



2012 Sponsorship Packages

Architecture Exchange East, November 7–9, 2012
www.ArchEx.net

To discuss ways to enhance your marketing experience at ArchEx, contact
Judy S. Cheadle, Director of Sales **804-644-3041, ext. 300** or jcheadle@aiava.org

Education

Seminar Presenter

- List of attendees attending seminar sent after event
- Present 90 minute AIA certified CEH seminar
- Sales/Product materials in seats in seminar room
- Recognition on show website ArchEx.net with logo and link
- Sponsor recognition in the conference program

Cost: \$3,000 non-exhibitors, \$2,500 exhibitors - ~~Twelve (12) available~~ 8 available

Seminar Sponsor

- Company name on sign outside seminar classroom
- Sales/Product materials in seats in seminar room
- Recognition on show website ArchEx.net with logo and link
- Sponsor recognition in the conference program

Cost: \$800 - \$100 discount for exhibitors and VSAIA allied members

Track Sponsor

- Company logo at beginning of applicable seminar track in conference program
- Company name listed as Track Sponsor on signage at door to each seminar
- Recognition on show website ArchEx.net with logo and link
- Signage recognizing sponsorship in registration area
- Company recognition in the conference program
- Product/sales materials in attendee registration packets
- 10 x 10 booth in exhibit hall
- Two tickets to VCA Visions Gala
- Company acknowledgement as Track Sponsor in pre-registration promotions as deadlines allow
- 10 tickets to Connections cocktail party Thursday evening in the exhibit hall
- Company recognition as Track Sponsor in VSAIA News
- 1/4 page B&W display ad in the conference program

Cost: \$7,500 – eight (8) available

Registration

Attendee Registration Packet Insert

- You provide promotional item to be inserted in attendee registration packets
- Sponsor recognition in the conference program
- Recognition on show website ArchEx.net with logo and link

Cost: \$500

Attendee Lanyards

- You provide lanyards for distribution at registration
- Recognition on show website ArchEx.net with logo and link
- Sponsor recognition in the conference program

Cost: \$950 – One (1) Available (\$2,950 if show management prints lanyards)

Attendee Registration Bags

- You provide imprinted tote bags for distribution at registration
- Recognition on show website ArchEx.net with logo and link
- Sponsor recognition in the conference program

Cost: \$1,250 - ~~One (1) Available~~ SOLDOUT (\$5,400 if show management prints bags)

Exhibit Hall

Cash Prize Giveaway

- Acknowledgement as “Cash Prize Giveaway” sponsor at entrances where attendees sign-up to participate
- Five Cash Prizes will be awarded on the exhibit hall during Thursday and Friday of the event
- Recognition on show website ArchEx.net with logo and link
- Sponsor recognition in the conference program
- Sponsorship recognition via PA announcements in exhibit hall Thursday and Friday

Cost: \$500 – Two (2) available – SOLDOUT

Grand Prize Giveaway

- Company identity and booth location printed on all entry cards
- Your booth advertised as a drop-off point for completed entry cards
- Sponsorship recognition on signage at entry card collection box at the bookstore
- Photograph with winner to be posted on aiava.org
- Insertion of Company’s literature into registration packet
- Recognition on show website ArchEx.net with logo and link
- Sponsor recognition in the conference program
- Sponsorship recognition via PA announcements in exhibit hall Thursday and Friday

Cost: \$750 – Two (2) available

Bookstore

- Exclusive right to showcase your company and brand in bookstore area covering the approximate equivalent of a 15-booth space (examples include: signage, banners, and freestanding structures). Final plan subject to approval by show management
- Sponsorship recognition via PA announcements in exhibit hall Thursday and Friday including announcements of the “XYZ Company Bookstore”
- Company acknowledgement in pre-registration promotions as deadlines allow
- Recognition on show website ArchEx.net with logo and link
- Sponsor recognition in the conference program

Cost: \$2,000 – One (1) available

Bar for the CONNECTIONS Cocktail Party Thursday Evening

- Your booth located next to a beer, wine & soft drink bar
- Company identity placed on signs at bar
- Recognition on show website ArchEx.net with logo and link
- Recognition in the conference program
- Recognition in an email alert to attendees prior to the event
- Guest Access (free 1-day admission to the exhibit hall) for 20 of your clients/customers

Cost: \$1,500 plus the cost of a booth (if exhibiting) – Three (3) available - only 1 left!

Internet Lounge

- Showcase your company and brand in the internet lounge area (10x20’) examples include: furnishings, signage and literature on tables
- ¼ page black & white advertisement in the conference program
- Recognition on show website ArchEx.net with logo and link
- Recognition in the conference program
- Recognition in an email alert to attendees prior to the event
- Four (4) complimentary exhibit hall passes

Note: space will be shared with the internet lounge computer equipment provider

Cost: \$1,250 – One (1) available SOLDOUT

Attendee Lounge

- Provide comfortable lounge furniture for ArchEx attendees
- Showcase your company and brand in an attendee lounge area (10x20’) examples include: signage and literature on tables
- ¼ page black & white advertisement in the conference program
- Recognition on show website ArchEx.net with logo and link
- Recognition in the conference program
- Recognition in an email alert to attendees prior to the event
- Four (4) complimentary exhibit hall passes

Cost: \$900 – One (1) available

Exhibit Hall

Morning Food & Beverage Break

- Company identity on signage placed at food and beverage areas
- Recognition on show website ArchEx.net with logo and link
- Sponsor recognition in the conference program
- Sponsorship recognition via PA announcements in exhibit hall on the day of your sponsored break

Cost: \$1,500 – Two (2) available

Lunch

- Company identity on signage placed at food pick-up areas Thursday and Friday
- Table tents, small signs and/or literature provided by you on the tables in the lunch seating areas
- Recognition on show website ArchEx.net with logo and link
- Sponsor recognition in the conference program
- Sponsorship recognition via PA announcements in exhibit hall Thursday and Friday

Cost: \$2,000 – Four (4) available

Keynote Address*

Acknowledgement as Keynote Sponsor includes:

- Verbal acknowledgement as Keynote Sponsor at Keynote speech during introduction and at wrap-up
- Large screen sponsorship slide with logo before and at wrap-up of Keynote address
- Product/Sales materials in attendee registration packets
- Company identity on signage placed at entrance to Keynote
- Company acknowledgement in pre-registration promotions as deadlines allow
- 1/2 page display advertisement in the conference program
- Sponsor recognition in the conference program
- Recognition on show website ArchEx.net with logo and link

Cost: \$2,000 – four (4) available – 3 available

***The Keynote is part of the Plenary Session and falls under the “Plenary Session” umbrella. The Title Sponsor is the overall sponsor of the Plenary Session and will be listed as such at the Keynote Address. Keynote Sponsors will be listed as Keynote Sponsors only.**

Title Sponsorship*

Acknowledgement as Title Sponsor includes:

- Table for ten at VCA Visions Gala
- Four minutes to speak to architects in Ballroom at Plenary Session
- Verbal recognition as Title Sponsor at Plenary Session
- Recognition as Title Sponsor on large screen slide with logo at Plenary Session
- Recognition as Title Sponsor at VSAIA Annual Meeting verbally at beginning and end of meeting and on sponsor boards at entrance to meeting and in meeting room
- Company identity as Plenary Title Sponsor on signage at entrance to Plenary session
- Company acknowledgement in pre-registration promotions as deadlines allow
- Full Page B&W display ad in the conference program
- Sponsor recognition in the conference program
- Recognition on show website ArchEx.net with logo and link
- Electronic logo on screen at attendee self-registration computers
- Product/sales materials in attendee registration packets
- Recognized as Title Sponsor in exhibit hall within Mid-Atlantic Design Showcase
- 10 X 10’ booth in exhibit hall at ArchEx East.
- Corporate banner displayed in exhibit hall
- Company recognition as Title Sponsor in VSAIA News

Cost: \$15,000 –one (1) available

***The Title Sponsor is the overall sponsor of Architectural Exchange East. The Plenary Session is the beginning or the “calling together” portion of the conference.**