



LUNCHEON CHAIRMAN

**Thomas Z. Scarangelo**, *Chairman and CEO, Thornton Tomasetti*

GUEST OF HONOR

**Bruce C. Ratner**, *Chairman and CEO, Forest City Ratner Companies*

JACK & LEWIS RUDIN AWARD FOR SERVICE TO NEW YORK CITY

**Daniel Rose**, *Chairman, Rose Associates*

NEW YORK BUILDING CONGRESS

*Chairman* **John M. Dionisio**, *Chairman and CEO, AECOM*

*President* **Richard T. Anderson**

THURSDAY, MAY 10, 2012 | HILTON NEW YORK

11:30 AM Reception • 12:30-2:00 PM Luncheon & Program

**A KICK-OFF RECEPTION FOR MEMBERS OF THE LUNCHEON LEADERSHIP COMMITTEE will be held on Tuesday, April 3 from 5:30-7:00 PM, at New York by Gehry - 8 Spruce Street.**

**TO JOIN THE LEADERSHIP COMMITTEE, please commit to a table level listed below.**

Members of the Leadership Committee are asked to provide financial support and to assume a leadership role with promotional activities, such as providing mailing lists, distributing invitations, and soliciting commitments. Contributor options are listed below.

Please contact the Event Office at 212.481.9099 with any questions.

I WILL BE A \$25,000 **UNDERWRITER** ON THE LEADERSHIP COMMITTEE, WHICH INCLUDES:

- One seat at the Head Table • Premier table for 10 • Recognition on invitation and in printed program • Company logo included in electronic event promotion and on video screens and signage at the event • Prominently placed full-page color program advertisement\*

I WILL BE A \$15,000 **EXECUTIVE CO-CHAIRMAN** ON THE LEADERSHIP COMMITTEE, WHICH INCLUDES:

- One seat at the Head Table • Preferred table for 10 • Recognition on invitation, in printed program, and on event signage • Prominently placed full-page color program advertisement\*

I WILL BE A \$10,000 **CO-CHAIRMAN** ON THE LEADERSHIP COMMITTEE, WHICH INCLUDES:

- Prime table for 10 • Recognition on invitation and in printed program • Full-page black and white program advertisement\*

I WILL BE A \$4,500 **VICE CHAIRMAN** ON THE LEADERSHIP COMMITTEE, WHICH INCLUDES:

- Table for 10 • Recognition on invitation and in printed program

- I will attend the Kick-Off Reception on April 3
- I am unable to attend the Kick-Off Reception
- I do not wish to be on the Leadership Committee

Please see reverse for individual tickets, advertising rates, and sponsorship opportunities

NAME (AS YOU WOULD LIKE TO BE LISTED)

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

**Names of those serving on the Leadership Committee received by Friday, March 9, 2012, will be listed in the Luncheon invitation. Names received after March 9 will be listed in the printed program.**

**Please confirm your committee participation by faxing the response form to 212.481.9290.**

ADDITIONAL OPTIONS

INDIVIDUAL TICKETS

- \$850 — PRIORITY SEATING - # of tickets \_\_\_\_\_
- \$475 — GENERAL TICKETS - # of tickets \_\_\_\_\_

PROGRAM ADVERTISEMENTS\*

- \$5,000 — Back Cover
- \$4,000 — Inside Cover(s)
- \$3,000 — Full-Page Color
- \$2,000 — Full-Page Black & White
- \$1,750 — Half Page
- \$1,000 — Quarter Page

PAYMENT OPTIONS

- A check is enclosed, made payable to New York Building Congress.
  - Please invoice me.
- Please charge the credit card listed  American Express  MasterCard  Visa

SPONSORSHIP OPPORTUNITIES

- Reception — \$20,000  
*Up to four organizations can share the underwriting of the reception for \$5,000 each.*
- Program Printing — \$12,500
- Video Production — \$10,000
- Décor — \$7,500
- Invitation Printing — \$5,000
- Awards — \$2,500
- Unrestricted — \$\_\_\_\_\_ (\$1,000 minimum)  
*This donation will be acknowledged in a variety of ways.*
- I am unable to attend, but would like to contribute \$\_\_\_\_\_.

CREDIT CARD #

EXP. DATE

SECURITY CODE

NAME ON CARD

SIGNATURE

BILLING ADDRESS

GUIDELINES FOR ARTWORK PREPARATION

Information and Specifications for Program Advertising (please include digitally prepared artwork or printed message)

- Publication Trim Size — 8 1/2" W x 11" H
- Full Page: Bleed — 8 5/8" W x 11 1/4" H  
Non-Bleed — 7 1/2" W x 10" H
- Half Page (Horizontal Format Only) —  
7 1/2" W x 4 3/4" H
- Quarter Page (Vertical Format Only) —  
3 1/2" W x 4 3/4" H
- 300 dpi, grayscale, or bitmap (black),  
PDF files are preferred.
- Other acceptable file formats are tiff,  
jpeg, Illustrator CS-5.5 with outlined type,  
Photoshop CS-5.5 with flattened file.
- Simple design layout can be provided for  
an additional charge of \$50. Editorial copy  
for this option must be enclosed with the  
reservation card or emailed to nancy@  
ruzowgraphics.com
- Questions about ad preparation?  
Please call Nancy at 203.227.2972.
- Electronic files may be emailed to Nancy  
Ruzow, nancy@ruzowgraphics.com or  
uploaded to her FTP.

FOR FTP UPLOAD:

- Free ftp software:  
pc: <http://filezilla-project.org/>  
mac: <http://fetchsoftworks.com/>
- hostname: ftp.ruzowgraphics.com
- username: upload@ruzowgraphics.com
- password: upload272
- *Double-click on the NYBC Luncheon Ads  
folder. Select "put" and place your file.*
- *Send an email to notify us of your ad,  
with contact information.*

**\*THE DEADLINE FOR RECEIPT OF  
ARTWORK IS Wednesday, April 18.**

**PLEASE FAX YOUR RESPONSE TO  
212.481.9290.**

For additional information, please contact  
Jeanine Badalamenti at 212.481.9099 or  
jmb@buildingcongress.com



44 W. 28th Street, 12th Floor  
New York, NY 10001