all ASDSO members (approximately 3,000) and showcases industry news and organizational highlights from the month.

E-NEWS	SUSTAINING MEMBER	COMPANY MEMBER	NON-MEMBER
1 - MONTH	\$80	\$100	\$120
6 - MONTH	\$400	\$500	\$600
12 - MONTH	\$760	\$950	\$1,140

ASDSO E-NEWS

Association of State Dam Safety Officials - August 2016

ASDSO Training

Register Now for One of These Unique Opportunities

Whether you are attending the Dam Safety 2016 conference in Philadelphia and would like to add an extra activity - or are a local dam safety professional with a specific interest in one of these topics - register now for a specialty technical workshop. Workshops will be held at the Pennsylvania Convention Center, [1101 Arch Street, Philadelphia, PA](#).

The Use of Geophysical Imaging for Dam and Levee Assessment
[September 15, 2016, 7:30 am - 5:00 pm](#). 7.5 PDH credits, \$300

Definition and Evaluation of Internal Erosion Potential Failure Modes
[September 15, 2016, 7:30 am - 5:00 pm](#). 7.5 PDH credits, \$300

Dam Removal Training
[September 16, 2016, 7:30 am - 5:00 pm](#). 7.5 PDH credits, \$300

Visit the [Specialty Technical Workshops](#) page of the website for full content descriptions, instructor info, and registration instructions.

Notice to New York State Licensed Professional Engineers! ASDSO is pleased to announce that the extremely popular classroom seminar, [Inspection and Assessment of Dams](#), will be held in White Plains, NY on [October 11-13](#). While the course is open to all interested participants, this is a special opportunity for you to attend an ASDSO seminar in your home state and receive approved continuing ed credit. This course is classified as CE Training and participants who complete it and the assessment quizzes will receive a certificate approved by the Practicing Institute for Engineering (PIE) for 19 professional development hours. [See more info.](#)



For more ASDSO Training News, watch for ASDSO's Training & Education Newsletter, sent on the 15th of each month.

**E-NEWS HAS A OPEN RATE
OF OVER 30%.**



More Ways to Connect with ASDSO

There are several ways to connect with ASDSO and colleagues from across the dam and levee safety community world wide - [Facebook](#), [Twitter](#), [LinkedIn](#) and now the new [ASDSO LinkedIn group](#) just for members. To access the group [click here](#), or search ASDSO Members on LinkedIn and start a conversation.



ASDSO Strategic Plan Update

With the assistance of a pool of dedicated member volunteers and ASDSO staff, the ASDSO Board of Directors is in the process of updating [ASDSO's Strategic Plan](#), a task undertaken every five years. To help inform members about the plan and ASDSO's many activities, we are highlighting one goal per month in the newsletter. This month, our focus is Goal 6:

Support levee safety activities consistent with dam safety principles and interests.

A foundation for a National Levee Safety Program has been developed and continues to evolve. ASDSO supports the recommendations from the National Committee on Levee Safety for the development of a National Levee Safety Program. ASDSO recognizes that there are many similarities between dam safety and levee safety. Some state dam safety programs already handle levee safety issues. With the implementation of the National Levee Safety Program it is anticipated that additional state dam safety programs will have a role in levee safety. ASDSO therefore believes it should actively participate in the development of a National Levee Safety Program. The technical and administrative knowledge within ASDSO will be beneficial to the National Levee Safety Program.

The team working on this goal consists of Charlie Cobb (AK), Shane Cook (NC), Bob Dalton (Vasconcelles Engineering Corporation), Jeff Dingrando (Stantec), and staff representatives Lori Spragens and Mark Ogden.

[Read more about Goal 6.](#)



National Weather Service to Solicit Input on its WWA System

The National Weather Service soon plans to conduct surveys regarding its NWS Watch, Warning and Advisory (WWA) System in the coming months, some of which will be of particular interest to ASDSO members. The surveys are



ASDSO TRAINING AND EDUCATION NEWSLETTER

The newest ASDSO advertising opportunity, the ASDSO Training & Education Newsletter, is distributed at the middle of every month to ASDSO members and non-members within the dam and levee safety community (12,000+). The Training & Education Newsletter highlights upcoming training and educational opportunities.

TRAINING AND EDUCATION NEWSLETTER	SUSTAINING MEMBER	COMPANY MEMBER	NON-MEMBER
1 - MONTH	\$100	\$125	\$150
6 - MONTH	\$520	\$650	\$780
12 - MONTH	\$1,000	\$1,250	\$1,500



ASDSO TRAINING & EDUCATION

Only 3 More Weeks!

Dam Safety 2016 is just 3 weeks away! Don't wait any longer to secure your registration for the can't miss event of the year for dam and levee safety professionals. Not only can you network with colleagues and learn about cutting edge products and solutions, but Dam Safety 2016 also provides up to 16.5 PDHs during the conference and an additional 7.5 PDHs by adding a technical workshop to your registration. Still not sure if Dam Safety 2016 is for you? Here are just a few more reasons why you should join us in Philadelphia:



- Network with 1,000+ colleagues
- [35 sessions including 100+ presentations](#)
- [3 technical workshops](#) to enhance your experience
- [Kickoff party at the Fairmount Water Works](#)
- [Field trip](#) to Conowingo Dam, the Muddy Run Pumped Storage Facility, and the Holtwood Hydroelectric Project [*View the Conowingo Dam documentary](#)
- [100+ exhibitors and sponsors](#)
- [Annual ASDSO golf outing](#) at the RiverWinds Golf and Tennis Club

Dam Safety 2016 is more than another conference, it's an experience. Don't miss out!

[Learn more or register now >>>](#)



This is an advertisement

**THE TRAINING AND
EDUCATION NEWSLETTER
REACHES OVER 14,000
DAM AND LEVEE SAFETY
PROFESSIONALS EACH
MONTH.**

DONATE

ASDSO GIVING PROGRAM

ASDSO's Giving Program is your opportunity to invest in the mission and vision of ASDSO, to foster the growth of the next generation of dam safety professionals, provide support for owner and public outreach, and support the continuing professional development of dam safety professionals.

In recent years your generosity has helped fund a number of programs that are at the heart of our organization's mission. The following projects were funded, in part, through the generous giving of ASDSO supporters like you: Student Outreach, Scholarship Funding, Student Paper Competition, Improving State Performance Measures, Public and Owner Outreach, and Dam Owner Education.

If you're interested in giving, please visit DamSafety.org and click on the Donate button or contact Ross Brown at rbrown@damsafety.org. If your company is interested in corporate giving, including establishing a matching gifts program for employees, please contact Ross Brown for assistance. All donations to ASDSO are tax deductible up to 94%.

ASDSO GIVING PROGRAM RECOGNITION

ASDSO recognizes donors in the Annual Report, online, and in the Journal of Dam Safety by the following levels:

Benefactor - Donors who contribute more than \$1,000 in the fiscal year are recognized as ASDSO Benefactors.

Partner - Donors who contribute between \$300 - \$999 during the fiscal year are recognized as ASDSO Partners.

Supporter - Donors who contribute between \$100 - \$299 during the fiscal year are recognized as ASDSO Supporters.

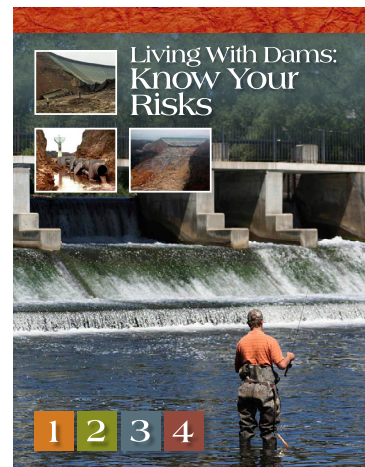
Friend - Contributors whose donations range from \$1 - \$99 throughout the fiscal year are recognized as ASDSO Friends.

**YOUR DONATIONS ARE AN INVESTMENT IN
THE FUTURE OF DAM SAFETY.**



**THE PROJECTS AND
SERVICES SHOWN ON THIS
PAGE REPRESENT JUST A
SMALL PART OF THE IMPACT
YOUR DONATIONS HAVE.**

EMERGENCY ACTION PLANNING

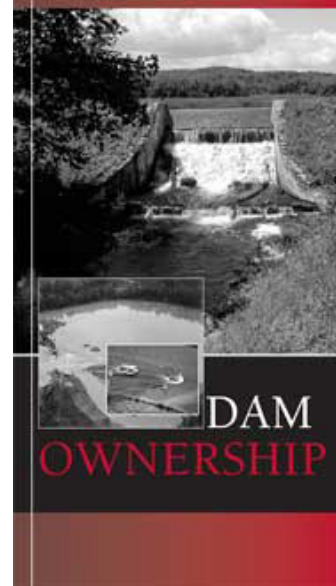


DAM OWNERSHIP

Emergency Action Plans help dam owners
as well as people downstream

Responsibility and Liability

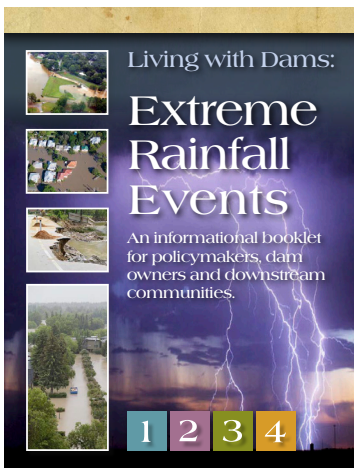
"Common law holds that
the storage of water is a
hazardous activity."



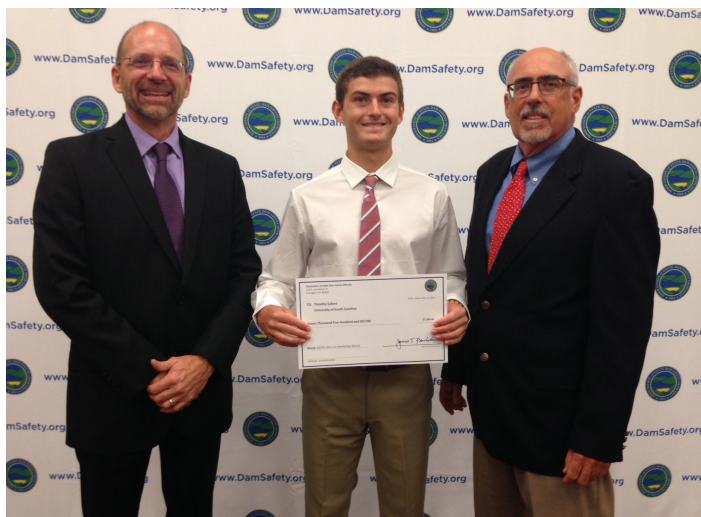
Living with Dams:

Extreme Rainfall Events

An informational booklet
for policymakers, dam
owners and downstream
communities.



**DONATIONS CAN BE MADE
YEAR-ROUND THROUGH THE
ASDSO PORTAL.**





For more information contact:
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Director, Marketing & Membership
Association of State Dam Safety Officials
239 S. Limestone, Lexington, KY 40508
Telephone: 859.550.2788
Fax: 859.550.2795
E-mail: rbrown@damsafety.org

