

Advancing Construction Technology 2026

RIG Intelligence — Field Lookbook

01 · The Event & The Play

Advancing Construction Technology (Hanson Wade, 11th annual) is **400+ of the most proactive VDC, BIM, field-technology, operations, and innovation professionals in construction** — the technology decision-makers inside mid-size and large GCs. This is not a tools expo; it's the room where contractors decide how AI actually gets operationalized.

The play: the 2026 program opens with a dedicated **AI Transformation Focus Day (Aug 26)** — "Balancing Leadership Pressures with Your Firm's Digital Maturity to Responsibly Operationalize AI," "Governing AI for Brand Integrity & Client Trust," and a security/trust/accountability workshop. The buyers are already budgeting for what RIG sells; the pitch is simply that RIG is the delivery layer between their pilot list and production. Suffolk embeds AI engineers on jobsites; Skanska took Sidekick from a 2024 pilot to 1,000+ users on 500+ projects — the room knows it. Mid-size GCs don't need nine figures; they need one governed workflow.

02 · Who's in the Room

Tier	Companies
Lead	Autodesk
Expertise	Bridgit, Procore
Program	Hexagon Multivista
Panel	Trunk Tools
Hosting	GoFormz
Innovation	Nodes & Links
Exhibition	Buildots, Clearstory, cmBuilder.io, Cupix, Dalux, DroneDeploy, Matterport, Pinnacle Infotech, Skydio, Slate, Structured AI, Symetri, TrueLook, vGIS, Datagrid, LeadTime, MobiClocks, Roger, Vibework

03 · People Worth Your Time

- **George Franco** (Chief Innovation Officer, Alberici) — the CINO archetype; owns the operationalization problem RIG solves.
- **Amr Raafat** (CIO, Windover Construction) — CIO of a respected mid-size builder; the exact buyer profile.
- **Eric Cylwik** (Director of Innovation, Sundt) — leading "Governing AI for Brand Integrity & Client Trust." Your closest philosophical ally on the program.
- **Siddharth Kothari** (Director of Digital Engineering, Suffolk) — Suffolk's embedded-AI program is the room's reference case; hear it firsthand.

- **Geoffrey Wildish** (AI Team Lead, Hoffman Construction) — running the enterprise AI security/trust workshop; a peer-level technical conversation.
- **Anthony Albidrez** (Senior VDC Manager, Skanska), **Keith Jones** (VDC Director, Power), **Chase Roles** (Sr Director, Mortenson), **Alex Elsayegh** (Senior Innovation Engineer, McCarthy) — the deployment bench.

04 · Must-Attend Sessions

- **AI Transformation Focus Day (Aug 26, pre-conference):** the operationalization panel + Cylwik's governance session + Wildish's security/trust workshop. If you attend one day, it's this one.
- **"Panel: Balancing Tangible Versus Intangible ROI to Validate Investment"** (Day 1) — how this room justifies spend; steal the framework.
- **"Evolving VDC Into an Integrated & Strategic Business Function"** (Roles/Marriott, Day 2) — the org-chart side of adoption.
- **"Driving Technology Adoption in High-Complexity Projects: Lessons from Data Center Delivery"** (Clayco) — field adoption under pressure.

05 · The RIG Angle (30 seconds per persona)

- **For the VDC/innovation director:** "Your pilot list is longer than your production list. We take ONE workflow — RFI triage, sub prequal, schedule risk — to governed production in 90 days: human sign-off, audit trail, measured hours returned. Then the next one is easier because the rules already exist."
- **For the CIO:** "Suffolk spent nine figures to put AI on jobsites. You don't need their budget — you need their discipline at your scale. We install the governed layer on the stack you already own."
- **For Autodesk/Procore/Bridgit:** "Your customers are stacking AI features with no operating rules. A white-label governance layer — approvals, audit, escalation — makes your platform the enterprise-safe choice. We build that."

06 · Discovery Questions & Objection Handlers

1. How many AI pilots are running in your firm right now — and how many have an owner and a go-live date?
2. When a model output reaches the field, who's accountable for it being right?
3. What did your last tool die from — capability, or adoption?
4. Which workflow eats the most hours for the least judgment — RFIs, submittals, or bid leveling?
5. If an owner asked for your AI governance story in the next RFP, what would you attach?

"We're already working with the big platforms." — Platforms ship features. Governance is the operating rule that makes them safe to run jobs on. Different layer, same stack. **"We tried AI; the field ignored it."** — That's an adoption failure, which is a rules failure. The machine proposes, the superintendent approves — and everybody knows the rule. **"Budget's locked."** — The first step is a two-week report in your numbers, priced against the hours you already burn. If we're wrong, you don't pay.

07 · The Strike Plan

- **Tue Aug 25 (travel):** Speaker list triage — book coffee with two innovation directors for Day 1 edges.
- **Wed Aug 26 (AI Focus Day):** All three governance sessions. Five discovery conversations with VDC directors from \$100M-\$1B GCs. Evening: the Autodesk/Procore crowd.

- **Thu Aug 27 (Day 1 main):** ROI panel + data-center session. Two platform-vendor conversations (Autodesk, Procore or Bridgit).
- **Fri Aug 28 (Day 2):** VDC-maturity session. Same-day follow-ups referencing each contact's specific pilot-to-production gap. Target: four fit calls + one panel/workshop invite for Mike.