



AIA
Florida

THANK YOU FOR CONSIDERING A SPONSORSHIP WITH AIA FLORIDA IN 2017!

Companies that commit to a sponsorship of \$2,500 or more per year become AIA Florida Corporate Sponsors and enjoy the benefits of sponsorship throughout the year. Choose a sponsorship level for maximum exposure or build your own sponsorship package through our custom menu options. You decide which level and/or items will benefit your company the most and we will work toward making this a successful sponsorship for you and your company in 2017!



AIA
Florida

WHY BECOME AN AIA FLORIDA CORPORATE SPONSOR?

VISIBILITY

As the **5th largest component** in the country, AIA Florida programs and publications reach over **3,300 members** in the Florida and Caribbean Region. Our fresh new website features prime advertising space with an average of 10,000+ unique page views each month, and more than 2 out of 3 visitors to the website are new visitors. Our monthly webinars attract an audience of over 100 architects regularly. Our award-winning e-newsletter, *Friday Facts*, boasts an average **open rate of 33%** - far above the industry standard of 17-19%. And, AIA Florida is proud to be the **first AIA component to develop and maintain a free mobile app** for iPhone and Android users.

POSITIONING

Show your leadership in the areas that matter to your business. By sponsoring programs and events that lead the profession on issues such as sustainable design or accessibility, you strategically enhance your company's position as a leader and expert source of trusted information.

STRATEGIC COLLABORATION

The Corporate Sponsorship program is an effective way to **gain access** to our membership and help **develop the key relationships** needed to enhance and maintain your business.

AIA Florida Matrix of Events

	Educational Events	Legislative Day On the Hill & Reception	Annual Convention And Tradeshow	Honor/Design Awards Dinner & Program	Board of Directors Meetings	Continuing Education Webinars
Attendees	<ul style="list-style-type: none"> Architects in Florida AIA Members Non-members 	<ul style="list-style-type: none"> Architects Associates Students Board Members Legislators 	<ul style="list-style-type: none"> Architects Associates Allied Members Decision-makers Board Members 	<ul style="list-style-type: none"> Architects, Associates, Allied members Award Winners 	<ul style="list-style-type: none"> Board Members Invited Guests 	<ul style="list-style-type: none"> Architects Associates
Highlights	<p>Hot Topics 1-day Seminars in four locations across FL provide timely & interesting sessions.</p> <p>License Renewal Educational Seminars for licensed architects. AIA Florida provides education to fulfill the 24 hour-requirement for licensure prior to the December 31 reporting deadline.</p> <p>Distance Learning – learning at home or in the office.</p>	<p>A day where architects convene at the Florida Capitol to meet with Legislators and share issues and achievements with elected officials.</p> <p>The day culminates with a Legislative Reception at AIA Florida headquarters that evening.</p>	<p>Premier event for Florida architects to attend educational and social events. Sponsorships are available for a number of convention-related events.</p> <p>The annual tradeshow is one event within the annual convention, typically on the Friday of convention. Event is a “party within a tradeshow” and themed with food, beverages and prize giveaways.</p>	<p>The Honor & Design Awards Reception & Presentation is the premier ceremony for winners of the state-wide Awards Program. Members of AIA Florida submit their built and unbuilt projects for consideration of the jury. Many award winners are renowned in Florida and around the U.S. for design practices.</p> <p>The Black Tie event is held during the Annual Convention.</p>	<p>Four Board meetings per year in various locations around the state.</p> <p>Business meetings for the association and elected leadership meet to discuss issues and share component best practices.</p> <p>Lunch is provided and an ideal time to connect with Board members in attendance.</p>	<p>Each month, AIA Florida provides a free or inexpensive webinar for members. Subjects can vary from Code-related issues, to hurricane preparedness.</p> <p>Webinars are a member benefit and reach more than 100 architects each month.</p>
When	<p><u>Hot Topics:</u> Spring and Fall</p> <p><u>License Renewal:</u> Fall before license date</p> <p><u>Distance Learning:</u> Ongoing</p>	January	Summer	Summer during convention	Winter Spring Summer Fall	Monthly or semi-monthly
Where	Various	Tallahassee, FL	Various	Various	Various	Online

AIA FLORIDA CORPORATE SPONSOR BENEFITS	DIAMOND <i>Benefits worth over \$33,000</i>	PLATINUM <i>Benefits worth over \$21,000</i>	GOLD <i>Benefits worth over \$16,000</i>	SILVER <i>Benefits worth over \$7,000</i>	COPPER <i>Benefits worth over \$4,000</i>	BRONZE <i>Benefits worth over \$3,300</i>
	\$25,000	\$15,000	\$10,000	\$5,000	\$3,500	\$2,500
Annual Convention Sponsor Package Included	Included up to \$7,500	Included up to \$5,000	Included up to \$3,500	Included up to \$2,500	Included up to \$1,000	Included up to \$500
Complimentary Tradeshow Booth at AIA Florida 2016 Annual Convention (500 attendance)	One Booth	One Booth	One Booth	One Booth	One Booth	One Booth
Complimentary Convention Registration	4	2	2	1	1	1
Present Continuing Education Seminars to AIA Florida Members Statewide: Spring and Fall 2016 (900 attendance)	Up to Five	Up to Two	One per Year	One per Year		
Complimentary website banner advertisements. <i>Run-of-site banners or run-of-site rectangles.</i>	Run-of-site Banner (12 months)	Run-of-site Banner (6 months)	Run-of-site Rectangle (12 months)	Run-of-site Rectangle (6 months)		
Complimentary e-newsletter <i>Friday Facts</i> advertisements	18	12	6	4	2	2
Complimentary E-Blast to all members (sent by AIA Florida and approved in advanced by sponsoring company)	2	1				
Complimentary print advertisements in <i>Florida/Caribbean Architect</i> magazine	Full Page Color x 2	Full Page Color x 1	1/2 Page Color x 1	1/4 Page Color x 1	1/8 Page Color x 1	
Complimentary print advertisements in <i>Firm & Membership Directory</i>	Full Page Color x 1					1/8 Page Color x 1
Advertorial article published in one issue of <i>Florida/Caribbean Architect magazine</i>	2	1				
Advertorial article or Event Spotlight published in <i>Friday Facts</i> e- newsletter (500-word maximum)	4	2	2	1		
Complimentary sets of AIA Florida membership mailing labels to announce events and promote products or services	6	4	3	2	1	1
Complimentary Individual Allied Memberships with AIA Florida, and all benefits associated with this membership	2	2	2	1	1	1
Complimentary "Choose A Local Chapter" Allied Membership	2	1	1			

CONVENTION SPONSORSHIPS

MAKE CONNECTIONS, DRIVE SALES, INCREASE R.O.I. WITH **AIA FLORIDA**
PICK A CONVENTION SPONSORSHIP OR CREATE YOUR OWN!

AIA Florida hosts an annual convention featuring distinguished speakers, special events, a tradeshow for product vendors and service providers, the annual business meeting and a black-tie-optional design awards gala. The conference provides exhibitors and sponsors with a unique opportunity to generate exposure and awareness about their offerings to architects, associates and allied professionals throughout Florida.

The Annual Convention routinely attracts more than 500 architects and associates from around Florida, along with over 100 exhibiting companies. As the largest annual event for the organization, the convention provides an excellent opportunity to network with architects and expand your brand to the decision-makers for architecture firms across the state.

Join us in 2017 at the Naples Grande Resort in Naples, FL! We look forward to welcoming you and your company to the event.

Convention sponsors are welcome to choose one specific event, or build their own package. All sponsors will enjoy logo and verbal recognition at the Annual Convention.



CONVENTION SPONSORSHIPS

EVENT OPPORTUNITIES

CONTINUING EDUCATION LUNCH SEMINAR.....\$5,000

Present a quality continuing education seminar to convention attendees.

(Note: CE seminars must be vetted through the convention committee prior to approval and submitted by AIA Florida for approved hours. Limit three.)

- Receive a complimentary convention registration
- Complimentary Trade Show Booth
- Company name listed on Signage at session entrance
- Company name included on intro slide of presentation
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses

PRESIDENT'S RECEPTION.....\$5,000

The opening night reception, hosted by the AIA Florida President for all convention attendees. (Non-exclusive, 250-300+ attendees)

- Receive complimentary convention registration
- Complimentary Trade Show Booth
- Receive (4) complimentary tickets to President's Reception
- Opportunity to address the audience 2-3 minutes
- Company name listed on Signage as Reception Sponsor
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses

KEYNOTE OR GENERAL SESSION.....\$3,500

Sponsor a leading and influential speaker at an event attended by all convention attendees (300+ attendees)

- Receive a complimentary convention registration
- Receive a complimentary ticket to President's Reception
- A 50% discount on purchase of booth
- Opportunity to address the audience 2-3 minutes
- Company name listed on Signage as General Session Sponsor at entrance to session
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses

CONTINENTAL BREAKFAST.....\$2,500

- Receive a complimentary convention registration
- Optional Tabletop display near Breakfast
- A 50% discount on purchase of booth
- Company name listed on Signage at Breakfast
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses

CONVENTION SPONSORSHIPS

REFRESHMENT BREAK.....\$1,000

Sponsor a refreshment break for all convention attendees

- Receive a complimentary convention registration
- Optional Tabletop display near Break area
- A 25% discount on purchase of booth
- Company name and/or logo listed on final slide of previous session
- Company name listed on Signage at Break
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses

EMERGING PROFESSIONALS RECEPTION..... \$2,500

The EP reception is an opportunity to mix and mingle with the up and coming young architects from Florida

- Receive a complimentary convention registration
- Receive (2) complimentary ticket to EP Reception
- Opportunity to address the audience 2-3 minutes
- A 25% discount on purchase of booth
- Company name listed on Signage as Reception Sponsor
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses

NIGHT AT THE MOVIES.....\$1,000

A feature film shown one evening at the convention with popcorn and drinks. (150+)

- Receive a complimentary convention registration
- Optional Tabletop display in movie room
- A 25% discount on purchase of booth
- Company name listed on Signage at Movie
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses

ARCHITECTURAL TOUR.....\$1,000

Tours are arranged by architects /staff to areas of interest in the host city

- Receive a complimentary convention registration
- Optional Tabletop display near Registration area
- A 25% discount on purchase of booth
- Company name listed on Signage near Registration area
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses

ANNUAL MEETING.....\$1,000

Sponsor the association's Annual Meeting of the Membership (50-80+ including elected leaders of AIA Florida)

- Receive a complimentary convention registration
- Opportunity to address the audience 2-3 minutes
- A 25% discount on purchase of booth
- Company name listed on Signage & Intro slides
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses
- Recognition on AIA Florida Sponsor Webpage at www.aiafla.org

CONVENTION SPONSORSHIPS

HONOR & DESIGN AWARDS OPPORTUNITIES

PROGRAM & VIDEO PRESENTATION.....\$5,000

- Receive complimentary convention registration
- Receive (2) complimentary tickets to Reception
- Opportunity to address the audience 2-3 minutes
- A 50% discount on purchase of booth
- Company name listed on Signage & Program as Reception Sponsor
- Final attendee list with mailing addresses

AWARDS RECEPTION.....\$3,500

- Receive complimentary convention registration
- Receive (2) complimentary tickets to Reception
- A 50% discount on purchase of booth
- Company name listed prominently on Signage as Reception Sponsor
- Company name listed in Program as Reception Sponsor
- Final attendee list with mailing addresses

HONOR & DESIGN AWARDS OPPORTUNITIES

DESSERT SPONSOR.....\$2,000

- Receive a complimentary convention registration
- Receive (1) complimentary ticket to Reception
- A 25% discount on purchase of booth
- Company name listed on Signage as Dessert Sponsor
- Final attendee list with mailing addresses

CHAMPAGNE TOAST SPONSOR.....\$1,500

- Receive a complimentary convention registration
- Receive (1) complimentary ticket to Reception
- A 25% discount on purchase of booth
- Company name listed on Signage as Champagne Sponsor
- Final attendee list with mailing addresses

CONVENTION SPONSORSHIPS

ADDITIONAL OPPORTUNITIES

Wi-Fi.....\$3,500

- Receive a complimentary convention registration
- A 25% discount on purchase of booth
- Company name listed on Signage at Registration Desk
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses

ATTENDEE NECK WALLET.....\$2,000

Your company name and/or logo imprinted on all attendee neck wallets.

- Receive a complimentary convention registration
- A 25% discount on purchase of booth
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses

AIA FLORIDA WELCOME DESK.....\$2,500

- Receive a complimentary convention registration
- A 25% discount on purchase of booth
- Company name and LOGO printed on all registration desk kiosks
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses

ADDITIONAL OPPORTUNITIES

CONFERENCE WELCOME BAGS.....\$1,500

Your company name and/or logo imprinted on conference bags.

- Receive a complimentary convention registration
- A 25% discount on purchase of booth
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses

BAG INSERTS.....\$500/piece

Your company's marketing piece included in all conference bags/ limit of 2 per company. 450 anticipated attendees.

- A 25% discount on purchase of booth
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses

CHARGING STATION.....\$1,000

- Receive a complimentary convention registration
- A 25% discount on purchase of booth
- Company name listed on Signage at Registration Desk and on charging station graphics
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses

CONVENTION SPONSORSHIPS

TRADESHOW OPPORTUNITIES

TRADESHOW BOOTHS

*All booths include pipe/drape, 6' table, 2 chairs, wastebasket and I.D. sign.
Each booth is allowed four (4) name tags.*

	<u>MEMBER</u>	<u>NON-MEMBER</u>
Early Bird (Through Jan. 31)	\$1,200	\$1,450
Standard Rate	\$1,300	\$1,600

Subject to change

FLOOR PLAN WILL BE AVAILABLE IN OCTOBER 2016.

TRADESHOW BAGS.....\$1,500

Your company name and/or logo imprinted on tradeshow bags.

- Receive a complimentary convention registration
- A 25% discount on purchase of booth
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses

TRADESHOW BAR.....\$1,500

Sponsor a tradeshow bar on the show floor for all convention attendees

- Receive a complimentary convention registration
- A 25% discount on purchase of booth
- Company name listed on Signage on Bar
- Opportunity for bartender to wear your logo apparel (subject to approval)
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses

REGISTRATION AREA TABLETOP\$850

Set up a 6' area exhibit in the high traffic area around registration desk.

- 6' x 30" Table and chairs
- Company listing in the Conference & Tradeshow Guide
- Final attendee list with mailing addresses