

TRADITIONAL BUILDING

EXHIBITION AND CONFERENCE

RESTORING THE PAST. BUILDING THE FUTURE.

Call for Presentations

Announcing

Traditional Building Exhibition and Conference

Navy Pier

Chicago, Illinois October 21-23, 2010

Submission Deadline: December 15, 2009

Share your expertise, knowledge and success. Increase your visibility as a leader in the profession. Traditional Building Conference speakers are carefully selected by the Education Director and the Conference Advisory Board. Presenters must have both strong industry credentials and the ability to communicate their facts and ideas in a compelling way. Speakers are industry professionals with knowledge and expertise in historic preservation and traditional building, including but not limited to: planning, design, project management, construction and finance, urban planning, new urbanism, facility management, construction trades, project development and material science.

Suggested Topics

- Restoration and Renovation
- Sustainable Preservation and Design
- Code Compliance and Accessibility
- New Urbanism
- Building Craft Practice and History
- Planning, Policy, Laws, and Regulations
- Engineering
- Maintenance
- Construction Management
- Facilities Management
- Traditional New Construction - Commercial and Residential
- Interior Design - Commercial and Residential
- Building Systems
- Materials Conservation
- Sacred Places
- Lighting
- Disaster Planning & Response
- Homeowners- restoration, renovation and traditionally inspired new homes

Conference Tracks for 2010
Sustainability
Residential Restoration and Renovation
Traditionally Inspired New Construction
Preservation Practice
Traditional Trades
Development

Invitation to Prospective Presenters

Knowledgeable professionals with expertise in historic preservation, restoration, renovation and historically inspired traditional new construction are invited to submit proposals for workshop and seminar presentations at the upcoming Traditional Building Exhibition and Conference in Chicago, October 21-23, 2010.

About this Event

The Traditional Building Exhibition and Conference is the nation's largest learning and networking event for professionals who work in the historic restoration and rehabilitation field, including building interiors, exteriors, landscapes, streetscapes and historically inspired new construction. The Traditional Building Exhibition and Conference serves architects, engineers, contractors, designers, planners, facilities managers, building owners, trades people and preservationists who gather to learn about the resources, skills and knowledge necessary to preserve, maintain and improve our culture and architectural heritage.

The Traditional Building Exhibition and Conference is committed to developing exceptional learning activities in accordance with national criteria for continuing educational credits in a variety of professions. Professional learning units through the American Institute of Architects (AIA), the International Interior Design Association (IIDA), the American Institute of Building Design (AIBD), certain NAHB designations, and NARI educational requirements are offered.

Speaker Benefits

- Visibility as a leader in the industry
- Complimentary registration to the Conference Sessions and Exhibition Hall (\$395.00 value)
- Promotional coverage in advertisements and direct mailing campaigns (mailings in excess of 150,000)
- Biographical listing on our website and in our Program and Exhibits Guide, distributed to all attendees
- Unlimited VIP Passes for free admission to the Exhibition and discounts on conference admission (value: \$20 each), which you can distribute to colleagues and clients
- Networking opportunities to find new clients
- Complimentary ticket to the networking reception (\$40 value); lunch tickets for Friday/Saturday in the café on the show floor.
- One free conference guest pass and 10 free session passes for your session for clients, etc. Some limitations apply – free passes for tours or sessions with lunch are not available but we will substitute another session of choice.

Note: Due to the large number of speakers, honoraria and/or contributions toward travel expenses can be granted only under rare and exceptional circumstances.

Requirements

Presenters are required to:

- Complete the Proposal Entry Form and include all required attachments (Note: incomplete proposals may be disqualified).

Note: by signing the form, presenters agree to adhere to the AIA Continuing Education requirements prohibiting marketing of products and services during the educational sessions.

- Make no substantive changes in content, or in presenters, without prior written approval from the Conference Director

- Provide printed handout materials for 50-100 participants at the presentation; marketing pieces may not be used in lieu of substantive handouts, but may be distributed after the educational portion of the program is complete.
- **VERY IMPORTANT!** Provide a substitute presenter of equal expertise in the event that original presenter cannot attend. **(Conference Director must be contacted immediately!)**

Submission Guidelines and Proposal Evaluations

The submitting presenter is designated as the main contact for conference information and is required to notify all co-speakers in the proposed presentation of the outcome of the selection process. The conference director will determine the date and time of your presentation. For this reason, all prospective presenters must be available to speak on any day of the conference until the presentation date/time is confirmed.

Presentations should make significant contributions to professional development in this industry. Any proposals highlighting specific projects should also extrapolate from the specific to the generic “lessons to be learned” and discuss design theories, innovations or approaches. Presenters *must* refrain from marketing specific products or services. If selected, presenters are required to adhere to all submission deadlines that will be outlined in their acceptance email or letter. This is an interdisciplinary event attracting attendees from many professions at various stages of their careers. All of these individuals bring different experiences and perspectives to the learning environment. Therefore, priority will be given to presentations that encourage and support substantial interaction among participants.

Evaluation Process

Proposals will be evaluated by the conference management team against the following criteria:

- Well-defined focus and clarity of proposal
- Overall quality and potential to contribute to a well-balanced conference program
- Relevance to the various professions represented
- Practical applications of materials or ideas
- Timeliness and scope of topic
- Speaker's experience

Presentation Formats

- 60-minute Conference Sessions
- 90-minute Conference Sessions
- Three-hour Workshops
- Tours and partial or full-day workshops/symposia

The majority of the sessions are 60-minute, concurrent sessions. Audience size for all sessions ranges from 30 to 150 participants. For the 60 and 90 minute sessions, effective presentation formats include PowerPoint, slide lectures, panel presentations and structured roundtable discussions. We recommend a limit of two speakers (three if using a moderator or roundtable format) for the 60 and 90-minute sessions and no more than three for a workshop. *Note: Classrooms may be limited in size. If your proposed seminar requires an audience limit, you must identify this in your proposal.*

Proposal Submission

Please submit the following:

1. Completed Proposal Entry Form with audio/visual needs stated
2. List of Additional Presenters with:
 - a. Full contact information (name, title, organization, address, phone, fax, email)
 - b. Speaking experience

- c. A 100-word biography for each presenter in the session
- d. Photos – optional but recommended. A headshot minimum of 300 dpi for use in marketing and promotion.

Note: If submitting a panel presentation, the interest and availability of all panelists must be confirmed in advance.

- 3. Detailed Proposal Abstract approximately 200 words in length or outline. This abstract should identify:
 - a. The key issues, topics, and concepts you will address
 - b. Your intended audience and why the audience will be interested in this presentation
 - c. Anticipated presentation outcomes

Proposals must be received by December 15, 2009 for Chicago's 2010 event.

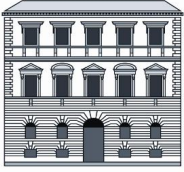
Electronic submission in Microsoft Word is preferred; early submissions are welcome.

Program Finalization

Restore Media reserves the right to edit titles and descriptions for clarity, brevity and marketing. Not all program submissions will be accepted.

Direct questions and send submissions to:

Judy L. Hayward, Conference Director
Traditional Building Exhibition and Conference
PO Box 1777
Windsor VT 05089-0021
Tel: 802-674-6752
Fax: 802-674-6179
Email: jhayward@restoremedia.com



TRADITIONAL BUILDING

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ENTRY PROPOSAL FORM

Name of Submitting Presenter: _____

Title: _____ I want to present in (city): _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Proposed Presentation Title: _____

Target Audience (check all that applies):

- | | | |
|---|---|---|
| <input type="checkbox"/> Architects | <input type="checkbox"/> Engineers | <input type="checkbox"/> Planners |
| <input type="checkbox"/> Conservators | <input type="checkbox"/> Interior Designers | <input type="checkbox"/> Property Owners/Mgrs.) |
| <input type="checkbox"/> Contractors/Trades | <input type="checkbox"/> Landscape Architects | <input type="checkbox"/> Other: _____ |

Level of Understanding Required for Content:

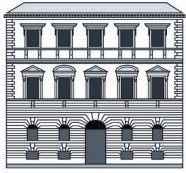
- | | | |
|---|--|---|
| <input type="checkbox"/> Introductory
(General; for those new to
the profession or subject) | <input type="checkbox"/> Intermediate
(Some experience; general
to specific content) | <input type="checkbox"/> Advanced
(Narrow focus for seasoned
practitioners) |
|---|--|---|

Length of Proposed Session:

- | | |
|--|--|
| <input type="checkbox"/> 3-hour Workshop | <input type="checkbox"/> 60-minute Seminar |
| <input type="checkbox"/> 90-minute Seminar | <input type="checkbox"/> Other: _____ |

Instructional Format (check all that apply):

- Slide Presentation
- Panel
- Demonstration
- Roundtable
- PowerPoint
- Other: _____



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ENTRY PROPOSAL FORM

Audio-Visual Requirements (please check all that apply and note if more than one is needed):

- Flip Chart/Markers
- LCD Projector
- Other items or special setup; please describe:
- Will you use your own laptop computer?
(Please circle) Yes or No (Please circle) PC or MAC
MAC users must provide their own cables for connection to the projector.
- Microphone: How Many? _____ Wireless mics are only provided for special needs.

Is there recommended reading in advance of your presentation? Please note:

What are the four (4) things the audience should know or be able to do after attending your session?

- 1.
- 2.
- 3.
- 4.

Attach a Brief Description of Proposed Presentation (75-100 words to be used as a basis for promotional copy):

Please read and sign:

I have read and understand the requirements, benefits, and expectations to become a presenter at the Traditional Building Conference and agree to follow the guidelines set by Traditional Building Exhibition and Conference Management for this event. I agree to the following quality commitment conditions as a speaker at this event: I recognize that as the speaker of this AIA/CES registered conference session I will deliver it as approved by AIA/CES, without endorsement, bias, marketing or sales orientation. It does not include content that may be deemed or construed to constitute approval, sponsorship or endorsement by the AIA of any method, product, service, enterprise or organization. Questions related to specific products and services may be addressed at the conclusion of this presentation.

Signature: _____ Date: _____