

# AIA 2020



AIA Conference on Architecture 2020  
May 14–16 | Los Angeles, CA  
Architecture Expo: May 14–15



**The American  
Institute  
of Architects**

**Exhibitor Prospectus**

# Get ready for the City of Angels!



Photo courtesy of  
Los Angeles Convention Center

## The architecture and design event of the year is going to Los Angeles!

Every year the Conference on Architecture travels to an iconic city for what's new and now in architecture and design. In 2020, we're heading to Los Angeles, a city whose architecture has been described as a "visual feast," a "wonderland," and "stunningly beautiful." Don't miss this opportunity on May 14 & 15 to meet face-to-face with thousands of industry influencers all in one place—the wonderland of Los Angeles!

Located in the heart of downtown LA, A'20 will take over the Los Angeles Convention Center with an expo consisting of an estimated 650 exhibiting companies and approximately 160,000 square feet, in two halls. The expo is a crucial element at the event each year, offering attendees the extraordinary can't-miss experience of discovering and sourcing new products and services in a hands-on environment.

“Searching the web is no replacement for the conversations I have with vendors at the expo. The face-to-face contact is invaluable.”

### What you can expect

17,000+  
estimated registrants—  
bringing together  
influential practitioners  
from all 50 states  
and 90 foreign countries

650+  
exhibiting companies

160,000+  
expo hall square feet

Sources: AIA Conference on Architecture Attendee Surveys fielded in 2018, and 2019. Demographic data from 2018-2019 registered attendees. The Architect's Journey to Specification study compiled for AIA. Quotes are sourced from the AIA Conference on Architecture Attendee Survey fielded in June 2019.

# Attendees with purchasing power

## Sourcing products and services at the expo is one of the Top Three Primary Reasons attendees come back each year

The majority of attendees state they are responsible for or influence the purchase of products and services for their firm. These architectural professionals attend the expo to evaluate products and services and develop relationships with building product manufacturers.

In fact, research shows that architects rely on building product manufacturers as their second most important resource for learning about products and materials—after architects themselves.

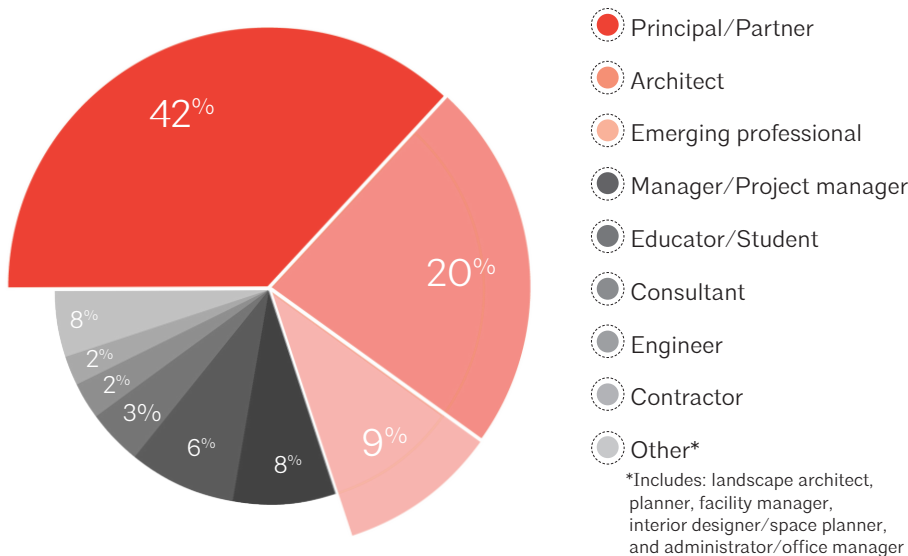
Give your company the opportunity to be seen, considered, and chosen—before the build at A'20!

### Attendees are interested in seeing these products and services at the expo

- Access controls
- Air conditioning
- Aluminum
- Appliances
- Architectural fabrics
- Architectural models
- Audio / video / telephone
- Bath products / services / plumbing
- Building envelope
- Building products
- Building systems
- Caulks / coatings / sealants
- Ceilings / ceiling products
- Computer / hardware and software design
- Concrete
- Consulting services
- Conveying Systems
- Doors
- Electrical
- Elevator / escalator
- Energy
- Fencing / railing / decking
- Finishes
- Fire protection
- Flooring / floor systems
- Glass products
- Green
- Hardware
- Insulation
- Interior furnishings and products
- Kitchen products
- Landscape products
- Lighting / lighting products and services
- Masonry
- Metals
- Millwork molding
- Paint
- Plastics
- Renovations / restoration products
- Roofing
- Safety products
- Security products
- Siding
- Solar / renewable energy
- Stairways
- Stone products and services
- Surface treatments
- Switches and controls
- Tile
- Ventilation
- Wallboard / interior treatment
- Weather resistant barriers
- Windows / skylights
- Wood products / lumber

## Key decision makers attend the expo

The event delivers the important decision makers and key influencers in architecture. Over 70% of attendees are architects or emerging professionals on the path to licensure. And, 42% of attendees are the principal/partner at their firm.



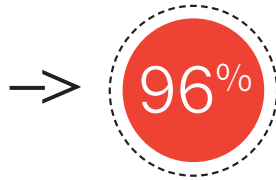
“ This is the best opportunity to learn about new products, talk to suppliers, and include them in future projects. ”

# Architects value the expo

## The numbers tell a powerful story

Nearly all conference attendees—96%—visit the expo floor, ranking it among the **Top 3 Reasons They Attend**.

Attendees who visit  
the expo hall



“ Learning about the new trends in architecture is inspiring! ”

“ I am most interested in visiting the exhibiting companies at the expo and talking in depth with the vendors. ”

## Your exhibiting package includes:

As an exhibitor at A'20, you receive access to a variety of complimentary promotional tools to help build your brand and reach even more attendees.

### Online presence

Promote your presence on the conference website—before, and during the event. Exhibitors receive a complimentary booth profile that you create online.

### Mobile app listing

Your company name and booth number is included in the conference app to help drive attendees to your booth.

### Event logos and graphics

Digital graphics that identify your company as an official exhibitor are available to use on your website and in your company's marketing materials.

### Exhibitor success training

Productivity training and webinars help you achieve your business goals and better enjoy your exhibiting experience. Exhibitor success training and education for first time exhibitors is part of the exhibitor package and the training includes an emphasis on the “ins and outs” of exhibiting at A'20. These comprehensive programs are valued at \$10k—and are offered at no cost to our exhibitors!

### Free expo passes for your customers

Exhibitors receive a unique link to unlimited complimentary expo passes to share with key architect customers and prospects (a \$60 value per pass). Included, is your unique dashboard where you can access your custom landing page to share the free expo pass link, send custom-made emails, and download pre-built banner ads—all to help you promote your presence at the expo.

For a full array of additional marketing and promotional opportunities, download our sponsorship brochure or contact us today for details.

## Architecture Expo account executives

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

**Jacqueline Bart**, Sr. Account Executive  
accounts L-Z, #s  
(972) 536 6347  
jacqueline.bart@informa.com