



A'23 Exhibit & Sponsorship Opportunities

AIA Conference on Architecture 2023
San Francisco, June 7-10
Architecture Expo, June 8-9

**Join the largest, most influential
network of architecture
professionals designing a better world at
the architecture & design event of the
year!**



A'23

Your opportunity for unmatched access to architects

- Largest annual gathering of architecture & design professionals
- Architects prefer and trust content from AIA and its partners
- Expo is one of the top 3 reasons attendees come to the Conference on Architecture
- Architects specify the brands they trust—Expo presence and education is their first access to new products and new relationships



A'23

The Architecture Expo at A'23

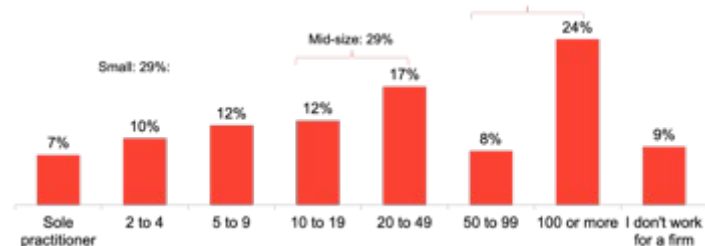
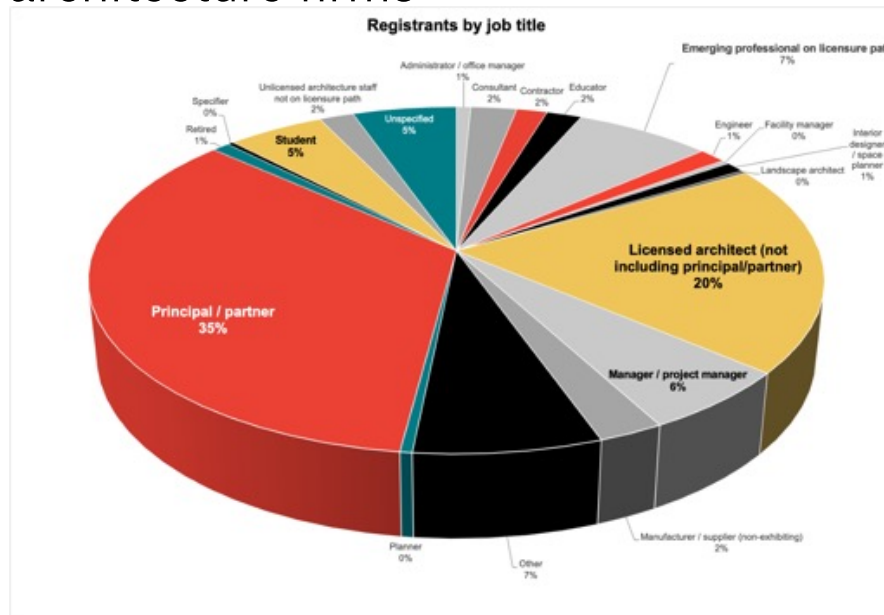
- More than 300+ exhibiting brands
- 130,000 sq ft
- Block Party—Conference's largest event, hosted on the expo floor
- Top technical experts on hand to answer questions and discuss product lifecycle
- One-on-one meetings with BPMs and attendees
- Expo credit offered through hosted Learning Lounges and Continuing Education Theaters
- VIBE at A'23—pre-scheduled private meetings for BPMs and architects



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Attendee demographics

12,000 total attendance in 2022 and expecting more than 14,000 in 2023. Nearly 2/3 of attendees are licensed architects and 3/4 of attendees work in architecture firms





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Nowhere else lets you connect with such a qualified audience of architecture professionals.

- 90% of attendees visit the expo floor
- 65% of attendees have influencing or buying powers
- 94% of attendees would recommend the conference to their peers
- Attendees rank Expo as one of the top three reasons they attend.



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Event details

- San Francisco, June 7–10, 2023
 - Architecture Expo, June 8–9
 - Expo floor open Thurs 10am–6:30pm & Fri 9:45am–4pm
- The AIA Conference on Architecture is owned exclusively by The American Institute of Architects.
- More than 180 education sessions
- The Architecture Expo with dedicated expo-only hours
- Daily keynotes with celebrity speakers
- Network opportunities at parties and events
- Architect-led city tours

**Booths start
at \$45/sf**

Booth Size	SqFT	Standard Rate (\$45/sqft)	Standard Corner Rate (+450)	Premium Placement Standard Rate (\$49/sqft)	Premium Placement Standard Corner Rate (+450)	Turnkey Package (\$45/sqft + \$3,600 per 10x10, no corner fee)
10x10	100	\$4,500	\$4,950	\$4,900	\$5,350	\$ 8,100
10x20	200	\$9,000	\$9,450	\$9,800	\$10,250	\$16,200
10x30	300	\$13,500	\$13,950	\$14,700	\$15,150	\$24,300
10x40	400	\$18,000	\$18,450	\$19,600	\$20,050	\$32,400
20x20	400	\$18,000				
20x30	600	\$27,000				
20x40	800	\$36,000				
30x30	900	\$40,500				
20x50	1000	\$45,000				
30x40	1200	\$54,000				
30x50	1500	\$67,500				

Booth basics are covered

Every booth includes:

- Required digital listing (upgrades available)
- 4 expo badges per 100 sq. ft.
- Free Expo Passes to share with your customers
- A'23 Exhibitor promotional logos for use on marketing materials

Non-island booths include:

- 8' high back drape and 3' side drape
- 7"x44" identification sign (non-island booths only)

Exhibitor Booth Package

Premium Package



A premium booth packages give you a turnkey exhibiting experience in a premium location. Select from a 10x10 up to a 10x40 with minimal planning. You can upgrade to include any AV, additional electrical, décor, or modifications with Freeman.

Premium Booth Package includes:

- (1) 10' x 10', 20' or 30' Smart Hard wall Exhibit Structure
- (1) Full-color graphic fabric backwall (exhibitor provides graphics)
- *Optional:* (1) full color graphic company name sign. Required if you don't incorporate company name/brand in backwall creative
- (3) Arm lights (includes electrical to power the arm lights)
- (1) Corrugated Wastebasket
- (1) Booth Carpet – color: Tuxedo (Black and Grey mix)

Plus

- 4 expo registrations per 100sf
- Free Expo Passes to share with your customers
- A'23 Exhibitor promotional logos for use on marketing material

Digital exposure

Choose **one** option:

BASIC LISTING PACKAGE

SELECT

Be seen during the show as attendees download and use the mobile app to stay organized and browse sessions, exhibitors, and products.

Attendees use the exhibitor directory to plan their visit to the Conference on Architecture and short-list the exhibitors they plan to see.

Want to really stand out? Consider an enhanced listing for added features and visibility!

The Basic Listing option includes:

- Company Address
- Company Phone
- Company Website
- Social Media Links
- Company Description (200 Words Max)
- Product Categories
- Booth Number
- Access to Schedule Appointments Tool

\$500.00

SMART LISTING PACKAGE

SELECT

The SMART Listing enhances your directory profile. Added features like Product Images, and Show Specials are a great way to showcase your promotions, and access to online leads ensure you are able to follow up with attendees who visit your listing.

The SMART Listing options include:

- Company Address
- Company Phone
- Company Website
- Social Media Links
- Company Description (200 Words Max)
- Product Categories
- Booth Number
- Company Logo
- 8 Product Images (with text descriptions)
- 2 Video Panels (or image/text)
- 2 Show Specials
- 10 Trademark Brands
- 10 Collateral Resources
- 9 Virtual Business Cards
- Access to Online Leads
- Access to Schedule Appointments Tool

\$750.00

MAXIMUM EXPOSURE LISTING PACKAGE

SELECT

Maximum Exposure not only allows you to take even more advantage of the features offered in the SMART Listing, but also puts your company on our Featured Exhibitors list. Putting your profile at the top of the directory!

The Maximum Exposure Listing options include:

- Company Address
- Company Phone
- Company Website
- Social Media Links
- Company Description (200 Words Max)
- Product Categories
- Booth Number
- Company Logo
- 12 Product Images (with text descriptions)
- 4 Video Panels (or image/text)
- 4 Show Specials
- 20 Trademark Brands
- 20 Collateral Resources
- 24 Virtual Business Cards
- Access to Online Leads
- Included in the Featured Exhibitor Search
- Access to Schedule Appointments Tool

\$1,500.00



A'23

Promotion opportunities

Exhibitors have exclusive access to a variety of sponsorship and promotion opportunities to reach your goals at the show whether it's driving traffic to your booth, reinforcing your products/brand, elevating the show experience or connecting with attendees.

- Signage and branding
- Thought leadership/education
- Guaranteed 1-1 meetings
- Booth drivers
- Digital advertising
- Creative activations
- Networking
- Event and item sponsorship

Contact your AIA business development executive for more details on a custom promotions plan.

Let's talk

Our team

Susan Konohia

Companies A–E, #s
Director, Business Development
susankonohia@aia.org

Rebecca Grounds

Companies F–N
Senior Director, Business Development:
rebeccagrounds@aia.org

Başar Akkuzu

Companies O–Z
Senior Manager, Business Development
basarakkuzu@aia.org