AIA
Conference
on Architecture
2018

June 21–23
New York City
Expo: June 21–22

Sponsorships

The American
Institute
of Architects

Maximize your presence at A'18

Congratulations on your decision to be an exhibitor at the Architecture Expo.

Your company is now in a position to present your products and services to the largest gathering of architects and design professionals in the nation.

Be sure and make the most of this opportunity. Market your presence at the expo and drive more quality traffic to your booth with these targeted sponsorships. Sponsorships are geared toward every budget and designed to meet every need.

If you don't find the perfect solution here, let us know. We can customize a program that fits your specific needs.

Advertising & Promotion

Attendee Lanyard

$50,000 Exclusive

These lanyards are used by all attendees to hold and display their badges. As the sponsor, your company name and logo will be seen throughout the conference—on the expo floor, in classrooms, at keynote events, and at networking functions.

- Sponsor's logo is printed on attendee lanyards.
- Sponsor receives recognition on the A'18 website and in the event program.

Expo Hall Aisle Signs

$22,500 / 30 signs
$15,000 / 20 signs
$10,000 / 10 signs

Your company logo will be visible throughout the exhibit hall when displayed on a selection of aisle signs.

- Sponsor's logo is displayed on exhibit hall aisle signs.
- Locations to be determined by Show Management with sponsor input.
- Sponsor receives recognition on the A'18 website and in the event program.

Architecture Expo account executives

Joy Williams, accounts A-K
(972) 536 6314
joy.williams@informa.com

Amanda Duncan, accounts L-Z, #s
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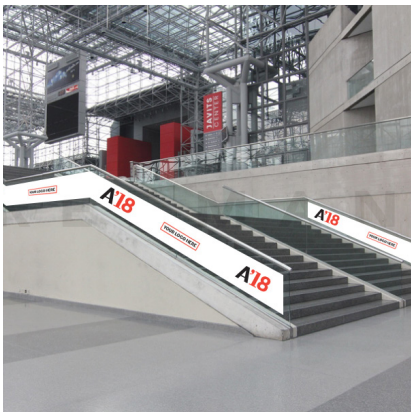
Deborah Corra, sales manager
(972) 536 6391
deborah.corra@informa.com

AIA Store Sponsor

$20,000 Exclusive

Sponsor the AIA Store, one of the busiest and most popular areas of the conference.

- Sponsor's logo is displayed on the AIA Store signage and on graphic panels integrated into the store design.
- Sponsor's logo is displayed on recyclable paper shopping bags.
- Sponsorship is subject to Show Management approval.
- Sponsor receives recognition on the A'18 website and in the event program.



Stair Railing Clings

$15,000

Capture attention with a company logo on the main stairways at Javits Center.

- Sponsor's logo is displayed on stair railing cling (co-branded with conference logo).
- Co-branded cling appears on both sides of stairway.
- Two locations to choose from.
- Sponsor receives recognition on the A'18 website and in the event program.

Rotating Lighted Kiosk

$12,000 for 4 panel exclusive
$3,500 for individual panels

Place your company graphics and information on a lighted, rotating, four-panel kiosk, placed on a main aisle on the expo floor. Take one panel and share the focus, or take all four panels for a high-profile sponsorship.

- Sponsor's ad is displayed on one or multiple panels of the kiosk.
- Artwork must be approved by Show Management.
- Sponsor receives recognition on the A'18 website and in the event program.

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Advertising & Promotion

Conference Bag Literature Insert

$10,500

A literature insert in the conference bag gets your company message to all attendees. Use your marketing message, promote your booth location, deliver a special offer—this is a great opportunity to drive booth traffic.

- Insert should be one single-page, double sided, and no larger than 8.5”x11”.
- Artwork must be approved by Show Management.
- Green fulfillment practices are encouraged.

Directional Banners

$10,000

Gain visibility with your company’s logo placed on overhead directional banners in Javits Center.

- Sponsor’s logo is displayed on two directional banners.
- Sponsor receives recognition on the A’18 website and in the event program.

Freestanding Directional Signs

$7,500 Exclusive

Your company logo will be profiled on freestanding directional signs strategically placed in high traffic areas in Javits Center.

- Sponsor’s logo is displayed on directional signage located throughout all public spaces.
- Sponsor receives recognition on A’18 website and in the event program.

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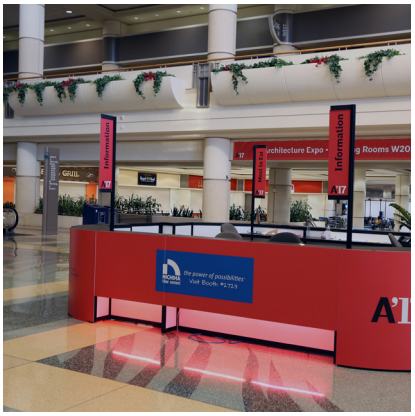
Advertising & Promotion



Information Booth

$6,500

Sponsor the highly trafficked information booth located in a prominent area. Your company logo will be featured at this gathering spot where attendees bring their questions about the conference.

- Sponsor's logo is graphically integrated into booth panels.
- Sponsor receives recognition on the A'18 website and in the event program.

Escalator Cling

$5,500

Showcase your brand to a captive audience in a high-traffic location.

- Sponsor's logo is displayed on one escalator cling. The cling will be co-branded with the conference logo.
- Seven locations are available.
- Sponsor receives recognition on the A'18 website and in the event program.

Carpet Logo—Expo Hall Entrance

$5,500 each

Place your company logo on the path where attendees enter the expo hall. At 8' x 8', your brand will be highly visible to all who pass by.

- Sponsor's logo is applied to carpet inside the expo hall entrance (eight locations available).
- Sponsor receives recognition on the A'18 website and in the event program.

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Advertising & Promotion

Expo Hall Column Banner

$3,500

Make your brand stand out with these prominent column banners that are placed throughout the exhibit hall.

- Sponsor's artwork is displayed on banner.
- Locations will be determined by Show Management with sponsor input.
- Artwork must be approved by Show Management.
- Sponsor receives recognition on the A'18 website and in the event program.

New Product Launch Sponsorship

$3,000 Limited quantity available

Here's your chance to introduce your new product in a big way and reach the largest audience of architects and designers in the nation!

- Sponsor's name and product is included in an email to all registered attendees.
- Sponsor's booth is highlighted on the floor plan in the event program and mobile app.
- Sponsor receives a tabletop sign to display in the booth.
- Sponsor's new product is featured in the A'18 mobile app.
- Sponsor receives recognition on the A'18 website.

Product must be new to the market and have been launched within six months of the conference.

Attendee List Rental

$850

Use the pre-registered attendee mailing list to targeted, qualified architects and designers.

- Sponsor receives a one-time direct mail list rental.
- List does not include email addresses.
- List does not include production or mailing costs.
- Direct mail list will be sent through your 3rd party mail house.
- Records pulled are only those who have opted to receive third party mailings.
- Mailer must promote participation at A'18 and/or thank attendees for their participation in the event.
- Artwork must be approved by Show Management.

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Second Company Listing

$350

Does your firm have another product or "a division of" that deserves a listing? The second listing lets you list the "exhibiting as" company as well as any other product or company name that is exhibiting in your booth.

- Second listing is displayed on the A'18 website, the A'18 mobile app, and in the event program.

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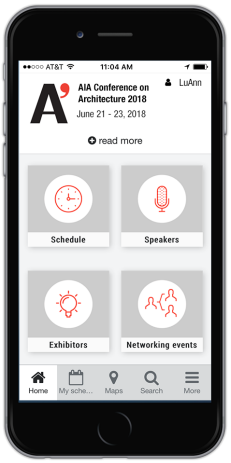

Mobile App Sponsorship—Gold Package

$10,000 Exclusive

Bring awareness to your brand with this exclusive mobile app package. The conference mobile app is a valuable tool for attendees, providing quick access to the exhibitor directory, floor plan, event listings and much more.

- Sponsor receives one bottom screen banner ad.
- Sponsor's profile pops to the top of the exhibitor list.
- Sponsor receives one pre-event push notification one push notification during the event.
- Logo is displayed on the interactive floor plan in the app.
- Sponsor receives an enhanced listing in the app. (Listing includes company logo, embedded video, and handouts.)
- Sponsor receives recognition on the A'18 website and in event program.

Registration Confirmation Package

$8,500 Exclusive

Display your logo and messaging on the confirmation page that every pre-registered attendee receives, as well as on the email confirmation the attendees receive. These are generally printed and held for reference leading up to the show, assuring your ad will have a lengthy shelf life.

- Sponsor's banner ad is displayed on the A'18 website confirmation page.
- Sponsor's banner ad is displayed on the registration confirmation email.
- Artwork must be approved by Show Management.

Custom Targeted Email

$5,500

Reach pre-registered attendees with a targeted email before the conference.

- Sponsor's email deploys to pre-registered attendees who have opted in to receive communications.
- Sponsor to provide content and image.
- AIA will send on behalf of the sponsor in the weeks leading up to conference.
- Email will be branded with the A'18 logo.
- Email must promote participation in the event.
- Artwork must be approved by Show Management.

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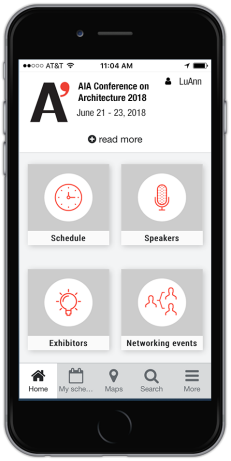
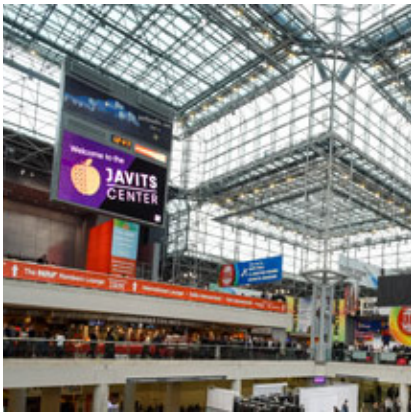


Mobile App Sponsorship—Silver Package

$5,500 Limited quantity available

The conference mobile app is referenced often, ensuring on-going visibility for sponsors. Upgrade your presence in the mobile app with this combination.

- Sponsor receives one bottom screen banner ad.
- Sponsor receives one push notification during event.
- Sponsor receives an enhanced listing in the app. (Listing includes company logo, embedded video, and handouts.)
- Sponsor receives recognition on the A'18 website and in the event program.

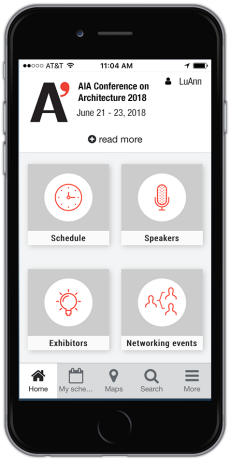


Digital Advertising

$5,000

Place your company ad on digital displays placed throughout the entire convention center. Static ads will be displayed in a rotation loop throughout the conference.

- Sponsor's ad is displayed on 80+ screens and a 1,500 sq. ft. sky theater in the Javits Center.
- Sponsor receives one static ad that runs for 15 seconds—four times an hour.
- Artwork must be approved by Show Management.
- Sponsor receives recognition on the A'18 website and in the event program.



Mobile App Sponsorship—Bronze Package

$2,500 Limited quantity available

Elevate your presence to attendees in the A'18 mobile app.

- Sponsor receives one push notification during event.
- Sponsor receives an enhanced listing in the app. (Listing includes company logo, embedded video, and handouts.)
- Sponsor receives recognition on the A'18 website and in the event program.

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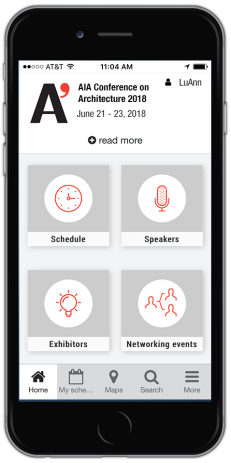


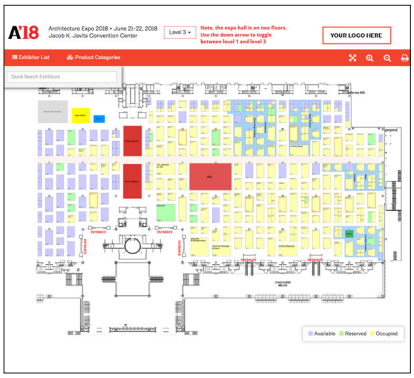
Mobile App Sponsorship—A La Carte Items

Limited quantity available

Make the most of your presence in the A'18 mobile app by selecting options that best meet your company's needs.

Choose from:

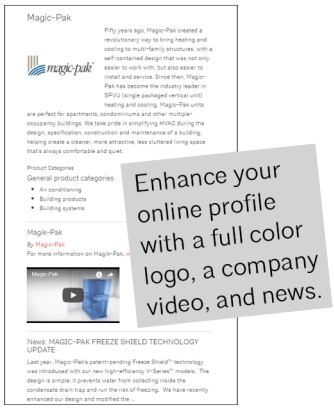
- Bottom screen banner ad - $3,000
- Pop to the top of the exhibitor list - $2,000
- Pop to the top of product category - $1,500
  (limited to one company per product category)
- Push notification - $1,250



Online Floor Plan Logo

$2,500

The online floor plan is a highly trafficked page on the conference website. Your logo will be prominently featured at the top of the map, providing valuable visibility and promoting your presence at the expo.



Upgraded Online Booth Profile

$500

Make your booth profile stand out, and work harder to bring visibility to your brand.

- Logo is displayed in the online booth profile on the A'18 website.
- Logo is displayed in the booth profile in the A'18 mobile app.
- Sponsor may add two press releases to the online booth profile.
- Sponsor may add one video to the online booth profile.

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The Party! Premier Sponsor

SOLD—Exclusive

The Party! is the most popular social event at A'18 and the largest ticketed event. The premier sponsorship includes prominent brand recognition at the event, an on-stage speaking opportunity, and free entries for invited guests.

General Session Sponsorship

Call for details

With a sponsorship of the General Session, your brand will be showcased before thousands of captive and engaged attendees, in a prestigious environment.

Interiors Pavilion Trends Hub Presentation

Call for details / Limited quantity available

Here's your chance to engage potential clients with your cutting edge industry related information.

- Sponsor receives a 30-minute time slot.
- Presentations must be trends related.
- Standard staging, A/V set-up and attendee seating is provided.
- Presentations will not be CES registered.
- Sponsor recognition is included on schedule signage.
- Sponsor receives recognition on the A'18 website and in the event program.

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Learning Lounge

SOLD OUT

Learning Lounges at A'18 provide the opportunity to offer approved CES registered education in a private, one-of-a-kind setting on the expo floor. These high profile opportunities are available to exhibitors who are qualified CES Registered Providers and offer AIA accredited programming.

- Lounge is a custom 800 sq. ft. area on the expo floor.
- Standard staging, A/V setup, and attendee seating is provided.
- Sponsor receives recognition on classroom promotional signage.
- Sponsor receives recognition on the A'18 website and in the event program.

CE Theater Session

SOLD OUT

At A'18, continuing education classes are brought onto the expo floor. Sponsoring education in one of the four (4) CE Theaters puts your company in the spotlight for the attending architects and design professionals. These high profile opportunities are available to exhibitors who are qualified CES Registered Providers and offer AIA accredited programming.

- Time slots are 60-minutes.
- Standard staging, A/V setup, and attendee seating is provided.
- Sponsor receives recognition on classroom promotional signage.
- Sponsor receives recognition on the A'18 website and in the event program.

Exhibitor Meeting Room

$500 / per hour

Need a private room for a hospitality suite or a meeting? Exhibitor meeting rooms can be rented by the hour, by the day, or for the duration of the conference.

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Recharge Station Sponsorship

$15,000

Make a lasting impression with attendees by sponsoring a relaxation area in one of the highly trafficked education corridors at Javits Center. Complimentary professional massages will be provided along with seating and a charging station for attendees to connect their mobile devices.

- Sponsor's logo will be displayed on signage promoting the recharge station services.
- Sponsorship includes an attendant to collect leads from attendees at the recharge station.
- Two massage therapists will be provided.
- Sponsor-branded shirts will be worn by massage therapists. (Sponsor to provide shirts.)
- Sponsor receives recognition on the A'18 website and in the event program.

Event: Pop-Up Mimosa Bar

$5,000

Join this new event where mimosa bars will pop-up on the expo floor. As a sponsor, you will be able to offer free mimosa's to attendees at one of the bars—while receiving leads from those who stop by your pop-up. The pop-up mimosa bars will be in designated areas on the expo floor from 11am–12noon either Thursday or Friday.

- Sponsorship includes an attendant to collect leads from your pop-up bar (up to 100 mimosas).
- Sponsorship includes a bartender to serve mimosas.
- Sponsor's logo and booth number will be displayed on a double sided 22"x28" sign to be placed next to the pop-up bar.
- Sponsorship includes promotion of the event in A'18 mobile app.

Event: Pop-Up Happy Hour

$5,000

Celebrate the end of the day with a pop-up happy hour. Join the pop-up happy hour event in designated areas on the expo floor from 3–4pm either Thursday or Friday. As a sponsor, you can offer attendees a FREE drink (featuring beer and wine).

- Sponsorship includes an attendant to collect leads from your pop-up bar (Up to 100 drinks).
- Sponsorship includes a bartender to serve happy hour drinks.
- Sponsor's logo and booth number will be displayed on a double sided 22"x28" sign to be placed next to the pop-up bar.
- Sponsorship includes promotion of event in the A'18 mobile app.

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Booth-to-Booth Traffic Driver

$2,000

This highly effective traffic-driver uses valuable prize giveaways as an incentive for attendees to visit all participating exhibitors. Attendees visit participating booths to collect stamps on their card, which becomes their entry into the prize drawing.

- Sponsor receives a logo and booth number on the cards, which are distributed to all attendees in the conference bag.
- Sponsor receives recognition on the A'18 website and in the event program.

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Hotel Package—Key Cards & Door Hangers

$24,000 Exclusive

Elevate your presence to attendees in the A'18 room block by utilizing both the hotel key cards and the room door hangers.

- Sponsor's artwork (up to two colors) is displayed on one side of room keys handed out to attendees staying within the A'18 room block (up to 3,000 keys) at the headquarter hotel—the New York Hilton Midtown.
- Sponsor's door hanger is placed on doors in the A'18 room block on Thursday, June 21 (up to 1,050 rooms) at the headquarter hotel.
- Artwork must be approved by Show Management.
- Sponsor receives recognition on the A'18 website and in the event program.

Hotel Room Key Cards

$17,500 Exclusive

Your brand will be top-of-mind when promoted via room key cards distributed at the headquarter hotel.

- Sponsor's artwork (up to two colors) is displayed on one side of room key handed out to attendees staying within the A'18 room block (up to 3,000 keys) at the headquarter hotel—the New York Hilton Midtown.
- Artwork must be approved by Show Management.
- Sponsor receives recognition on the A'18 website and in the event program.

Education Shuttle Bus Sponsorship

$10,000 Limited quantity available

This highly visible sponsorship features your brand and message displayed on four shuttle buses that run between the education session venues in New York City.

- 20' exterior banner is displayed on one side of the shuttle buses. Your company logo and artwork is co-branded with the conference logo.
- Sponsorship also includes interior head rest covers with company logo and artwork.
- All artwork is due by April 27.
- Sponsor receives recognition on the A'18 website and in the event program.

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Hotel Room Door Hangers

$8,500 Exclusive

Full color door hangers distributed to attendees at their hotel rooms is a great way to deliver your company message. These double-sided hangers can carry your marketing message, promote your booth location, and deliver a special offer. This is a great opportunity to drive booth traffic.

- Sponsor's door hanger will be placed on doors in A'18 room block on Thursday, June 21 (up to 1,050 doors) at the New York Hilton Midtown (headquarter hotel).
- Artwork must be approved by Show Management.
- Sponsor receives recognition on the A'18 website and in the event program.

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Architecture Expo 2018 Sponsorship Contract

Expo: June 21–22, 2018 | Jacob K. Javits Convention Center | conferenceonarchitecture.com

A'18 AIA Conference on Architecture 2018
June 21-23, New York City

The AIA Conference on Architecture/Architecture Expo is owned by The American Institute of Architects (AIA). This application will become a binding contract upon acceptance by the AIA and/or Informa Exhibitions U.S. Construction & Real Estate, Inc. (Show Management) or its assignee(s) (the Sponsor) and is based upon the terms, rules, and regulations as set forth herein and attached hereto, and as further set forth in the plan of exhibits, rates, and such other rules and regulations as may be established by the Sponsor in the applicable Exhibitor Services Manual, as the same may be subsequently updated/amended, and in the general exhibit information attached, all of which constitute a part of this contract.

PRIMARY COMPANY INFORMATION:

(The "Exhibiting As" company name, address, phone, toll-free phone and URL listed below will be published in the printed Show Program and online exhibitor listing).

Legal Company Name: _____

Exhibiting As: _____

Mailing Address: _____

City: _____ **State/Province:** _____

Zip/Postal Code: _____ **Country:** _____ **Web Address:** _____

Phone: _____ **Toll-Free:** _____ **Fax:** _____

SHOW CONTACT INFORMATION:

Contact: _____ **Title:** _____

Phone: _____ **Fax:** _____

E-mail: _____

INVOICE/ACCOUNTING CONTACT INFORMATION:

(FOR ALL INVOICE/ACCOUNTING CORRESPONDENCE. If different address than above, please complete below.)

Contact Name: _____

Address: _____ **Phone:** _____

Fax: _____ **E-mail:** _____

PLEASE SEND SIGNED CONTRACT AND PAYMENT TO:

First Class Mail
The American Institute of Architects
PO Box 62671
Baltimore, MD 21264-2671

Overnight Express Mail
M&T Bank
c/o The American Institute of Architects
Box #62671
1800 Washington Blvd.
Baltimore, MD 21230
(800) 681-6970

Checks should be in U.S. dollars and made payable to:
Architecture Expo

PLEASE FAX COPY OF SIGNED CONTRACT TO:
Architecture Expo
Fax: (972) 536 6306

FOR CREDIT CARD AUTHORIZATION FORM AND/OR WIRE TRANSFER DETAILS CALL (972) 536 6412.

Sponsorship Selections

Advertising & Promotion

AIA Store Sponsorship	$20,000	$ _____
Attendee Lanyard	$50,000	$ _____
Attendee List Rental	$850	$ _____
Carpet Logo—Expo Hall Entrance	$5,500/ea	$ _____
Conference Bag Literature Insert	$10,500	$ _____
Directional Banners	$10,000	$ _____
Escalator Cling	$5,500	$ _____
Expo Hall Aisle Signs	$10,000–$22,500	$ _____
Expo Hall Column Banner	$3,500	$ _____
Freestanding Directional Signs	$7,500	$ _____
Information Booth	$6,500	$ _____
New Product Launch Sponsorship	$3,000	$ _____
Rotating Lighted Kiosk	$3,500–$12,000	$ _____
Second Company Listing	$350	$ _____
Stair Railing Clings	$15,000	$ _____

Digital

Custom Targeted Email	$5,500	$ _____
Digital Advertising	$5,000	$ _____

Digital (continued)

Mobile App Sponsorship:		
Gold Package	$10,000	$ _____
Silver Package	$5,500	$ _____
Bronze Package	$2,500	$ _____
A La Carte:		
Item(s): _____		$ _____
Item(s): _____		$ _____
Item(s): _____		$ _____
Item(s): _____		$ _____
Online Floor Plan Logo	$2,500	$ _____
Registration Confirmation Package	$8,500	$ _____
Upgraded Online Booth Profile	$500	$ _____

Events & Education

CE Theater Session	$3,750/hour	$ SOLD
Exhibitor Meeting Room	$500/hour	$ _____
General Session Sponsorship	Call for Pricing	$ _____

Events & Education (continued)

Interiors Pavilion Trends Hub Presentation	Call for Pricing	$ _____
Learning Lounge	$37,500	$ SOLD
The Party! Premier Sponsor	$150,000	$ SOLD

Traffic Drivers

Booth-to-Booth Traffic Driver	$2,000	$ _____
Event: Pop-Up Mimosa Bar	$5,000	$ _____
Event: Pop-Up Happy Hour	$5,000	$ _____
Recharge Station Sponsorship	$15,000	$ _____

Hotel & Transportation

Education Shuttle Bus Sponsorship	$10,000	$ _____
Hotel Package:		
Key Cards & Door Hangers	$24,000	$ _____
Hotel Room Door Hangers	$8,500	$ _____
Hotel Room Key Cards	$17,500	$ _____

TOTAL SPONSORSHIP COST: $ _____

Exhibitor Signatures

The Exhibitor understands that participation will be limited to those companies whose products and/or services are of specific interest to those attending the Exhibition, as determined by the Sponsor in its sole discretion. The Exhibitor hereby agrees to accept and abide by all terms and conditions of the exhibition and acknowledges receipt of a copy of the Architecture Expo 2018 Terms and Conditions as attached hereto, as well as the Exhibitor Service Manual, all of which is incorporated as a part of the contract created by acceptance of this application.

Signature: _____ **Date:** _____

Name: _____ **Title:** _____

By signing this contract I hereby state that I have the signing authority (either as an authorized employee of the named company exhibiting or as a contractor for the company named as an exhibitor) to secure space on behalf of the organization signed for. By providing my contact information, I am authorizing Informa Exhibitions U.S. Construction & Real Estate, Inc. to send me promotional materials via mail, fax, e-mail or SMS. We understand this application becomes a binding contract when accepted by the AIA and/or Informa Exhibitions U.S. Construction & Real Estate, Inc. We agree to abide by the above general Information, as well as the Terms and Conditions outlined in the Exhibitor Service Manual.

Revised 12/11/17

FOR SHOW MANAGEMENT USE ONLY/CONTRACT INFORMATION

Date Received _____ Space Assigned _____

Total Cost of Sponsorship _____ Total Square Footage _____

Account Executive _____ Company ID _____

The American Institute of Architects

Architecture Expo
Credit Card Authorization Form

Please complete the following information to make a payment to the AIA Expo via credit card.

Company information

Company Name: _____

Exhibiting As (if applicable): _____

Billing Information

Cardholder name: _____

Billing address: _____

City: _____ State: _____ Zip code: _____

Invoice #: _____ Booth #: _____

Amount to charge: _____ Date: _____

Cardholder signature*: _____

We understand that all deposits/final payments are non-refundable. Credit card payments are subject to all terms and conditions on the booth space contract including cancellations (as stated in Paragraph 6.) In signing this form it is confirmed that you have read and agreed to the terms and conditions.

**For security reasons digital signatures are not accepted.*

If you need any additional information, please call 972-536-6412. If you have questions for the accounting department, please call 972.536.6300.

PCI compliance requires that any credit card information must only be received via our secure fax line 972-550-5390 or through our online portal.

✂----------

This section will be shredded once the card has been approved.

☐ Visa ☐ MasterCard ☐ American Express

Card #: _____

Expiration Date: _____