ASCE **Lifelines** Conference **2021 2022**

1971

University of California, Los Angeles (UCLA)
California, USA

San Fernando Earthquake Conference

50 Years of Lifeline Engineering

Understanding, Improving, & Operationalizing Hazard Resilience for Lifelines

January 31 - Feburary 4, 2022

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

lifelines2021.ucla.edu

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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 (Lifelines2021-2022), 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.

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Sponsorship & Exhibitor Opportunities

The ASCE Lifelines Conference 2021-2022 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**
To learn more about sponsorship opportunities and associated benefits, please contact: **emiwa@support.ucla.edu**

Platinum, Gold, Silver and Bronze level sponsorships with various benefits are available (see table). Special sponsorships and exhibitor opportunities are also offered (see following page)

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'	
Exhibitor Pass	2	1	1	
Additional tickets to conference banquet	3	2	1	
Company's promotional item in conference bag	*	*	*	
Invitation to special donor reception (Tuesday)	*	*	*	*
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 exhibitor passes for your organization to bring more exhibit booth staff can be purchased for $250 per person.

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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 (Tuesday)

Ice Breaker Reception ($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 (Tuesday)

Poster Session ($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 (Tuesday)

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 (Tuesday)

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. 8×10 Booth. Exhibitor space map is available at lifelines2021.ucla.edu.

Cancellation policy: • *In the event that the conference is canceled by organizers due to extenuating circumstances, sponsors will be refunded their payment less 10% to cover expenses incurred prior to the conference dates.* • *If a sponsor chooses to withdraw their sponsorship after payment, up to 90 days prior to the event,50% of the sponsorship amount will be refunded. If the sponsor chooses to withdraw their sponsorship after payment, within 90 days of the event, their sponsorship is non-refundable.*

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UCLA FACULTY, ALUMNI & STUDENTS

REACH OVER 50,000
ASCE MEMBERS & PARTNERS

EXPAND BRAND AWARENESS & RECOGNITION
NATIONALLY & INTERNATIONALLY

To learn more about sponsorship opportunities and associated benefits, please contact:
emiwa@support.ucla.edu

For more information or questions please email
lifelines2021@samueli.ucla.edu
or visit
samueli.ucla.edu/lifelines2021-sponsorship