

AIA Practice Management Knowledge Community

Advancing the Practice of Architecture

2017 Sponsorship Prospectus

The Practice Management Knowledge Community (PMKC) identifies and develops information on the business of architecture for use by the profession to maintain and improve the quality of the professional and business environment. The PMKC initiates programs, provides content and serves as a resource to other knowledge communities, and acts as experts on AIA Institute programs and policies that pertain to a wide variety of business practices and trends. Learn more about the Practice Management Knowledge Community and its programs at www.aia.org/pm

Why should I sponsor?

The interdisciplinary culture of PMKC educational events provides an opportunity for sponsors to reach a broad audience. PMKC members and their allies throughout the industry are highly qualified prospective customers and business partners. AIA PMKC welcomes, as sponsors, companies who share its commitment to excellence in knowledge-generating activities. As a PMKC sponsor your company has reach to more than **11,000 AIA members** focused all issues relevant the practice of architecture.

Practice Management events and publications provide a variety of sponsorship opportunities throughout the year to suit a diverse range of marketing strategies. All sponsorships will be individually packaged for maximum exposure. Individual programs and events identified in this prospectus are scheduled on an ongoing basis. Contact us to confirm the dates of events for which sponsorship opportunities are available.

Promotion of your company could include **advertisement** on the AIA **Practice Management website**, monthly emails, quarterly **Practice Management Digest** e-newsletters, **conferences** and **special events** reaching professionals interested in your products and services.

AIA PMKC Benefactor - \$10,000/year

The AIA PMKC Benefactor Sponsorship provides the longest and broadest exposure to prospective customers and business partners.

- Acknowledgment as a non-exclusive “AIA PMKC Benefactor” on the [PMKC Web page](#) at all face-to-face PMKC meetings/conferences throughout the year.
- The right to display the statement “AIA Practice Management Knowledge Community Benefactor” on the sponsor’s marketing materials, publications, and Web page.
- Program benefits include:
 - Sponsor one PM Digest with article placement.
 - Provide one advertisement or program announcement in regular email blast.
 - Acknowledged at convention welcome party.
 - Acknowledged at convention luncheon.
 - Platinum-level benefits at one fall symposium including a providing a 60 second message before one general session.

Email Sponsorship and Advertising – \$2,000/issue

Once a month, the PMKC distributes email announcements to its membership of 11,000 AIA members. Advertisers can place a 220x180 pixel ad in the top fold, right column of the email announcement. Benefits include:

- Top-fold advertisement placement of program or product of your choice
- 30-day post distribution metrics report

Once a quarter, the *Practice Management Digest* is distributed to members. A highly-regarded publication, the Digest includes articles written by practice management experts and highlights AIA Best Practice resources. View [PM Digest Archives](#). Sponsoring the *Digest* provides an additional opportunity to place an article in the issue. Benefits include:

- Top-fold text acknowledgment: “This issue of PM Digest sponsored by: Sponsor”
- Top-fold placement of the brand logo with link to company website
- Ability to provide one article of interest (500 – 1,000 words maximum) for PMKC Digest (article provided by Sponsor; may not include sales/marketing content; subject to editorial review by the AIA; content due two weeks prior to publication date)

Future Themes*

- Greening Your Practice: Sustainable business practices and easy ways to incorporate sustainability into your projects
- Pro-bono work/public interest architecture: Socially conscious design and how architects can give back to the community
- Presentation strategies: Improve skills related to public presentations and client interviews
- Tips for training employees: Implement a continuing education program, create an effective AXP mentoring program and develop a robust firm procedure training program.

Past performance average: 4,325 impressions

The Sunset Social Hosted by the AIA Knowledge Communities - \$1,000

April 26, 2017 | Orlando

PMKC will co-host a social for all members at the AIA Conference on Architecture 2017. In its second year, we expect over 500 attendees. Seasoned and new architects will connect with the member-volunteers who lead the Institute’s Knowledge Communities while indulging in festive cocktails and hors d’oeuvres. Benefits include:

- Acknowledgment as a PM Welcome Party Sponsor on the PMKC website, within all PMKC email messages promoting the event and logo presence onsite at the event.

Expected 2017 attendees: 750

PMKC Luncheon - \$1,000

April 28, 2017 | Orlando

The Practice Management Knowledge Community will host its annual luncheon at the 2016 AIA Convention in Philadelphia. Paola Moya, Assoc. AIA, NOMA and Michael Marshall, AIA, NOMA of Marshall Moya Design will speak on their personal and professional experiences regarding practicing and career development in the 21st Century. With all the challenges of a changed professional climate; leaner, faster, better, less expensive, today’s practice leaders face a different work environment post-recession in this still new millennium. Benefits include:

- Acknowledgment as a PM Convention Lunch Sponsor on the PMKC website, within all PMKC email messages promoting the event and by the conference chair/moderator during the event.

2016 attendees: 108

Symposia: GROW: Practice, Profession, Career

The AIA national PMKC will join with the local AIA chapters to host one day symposia on practice issues relevant to early to mid-career architects, both new firm owners and firm employees looking to advance their careers.

Engage 100 firm leaders and future leaders in an intensive one-day symposium focusing on: *What do I need to know to succeed in a startup firm?* Entrepreneurship and leadership; business planning; financial management; marketing and business development; being an employer; emerging business practices. *What skills are needed to advance within a firm?* Ability to bring in work; communication skill; presentation ability; project management skill; team building skill.

Platinum Sponsor - \$5,000

- *Engage industry leaders.*
 - Provide a 60 second message before one general session.
 - 1 complimentary full conference registrations.
- *Boost brand recognition.*
 - Distribute marketing material to attendees.
 - Company logo on rotating presentation shown before each session.
 - Display sponsor-provided signage in conference registration area.
 - Company logo and link highlighted on the conference homepage.
 - Verbal recognition of sponsorship.
 - Acknowledgement of sponsorship in program.

Gold Sponsor - \$1,000

- *Engage industry leaders.*
 - 1 complimentary full conference registration.
- *Boost brand recognition.*
 - Share one piece of marketing material at registration table.
 - Company logo on rotating presentation shown before meal.
 - Verbal recognition during meal.
 - Acknowledgement of sponsorship in program.

2015 attendees: 80

General Terms and Conditions: **Editorial calendars are subject to change.* Benefits will last for 365 days from the date that the contract is signed. Sponsorship fees paid are unrestricted, unless specifically noted otherwise. For category exclusive sponsorships, opportunities are generally available on a first-come, first-served basis. The AIA reserves the right to select sponsors based on its best interests, and may accept or decline an offer by a potential sponsor based on broader commitments or considerations. Consistent with the AIA's bylaws, no sponsorship may be regarded as an indication that the AIA or its representatives sponsor or endorse any enterprise operated for profit or approve, sponsor, or endorse any material of construction or any method or manner of handling, using, distributing, or dealing in any material or product. The AIA reserves the right of prior approval over all materials produced by or for the Sponsor which bear or refer to trademarks associated with the AIA. All such materials shall be submitted to the AIA for its approval prior to the production, use, execution or implementation thereof.