

MCAA Masonry Education Foundation Proposal

14th North American Masonry Conference

1. Project description:

The North American Masonry Conference (NAMC) is a forum for the exchange of scientific, engineering, architectural, construction, evaluation, and repair information on masonry. The organizers of the 14th NAMC are seeking funding from the MCAA Education and other groups to help defray costs related to hosting presentations and paper sessions.

The 14th NAMC (the Conference) will be held in Omaha Nebraska on June 12-14, 2023. The Conference will be sponsored by The Masonry Society (TMS) and will be under the direction of co-chairs Dr. Ece Erdogmus and Dr. Melissa Hoffman of the University of Nebraska- Lincoln (UNL), with the advice and guidance of a TMS Steering Committee and the Nebraska Masonry Alliance. Consistent with the demonstrated needs of the professions, the Conference will retain its traditional strengths in the areas of engineering and architecture through involvement of professionals, contractors and industry. The Conference organizers are anticipating an attendance between 160 and 250 participants.

2. Project objective:

The Conference will strive to:

- Provide a technical forum on masonry products, building components and systems.
- Publish scholarly technical papers on masonry in a Proceedings volume.
- Foster information exchange between academics (including students), researchers, engineers, architects, contractors, producers, suppliers, and others interested in masonry.
- Provide a forum to educate design professionals, students, other members of the masonry community, and the public while promoting the use of masonry.
- Support the academic and research communities engaged in masonry while providing a foundation for the next generation of students, instructors and design professionals.

3. Background information:

This is the fourteenth in a series of North American Masonry Conferences dating back to 1978 and it serves as the premier conference on masonry research, design and education in the US. The NAMC currently is held every 4 years, offset annually from the International Masonry Conference, International Brick/Block Masonry Conference and the Canadian Masonry Symposium.

The 13th NAMC, which was held in Salt Lake City with Brigham Young University in 2019, was well received by the masonry industry, and TMS continues to receive requests for additional conferences related to masonry education, construction, products, etc. Information on the 13th NAMC, including photographs, a schedule of presentations, and handout materials, is available upon request from TMS. MCAA was a generous supporter of several past conference, and that support is greatly appreciated.

Preliminary information on the 14th NAMC is posted at <https://masonrysociety.org/14namc/home/>. Sponsors will be recognized throughout the conference, on the conference website, and on the conference "Ap". Sponsorship will be offered the opportunity to lend their name to a variety of events and items on a first come/first served basis. Innovative learning sessions will also be offered to Silver Level and higher sponsors, which will allow them to offer product-specific presentation to the attendees, without the need of a paper submission. (see attached file for a complete list of Sponsor Benefits. If supported at the proposed level, the MCAA Education Foundation would join the highest level Diamond Sponsor Group and be entitled to the most benefits)

To date, over 140 abstracts have been submitted for consideration as papers for the conference, showing the strong interest in the conference.

4. Scope of project:

The work involved includes the promotion, organization, and running the event.

At the 14th NAMC, technical information will be disseminated through plenary sessions, general sessions, parallel technical sessions, workshops, and round-table discussions. In addition, information from the conference, including the conference Proceedings, will be published electronically via flash drives. Furthermore, an abstract book will be supplied to registrants.

In addition to the conference, special student contest are being planned for not only college students, but also for those as young as 1st grade.

The conference web site will be fully populated and promotional literature will be distributed to attract participants.

Due to the global COVID-19 Pandemic, the scope of the NAMC is somewhat uncertain. As vaccinations continue, and because other recent masonry conferences were held or will be held virtually, it is anticipated that the NAMC in 2023 will be very popular. However, because of new restrictions on large gatherings, it is anticipated that conference expenses could be significantly more than in the past to clean areas, offer food safely using servers/caterers, and for post event sanitizing/clean-up. .

5. Summary of qualifications:

The Masonry Society is a professional society dedicated to the advancement of knowledge of masonry and is an international gathering of people interested in the art and science of masonry. Additional information on TMS is available on its website at www.masonrysociety.org. The objectives of the Conference perfectly meets TMS's mission to advance the knowledge of masonry while also helping TMS support the masonry industry in educating young designers to become comfortable with the design and construction of masonry structures.

The Masonry Society has hosted and coordinated similar NAMC's for over 30 years with the support of the masonry industry. TMS Members include university professors, designers, and industry members who will lead the technical sessions and provide presentations.

The 14th NAMC will be planned and conducted under the overall supervision of Dr. Ece Erdogmus of the University of Nebraska. Dr. Erdogmus has been teaching a graduate level structural masonry design course for nearly 15 years and conducting research in assessment and rehabilitation of masonry structures for nearly 20 years including her graduate studies. She is an active member of the Masonry Society serving on the TMS 402/602 committee (main and three subcommittees), Technical Activities Committee, Existing Masonry Committee and Meetings Committee. Previously, she served as an associate editor of the TMS Journal

Dr. Melissa Hoffman will serve as the Co-Chair of the Steering committee. Dr. Hoffman has been the Associate Director of Operations of the Durham School of Architectural Engineering and Construction at UNL for seven years and has vast experience in budgeting, event planning, and other operational and organizational activities. A native of Omaha, Nebraska, she is well-informed about the local venues. She will be the on-site leader of the operational aspects of the conference.

Local support will be provided by the members of the Nebraska Masonry Alliance (NMA), who were instrumental in the preparation of the conference proposal and are very excited to host this conference in Nebraska. A TMS steering committee, an organizing committee, as well as a team of reviewers will assist with the Conference.

6. Anticipated impact:

The impact of the NAMC on a local, regional, national, and even international level cannot be understated. The Conference serves as a forum and draws attendees from throughout the United States and internationally. Locally, the Conference will attract designers, students, and masons. Omaha is home to the headquarters of many Architecture/Engineering/Construction (AEC) firms. The Conference provides an important opportunity for attendees to learn about the latest developments in masonry research, discuss design and construction approaches, and be exposed to variations in masonry practices that exist worldwide.

In addition, a number of student contests from grade school through college students are being planned, which will help educate these students on the strength and possibilities provided by masonry.

7. Budget:

TMS is seeking a pledge from the MCAA Masonry Education Foundation of \$15,000 (Diamond Level Sponsorship), which will go into the general budget to help cover the conference costs.

The 14th NAMC is estimated to draw between 160 to 250 attendees and has budgeted income and expenses of approximately \$180,000 to 210,000, depending on the total number of attendees and special events held. Funding from other masonry partners is also being sought to help defray costs to attendees, who pay a registration fee. Sponsorship from other industry groups is being sought for at least an additional \$70,000. If additional early sponsorship is pledged, this will allow us to reduce registration fees to the attendees.

Attached is a preliminary budget drafted in 2018 by the conference organizers. Expenses have gone up considerably since this budget. Those increases will need to be either covered through sponsorships, or through high registration fees to the attendees. As noted above, if ample sponsorship is pledged before the end of 2022, TMS and the conference organizers can reduce planned registration fees for the attendees.

	Scott Conference Center	http://www.scottcenter.com/		Extra portable microphone	
Venue	Meetings	Reserving 1 side room + a board room	Audio/video		
	June 2- Friday	\$600 2 rooms	\$540	\$60	
	June 3- Saturday	\$960 3 rooms	\$780	\$60	
	June 4- Sunday	\$600 2 rooms	\$480	\$60	
		Subtotal	\$2,160		
	Conference	Reserving the whole conference center			
	June 5- Monday	\$2,640	\$1,210	\$60	
	June 6- Tuesday	\$2,640	\$1,210	\$60	
	June 7- Wednesday	\$2,640	\$1,210	\$60	
		Subtotal	\$7,920	\$5,430	\$360
	<i>Meetings = 50 ppl, Conference = 200ppl</i>				
	<i>Breakfast, lunch, dinner, and breaks (10am and 3pm)</i>		Cost/Person	# of People	
Meals	June 2 - Friday				
	Breakfast	\$780	\$15.60	50	
	Lunch	\$1,080	\$21.60	50	
	Breaks	\$960	\$12.00	80	
	Reception (Pizza/Alcohol)	\$2,640	\$26.40	100	
	June 3 - Saturday				
	Breakfast	\$780	\$15.60	50	
	Lunch	\$1,728	\$21.60	80	
	Breaks (AM/PM)	\$960	\$12.00	80	
	June 4 - Sunday				
	Breakfast	\$780	\$15.60	50	
	Lunch	\$1,728	\$21.60	80	
	Breaks (AM/PM)	\$960	\$12.00	80	
	Student Reception (Appetizers)	\$1,320	\$26.40	50	
	Full Reception (Appetizers/Alcohol)	\$5,400	\$36.00	150	
	June 5 - Monday				
	Breakfast	\$3,120	\$15.60	200	
	Lunch	\$4,320	\$21.60	200	
	Breaks (AM/PM)	\$2,400	\$12.00	200	
	Reception/Dinner (Appetizers/Alcohol)	\$7,200	\$36.00	200	
	June 6 - Tuesday				
	Breakfast	\$3,120	\$15.60	200	
	Lunch	\$4,320	\$21.60	200	
	Breaks (AM/PM)	\$2,400	\$12.00	200	
	Awards Dinner	\$10,080	\$50.40	200	
	June 7 - Wednesday				
	Breakfast	\$3,120	\$15.60	200	
	Break (AM)	\$1,200	\$6.00	200	
	Lunch (Taco Truck- see special events)				
	Gratuities/Service Charge (20%)	\$12,079			
		Subtotal	\$72,475		
		Audio/Video	\$5,790		
		OmniPress conference content software			
		Paper Collection System	\$6,000		
		Program and Book of Abstracts	\$4,000		
	Electronic Conference Proceedings	\$6,000			
	Conference App	\$4,000	subtotal omniPress	\$20,000	
	Website expenses	\$2,500			
	Photographer (Awards Banquet)	\$300			
	AV Technician (Awards Banquet)	\$300			
	Subtotal	\$28,890			
Marketing/Promotions	Goodie bag	\$2,000	Will likely include sponsor marketing items		
	Postcards to send out/printing	\$2,500			
	Mailing	\$1,500			
	Additional Ads	\$3,000			
		Subtotal	\$9,000		
Other	Key note speakers: Travel and honorarium (2)	\$5,000			
	Travel and honorarium for workshop instructors (4)	\$10,000			
	Supplies (name badges, tickets, etc.)	\$1,000			
	Signs	\$500			
	Power for Exhibitor Booths (3 days)	\$300			
		Subtotal	\$16,800		
Special Events	Opening reception at Joslyn Museum	\$4,000	\$3000 for rental, \$1000 for A/V to be safe		
	Buses to Joslyn	\$1,200	6 school buses at \$200/each		
	Banquet at Scottish Rites	\$4,000	estimated		
	Buses to Scottish Rites	\$1,200	6 school buses at \$200/each		
	Entertainment at the Banquet	\$2,000	Hire a local band for 1-2 hours		
	Buses to two optional events	\$2,400	12 school buses at \$200/each		
	Optional Taco Truck/Block Plant Tour at Watkins last day af	\$3,000	Limited space- sponsored by WATKINS		
		Subtotal	\$17,800		
Misc.	TMS revenue	\$10,000			
	Graduate Student Poster Competition Award	\$1,000			
	Undergraduate Student Competition Award	\$1,000			
	K-12 drawing/art competition winners, (\$500, \$350, \$150)	\$1,000			
	Staff/Honorarium Stipend	\$15,000			
	Chair/Co-chair travel to conferences for marketing	\$10,000			
	Misc./Emergency Expenses	\$10,000			
	TOTAL without special events	\$185,245			
	Total with special events	\$203,045			

8. Requested payment:

TMS requests 50% payment on January 2, 2023 with a report on the progress of the Conference being provided to MCAA. The remaining 50% payment would be invoiced on June 30, 2023 with a final report on the Conference.

9. List of other funding sources:

The Conference organizers are soliciting sponsorship from the masonry community, and the target sponsorship level is at least \$75,000. If additional sponsorship is achieved early enough, registrations fee for attendees will be lowered to encourage greater participation. If revenue exceeds expenses, net income will go to TMS to assist with other masonry projects and programs.

Approximately \$65000 in sponsorship was received for the 13th NAMC, including a generous sponsorship from the MCAA Masonry Education Foundation. A list of the nearly 30 sponsors for the 13th NAMC is available upon request from TMS.

The Conference organizers will approach sponsors of previous NAMCs to encourage them to support the 14th NAMC. In addition, many additional potential sponsors will be sought, especially on the local level.

10. Reporting schedule:

TMS has distributed advertising on the 14th NAMC since 2019 via its electronic newsletter and flyers. It also is developing a website for the conference, which will be updated until and even after the conference. Additional advertisements on the Conference will be distributed until the Conference, and a "news" type report will be electronically distributed after it.

The MCAA Education Foundation will receive three short "update" reports at the following dates: December 30, 2022; and June 30, 2023. The intermediate report will describe the accomplishment of previous months and outline the activities for the months ahead. The final report will describe the conference itself.

**14th North American Masonry Conference (14NAMC)
Sponsorship Levels and Benefits**

<p>Diamond Gifts of \$15,000 or more</p>	<ul style="list-style-type: none"> • Three (3) full conference registrations • Premier reserved seating and recognition at the awards banquet • Complimentary “Innovative Technology” session • Complimentary exhibition space. • Sponsorship recognition through NAMC website, conference app, event signage, and full-page ad in book of abstracts • Ability to name specific conference events and items (first come first serve, based on availability; see list below)
<p>Platinum Gifts of \$7,500 to \$14,999</p>	<ul style="list-style-type: none"> • Two (2) full conference registrations • Reserved seating and recognition at the awards banquet • Complimentary “Innovative Technology” session • Complimentary exhibition space • Sponsorship recognition through NAMC website, conference app, event signage, and half page ad in book of abstracts • Ability to name specific conference events and items (first come first serve, based on availability; see list below)
<p>Gold Gifts of \$5,000 to \$7,499</p>	<ul style="list-style-type: none"> • One (1) full conference registration • Complimentary “Innovative Technology” session • Complimentary exhibition space • Sponsorship recognition through NAMC website, conference app, event signage, and quarter page ad in book of abstracts • Ability to name afternoon breaks, keynote speakers, or items (first come first serve, based on availability; see list below)
<p>Silver Gifts of \$3,000 to \$4,999</p>	<ul style="list-style-type: none"> • One (1) full conference registration • Complimentary “Innovative Technology” session • Complimentary exhibition space • Sponsorship recognition through NAMC website, conference app, event signage, and logo in book of abstracts • Ability to name a conference room for a day (first-come, first-served, based on availability; see list below)
<p>Bronze Gifts of \$1,500 to \$2,999</p>	<ul style="list-style-type: none"> • One (1) electronic copy of the NAMC Proceedings • Half-price exhibition space • Sponsorship recognition through NAMC website, conference app, event signage, and logo in book of abstracts • Ability to name a conference room for half day or conference items (first-come, first-served availability; see list below)
<p>Copper Gifts of \$750 to \$1499</p>	<ul style="list-style-type: none"> • One (1) electronic copy of the NAMC Proceedings • Sponsorship recognition through NAMC website, conference app, event signage, and logo in book of abstracts • Item sponsorship available (see list; first-come, first-served availability; see list below)
<p>Friend Gifts of at least \$500 and up to \$749</p>	<ul style="list-style-type: none"> • Sponsorship recognition through NAMC website, conference app, event signage, and logo in book of abstracts

EVENT SPONSORSHIP (First-come, first-served; based on availability)

EVENTS	Amount	Number Available
Monday Night Reception Food & Monday Night Reception	\$15,000	1 available - Total Sponsorship may come from Several Sponsors
Monday Night Reception	\$10,000	1 available - Total Sponsorship may come from Several Sponsors
Welcome Reception	\$10,000	1 available - Total Sponsorship may come from Several Sponsors
M,T Lunches	\$10,000	2 available (MT)
Student reception	\$7,500	1 available
W Box lunch	\$7,500	1 available (W)
Cont. Breakfast & AM Breaks	\$7,500	3 available (MTW)
PM Breaks	\$5,000	2 available (MT)
Keynote Speakers	\$5,000	2 available (MT)
Full-day Room Sponsor	\$3,000	8 available (MT and 4 rooms/tracks)
Half-day Room Sponsor	\$1,500	4 available (W half day 4 rooms/tracks)

ITEM SPONSORSHIP (First-come, first-served; based on availability)

ITEMS	Amount	Number Available
Flash Drives	\$6,000	1 available
Conference App	\$5,000	1 available
Lanyard	\$1,500	1 available
Student Registration Sponsorship	\$1,000	Unlimited
Convention tote	\$750	1 available