

AOE PORTFOLIO

MEETINGS AND EVENTS



ABOUT AOE



With roots dating back to the early 1990s, Advancing Organizational Excellence (AOE) is an association management, event planning and marketing consulting firm with unique expertise in the design and construction industry.

Our 80-plus team members have experience in all aspects of business in this industry, ranging from strategic planning and operations to membership, marketing, certification, training, code advocacy and adoption and more.

AOE is committed to providing best-in-class services and putting our profits right back into the industries we serve. When you hire AOE, you invest in yourself, and you invest in your industry.

AOE offers comprehensive event support tailored to each organization's unique needs. These services extend to conventions, conferences, seminars, trade shows, international meetings, special events, internal company sessions, live webinars and more. AOE's event team excels in providing tailored solutions, ensuring a smooth and impactful experience regardless of size or complexity. From start to finish, their expertise covers every detail to ensure every aspect runs flawlessly.

CLIENTS FEATURED IN THIS PORTFOLIO

- [American Society of Concrete Contractors \(ASCC\)](#)
- [Concrete Foundations Association \(CFA\)](#)
- [Great Lakes Cement Promotion Council \(GLCPC\)](#)
- [Post-Tensioning Institute \(PTI\)](#)



American Society of Concrete Contractors

World of Concrete

THE CLIENT

Founded in 1964, the American Society of Concrete Contractors (ASCC) is a non-profit association developed by concrete contractors for concrete contractors to provide a unified voice for the industry.

EVENT OVERVIEW

World of Concrete (WOC) is a premier international trade show dedicated to the commercial concrete and masonry construction industries. As a proud co-sponsor of WOC, the ASCC hosts a variety of activities, including committee meetings, two exhibit booths and their highly anticipated annual Kick-Off Bash Reception. To ensure every detail of the event ran seamlessly, ASCC turned to AOE to manage all event logistics, covering everything from food and beverage to audio visual needs, booth coordination and setup, hotel arrangements, on-site operations and billing.

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ASCC is incredibly grateful for the opportunity to work alongside AOE at the 2025 World of Concrete. Their unwavering "can do" attitude was instrumental in elevating our booths, meetings and events to new heights. No task was too big or too small—they tackled every challenge with dedication and expertise. Their support was truly game-changing and we appreciate all they did to help make this event a success!

RAY HEFNER

Executive Director, ASCC



Concrete Foundations Association

Concrete Foundations Convention (CFACON)

THE CLIENT

The Concrete Foundations Association (CFA) was formed in 1975 to serve the interests of poured wall contractors. As an international nonprofit trade association with a diverse membership spread throughout the United States and Canada, CFA maintains a network that permits individuals with needs and interests to seek advice and professional experience while curating forums where contractors exchange ideas and gain insight for technological and practice advancements. The association is managed by AOE.

EVENT OVERVIEW

Concrete Foundations Convention, known as CFACON, is the largest annual gathering for the cast-in-place concrete industry. CFACON brings together both commercial and residential foundation contractors, designers, manufacturers and suppliers for three days of education, exhibits, awards, networking and much more. For CFACON 2025, AOE played a crucial role from start to finish, managing every detail to ensure a successful event.

From initial research and site selection to venue contract negotiation, AOE handled all event logistics, including budgeting, speaker management, session coordination, exhibit planning, transportation, food and beverage, audiovisual production, signage, as well as the flawless execution of the event itself.

The AOE events services team is also collaborating with CFA to research venues and secure contracts as part of planning for future CFACONS, as well as the planning of CFA's Fall and Spring Executive Retreats, which provide two days of networking and exploration alongside colleagues in the Association. AOE also plays a key role in supporting CFA's presence at the World of Concrete event, including organizing the annual Foundations Contractors' Night, a vibrant gathering that offers excellent food, drinks, networking, amusement rides and magnificent views of the Las Vegas skyline.



Concrete Foundations Association

Concrete Foundations Convention (CFACON)



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Event management is a critical element of our success as we put our network, our message and our quality on the line. AOE has proven in an intense and short timeframe the excellence they are capable of generating, as well as their ability to deliver on our vision for all of our events. Beginning with the industry standard of World of Concrete and our hosting of Foundation Contractors' Night, to our regional Executive Retreats, as well as our signature Concrete Foundations Convention, we have experienced their strengths in total event management. The team establishes rigorous timelines for delivering event excellence, and they are constantly fine-tuning the exacting details to maximize the attendee experience. AOE staff has gone all-in to elevate and celebrate the decision our clients, customers and members make to trust CFA to deliver.

JAMES BATY

Executive Director, CFA



Great Lakes Cement Promotion Council

GLCPC Summit

THE CLIENT

The Great Lakes Cement Promotion Council, Inc. (GLCPC) is a Michigan nonprofit corporation that promotes the use of portland and masonry cements and concrete products. The association is managed by AOE.

PROJECT OVERVIEW

GLCPC turned to AOE to bring their Promotional Summit to life, a meeting designed to bring together the GLCPC partners for networking, insightful sessions, engaging panel discussions and interactive roundtables. AOE managed every aspect of the event logistics, including selecting the perfect city and venue, contract review and negotiation, speaker management, event budgeting, session coordination, attendee registration, food and beverage services, audiovisual production, event branding and ensuring the event ran smooth from start to finish.



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AOE did an excellent job organizing, planning and promoting our most recent Summit. The meeting room and hotel that was selected was perfectly suited for the group's needs. The agenda was thoughtfully crafted to address timely market trends, making the event highly relevant and impactful.

TOBY KNOTT
President, GLCPC



Post-Tensioning Institute

PTI Convention

THE CLIENT

The Post-Tensioning Institute (PTI) is recognized as the world-wide authority on post-tensioning and is dedicated to expanding post-tensioning applications through marketing, education, research, teamwork and code development. The association is managed by AOE.

PROJECT OVERVIEW

The 2025 PTI Convention provides opportunities for professional development, networking and learning. Spanning four days, the PTI Convention includes committee meetings, technical sessions, job site tours, an industry trade exhibition and networking events that bring together industry leaders. AOE's responsibilities included an in-depth analysis of venue options, detailed coordination with speakers, planning and executing exhibitor and sponsor participation, organizing technical sessions and job site tours, arranging for networking opportunities and managing operational needs such as catering, audio-visual and transportation as well as on-site execution and final billing.



AOE is also instrumental in the planning and execution of PTI's Certification Weeks, held around six times per year, which provide in-depth training for professionals working with post-tensioning systems, ensuring the safety, durability and performance of PT concrete construction. AOE also supports the planning of the PTI Committee Days an event where attendees take part in committee meetings focused on developing and refining critical industry standards. Additionally, AOE manages PTI's participation at World of Concrete, including booth operations, certification workshops, and the VIP Reception.

Recent attendee remarks include:

- *"The organization, communication and execution of the PTI Convention was marvelous. AOE did a great job."*
- *"The PTI Convention was well organized. Communication with attendees about location and timing of events was very good. The daily email reminders were very helpful."*





RECAP

Whether managing conventions, trade shows, corporate seminars, or unique special events, AOE crafts memorable experiences designed to meet the specific goals and needs of their clients. Dedicated to delivering exceptional results, AOE's approach combines meticulous planning and innovative execution to bring every vision to life.

MEETINGS & EVENTS MANAGEMENT SERVICES

- Event strategy/architecture
- RFP development
- Site/vendor selection
- Contract negotiation
- Event budgeting and fundraising
- Room block management
- Speaker/VIP management
- Exhibit/tradeshow coordination
- Session and presentation coordination
- Transportation management
- Registration processing and badging
- Group and technical tours
- Awards programs
- Committee support
- Volunteer coordination
- Event app management
- Event specifications, timelines and resumes
- Food and beverage planning
- Floorplans, wayfinding and signage
- Event evaluations/surveys
- Onsite event support
- Bill reconciliation and expense tracking

NEXT STEPS

Thank you for taking the time to browse our portfolio of meetings and events projects. We appreciate the opportunity to share our work with you and look forward to answering any questions you may have about our offerings.

You can reach the AOE Team via email, our website or by phone:



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You can also find us at:

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