



**The American
Institute
of Architects**

Committee on Design

an **AIA** Knowledge Community

SPONSORSHIP PROSPECTUS 2019

AIA COD Sponsorship Principles

The American Institute of Architects (AIA) Committee on Design (COD) strategically pursues funding partners whose goals align with the AIA COD Sponsorship Principles. Funding from reputable organizations provides opportunities to inspire emerging professionals, supports continuing education for established design professionals, and secures beneficial resources for COD programs.

Conference Scholarships:

Scholarships for emerging professionals allow young talent the means to attend COD conferences. It ensures diversity within the COD Knowledge Community and nurtures professional growth and leadership as these emerging professionals mature into established design professionals.

Program Sponsorships:

Industry partners sponsor traditional AIA Conference on Architecture programs that are established and well attended by COD conference attendees. This includes events such as the AIA Honors & Awards reception and dinner gatherings for International Fellows.

Targeted Sponsorships:

Construction, design, and manufacturing partners sponsor targeted conference events that are identified by venue or itinerary and present relevant benefits to participants.

Sponsorships allow up-close and personal access to design leaders from across the country. In the spirit of the COD community, we seek a non-competitive and non-commercial relationship with interested vendors whereby an intellectual exchange and knowledge sharing is provided.



2019 Sponsorship Prospectus

The Committee on Design (COD) was founded to promote design excellence among members of the AIA, the broader design community, and the public at large, both nationally and internationally. There are over 10,000 AIA members who belong to this important Knowledge Community. These members are active in the AIA and, for the most part, lead their respective firms in the quest for quality architecture.

The COD organizes two touring conferences each year, typically one in the United States and one overseas. These conferences follow an annual focus of interest. They are devoted to a firsthand experience of notable architecture and urban design in or near the conference locations.

The COD membership oversees and influences design work for billions of dollars of construction annually. It is primarily focused upon and known for innovative and sustainable design that is influential on a global playing field. COD sponsorship provides your organization with the prospect for a financial return on investment with name recognition for your brand and the opportunity to build long-term working relationships with these influential architects.

The value of COD Sponsorship from USG, a sponsor since 2002:

"Having committed resources to the AIA Committee on Design for a number of years and attending the outstanding conferences – both domestic and international – you experience architecture and design in an unparalleled fashion. The associations developed with key clients from around the United States allows for brand preference in your category, access to firms through established relationships and better understanding of market needs for product development by participating in rich discussions about design needs and the future of design. You can spend more on other conferences or conventions and perhaps touch more people, but USG feels that spending significant time with key architects, designers and influencers twice a year for days at a time provides an experience unlike any other. Strongly consider sponsorship in the AIA COD as a sophisticated way of influence and preference in a crowded world of competitors."

Why Sponsor?

BUILDING RELATIONSHIPS

Our Sponsorship Program provides you an opportunity to spend concentrated time with key decision makers. For over 50 years, AIA COD has brought together design leaders from around the globe in an intimate informal setting. You can learn what their needs are, and help influence future trends in design and construction.

VISIBILITY

AIA COD publicity is followed worldwide by 12,000 AIA COD members, regional AIA Chapters, and architectural publications looking for future trends. Our programs are published through our website and a variety of social media platforms to reach a broad audience – we highlight our sponsors throughout.

POSITIONING

Your participation with AIA COD will enhance your company's position as a leader in design and construction. We can help you identify trends, hone your message to decision makers, and garner support for your business.



Committee on Design Members in Vancouver, BC in 2018. Photo By David Greenbaum, FAIA.



Committee on Design Members in Vancouver, BC in 2018. Photo By David Greenbaum, FAIA.

Richard Murlin
International Architectural Sales Manager, USG



APRIL 4-7, 2019
COD NATIONAL CONFERENCE
San Francisco, California

The AIA Committee on Design (COD) National Design Conference in San Francisco and Silicon Valley is first in a two-part conference series about innovation in architecture, infrastructure, and technology. The Spring 2019 Design Conference will explore innovation in all aspects of the built environment in San Francisco and Silicon Valley, world renowned as an incubator for innovation, invention, advancement of technology and design.

The Conference will bring COD attendees, which includes leading architects from national firms throughout the United States, to explore innovation in the SF Bay Area including an all-day excursion to Silicon Valley.

The conference will kick-off with an afternoon Symposium featuring a writer, a producer, and a designer whose work inspires and enlightens the architectural design community. The conference format will be walking tours, site tours, and lectures led by topic experts as well as “Pop Up” Talks in unexpected sites.

Some of the sites to be visited include Rincon Hill, South of Market, the new Transbay Terminal, and the recently completed addition to SFMOMA. In Silicon Valley, participants will visit the Apple Visitors Center in Cupertino, Stanford University and other Silicon Valley Campuses. The conference will culminate with a reception and dinner at the Exploratorium, celebrating 50 years of COD Leadership.

SEPTEMBER 21-29, 2019
SEPTEMBER 29-OCTOBER 2, 2019 (ADD-ON TOUR)
COD INTERNATIONAL CONFERENCE
Switzerland

The AIA Committee on Design (COD) International Conference in Switzerland is second in a two-part conference series about innovation in architecture, infrastructure, and technology. The Fall 2019 Conference will explore innovation in all aspects of the built environment in Switzerland, the country that regularly ranks number one on global innovation indexes.

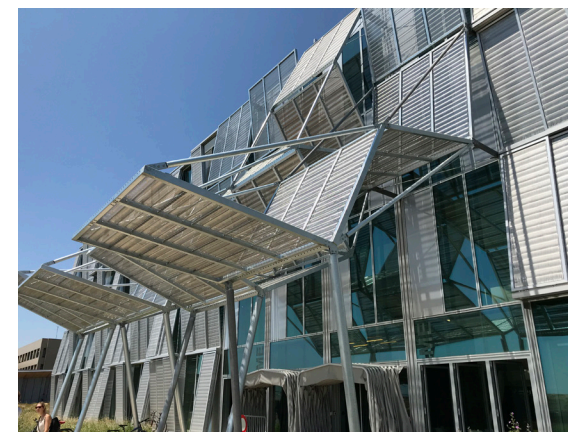
The Conference will bring COD attendees, which includes leading architects from national firms throughout the United States, to look at current innovation trends in Switzerland. The conference will span three base cities: Basel, Lausanne, and Lucerne, with excursions to additional sites. A post conference tour will visit the Alpine Villages of Graubunden. The conference format will be site tours and lectures led by topic experts as well as “Pop Up” Talks in unexpected sites.

Some of the innovative projects to be visited include Swiss Federal Institute of Technology EPFL in Lausanne, Novartis, Roche, Vitra, Laufen, Ricola, Swatch Omega, Audemars Piguet, Nestle, Foundation Beyeler, and Mout Pilatus. These sites will provide food for thought regarding a vast range of topics including innovation vs. maintenance, the instrumental vs. the communicative role in architecture, disruptive vs. incremental change, transport infrastructure, manufacturing, housing, workplace, materials, urban planning and digital technology.

Participants will have the opportunity to see first hand the work of architects that have changed the way we see the world, including Le Corbusier, Herzog & De Meuron, and Peter Zumthor.



Above: San Francisco Museum of Modern Art, Photo by David Greenbaum FAIA.



Above: Mechanical Hall, EPFL Lausanne, Switzerland.



- **ACCESS TO OVER 10,000 MEMBERS**
- **RECOGNITION AT ALL COD EVENTS**
- **LOGO ON COD WEBSITE**
- **DIRECT CONNECTIONS WITH KEY DESIGN LEADERS**
- **LOGO ON CONFERENCE BROCHURES**
- **DIRECT WEB LINK FROM COD WEBSITE**

Platinum Partner - \$10,000+

Opportunity for a 10 -15 minute presentation, at both COD conferences

Acknowledgment with company logo as a Platinum Partner on the COD's main webpage and conference brochures for one year

Direct link from COD website to your website for one year

The right to display the statement "2019 Platinum Partner, AIA Committee on Design" on your marketing materials, publications, and webpage for one year

Recognition at all COD conferences and events

Opportunity to distribute promotional material and briefly present at both COD conferences

One complimentary registration to attend both COD conferences, with access to our members throughout

Gold Partner - \$5,000+

Acknowledgment with company logo as a Gold Partner on the COD's main webpage and conference brochures for one year

Direct link from COD website to your website for one year

The right to display the statement "2019 Gold Partner, AIA Committee on Design" on your marketing materials, publications, and webpage for one year

Recognition at one COD conference of your choice

Opportunity to distribute promotional materials and briefly present at one COD conference of your choice

One complimentary registration to attend the COD domestic conference, with access to our members throughout

Silver Partner - \$2,500+

Acknowledgment with company logo as a Silver Partner on the COD's main webpage and conference brochures for one year

Direct link from COD website to your website for one year

The right to display the statement "2019 Silver Partner, Committee on Design" on your marketing materials, publications, and webpage for one year

Recognition at the domestic COD conference

Opportunity to distribute promotional material and briefly present at one COD conference of your choice

Bronze Partner - \$1,000+

Acknowledgment as a Bronze Partner on the COD's main webpage and conference brochures for one year

Direct link from COD website to your website for one year

Opportunity to distribute promotional material and briefly present at one COD conference of your choice

Customize a Partnership

Have a suggestion that would work better for your business? Packages can be customized to meet individual requirements.



1. Select your Sponsorship Level:

- ☐ Platinum Partner \$10,000 + ☐ Gold Partner \$5,000 + ☐ Silver Partner \$2,500 + ☐ Bronze Partner \$1,000 + ☐ Other

2. Select your Convention/Conference, and Sponsor Level:

- | | |
|--|---|
| <input type="checkbox"/> April 4-7, 2019:
COD National Conference | <input type="checkbox"/> September 21-29, 2019:
COD International Conference |
| <input type="radio"/> Platinum Partner | <input type="radio"/> Platinum Partner |
| <input type="radio"/> Gold Partner | <input type="radio"/> Gold Partner |
| <input type="radio"/> Silver Partner | <input type="radio"/> Silver Partner |
| <input type="radio"/> Bronze Partner | <input type="radio"/> Bronze Partner |
| <input type="radio"/> Other | <input type="radio"/> Other |

3. Select One of Three Payment Options:

- | | | |
|---|---|-----------------------------|
| <input type="checkbox"/> Check Payable to:
American Institute of Architects | <input type="checkbox"/> Visa, MasterCard, or AmEx: | |
| | <input type="radio"/> Amount: _____ | |
| <input type="checkbox"/> Send an invoice to the
Company Name, Contact Name and address
provided below | <input type="radio"/> Visa No.: _____ | Expiration Date: _____ |
| | <input type="radio"/> MasterCard No.: _____ | Name on Card: _____ |
| | <input type="radio"/> AmEx No.: _____ | Authorized Signature: _____ |

4. Complete the information below and mail it to:

Susan Parrish, Director, Knowledge Community | American Institute of Architects, 1735 New York Ave NW, Washington DC 20006.

Company Name

Contact Name

Address

City

State

Zip Code

Phone

Fax

E-Mail

Questions? Please contact Susan Parrish at AIA
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