

AIA Retail and Entertainment Knowledge Community

2016 Sponsorship Prospectus

The American Institute of Architects **Retail and Entertainment Knowledge Community** (REKC) fosters the creation, discussion, and dissemination of knowledge about the retail and entertainment environments among practitioners, clients, retailers, and the general public to advance the practice and improve the quality of retail and entertainment environments.

As an **AIA REKC sponsor** your company has reach to over **3,300 AIA members**. **Promotion** of your company can include **advertisement** on the AIA REKC **website**, receptions, **conferences** and **special events** reaching professionals interested in your products or services.

Retail and Entertainment White Papers – \$1,500

The REKC provides case study content to its membership via its website. Sponsors may provide white papers for inclusion in the library. Benefits include:

- Up to three sponsor-written, AIA-reviewed white paper included in AIA REKC library.
- Byline when paper is listed and linked in emails to all 3,300 AIA REKC members.

Retail and Entertainment Website and Email Advertising – \$2,500

The REKC community flourishes online through our web presence.

- Have your logo with a link to your website included on our [AIA Knowledge Net website](#) or in the emails we send to the 3,300 AIA REKC members 6.

AIA Convention Welcome Party - \$1,000

May 18, 2016 | Philadelphia

The Retail and Entertainment Knowledge Community will co-host a Welcome Party for all members at the 2016 AIA Convention in Philadelphia. This is a new event hosted by AIA Knowledge Communities. This event will explore the diversity of practice through 20+ member-led groups that will help you develop content on major practice issues, tailor offerings to your firm setting, and champion good design

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

Expected 2016 attendees: 550

For more information:

Melissa Morancy, Assoc. AIA
Senior Manager, Knowledge Communities
The American Institute of Architects
(202) 626-7371
melissamorancy@aia.org