



# The 3<sup>rd</sup> Annual Federal Asset Management Policy Forum & Expo

October 17-19, 2016 | Washington, DC  
Holiday Inn Rosslyn at Key Bridge & the National  
Academy of Sciences

Presented By

The Asset Leadership Network (ALN) in association with the  
Federal Facilities Council (FFC) of the National Academy of  
Sciences (NAS)



2016 **Sponsorship Brochure**



**Asset Leadership Network**

[www.assetleadership.net](http://www.assetleadership.net)

**The Asset Leadership Network** is an organization composed of asset management industry leading organizations representing **asset holders, professional and standards organizations** and **solutions providers that support and help private industry, public organizations** and **government entities** realize value from their assets through the application and practice of the ISO 55000 Asset Management set of standards and global asset management best practices.

## What is the Federal Asset Management Policy Forum?

This forum brings together national and international leaders, experts, policy makers, and decision makers who will discuss a vision for new policies and strategies designed to generate dramatic, positive changes for Federal asset and asset management performance.

The guiding aim of the third annual forum is the creation of a policy paper presenting recommendations to the new Administration and Congress for improving asset management policies and strategies that will help the federal government make better use of its assets and help America prosper.

### Oct 17 Day 1 Holiday Inn Rosslyn at Key Bridge

*Keynote Presentations & Plenary Sessions*  
*Work Group Sessions and Case Studies*  
*Asset Management Solutions Expo*  
Late Afternoon: Exhibitor Reception in Expo Hall

### Oct 18 Day 2 Rosslyn

*Keynote Presentations & Plenary Sessions*  
*Work Group Sessions and Case Studies*  
*Asset Management Solutions Expo*  
Evening: ALN Impact Awards Dinner at the National Press Club

### Oct 19 Day 3 National Academy of Sciences

*Keynote Presentations & Plenary Sessions*  
*Concluding Work Group Sessions*

### Post-Conference

Oct 20 ALN Advocacy Day on Capitol Hill  
Oct 21 Asset Leadership Network General Meeting



# Attendees



## Who Attends?

- Federal policy makers
- Federal asset management policy makers Federal asset holders
- Federal asset management professionals
- Asset Management solution providers
- Property Management professionals
- Government Property holders

The 2015 Federal Asset Management Policy Forum had over 220 registrants representing over 100 organizations, including:

APPA  
Arcadis USA  
ARCHIBUS, Inc.  
Attainia  
BAE Systems  
BIM Education Co-op  
Booz Allen Hamilton  
Broaddus & Associates  
Building Futures Council  
Camcode  
CH2M  
Commissioning Agents Inc.  
Computerized Facility Integration, LLC  
Congressional Research Service  
Definitive Logic  
Deloitte  
Department of Agriculture  
Department of Commerce  
Department of Defense  
Department of Energy  
Dept. of Health and Human Services  
Department of Homeland Security  
National Park Service  
Department of Justice  
Department of Labor  
Department of State  
Department of the Interior  
Department of the Treasury  
Department of Transportation  
Department of Veterans Affairs  
Design + Construction Strategies  
EcoDomus  
Environmental Protection Agency  
Facility Engineering Associates  
Facility Life Cycle Concepts  
Federal Aviation Administration  
Federal Bureau of Investigation  
Federal Trade Commission  
Fiatech  
Food and Drug Administration  
GE Aviation  
General Services Administration  
Giuliani Associates  
Government Accountability Office  
Immigration and Customs Enforcement  
Jacobs  
K&L Gates  
LMI  
Mercury Associates, Inc.  
Michael Baker International  
MTA, New York City Transit  
NASA  
National Academy of Sciences

National Institutes of Health  
National Fire Protection Association  
National Institute of Building Sciences  
National Academy of Public Administration  
National Labor Relations Board  
NOAA  
Office of Management and Budget  
Office of the Assistant Secretary of Defense  
Office of the Comptroller of the Currency  
Onuma, Inc.  
Parsons Brinckerhoff  
Securis, Inc  
SENAI  
Serco Inc.  
Smithsonian Institution  
Sunflower Systems  
The Building People  
Total Resource Management  
Transportation Security Administration  
Trimble Navigation  
University of Wisconsin-Madison  
US Army Corps of Engineers  
US Citizenship and Immigration Services  
US Coast Guard  
US Fish and Wildlife Service  
US Marine Corps  
USDA Forest Service



## Work Groups / Session Tracks

There will be seven tracks based on the IAM conceptual model of asset management. Each track will be hosted by a sponsoring ALN Member Organization and will form a work group around that subject area. Platinum Sponsors have the opportunity to host and facilitate a work group and contribute a relevant case study to the proceedings. The proceedings of each work group will form a chapter of the policy paper.



### Organizational Context

- Stakeholders – external and internal
- Strategic Plan
- Corporate Goals and Objectives
- Regulatory Requirements
- Current and Long Term Operating Environment

### Strategy & Planning

- Asset Management Accounting
- Asset Management Policy
- SAMP – Strategic Planning
- Operations, Engineering, Finance/ Accounting, Maintenance, etc.

### Asset Management Decision Making

- Analysis
- Forecasting
- Budgeting
- Asset Utilization
- Aging Assets

### Life Cycle Delivery

- Capital Projects
- Supply Chain
- Operations Management
- Maintenance and Reliability
- Asset Refurbishment or Disposal
- Warehousing

### Asset Knowledge Enablers

- IT Asset Management
- EAM/CMMS
- Remote Monitoring – DCS, SCADA, BAS/BMS/FMS
- BIM
- Geospatial
- Analytics

### Organization & People Enablers

- Organizational Structure
- Competencies/Training
- Program/Project Management
- Budgeting – CAPEX/OPEX

### Risk & Review

- Auditing
- Regulatory Compliance
- Risk Management
- Environmental, Health and Safety
- Inventory



## Work Group Structure

A Work Group will form around each of the seven subject areas listed above. Each Work Group will include:

- A senior civil servant as Work Group Leader – title Commissioner
- An Asset Leadership Network volunteer facilitator
- An Asset Leadership Network sponsor focused on the Work Group category
- Work Group volunteers - a mix of government, academic, and private sector asset management policy-makers and practitioners

The goal will be have balance of participating interests with approximately half of all Work Groups to be government staff.

It is anticipated that there will about 7 – 10 Work Group members who can participate in web meetings and web-based discussions to establish a short list of key existing policies and suggestion for how to address policy gaps.

The result of each Work Group will ideally be a 2-page document.

Work Group leaders will be part of a panel discussion on either October 17 or 18 to present their findings.

## Policy Paper with Recommendations to the New Administration and Congress

The result of each Work Group will be combined with an Executive Summary, case studies and essays provided by sponsors and others, references, web links and other appropriate materials.



## Sponsorship Benefits Summary

The Asset Leadership Network is the most effective vehicle for impacting asset management policy and legislation that affect the future of your focus area.

Our 3<sup>rd</sup> Annual Policy Forum is timed to allow the resulting Policy Paper to inform the new Administration and Congress.

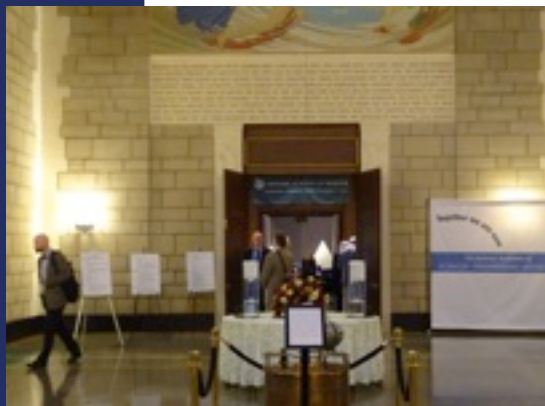
Sponsoring organizations have the opportunity to participate at three different levels. Platinum Sponsors will be the hosts and leaders of the seven work groups. Here are some additional highlights of Platinum Sponsorship:

- Shared Leadership on 1 of 7 Work Groups addressing Asset Management Focus Areas
- Identification of existing standards benefiting the chosen Focus Area
- Assist writing bullet point suggestions to fill gaps in the Focus Area
- Help shape the 1-hour Focus Area Findings Presentation (October 17 or 18)
- Provide a meaningful, relevant case study for the Focus Area Findings Presentation
- Focus Area Work Group Photos at National Academy of Sciences (October 19)
- Contribute to Federal Asset Management Policy Paper
- Include Case Study in Federal Asset Management Policy Paper
- Personally Present Policy Paper to Congressional and/or the Executive Office staff
- Logo Display on Screens and Displays
- Table display (October 17 or 18)
- Option to sponsor Awards Dinner at National Press Club
- Option to sponsor Networking Reception
- Option to sponsor Capitol Hill Dinner
- Option to sponsor breakfasts, lunches and breaks
- Option to participate in BIMStorm 2016
- Annual organizational membership in the Asset Leadership Network



## Exhibitor & Sponsorship Opportunities

	Exhibitor	Gold Sponsor	Platinum Sponsor (Only 7 Available)
<b>Investment</b>	<b>\$1500</b>	<b>\$2500</b>	<b>\$4000</b>
<b>ALN 1 Year Corporate Membership</b>	-	✓	✓
<b>Expo Exhibit Space 2 Day Solutions Expo Oct 17-18</b> Includes draped 6' table & 2 chairs	✓	✓	✓
<b>Complementary Registrations</b>	1	2	4
<b>Company name and logo on display during the conference</b>	✓	✓	✓
<b>Recognition at Opening General Session</b>	✓	✓	✓
<b>Recognition on ALN Website</b>	Name Listed	Logo & Link to Website	Logo with Company Description & Link
<b>Program Listing</b>	Name Listed	Name and Small Logo & Company Description	Name, Small Logo, Brief Company Description & Ad
<b>Inclusion in pre-event webcast</b>		✓	✓
<b>Policy Paper Development</b>		Participate	Facilitate
<b>Track Host</b>			✓
<b>Policy Paper Case Study Placement</b>			✓
<b>5 Minute Presentation or Video at Keynote Sessions</b>			✓



## Additional Sponsorship Opportunities

Platinum and Gold sponsors have the opportunity to host one or more of the meals and receptions at the conference. All sponsors may add on one of the additional a la carte sponsorship opportunities.

### Platinum Sponsor Upgrades

#### Awards Dinner Host (1 Available) \$2000

- 10 minute presentation
- Sign at event promoting your company name and logo and on display for the duration of the conference
- Brochures/collateral on dining tables
- Participation in the Awards Ceremony

#### Opening Day Reception Host (1 Available) \$1000

- Sign at event promoting your company name and logo and on display for the duration of the conference
- 5 minute welcome to the event

#### Lunch Host (3 Available) \$750.00

- Sign at event promoting your company name and logo and on display for the duration of the conference
- 3 minute company introduction
- Brochures/collateral on dining tables

### Gold Sponsor Upgrades

#### Breakfast Host (3 Available) \$500

- Sign at event promoting your company name and logo and on display for the duration of the conference
- Brochures/collateral on dining tables

#### Break Host (6 Available) \$250

- Sign at event promoting your company name and logo and on display for the duration of the conference

### Other Opportunities

#### Lanyard \$1000

Your logo will be printed in conjunction with the conference logo on the lanyard worn by all event attendees.

#### Conference Notebook \$1000

Your company logo appears on the conference notebook distributed at registration to all attendees.

#### Keynote Session Seat Drop \$500

Your brochure distributed to delegates at one of the general sessions.

#### Conference Pen \$300

Brand the pen that every attendee will be using and have extras available at the registration desk. (Pen supplied by sponsor)





## For more information or to reserve your space:

### Contact:

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### Order Deadline: August 31, 2016

All sponsorships must be confirmed by this date for production purposes.

#### About the Asset Leadership Network

*The Asset Leadership Network is an industry organization focused on impacting asset management across all industries, markets and sectors that are dependent on physical assets to achieve strategic organizational objectives. Simply, asset management helps organizations realize greater value from their assets, and impacts the financial and operational performance of the enterprise.*

*The vision of the Asset Leadership Network is to increase the awareness of private industry, public organizations and government entities regarding the application and use of ISO 55000 to realize the full value of their assets through managing risk and opportunity, in order to achieve the desired balance of cost, risk and performance.*

*The ALN's primary objective is to help organizations identify and utilize the best practices most suited to the organization's needs. The ALN recognizes asset management as a distinct professional discipline complementary to other professional disciplines involved in managing assets, and provides a broad network where leaders quickly find the help and solutions they are looking for, including best practices, use cases, systems, doctrine, business processes, strategies, services, professional organizations, or people.*

*In short, the ALN helps organizations do what they do better, while advancing the practice of asset management as a whole.*

*For more information, visit our website at [www.assetleadership.net](http://www.assetleadership.net)*