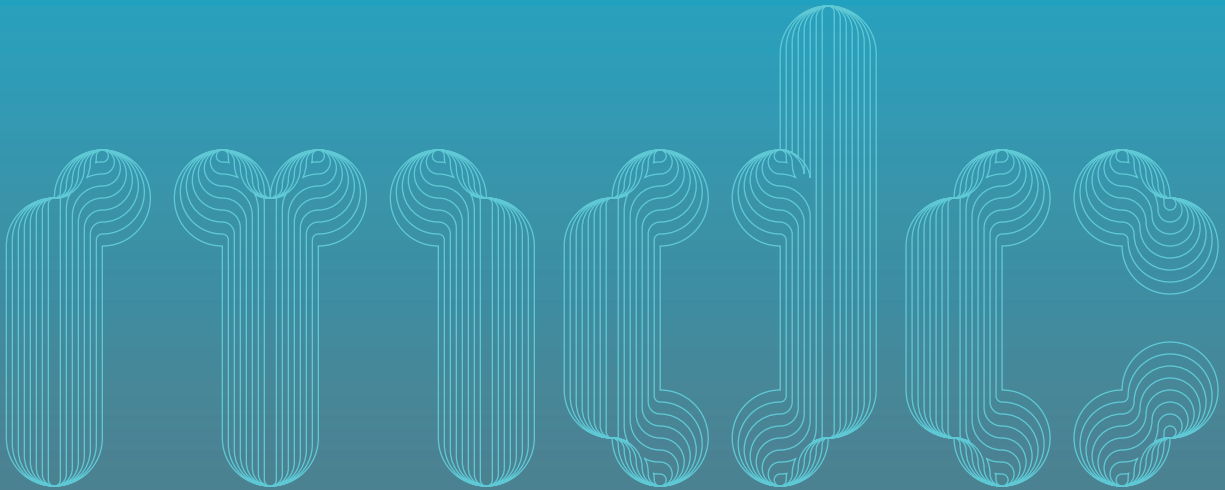




AIA
California Council



monterey
design
conference

oct. 13-15
2017

2017 Sponsorship & Exhibitor Opportunities

ARCHITECTURAL
RECORD

AAG Artistry in Architectural Grilles
By Advanced Architectural Grilles


BIGASSFANS
No Equal.


Brightwood
ARCHITECTURE EDUCATION


**CLARK
PACIFIC**
Precast. Building for Life.




DPR
CONSTRUCTION


EnergyCode Ace
Helping you play your cards right

EPIC METALS™



GRAPHISOFT

HALL & COMPANY
Serving Architects, Engineers and Environmental Consultants



LEICHT HAUS
BY BLUE PLUM

**LEYARD
PLANAR**


LIFT-U


HySecurity
a company of TheNiceGroup


JamesHardie


NEWFORMA

TATE
INCORPORATED

THERMAITRU
DOORS

LUCIFER
LIGHTING COMPANY


VECTORWORKS
a vectorworks company





THE AMERICAN INSTITUTE OF ARCHITECTS, CALIFORNIA COUNCIL (AIACC) WANTS TO HELP YOU TO REACH THE DESIGN COMMUNITY IN CALIFORNIA AND HAVE A VARIETY OF OPPORTUNITIES FOR EXPOSURE.

Whether your goal is to compete with bigger companies in your market, distinguish your product from competitors, launch a new product, or simply to attract more professionals to your product or service, the AIACC can create an opportunity designed to meet your marketing needs.

The AIACC offers you a **better way to reach design professionals and strengthen your market position.** Through event marketing, sponsorship and exhibition opportunities, we offer you opportunities to **build relationships** with those who specify/use your products and services.

WHO IS THE AIACC?

As the largest chapter in the AIA, we represent over 11,000 architects and design professionals - over 20% of the total in the nation.

Our membership is diverse. From those who work at some of the largest firms in the world to sole practitioners, we can provide opportunities to interact with a variety of practitioners or to select those in your target area.

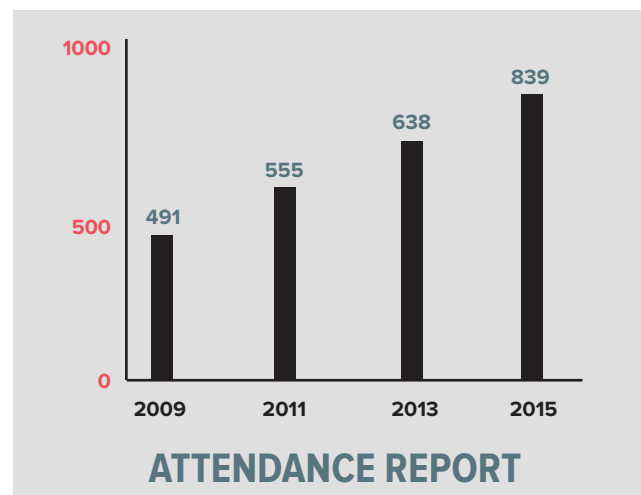
WHY PARTNER WITH THE AIACC?

Architects specify over 70% of the building products used in construction today (source: CSI)

- o AIACC provides **access** to targeted demographic information by zip code, region, AIA chapter area, or building type
- o AIACC provides **visibility** at events, with programs and online to those who make decisions

Founded in 1979, the Monterey Design Conference (MDC) has become known as the “Renaissance Weekend” for architects. The most prestigious and best attended architectural design conference in the United States, MDC draws over 800 of California’s best-known architects to observe, think, inter-act, listen, learn and recharge their creative energies. Ask anyone who’s attended in the past and they will likely tell you it is an indescribable experience not to be missed! Because of the nature of the presenters, audience and venue, this conference lends itself particularly well to advanced construction materials and methods, recycled and other environmentally sound building materials, energy efficient products, restoration/preservation products and services, and other unique design tools. It’s an ideal place for these companies to share their products, stories, testimonials and philosophies with hundreds of design professionals.

Join these top design professionals for a weekend completely devoted to exploring the design elements of architecture. Sponsorship opportunities are available to provide you with exposure to this creative and influential group.





▶ WANT TO EXHIBIT?

NAUTILUS EXHIBITOR \$5,000 (6 AVAILABLE) **SOLD OUT**

Nautilus booth exhibitors will have maximum exposure during the event as Nautilus is the main exhibiting space.

These exhibit spaces include the following:

- 10' x 10' exhibit space in premium Nautilus location during the entire conference
- Two full conference passes
- One set of mailing labels for AIACC members (fair market value \$1200)
- All MDC partnership benefits

* NEW OPPORTUNITY *

LOUNGE SPONSOR | \$6,000 | 2 REMAINING

Our attendees are often busy from sun up to sun down and these lounges provide a comfortable place to relax, rejuvenate and connect with MDC attendees. Add your own twist by providing your own furniture and brand swag.

Each lounge includes:

- o Room along our exhibit hall promenade with the hotel furniture removed before you arrive
- o Two full conference passes
- o One set of mailing labels for AIACC members (fair market value \$1200)

PREMIERE ADD-ON \$4,000 **SOLD OUT**

- Pre Conference Presentation (\$2,500 value)
 - o Opportunity to conduct a special one hour pre-conference seminar for registered attendees
 - o AIACC staff will work with you to prepare you presentation and submit for continuing education credit
 - o Your selected handout material on attendees' chairs prior to the session
- One Page Sketchbook Ad (\$600 value)
- One dedicated e-blast before or after the event (\$2,500 value)
- One push message via MDC app during event (\$100 value)
- Introduction and recognition during the conference opening session
- Company logo projected in main conference venue
- One set of mailing labels of all AIACC members, on request (\$1200 value)
- Featured listing in conference app (\$500 val)

All MDC Partners receive the following *Benefits*:

- Company listing on the registration brochure and the online registration system (mailed to more than 10,000 architects and design professionals)
- Company listing in the digital program including logo, company description, link to website and representative contact information
- One-year recognition, with link, on the AIACC website averaging 20,000 hits/month
- Recognition in the AIACC newsletter Relevance (circulation 9,200)
- Recognition on the AIACC social media including Facebook, Twitter, and Instagram
- Two sets of mailing labels of all registered attendees, both prior to and immediately after the event (fair market value \$100)
- Ability to purchase additional passes at a sponsor rate



NAUTILUS TABLE TOP | \$3,000 ~~SOLD OUT~~

Nautilus table top sponsors have the ability to partake in exhibiting in our main exhibit space, Nautilus. These table top spaces include the following:

- o One six-foot skirted table, two chairs
- o One full conference pass
- o All MDC partnership benefits

TRITON EXHIBITOR | \$4,000 ~~SOLD OUT~~

As the first room in the exhibit area, Triton gives you the first chance to mix and mingle with MDC attendees. These exhibit spaces include the following:

- o 10' x 10' exhibit space in Triton location during the entire conference
- o Two full conference passes
- o All MDC partnership benefits



▶ WANT AN EXCLUSIVE SPONSORSHIP?

PAVILION BEER GARDEN SPONSOR | \$7,500 (1 AVAILABLE) ~~SOLD OUT~~

Join us in our new beer garden in the former Pavilion space just outside of the Nautilus main exhibit space. The beer garden includes the following:

- o One six-foot skirted table, two chairs; six high-top cocktail tables; bar with bartender(s) during all receptions
- o Logo on signage for anything related to the beer garden just outside of the premium Nautilus location during the entire conference
- o Naming rights to Saturday evening's wine and beer mixer with the conference attendees
- o Host the AEP Reception honoring and supporting up and coming architects and design professionals
- o Two full conference passes
- o One set of mailing labels for AIACC members (fair market value \$1200)
- o All MDC partnership benefits

WI-FI SPONSOR | \$5,000 (1 AVAILABLE)

Enjoy high-profile brand exposure while giving MDC attendees the necessary service of Wi-Fi. In accessing the Wi-Fi, an introduction – or splash page – will offer you multiple opportunities to have company information in front of a large audience. The Wi-Fi sponsorship includes the following:

- o One full conference pass
- o One set of mailing labels for AIACC members (fair market value \$1200)
- o All MDC partnership benefits



CHARGING STATION | \$5,000 (1 AVAILABLE)

In a technology centric world, many MDC attendees will need to recharge their devices throughout the day. Interact with attendees as they recharge at your convenient charging stations located in Merrill Hall and the Chapel overflow space. The charging station sponsorship includes the following:

- o 2 Classic Power Towers that quickly charges up to 16 devices each (AIACC will work with sponsor to design wrap graphics)
- o Two full conference passes
- o All MDC partnership benefits

HOTEL KEY CARDS | \$5,000 (1 AVAILABLE)

Put your company's brand right in the hands of all MDC attendees staying at Asilomar. This exclusive sponsorship will remind attendees of your brand every time they take out their room card. The hotel key card sponsorship includes the following:

- o Two full conference passes
- o All MDC partnership benefits
- o ** Please note: Sponsor must supply the key cards (i.e. \$2.05 each, quantity 1,200)

EXCLUSIVE LANYARD SPONSOR | \$3,000 (1 AVAILABLE) *SOLD OUT*

This high-visibility sponsorship puts your company logo on the lanyards used for the official conference badges. Each attendee will receive this item during registration and will wear it throughout the duration of the event. This sponsorship includes the following:

- o Company name or logo printed on up to 500 lanyards
- o One full conference pass
- o All MDC partnership benefits

REGISTRATION | \$4,000 (1 AVAILABLE)

Your company name and logo will be the first thing attendees will see when they arrive at the conference. The registration sponsorship includes the following:

- o Company logo on all signage and marketing related to conference registration
- o Company logo on online registration portal and registration confirmation e-mail
- o Opportunity to provide on promotional item to be distributed to every attendee at registration
- o One full conference pass
- o All MDC partnership benefits



WELCOME RECEPTION | \$3,000 (1 AVAILABLE)

Kick-off MDC in style with hors d'ourves and cocktails. Open to all MDC attendees, this event is a great way to network with both exhibitors and fellow attendees alike! The Welcome Reception includes the following:

- o Company logo on signage for anything related to the Welcome Reception
- o Opportunity to provide an exclusive take away favor for attendees
- o One full conference pass
- o All MDC partnership benefits

FIRE PIT AND JAM SESSION | \$5,000 (1 AVAILABLE) *SOLD OUT*

After a day and a half of invigorating keynotes and continuing education classes, the MDC attendees are ready to sit back and relax in your fire pit area. Make it your own space by bringing outdoor furniture. The Fire Pit and Jam Session includes the following:

- o Company logo on signage for anything related to the fire pit area just outside of the Crocker Dining Hall for the duration of the conference.
- o Naming rights to Fire Pit area for the duration of the conference
- o Host Friday night's Fireside and Friends Jam Session
- o Two full conference passes
- o One set of mailing labels for AIACC members (fair market value \$1200)
- o All MDC partnership benefits

AEP RECEPTION | \$3,000 (1 AVAILABLE) *SOLD OUT*

Mix and mingle in the new beer garden as we celebrate and support emerging professionals within the profession. The AEP Reception includes the following:

- o Company logo on signage for anything related to the AEP Reception
- o Opportunity to provide an exclusive take away favor for attendees
- o One full conference pass
- o All MDC partnership benefits



WANT TO SPONSOR?

PARKING LOTS | \$5,000 (2 AVAILABLE)

Everyone at MDC will have to park somewhere! This sponsorship will allow your company to sponsor Lot B or Lot C. Each parking lot sponsorship includes the following:

- o Company logo on all signage designating parking lots
- o 10 preferred parking passes to be used to your discretion
- o Two full conference passes
- o One set of mailing labels for AIACC members (fair market value \$1200)
- o All MDC partnership benefits

Interested? Contact Hillary Krek for more information (916) 642-1710 or hkrek@aiacc.org



WINE SPONSOR | \$3,500 (2 AVAILABLE)

Dinner in the Crocker Dining Hall is a large, social event each night. Now you can put your company's logo in everyone's hands by sponsoring wine during dinner! Wine sponsorship includes the following:

- o Company logo included on each bottle of wine on tables during dinner either Friday or Saturday night
- o Opportunity to provide an exclusive take away favor for attendees
- o One full conference pass
- o All MDC partnership benefits

REFRESHMENT BREAK SPONSOR | \$2,000 (3 AVAILABLE)

With so many inspiring conference speakers and CE sessions, all attendees need a refreshment break to recoup. Each refreshment break sponsorship includes the following:

- o Company logo on signage for refreshment break
- o Opportunity to provide an exclusive takeaway to attendees during the break
- o One full conference pass
- o All MDC partnership benefits

KEYNOTE SPEAKER SPONSOR | \$2,000 (1 AVAILABLE)

The Keynote Speaker lineup at MDC is always inspiring and an excellent opportunity for premiere visibility. Keynote presentations do not compete with any other events during the conference so all attendees can participate. The Keynote Sponsorship includes the following:

- o Company recognition when speaker is introduced
- o Company logo projected on screen prior to session
- o Your selected handout material on attendees' chairs prior to the session
- o All MDC partnership benefits

ACCESSIBILITY CONTINUING EDUCATION SPONSOR | \$1,500 (3 AVAILABLE)

In California, all architects are required to take five hours of mandatory continuing education in disability access every two years. Since 2017 is the renewal year for all attendees this is a great opportunity to affiliate your company or service with this important topic. The Accessibility Continuing Education Sponsorship includes the following:

- o Company recognition when speaker is introduced
- o Company logo projected on screen prior to session
- o Your selected handout material on attendees' chairs prior to the session
- o All MDC partnership benefits

CONFERENCE SKETCHPAD SPONSOR

Each attendee will be given a sketchpad at registration to use throughout the conference. Your company can be included in this valuable takeaway with a full page color ad. Available ads include:

- o Full Page Ad \$600 (12 available)
- o Interior front cover \$850 (1 each available) **SOLD OUT**
- o Interior back cover \$850 (1 each available)
- o Exterior back cover \$1200 **SOLD OUT**



NAME

COMPANY

ADDRESS

CITY/STATE/ZIP

PHONE/FAX

EMAIL

PAYMENT

- CHECK
 MASTERCARD VISA

CARD NUMBER

EXP. DATE CVV

BILLING ZIP CODE

NAME ON CARD *(please print)*

\$

TOTAL SPONSORSHIP AMOUNT

SIGNATURE

FINE PRINT

The AIA California Council will require payment at signing of contract. Payment plans are available.

Yes I would like more information about payment plans.

Sponsorship payments to the AIA California Council are not deductible as charitable contributions for income tax purposes.



YOUR ORDER (SELECT ALL THAT APPLY)

WANT TO EXHIBIT?

- NAUTILUS EXHIBITOR \$5,000 **SOLD OUT**
 NAUTILUS TABLETOP \$3,000 **SOLD OUT**
 TRITON EXHIBITOR \$4,000 **SOLD OUT**
 LOUNGE SPONSOR \$6,000
 PREMIERE ADD-ON \$4,000 **SOLD OUT**

WANT AN EXCLUSIVE SPONSORSHIP?

- PAVILION BEER GARDEN \$7,500 **SOLD OUT**
 WI-FI \$5,000
 CHARGING STATION \$5,000
 HOTEL KEY CARDS \$5,000
 REGISTRATION \$4,000
 WELCOME RECEPTION \$3,000
 FIRE PIT & JAM SESSION \$5,000 **SOLD OUT**
 AEP RECEPTION \$3,000 **SOLD OUT**

WANT TO SPONSOR?

- PARKING LOTS \$5,000
 WINE WITH DINNER \$3,500
 REFRESHMENT BREAK SPONSOR \$2,000
 ACCESSIBILITY CONTINUING EDUCATION SPONSOR \$1,500
 CONFERENCE SKETCHPAD SPONSOR \$2,000
FULL PAGE AD: \$600 (12 AVAILABLE)
INTERIOR FRONT COVER: \$850 (1 EA) **SOLD OUT**
INTERIOR BACK COVER: \$850 (1 EA)
EXTERIOR BACK COVER: \$1,200 **SOLD OUT**

Contact Hillary for more information (916) 642-1710

SEND PAYMENTS TO:

AIACC
1303 J Street, Suite 200, Sacramento, CA 95814

PHONE (916) 642-1710 FAX (916) 254-5155