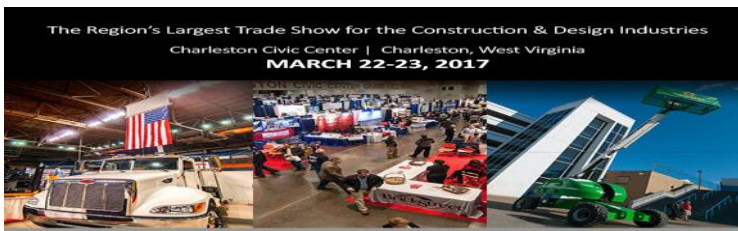




## Construction & Design EXPO Charleston Civic Center



### SHOW & SEMINAR REGISTRATION for ATTENDEES and EXHIBITORS

To obtain an EXHIBIT BOOTH or participate as an Honor Exhibitor, please visit the CONTRACTS/PAYMENT page.

#### Dates of Importance for 2017

**Tuesday, March 21, 2017** - EXHIBITOR MOVE-IN ~ 8:00 a.m. until 8:00 p.m.

All Exhibitors must move in on Tuesday. There is no move-in allowed on Wednesday morning. Select Heavy Equipment Exhibits will be notified of a mandatory Monday, March 20 move-in.

We ask your cooperation in checking in at the Show Manager's Office adjacent to the southern entrance of the Grand Hall upon your arrival and prior to move-in. We will assist you in finding your booth location and provide parking passes and additional show information.

**Wednesday, March 22, 2017** - The trade show opens at 10:00 a.m. and closes at 8:00 p.m.

**Thursday, March 23, 2017** - Trade show hours are 8:00 a.m. until Noon.

EXPO's on-site registration is conveniently located in the Main Lobby of the Charleston Civic Center.

Stop by to register and pick up a complimentary show program that contains complete contact information on all of the Exhibitors & Honor Exhibitors as well as the show map.

Attendees who elect to allow an exhibitor, seminar presenter, or fellow attendee to scan their badge with a smartphone or QR reader will give them access to the contact information you provided when you registered to attend EXPO.

**EXPO PHOTO POLICY** - Please note that attendees' images may be captured and used in print on the web or in future promotional media. By registering or entering the halls and/or seminars, you are consenting to this.

Please visit for more information: [http://wvexpo.com/page\\_home.php](http://wvexpo.com/page_home.php)



### DBE Opportunities

### About The Program

**Want to learn more about the DBE Program**

**Schedule your Business Consulting Session Now**

**This will be an opportunity to discuss your goals and objectives along with some of the great opportunities CEI/WVDOT provides for DBE's.**

**Please call: 855-678-9323**

The Construction Estimating Institute (CEI) works with West Virginia Department of Transportation (WVDOT) as the statewide provider of the federally funded Disadvantaged Business Enterprises (DBE) Supportive Services Program.

We want to increase the number of certified DBEs participating in highway and bridge construction, as well as assist DBEs in growing and eventually becoming self-sufficient. Additionally, CEI provides supportive services by assisting prime contractors and consultants with identifying DBEs for subcontracting opportunities on priority projects.

## How has construction marketing changed with new technology?



Digital marketing has had a tremendous impact on construction marketing, offering higher visibility for construction companies and vendors than ever before. Online marketing allows you to measure performance in real time and make rapid changes to campaigns or content that is not performing well. You can request and receive responses from potential customers and build a relationship before the customer even calls to speak to a sales representative. Prospects do over 75 percent of their research online, before reaching for the phone or sending an email to request information from an actual person inside your business. From developing a website that provides visibility for your company, its products and services and your industry knowledge to creating sharable content and using social media to spread the word, marketing technology's importance to today's construction company cannot be overstated. The construction industry is viewed as an industry that is late to the party, but the success of digital marketers in other industries, as well as our own, and the demand from potential customers for easy-to-find-and-share information will continue to drive the increased use of digital marketing in the construction space.

The construction industry has seen a complete transformation in terms of marketing! Ten years ago, it was all about the "hustle." Business owners needed to be out on jobsites constantly, talking to contractors and calling builders. It was tough, especially in the remodeling field. Today, it's much easier to find homeowners and/or help them find you. I think the biggest improvement that comes from technology is the fact that connections between homeowners and remodeling professionals are now more easily made, whether it be from a paid marketing platform or from social media. My company has used several different methods of internet marketing. At first, we tried a variety of big-name advertising channels and paid ads. This was expensive and not entirely effective for my company. But, through social media and a couple of fairly inexpensive lead generation companies, we discovered better results. In construction, you need to be geared more toward the local arena. We have learned that it is all about having the right combination of marketing methods. We said goodbye to traditional billboards and cold calling. Internet marketing has revolutionized our business. The greatest aspect is the amount of time saved by not having to physically look for work.

The customer experience landscape is changing. Today's customer wants to see things in real time. They don't just want to imagine what a finished product might look like, nor do they want to wait on revised bids. The use of virtual reality (VR) is becoming the norm, as computer visualization and 3-D and 4-D modeling will increasingly provide the way for customers to experience a building's design before it is even built. Unmanned aerial vehicle (UAV) technology is also becoming increasingly popular. From the ability to provide aerial building views of a completed project to monitoring jobsites and ensuring safe practices, drones are quickly laying the foundation for the future of the industry. Many of our company's clients have used aerial imagery to impress investors and managers. Aerial photography adds a polished, professional look to any promotional video, and it is beneficial for use when clients are away from the jobsite and want to see progress of the project. Finally, the use of mobile technology in the industry is evolving rapidly. From companies using large, mobile plan tables for full document control to utilizing cloud services to show potential customers work in progress, the opportunities are endless with mobile technology.

Excerpt: [www.constructionbusinessowner.com/marketing/marketing/november-2016-ask-experts-evolution-construction-marketing](http://www.constructionbusinessowner.com/marketing/marketing/november-2016-ask-experts-evolution-construction-marketing)

### Supportive Services Offered



- Estimating Training
- Building Capacity
- Mobilization Financing
- Bonding Assistance
- Marketing Plan Development
- Creating a Business Plan
- Building a Website



CEI is an educational organization providing the highest quality construction training in the industry. Over 100,000 owners, estimators, project managers, field supervisors, office support staff, foremen, laborers, and key management personnel have attended courses that are offered nationwide. The courses provide students with construction skills training and the critical information needed to be effective within their companies and organizations.

CEI DBE Supportive Services

Call 855-678-9DBE (9323) or visit us online at [www.wvdbesupport.com](http://www.wvdbesupport.com)