

structural STEEL



CMC Steel, Birmingham, AL

SteelDay[®]



A REFERENCE FOR HOSTS

Have you shown people what you do?

WHAT IS STEELDAY® ?



B&B Welding Co., Baltimore, MD



Afco Steel, Little Rock, AR

SteelDay® is an annual event sponsored by the American Institute of Steel Construction and hosted by its members and partners.

SteelDay® is the industry's largest educational and networking opportunity with events occurring all over the country. It's an opportunity for individuals from various professions to see how the structural steel industry contributes to building America.

As a SteelDay® host, you will have a unique opportunity to showcase your facility, projects and capabilities, and to network with existing and potential clients. **Bring business right to your door. Literally.**

Attendees see SteelDay® as a learning and networking opportunity. They get answers to questions they may not have even known they had. SteelDay® draws in attendees ranging from architects, engineers and contractors to government and DOT officials, students, and elected officials.

Each year on SteelDay®, thousands of people across the country leave their offices to visit a steel facility. It's a day to celebrate the structural steel industry, make new contacts, and promote our advantages of cost, speed, technology, and sustainability.

WHY HOST A STEELDAY® EVENT?

- **Build relationships and get more business** – many hosts report lasting relationships and additional work as a result of hosting a SteelDay® event. 95% of SteelDay® hosts say their event was a success.
- **Promote yourself** – you're the best, let people know it!
- **It's easy** – events can be as simple as inviting people into your facility for a tour and coffee.
- **It costs very little** – 2/3 of hosts indicate it costs less than \$3,000.
- **Support and promote the structural steel industry**– SteelDay® is the biggest marketing and promotional event the structural steel industry has ever seen.

“ It was a HUGE success! We have already received orders and opportunities for work that we would not have had if SteelDay® hadn't happened. ”

—Mark W. Trimble P.E., Huntington Steel, Huntington, WV



Anybody can host a SteelDay® event. Whether you have something you want to show off, want to build more relationships, or just want more business, hosting is for you.

HOSTING AN EVENT— AISC CAN HELP!

Event ideas

- **Facility Tour or Open House:** The easiest type of event to plan! Set a time, add some food and beverage and invite your local contacts in for networking and a tour. Perhaps provide a presentation too. Remember, AISC can help.
- **Multiple Facility Tour:** Collaborate with other industry facilities in your area so that attendees can visit multiple types of facilities in one day: e.g., a service center, a fabricator and a galvanizer.
- **Jobsite Tour:** Are there any projects you're working on locally where a tour could be arranged?
- **Local Building Tour:** Don't have a project under way? Is there an architecturally interesting (steel) building nearby where a "behind the scenes" tour could be arranged?
- **Equipment Tour:** Do you own or use some interesting equipment or machinery? For example, many erection companies own and store cranes and other equipment that is of interest to visitors. Offer an equipment tour, followed by a presentation.
- **Presentation/Seminar/SteelTalk:** Sponsor and arrange a seminar or presentation about structural steel for architects, engineers, contractors, or students. Ask AISC for help.



Whatever you decide, try to make it interactive. Let your guests be involved. Hand them a welding torch, let them touch and feel the steel. Remember the old adage:

- Tell them and they may listen
- Show them and they may remember
- **Involve** them and they will **understand**

The bottom line? It's up to you. Keep it simple or be creative.

The theme for SteelDay® is **interaction**. If your event provides interaction and networking opportunities, it's already a success!

PROMOTING YOUR EVENT

1. The basics Part 1 – make sure your event is visible

- Is your event listing and information at www.SteelDay.org correct?
- Do you have event information on your own website?
- Have you created a SteelDay® promotional flyer?
- If you were attending your own event, would you be able to find what you need?

2. The basics Part 2 – let people know you are hosting an event

- Tell every member of your organization about your SteelDay® event.
- Ask them to tell everyone they know about it.
- Include information about your event in your company newsletter or magazine.
- Add the SteelDay® logo to your company website, along with your event information.
- Invite all your contacts to your event—everyone you know!
- Move your annual customer appreciation day to SteelDay®.

3. Let even more people know you are hosting an event

- Mail an invitation to local architects, engineers, contractors.
- Add the SteelDay® logo to all your internal and external documents.
- Invite a local high school, community college or university to your facility.
- Send a press release to local television stations and newspapers about your involvement in SteelDay® and about some of the local projects you have been involved in.
 - Ask AISC for help or use the templates available at www.SteelDay.org.
- Invite the local mayor or other dignitaries to your event.
- Invite your local Chamber of Commerce to your event.
- Contact the local chapter of organizations related to the design community (contact details can be found at their websites):
 - American Institute of Architects (AIA.org).
 - Association of General Contractors (AGC.org).
 - Design Build Institute of America (DBIA.org).
 - Society for Marketing Professional Services (SMPS.org).
 - Associated Builders & Contractors, Inc. (ABC.org).

Consider joining these organizations—it doesn't cost much and provides great access.

4. Remind everyone about your event at least every month!

5. Decorate your offices

- Place a SteelDay® placard in front of your facility.
- Promote your event internally with SteelDay® posters!

Ask AISC for help.

SIGN UP!

Go to www.SteelDay.org to create your event.

Once you have entered your event details they will be shown on the SteelDay® map at www.steelday.org/events. You can edit your event at any time.

Handling Registrations

As people become aware of your event, they will most likely register in one of two ways:

- Via www.SteelDay.org – you'll automatically be notified
- Directly with you using the contact details you posted in your event listing

Either way, keep a good record of your attendees and keep in touch with them regularly during the run-up to SteelDay®:

- Confirm their attendance
- Let them know of any changes to your event details
- Remind them about your event every two weeks or so, by providing them some more information about what they will see during your event



On the Day

AISC will provide some guidelines and a checklist for what you must do, should do and could do at your SteelDay® event. These will be found at www.steelday.org about a month prior to SteelDay®. Keep checking the hosts area of the website as various documents, hints, tips and ideas will be posted, including logos, sample letters and emails, and other promotional items.

WHAT STEELDAY HOSTS

SAY ABOUT THEIR EVENTS:

“ SteelDay® was a great opportunity for Lincoln Electric to open our doors and showcase our capabilities. It provided us an opportunity to communicate and collaborate with a broad range of people. We are already planning SteelDay® 2011!

—Deanna Postlethwaite, Lincoln Electric, Cleveland, OH

“ The community, staff, customers, and vendors are all impressed! I have people lining up to come to SteelDay® next year!!! We already have commitments!

—Mark Hamade, PKM Steel Service Inc., Salina, KS

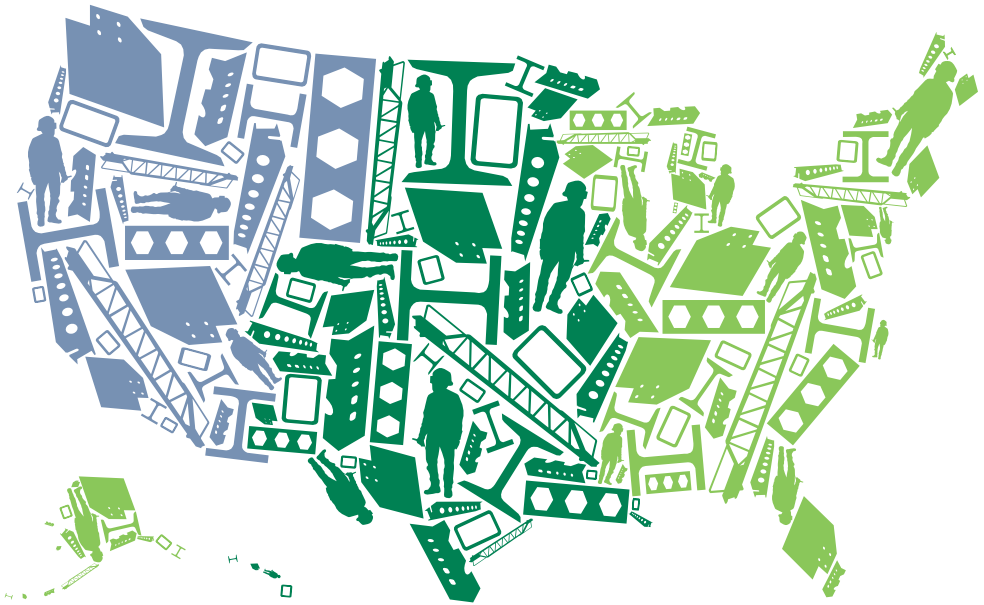
“ SteelDay® gets better every year. The SteelDay® marketing materials and promotional give-aways were a great help and great motivation for our own promotion of the event. Keep up the good work.

—Mary Van Order, Radley Corporation, Grand Rapids, MI

“ SteelDay® gives us a chance to show off the great pride we have in our company...I love all the comments we get from the guests about how special our event is. We not only build and create structures; we are creating wonderful experiences and memories.”

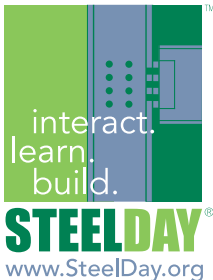
—Colleen Mosher, Topping Out Inc., Omaha, NE

Have you shown people what you do?



→ Sign up to host at www.steelday.org

→ Contact steelday@aisc.org with any questions



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There's always a solution in steel. Now you know where to find it.



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