



## San Fernando Earthquake Conference *50 Years of Lifeline Engineering*

Understanding, Improving, & Operationalizing Hazard Resilience for Lifelines

**February 7-11, 2022**

### **SPONSORSHIP & EXHIBITOR OPPORTUNITIES**

[lifelines2021.ucla.edu](http://lifelines2021.ucla.edu)



## San Fernando Earthquake Conference

### 50 Years of Lifeline Engineering

Understanding, Improving, & Operationalizing  
Hazard Resilience for Lifelines

**February 7-10, 2021**

University of California, Los Angeles, California USA

The ASCE Infrastructure Resilience Division (IRD), in partnership with The University of California, Los Angeles (UCLA), is pleased to announce the **San Fernando Earthquake Conference – 50 years of Lifeline Engineering (Lifelines2021)**, focusing on “**Understanding, Improving & Operationalizing Hazard Resilience for Lifeline Systems.**” The February 9, 1971 San Fernando California Earthquake was a devastating yet seminal event which, for the first time, demonstrated the seismic threat to lifelines that fundamentally support our modern livelihoods. Knowledge gained from this event initiated the study of lifeline systems world-wide, including water, wastewater, electric power, gas and liquid fuels, communications, transportation, and solid waste management systems. The founding efforts of the ASCE Technical Council on Lifeline Earthquake Engineering, a predecessor unit to the current IRD, by international leaders like the late Charles Martin Duke from UCLA established lifeline systems into a mainstream discipline, now accepted as fundamental for community and regional resilience. **The 50th anniversary of the San Fernando Earthquake is an opportunity to reflect on the need to increase the resilience of our critical infrastructure systems to earthquakes and other hazards. The conference will provide a retrospective of where we are today and how we got here, and help define a global vision for where we are going to create resilient infrastructure systems within interdisciplinary and multihazard environments which support community and regional resilience.** These encompass the conference goals.

## Conference Program Committees

### Conference Co-Chairs

**Craig A. Davis**, Ph.D., P.E., G.E., M.ASCE, C A Davis Engineering

**Ertugrul Taciroglu**, Ph.D., M.ASCE, Chair, Dept. of Civil and Environmental Engineering, UCLA

### Conference Executive Committee

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**Jianping Hu**, Ph.D., P.E., G.E., M.ASCE, LA Department of Water and Power (LADWP)

**Jonathan Stewart**, Ph.D., F.ASCE, University of California – Los Angeles (UCLA)

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**Reginald DesRoches**, Ph.D, F.SEI, F.ASCE, Rice University

**Anne Kiremidjian**, Ph.D, Dist.M.ASCE, Stanford University

**Thomas O'Rourke**, Ph.D, Hon.D.GE, Dist.M.ASCE, Cornell University

**John van de Lindt**, Ph.D, F.SEI, F.ASCE, Colorado State University

**Yumei Wang**, P.E., F.ASCE, Oregon Department of Geology and Mineral Industries (DOGAMI)

### Technical Program Co-chairs

**Craig A. Davis**, Ph.D., P.E., G.E., M.ASCE, C A Davis Engineering

**Kent Yu**, Ph.D., P.E., S.E., M.ASCE, SEFT Consulting Group

### Fund Raising and Sponsorships Committee Co-chairs

**Ron Eguchi**, M.ASCE, ImageCat

**Yumei Wang**, P.E., F.ASCE, Oregon Department of Geology and Mineral Industries (DOGAMI)

### Technical Tours and Local Events Co-chairs

**Jianping Hu**, Ph.D., P.E., G.E., M.ASCE, LA Department of Water and Power (LADWP)

**Martin Hudson**, Ph.D., P.E., G.E., M.ASCE, Turner Construction

### Local Lifelines Committee Chair

**Jianping Hu**, Ph.D., M.ASCE, LA Department of Water and Power (LADWP)

### Proceedings Editors

**Craig A. Davis**, Ph.D., P.E., G.E., M.ASCE, C A Davis Engineering

**Kent Yu**, Ph.D., P.E., S.E., M.ASCE, SEFT Consulting Group

**Ertugrul Taciroglu**, Ph.D., M.ASCE, Chair, Dept. of Civil and Environmental Engineering, UCLA

### ASCE Contact Staff

**Catherine Tehan**, Aff.M.ASCE

### UCLA Directors

**Evelyn Miwa**, Director of Development Operations

**Oszie Tarula**, Digital Media Director



## Sponsorship & Exhibitor Opportunities

The ASCE Lifelines Conference 2021 will attract attendees from practice, academia, government, industry, and allied fields from the USA and internationally. Highlight your company by sponsoring and having your company’s name added to our list of conference sponsors.

For more information or questions please email [lifelines2021@samueli.ucla.edu](mailto:lifelines2021@samueli.ucla.edu)

To learn more about sponsorship opportunities and associated benefits, please contact: [emiwa@support.ucla.edu](mailto:emiwa@support.ucla.edu)

Sponsorship Benefits	Platinum (\$15,000)	Gold (\$10,000)	Silver (\$5,000)	Bronze (\$3,000)
Welcoming acknowledgement at conference banquet	*			
VIP seating at conference banquet	*	*		
Name & logo on conference banner	*	*		
Access to private meeting room at conference	*	*		
Branding on Conference Bag	*	*		
Exhibit Booth	8' x 20'	8' x 10'	8' x 10'	
Additional tickets to conference banquet	3	2	1	
Company's promotional item in conference bag	*	*	*	
Invitation to special donor reception (Monday)	*	*	*	*
Logo & link on conference website/app	*	*	*	*
Name and logo in conference program	*	*	*	*
Full conference registration(s) included	3	2	1	1
Acknowledged in Conference Program	*	*	*	*

## Additional Sponsorship & Exhibitor Opportunities

### Conference Banquet (\$10,000)

- Rotating display of slides or video in high-traffic area
- Option to welcome attendees from the podium (2 min)
- 4 full registrations to conference
- 4 additional tickets to Conference Banquet
- Tent cards on tables at the banquet
- Logo & link on conference website/app
- Name and logo in conference program
- Invitation to special donor reception on 1st evening (Monday)

### Ice Breaker Reception – Sunday Evening (\$5,000)

- Event signage with name & logo
- 2 full registrations to conference
- Logo & link on conference website/app
- Name and logo in conference program
- Invitation to special donor reception on 1st evening (Monday)

### Poster Session – Monday Evening (\$5,000)

- Event signage with name & logo
- 2 full registrations to conference
- Logo & link on conference website/app
- Name and logo in conference program
- Invitation to special donor reception on 1st evening (Monday)

### Coffee Breaks – 5 available (\$3,000)

- Signs with name and logo at food stations
- 1 full registration to conference
- Logo & link on conference website/app
- Name & logo printed in conference program
- Invitation to special donor reception on 1st evening (Monday)

### Conference Supporter (Any Donation)

Acknowledgment in conference program

### Exhibitors (\$2,000)

Showcase your company at an exhibit table during the conference where attendee networking events and food and beverage breaks take place several times a day. 8x10 Booth. Exhibitor space map is available at [lifelines2021.ucla.edu](http://lifelines2021.ucla.edu).



**REACH OVER 100,000**

**UCLA FACULTY, ALUMNI & STUDENTS**

**REACH OVER 50,000**

**ASCE MEMBERS & PARTNERS**

**EXPAND BRAND AWARENESS & RECOGNITION**

**NATIONALLY &  
INTERNATIONALLY**

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or visit

[samueli.ucla.edu/lifelines2021-sponsorship](http://samueli.ucla.edu/lifelines2021-sponsorship)