

A'17 AIA Conference on Architecture 2017
April 27–29, Orlando

MAKING CONNECTIONS THAT MATTER.

EXHIBITOR PROSPECTUS



The American
Institute
of Architects

conferenceonarchitecture.com

REACH LEADERS IN THE BUILDING INDUSTRY

“We’ve found the AIA Convention to be an excellent setting for introducing innovative new products to industry leaders.”

— Pam Lawless, Exhibit Manager, Big Ass Solutions

AIA CONVENTION 2016
HAD **20,868**
REGISTERED ATTENDEES
AND **744** EXHIBITORS



AIA Conference on Architecture (formerly AIA Convention) will be held April 27-29 at the Orange County Convention Center. This important industry event brings together influential practitioners who set budgets, select vendors and specify products. And, it’s all happening in Orlando, nicknamed “The City Beautiful” and one of the world’s most popular vacation destinations.

Join us and connect with these experienced, professional industry leaders. Exhibiting at Architecture Expo 2017 will give your company access to this important group – affording a unique opportunity to showcase your brand and engage thousands of key decision makers.

About the AIA

The American Institute of Architects has been the leading professional membership organization for licensed architects, emerging professionals, and allied partners since 1857.

The AIA has nearly 88,000 licensed architects and associated professionals as members.

OVER **60%** OF ATTENDEES SAY
EXPOSURE TO INDUSTRY TRENDS AND GAINING INSPIRATIONAL IDEAS
IS THE REASON FOR ATTENDING THE AIA CONFERENCE ON ARCHITECTURE.*

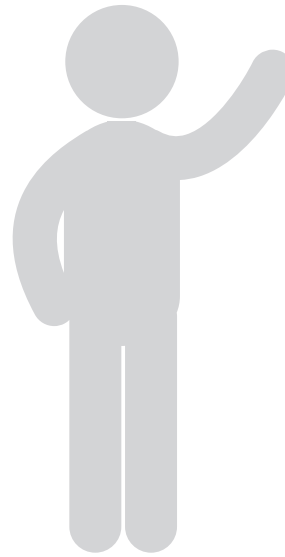
WHY YOU SHOULD EXHIBIT

Give your company the opportunity to be seen, considered, and chosen—before the build. Architecture Expo 2017 delivers the important decision makers and key influencers—top level principals, partners and designers. Make sure your company is the one they turn to when these industry leaders within the architecture community make influential decisions.

Attendees value the Expo!

90% say one of their top 5 best experiences at the event is visiting with exhibitors.

94% indicate they would recommend the AIA Conference on Architecture to their peers.



Architectural decision-makers say, in addition to consulting with peers, building product manufacturers are their **SECOND GREATEST INFLUENCER** when conducting research on products and materials.



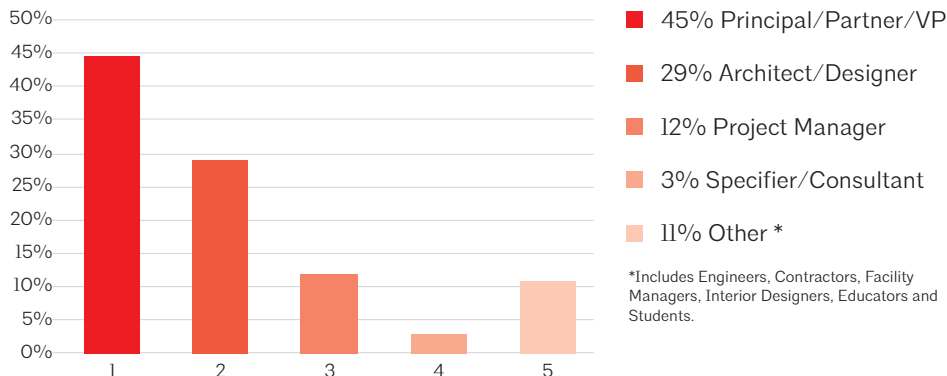
CATEGORIES ATTENDEES SAY THEY WOULD LIKE TO SEE INCLUDE:

- | | | | |
|-------------------------------------|-----------------------------------|---|-----------------------------|
| Architectural fabrics | Doors | Landscape products | Solar/renewable energy |
| Bath products/services/plumbing | Flooring/floor systems | Lighting/lighting products and services | Stone products and services |
| Building envelope | Glass products | Lumber/wood products | Surface treatments |
| Building products | Green | Metals | Tile |
| Computer/hardware & software design | Hardware | Renovations/restoration products | Windows and skylights |
| Concrete | Interior furnishings and products | Roofing | |
| Consulting/insurance/banking | Kitchen products | Security products | |

“The Expo is the best place to reach decision makers and thought leaders in architecture.”

— Marianne Sims, Director of Marketing, GRAPHISOFT

Key Decision Makers



ADD VALUE TO YOUR BRAND EXPOSURE



As an exhibitor at Architecture Expo 2017, you'll have access to a variety of marketing tools to help build your brand.

COMPLIMENTARY

- Online exhibitor profiles that you create will promote your presence at the show
- Listing in the printed show program and mobile app will help drive attendees to your booth
- Digital graphics that identify your company as an official exhibitor, for use on your website and your own company communications
- Complimentary Expo Passes (a \$50 value) to share with key customers and prospects

PREMIUM

Stand out from the pack and drive quality traffic to your booth. A full array of sponsorship opportunities are available:

- Education centers
- Signage and banners
- Mobile app and website
- Onsite events
- Take-aways and much more
- Or, let us create a custom solution for you!

“When we evaluate the ROI we gain from the numerous trade shows we participate in every year, the AIA Expo is one of the best on our list.”

—Tom Dixon, Northeast Sales Manager, ACO Polymer Products, Inc.

For more information, see our sponsorship brochure.

MAKE CONNECTIONS THAT MATTER. SECURE YOUR SPONSORSHIP & EXHIBIT SPACE TODAY!

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