

# Forum on Architecture + Design

Oct. 2-4

2019 Sponsorship Opportunities

The Forum on Architecture + Design is AIA Philadelphia's regional education and expo conference. The Forum focuses on curating multidisciplinary educational content for designers, civic leaders, product manufacturers, technology providers, and real estate developers - all the industries that contribute to shaping our built environment.

### **The Forum will offer:**

- over 30 accredited continuing education programs and tours,
- Compelling keynote sessions featuring nationally/internationally recognized industry leaders,
- a two-day expo, and
- several opportunities to network and socialize with leaders in the building and design professions.

### **NEW LOCATION!**

The 2019 Forum will take place at **Convene CityView**, which is conveniently located in Center City Philadelphia in the Duane Morris Building, 30 S. 17<sup>th</sup> Street, Philadelphia, PA 19103. Convene is a state-of-the-art meeting venue with tremendous views of Center City Philadelphia in every room. The spacious, yet centralized venue allows for many different activities in the same space: expo halls, quiet areas for a quick phone call, wifi throughout all of the classrooms, unlimited snacks and refreshments in between breakfast and lunch, and a variety of spaces for networking and learning.

### **Who Attends?**

80% architects and 20% other design and real estate industry professionals: planners, landscape architects, contractors, trades, civic leaders, and engineers.

### **Why Should I Exhibit?**

We are looking for the people and companies that not only have compelling content to share with our members but also to create unique experiences for our attendees. Let us help you make a lasting impact on your target audiences.

- Showcase your new products or technology
- Townhall style speaking opportunities for exhibitors during lunch
- Create nano sessions for LU credits and attract attendees to your display
- Opportunity to place a promotional item in attendee bags (please coordinate with AIA Philadelphia staff)
- Limited number of exhibitor spaces = more time for you to connect with attendees

AIA Philadelphia staff and committee volunteers are excited to work with you. But don't delay, only 12 spots available so reserve your space (first come first serve) before they are SOLD OUT!

### **Why Should I Sponsor?**

The Forum will put your company's name, logo, and people in front of the leaders in the design industry in Philadelphia. The Forum will be an engaging and unique space for your company to build and strengthen the relationships you need to grow your business. AIA Philadelphia members look forward to our conference every year because of the high quality

of the education and the opportunity to network with their colleagues across the industry – this is the event to bring your content, products, and services to our members.

In addition, AIA Philadelphia's robust communications plan will put your brand in front of top decision-makers in the AEC industry outside of the Forum in the weeks leading up to the conference. Our weekly email newsletter is sent to AIA Philadelphia individual members, member firms, allied member firms as well as other subscribers and has a 30% open-rate. In addition, content from our newsletter is pushed to nearly 20,000 followers of our social media accounts and our current website averages 8,700 visitors and over 28,000-page views per month.

We have plenty of options for your company to get involved. General Sponsorships will put your brand front and center for the Forum attendees and Exclusive Experience Sponsorships that are sure to be memorable for those that participate. If you have ideas on something new and exciting to offer, please don't hesitate to contact us to discuss how we can customize your participation.

### Forum Schedule Snapshot

| Time Slot               | Wednesday, October 2, 2019              | Thursday, October 3, 2019                              | Friday, October 4, 2019                            |               |
|-------------------------|---|--|--|---------------|
| 7:00 a.m.               | Tour Registration @ CFAD (Coffee Only?) | Registration Opens + Breakfast @ Convene               | Registration Opens + Breakfast @ Convene           |               |
| 8:00 a.m. - 8:15 a.m.   | Tours leaving from CFAD                 | Welcome Remarks  | Welcome Remarks                                    |               |
| 8:15 a.m. - 9:15 a.m.   |   | Keynote 2 TBD  | Keynote 4 TBD                                      |               |
| 9:30 a.m. - 10:45 a.m.  |   | Session 1  | Session 4  |               |
| 11:00 a.m. - 12:00 p.m. |   | Session 2 - 2 that are 1 hour, 2 that are 1.5 hour     | Session 5 - 2 that are 1 hour, 2 that are 1.5 hour |               |
| 12:00 p.m. - 2:00 p.m.  |   | Lunch  | Lunch  |               |
|                         |   | Expo Floor + Nano Credits                              | Expo Floor + Nano Credits                          |               |
| 2:00 p.m. - 3:30 p.m.   |   | Session 3  | Session 6  |               |
| 3:45 p.m. - 5:00 p.m.   |   | Keynote 1 TBD (Location also TBD)                      | Keynote 3 TBD                                      | Keynote 5 TBD |
| 6:00 p.m. - 9:00 p.m.   |   | DesignPhiladelphia Kick-off Party @ Cherry Street Pier | Tentative Happy Hour @ Convene (5 - 6 p.m.)        |               |

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|---|-----------------|
| <b>Forum Presenting Sponsor (Exclusive Opportunity)</b>   | <b>\$10,000</b> |
| <p><b>Registration</b></p> <ul style="list-style-type: none"> <li>• 8 complimentary full-conference registrations</li> </ul> <p><b>Signage &amp; Advertising</b></p> <ul style="list-style-type: none"> <li>• Opportunity to Speak at Conference Daily (prior to keynote, no slides, 3-minute MAX)</li> <li>• Opportunity to Exhibit in Expo Hall</li> <li>• Company logo in Forum on Architecture + Design specific emails. <b>NOT in the weekly AIA Philadelphia newsletter.</b></li> <li>• Company logo on all sponsor signage</li> <li>• Company logo and link on Forum on Architecture + Design webpage (sponsor carousel)</li> <li>• Sponsor's banner at registration desk (sponsor to provide free-standing banner)</li> <li>• Company logo on beginning slide of every program session</li> </ul> |                 |

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| <b>Keynote Sponsor (Limit 4)</b>  | <b>\$5,000</b> |
| <p><b>Registration</b></p> <ul style="list-style-type: none"> <li>• 4 complimentary full-conference registrations</li> </ul> <p><b>Signage &amp; Advertising</b></p> <ul style="list-style-type: none"> <li>• Opportunity to Welcome Keynote Speaker</li> <li>• Company logo in Forum on Architecture + Design specific emails. <b>NOT in the weekly AIA Philadelphia newsletter.</b></li> <li>• Company logo on all sponsor signage</li> <li>• Company logo and link on Forum on Architecture + Design webpage (sponsor carousel)</li> </ul> |                |

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|---|-------------|----------------|
| <b>Coffee Sponsor (Exclusive Opportunity)</b>   | <b>SOLD</b> | <b>\$5,000</b> |
| <p><b>Registration</b></p> <ul style="list-style-type: none"> <li>• 4 complimentary full-conference registrations</li> </ul> <p><b>Signage &amp; Advertising</b></p> <ul style="list-style-type: none"> <li>• Company logo in Forum on Architecture + Design specific emails. <b>NOT in the weekly AIA Philadelphia newsletter.</b></li> <li>• Company logo on all sponsor signage</li> <li>• Company logo and link on Forum on Architecture + Design webpage (sponsor carousel)</li> </ul> |             |                |

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| <b>Lunch Sponsor (Limit 2 – 4 available per day)</b>  | <b>\$3,000</b> |
| <b>Registration</b> <ul style="list-style-type: none"> <li>• 2 complimentary full-conference registration</li> </ul> <b>Signage &amp; Advertising</b> <ul style="list-style-type: none"> <li>• Company logo on Lunch signage</li> <li>• Company logo in Forum on Architecture + Design specific emails. <b>NOT in the weekly AIA Philadelphia newsletter.</b></li> <li>• Company logo on all sponsor signage</li> <li>• Company logo and link on Forum on Architecture + Design webpage (sponsor carousel)</li> </ul> |                |

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| <b>Workshop Room Sponsor (Exclusive Opportunity)</b>   | <b>\$5,000</b> |
| <b>Registration</b> <ul style="list-style-type: none"> <li>• 4 complimentary full-conference registration</li> </ul> <b>Signage &amp; Advertising</b> <ul style="list-style-type: none"> <li>• Company logo in Forum on Architecture + Design specific emails. <b>NOT in the weekly AIA Philadelphia newsletter.</b></li> <li>• Company logo on all sponsor signage</li> <li>• Company logo and link on Forum on Architecture + Design webpage (sponsor carousel)</li> </ul> |                |

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| <b>Tote Bag Sponsor (Exclusive Giveaway Opportunity)</b>  | <b>\$2,500</b> |
| <b>Conference Giveaway</b> <ul style="list-style-type: none"> <li>• Opportunity to provide tote bags with both company logo and Forum on Architecture + Design logo as giveaway at conference (your firm to source and produce bags)</li> </ul> <b>Signage &amp; Advertising</b> <ul style="list-style-type: none"> <li>• Company logo in Forum on Architecture + Design specific emails. <b>NOT in the weekly AIA Philadelphia newsletter.</b></li> <li>• Company logo on all sponsor signage</li> <li>• Company logo and link on Forum on Architecture + Design webpage (sponsor carousel)</li> </ul> |                |

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| <b>Program Room Sponsor (Limit 4)</b>   | <b>\$2,500</b> |
| <b>Signage &amp; Advertising</b> <ul style="list-style-type: none"> <li>• Company logo on Program Room signage</li> <li>• Company logo in Forum on Architecture + Design specific emails. <b>NOT in the weekly AIA Philadelphia newsletter.</b></li> <li>• Company logo on all sponsor signage</li> <li>• Company logo and link on Forum on Architecture + Design webpage (sponsor carousel)</li> </ul> |                |

|   |                |
|---|----------------|
| <b>Lanyard Sponsor (Exclusive Opportunity)</b>  | <b>\$2,500</b> |
| <b>Conference Giveaway</b> <ul style="list-style-type: none"> <li>• Opportunity to provide lanyards with company logo as giveaway at Forum on Architecture + Design (your firm to source and produce lanyards)</li> </ul> |                |

### Signage & Advertising

- Company logo in Forum on Architecture + Design specific emails. **NOT in the weekly AIA Philadelphia newsletter.**
- Company logo on all sponsor signage
- Company logo and link on Forum on Architecture + Design webpage (sponsor carousel)

### Expo Booth

\$2,500

### Exhibition Hall

- Opportunity to exhibit in the 2019 Forum on Architecture + Design Expo Hall at Convene

### Signage & Advertising

- Company logo in Forum on Architecture + Design specific emails. **NOT in the weekly AIA Philadelphia newsletter.**
- Company logo on all sponsor signage
- Company logo and link on Forum on Architecture + Design webpage (sponsor carousel)

### Tour Sponsor (1 Sponsor per Tour – Limited to number of available tours)

\$1,500

### Signage & Advertising

- Company logo on signage at tour departure
- Company logo in Forum on Architecture + Design specific emails. **NOT in the weekly AIA Philadelphia newsletter.**
- Company logo on all sponsor signage
- Company logo and link on Forum on Architecture + Design webpage (sponsor carousel)

### Breakfast Sponsor (Limit 4 – Four per day)

\$1,500

### Signage & Advertising

- Company logo on Breakfast signage
- Company logo in Forum on Architecture + Design specific emails. **NOT in the weekly AIA Philadelphia newsletter.**
- Company logo on all sponsor signage
- Company logo and link on Forum on Architecture + Design webpage (sponsor carousel)

### Forum Supporting Sponsor

\$1,000

### Signage & Advertising

- Company logo in Forum on Architecture + Design specific emails. **NOT in the weekly AIA Philadelphia newsletter.**
- Company logo on all sponsor signage
- Company logo and link on Forum on Architecture + Design webpage (sponsor carousel)

*\*Special circumstances may apply. Please contact AIA Philadelphia directly for more information. Thank you!*

My firm would like to support the Forum on Architecture + Design at the following level:

- |  |  |
|--|--|
| <input type="checkbox"/> \$10,000 Presenting*                | <input type="checkbox"/> \$5,000 Keynote Sponsor (Limit 4) |
| <input type="checkbox"/> \$5,000 Coffee Sponsor*             | <input type="checkbox"/> \$3,000 Lunch Sponsor (Limit 4)   |
| <input type="checkbox"/> \$3,000 Workshop Room Sponsor*      | <input type="checkbox"/> \$2,500 Tote Bag Sponsor*         |
| <input type="checkbox"/> \$2,500 Program Room (Limit 4)      | <input type="checkbox"/> \$2,500 Lanyard Sponsor*          |
| <input type="checkbox"/> \$2,500 Expo Booth                  | <input type="checkbox"/> \$1,500 Tour Sponsor (Limit TBD)  |
| <input type="checkbox"/> \$1,500 Breakfast Sponsor (Limit 4) | <input type="checkbox"/> \$1,000 Supporting Sponsor        |
| <input type="checkbox"/> \$750 Full Page Ad                  | <input type="checkbox"/> \$500 Half Page Ad                |

*\*Exclusive sponsorships*

Company: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

I have enclosed my check for \$ \_\_\_\_\_

Please invoice me

Please bill my:  AMEX  MasterCard  Visa

Credit card number: \_\_\_\_\_ Exp. \_\_\_\_\_

CVV: \_\_\_\_\_ Name on card: \_\_\_\_\_

Please send your completed forms with payment to:

AIA Philadelphia  
Attn: Julianne Foley  
1218 Arch Street  
Philadelphia, PA 191017

Or via email:  
[juli@aiaphila.org](mailto:juli@aiaphila.org)

*Thank you for your support of the Forum on Architecture + Design!*

