

**TRADELINE**

2024 Conferences

**2024 SPEAKING  
SPONSORSHIP  
INFORMATION**



## Speak at a 2024 Tradeline Event

For over 45 years Tradeline Inc. has been providing conferences and information resources to corporate, institutional, and government professionals for the planning, design, construction, and management of facility assets.

Each year Tradeline produces a series of high-level conferences on:

- Strategic planning
- Facility design and construction
- Management and operations of real estate and facilities
- Space planning and space management

The conference series focuses on highly technical facilities and corporate and institutional campuses. Packed with proofs, data, tools, benchmarks, and innovative thinking, Tradeline conferences deliver the latest planning, design, operations, and financial strategies for improved capital efficiency and productivity.

Here you'll connect with mid- to senior-level managers who represent highly respected corporations, institutions, and government agencies from around the world who repeatedly attend Tradeline conferences in order to embed the latest thinking, findings, and best practices into the dialogue and decision-making processes at their respective institutions. Conference participants learn the latest plans and management concepts and build on the successes and lessons learned of others.

Content is developed specifically for the benefit of owners/end users, and attendance has averaged > 50% owners at it's conferences since 1975. Service provider and consultant registration is limited.

Tradeline's topic selection process is competitive. Applications are scored, and companies that more clearly define theses, propositions, concepts, ideas, and solutions that they plan to present score higher. Topics are presented in concurrent Forum Sessions. Tradeline selects some topics to be presented one time, and others twice (one time each day). All Forum Sessions are 55 minutes in length. Sessions are to be presented without marketing or sales orientation.

I very much look forward to the possibility of working with you on these events!



Derek Westfall  
President, Tradeline, Inc.



**“No doubt, Tradeline is the gold standard for conferences that focus on facilities issues, especially in the science and research arena. You’ve created a welcoming and engaging environment that encourages openness and willingness to share information – information that we have used extensively in our projects to build better buildings and save lots of money.”**

**Mark Wells**  
Assistant Dean for Facilities, University of Wisconsin, School of Medicine

## Application Process & Guidelines

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### Sponsorship Fees **\$7,600 – Report presented twice, once each day to different audiences**

- Sponsorship fees DO NOT INCLUDE REGISTRATION FEES FOR YOUR SPEAKERS. Registration fee for each speaker will be \$2,100 (up to a maximum of three speakers). There is no limit to the number of registrations for additional employees from your company.
- Reports are 55 minutes long

### **\$5,900 – Report presented once**

- Sponsorship fees DO NOT INCLUDE REGISTRATION FEES FOR YOUR SPEAKERS. Registration fees for each speaker will be \$2,100 (up to a maximum of three speakers). There is no limit to the number of registrations for additional employees from your company.
  - Reports are 55 minutes long
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### Recommendations

- Submit two applications to increase your chances of being included in the program
  - Submit a complete application – your score will be impacted if any components are missing
  - Include a client on your speaking team (if applicable)
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### Benefits

- Project leaders with \$Billions of projects in the planning stages will be in attendance
  - Full attendee list with contact information will be distributed to each speaker/sponsor
  - Survey results of owner attendees that include projects and initiatives they are working on by organization, project type, phase, and projected budget/project size
  - Unlimited access of your organization's employees at lowest registration fee
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### Questions

**Call Derek Westfall at 925-254-1744 ext. 113**

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## Comments from past conference attendees

**“Attendance at Tradeline Conferences should be mandatory for anyone who has a facility renovation or expansion on the horizon. If I had been coming to these meetings over the years, the registration fee would be miniscule compared to the thousands of dollars my institution could have saved by avoiding costly errors and by improving design efficiencies.”**

**Bradford S. Goodwin, Jr., DVM**

The University of Texas Health Science Center at Houston

**“You run a fabulous conference. You and your team’s attention to detail, and also how you engage each participant to make it meaningful for them, is laudable and exemplary. I wish other conferences worked this way.”**

**Rajesh S. Mangrulkar, M.D.**

Associate Dean for Medical Student Education, University of Michigan Medical School

**“[Tradeline] is one of the best conferences I have been to. It brings together people from a diverse set of disciplines to consider how we create the future by designing the spaces that the next generation of leaders will discover in. It’s inspiring.”**

**Kathleen S. Matt, PhD**

Dean, College of Health Sciences, University of Delaware

**“Tradeline stands for excellence.”**

**Randy S. Eken**

Associate Dean, Administration and Finance – University of North Dakota

**“Compared to other conferences we have attended, we find that Tradeline provides higher quality – from the pre-conference prep, valuable sessions, opportunities for networking, excellent tours, amenities and food, to overall logistics.”**

**Yuri Ma**

Project Director, Planning & Design, Centre for Addiction & Mental Health

**“Tradeline has contributed more to our firm’s success than you can possibly imagine. Over the past 25 years, our Tradeline presentations were a springboard for new relationships and provided the first connection with individuals who would eventually become our clients.”**

**Jeffrey S. French FAIA (Retired)**

Principal, Ballinger

**“Tradeline conferences have been one of my greatest resources outside of my institution and have provided me with a great place to crowd source information from other organizations willing to share information.”**

**Angela Foss**

Associate Dean of Operations & Innovation, College of Engineering, Technology & Aeronautics, Southern New Hampshire University

## Past Speaking Sponsor Companies

A H A Consulting Engineers

A&E Architects

ACENTECH

AEC Infosystems, Inc.

AECOM

Affiliated Engineers, Inc.

AFG Group, Inc.

Aircuity, Inc.

AKF Group, LLC

Allentown Inc.

Alliance

Alternative Design Mfg & Supply

Alvine Engineering

AMS CAD + CAFM Solutions

Animal Care Systems, Inc.

ARAMARK Engineering Solutions

ARC/Architectural Resources Cambridge

Arcoplast, Inc.

Aro Eberle Architects

Array Architects

Art’s Way Scientific, Inc.

ASTEC Solutions International, LLC

Atelier Ten

Ayers Saint Gross

Balfour Beatty Construction

Ballinger

BAM Architecture Studio

Bard Rao + Athanas

BHDP Architecture

BioMed Realty Trust, Inc.

Blair + Mui Dowd Architects, PC BOORA Architects Inc.

BR+A Consulting Engineers, Inc.

BRG

brightspot strategy

BSA LifeStructures

C.L. Andrews, LLC

Camfil USA Inc.

CannonDesign

Capital Greenhouse

CBT Architects, Inc.

ccrd partners

Center for Advanced Design Research & Evaluation

Centric Projects

CH2M Hill/IDC Architects

Chernoff Thompson Architects

Chimera Collaborative, LLC

Christner Inc.

ClorDiSys Solutions, Inc.

CloudLeaps, Inc.

CO Architects

CodeBook Solutions

Colin Gordon & Associates

Computerized Facility Integration, LLC

Convion

CPP, Inc.

CRA Architects

CRB Architects & Engineers

CRB Consulting Engineers, Inc.

Diamond & Schmitt Architects, Inc.

Diekema Hamann Architect + Eng’g

DNV KEMA Energy & Sustainability

DPR Construction

EcoDomus, Inc.

ELGA LabWater

Ellenzweig

Ellis Don Corporation

Ennead Architects, LLP

Environmental Health & Engineering, Inc.

Environmental Systems Inc.

Eppstein Uhen Architects

Erlab, Inc.

EwingCole

EYP Architecture & Engineering

Fennessy Consulting Services Fentress, Inc.

Field Management Services, Inc.

FKP Architects, Inc.

Flad Architects

FM: Systems

FMI Corporation

Foster + Partners

Francis Cauffman

FreemanWhite

## Past Speaking Sponsor Companies (Continued)

FunderMax GmbH	Lend Lease	Scott Blackwell Page Architects
Gayner Engineers	Life Science Products, Inc.	Sebesta Blomberg
GENESIS Engineers, Inc.	Little Diversified Architectural Consulting	Shah Smith & Associates, Inc.
Gensler	Loftus Engineering	Shepley Bulfinch
Germfree Labs, Inc.	Lord, Aeck & Sargent, Inc.	Siemens Industry, Inc.
Gilbane Building Company	Louviere, Stratton & Yokel, LLC	Siemens Infrastructure & Cities, Inc.
Global Biohazard Technologies Inc.	Lundstrom & Associates Architects	Skanska USA Building, Inc.
Goody Clancy & Associates Inc.	M+W Group	Skidmore, Owings & Merrill LLP
Gray & Green Laboratory Systems	Maintenance Strategies, Inc.	SmithGroupJJR, Inc.
H+L Architecture	McCarthy Building Companies, Inc.	SRG Partnership
Haley & Aldrich, Inc.	McCownGordon Construction	Stantec
Hanbury Evans Wright Vlattas+Company	McGough Construction	Stantec Architecture Ltd.
Hargrove Life Sciences, LLC Boston	MedStar Institute for Innovation	Steinberg Architects
Harley Ellis Devereaux	MEP Associates, LLC	STERIS Corporation
Hastings+Chivetta Architects, Inc.	Merrick & Company	STUDIOS Architecture
HDR Architecture, Inc.	Merrick Canada ULC	Suffolk Construction Company
HDR, Inc.	MGS LAS Consulting	SUNDT Construction, Inc.
Henderson Engineers, Inc.	Mortenson Construction	Sustainable SoCal, Inc
HermanMiller	MWL Architects	Synergy Consultants, Inc.
HGA Architects & Engineers	NBBJ	Tecniplast USA, Inc.
Hickling & Associates	NCBioSource	TEECOM
HKS Architects, Inc.	Newcomb & Boyd	The Blair David Company
HOK	Newmark Grubb Knight Frank	The Clark Enersen Partners
HOK Canada Inc.	Nicholas Browse & Associates	The CPI Group
Holabird & Root Architects LLP	NXL Architects	The Innova Group
Hunter Roberts Construction Group	Onuma, Inc.	The Miller Hull Partnership, LLP
IBM Corporation	Page	The S/L/A/M Collaborative
IDC Architects	Pall Corporation	The Whiting-Turner Contracting Company
IMAGINiT Technologies	Parsons	Thermenex, Inc.
Integral Group	Payette	Thermo Scientific
iOffice, Inc.	Performance Gap Solutions, LLC	Tishman Construction Corporation
Jacobs Consultancy, Inc.	Perkins Eastman	Tocci Building Companies
Jacobs Wyper Architects	Perkins+Will	TreanorHL Science & Technology
Jaros, Baum & Bolles	Peter Basso Associates, Inc.	Tsoi Kobus Design
Jason Boyer Architects	Philo Wilke Partnership	U.S. Health Realty LLC
JE Dunn Construction	PLASTARC	URS Corporation
JLG Architects	Populous	Vermeulens
JLL	PRI Bio	VMDO Architects
Jonathan Richmond & Associates, Inc.	R.G. Vanderweil Engineers, LLP	Warren Architects
Jones Lang LaSalle	Research Facilities Design (RFD)	Wilson Architects Inc.
Jorgensen Facilities Services	Rider Levett Bucknall	Woods Bagot
Kasian Architecture	RMF Engineering	WorkingBuildings, LLC
KlingStubbins	Roy Jorgensen Assoc. Inc.	WSP + ccrd
Kone Corporation	RS&H	WSP USA
Kornberg Associates	Rudolph and Sletten, Inc.	ZGF Architects
KPFF Consulting Engineers	RWDI Inc.	ZGF Architects LLP
Lean Implementation Services of Florida	Sandia National Laboratories	
Lean Project Consulting, Inc.	Sasaki Associates	
Learning Spaces Collaboratory	Science Associates	

## Anticipated Conference Agenda:

### Pre-Conference

Pre-Conference Courses.....	8:00 – 5:00 p.m.
Dinner and briefing for conference speakers.....	5:45 – 7:30 p.m.
Pre-conference reception for all participants .....	7:30 – 9:00 p.m.

### Day 1

General Session Reports.....	8:30 – 10:55 a.m.
Concurrent Forums.....	11:10 – 12:05 p.m.
Luncheon.....	12:05 – 1:05 p.m.
Concurrent Forums.....	1:15 – 2:10 p.m.
Concurrent Forums.....	2:30 – 3:25 p.m.
General Session Reports.....	3:40 – 4:30 p.m.
Hosted Reception .....	4:30 – 6:00 p.m.

### Day 2

Hosted Breakfast.....	7:00 – 8:00 a.m.
Concurrent Forums.....	8:05 – 9:00 a.m.
General Session Reports.....	9:25 – 10:15 a.m.
Concurrent Forums.....	10:40 – 11:35 a.m.
Concurrent Forums.....	11:50 – 12:45 p.m.
Luncheon.....	12:45 – 1:45 p.m.
Concurrent Forums.....	1:45 – 2:40 p.m.
Open Forum/Town Hall Meeting .....	2:45 – 3:35 p.m.

## Tradeline Background

Tradeline, Inc., founded in 1975, is a California-based corporation that produces conferences and publications for corporate and institutional facilities planners and managers. Each year more than 1,200 executives, project managers and facilities managers representing the nation's largest and fastest-growing organizations attend Tradeline's facilities planning and management conferences. These executives represent billions in new capital projects in-the-making and in excess of \$10 billion in annual budgets for facilities management.

Tradeline conferences consistently receive high audience ratings for providing substantive, leading-edge content and for being exceptionally well-organized. The average audience rating for Tradeline's conferences over the past year is shown below:

**Excellent**  
(Highest Score Possible)

**73%**

**Good**

**26%**

**Satisfactory**

**1%**

**Poor**

**0%**

## TRADELINE | 2024 CONFERENCES

### Research Facilities 2024

April 8-9 – Renaissance Boston Waterfront

### Animal Research Facilities 2024

Sept. 30-Oct. 1 – Renaissance Boston Waterfront

### University Science and Engineering Facilities 2024 SPRING

April 11-12 – Renaissance Boston Waterfront

### Space Strategies 2024

Nov. 11-12 – Hyatt Scottsdale

### University Facilities 2024

May 6-7 – San Diego Mission Bay Resort

### University Science and Engineering Facilities 2024 FALL

Nov. 14-15 – Hyatt Scottsdale