

Be a TAP Mission Partner Sponsor Today!



THE AMERICAN INSTITUTE
OF ARCHITECTS
Technology in Architectural Practice

The American Institute of Architects **Technology in Architectural Practice** (TAP) Knowledge Community serves as a resource for AIA members, the profession, and the public in the deployment of computer technology in the practice of architecture.

As an **AIA TAP sponsor** your company has reach to over **13,000 AIA members** focused on technology use. **Promotion** of your company will include **advertisement** on the AIA TAP **website**, monthly **webinars** and **special events**, reaching professionals interested in your products or services. Your benefits will last the 365 days from the date that the contract is signed.

Join those that believe in AIA TAP!

OUTREACH

Annual Innovation Awards

Eleven years of recognizing peer achievement in advancing BIM processes and technology

Technology Awareness

Looking at all aspects of professional practice and how different technologies can contribute to enhancing the architect's roles and business

Professional Development Webinars

Topical educational programs from industry experts and peers in an interactive forum

LEADERSHIP

Motivate Action

Helping members to "get off the sidelines" and engage in the discussions and technology directly to improve their practices

Encourage Exploration

There are many answers out there, but not all of them are right for everybody. However, finding the answers won't happen without looking for them first.

Sharing Ideas

Every member's personal experience is better when it is built on shared knowledge and experience from peers.

Recent Sponsors include:



For more information:

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Sponsorship Prospectus Matrix

	Event / Program	Benefits	Annual Sponsorship			Per Event
			Gold \$15K	Silver \$10K	Bronze \$7K	
1	AIA TAP KC Mission Supporter: Recognition in TAP presentations at other events <i>TAP leaders and members are often asked to speak at other events about TAP or topics of mutual interest. This may include conferences (AIA National, regional, and local, BIMForum, buildingSMART, etc.) or webinars.</i>	Logo presence on introduction slide and verbal mention. <i>Prominence determined by sponsorship level.</i>	✓	✓	✓	N/A
2	AIA TAP KC Mission Supporter: Recognition on TAP website 18,000 annual impressions <i>Helps offset the cost of website hosting fees.</i>	Sponsor logo with hyperlink on the TAP homepage on AIA KnowledgeNet for one year <i>1,500 impressions per month</i>	✓	✓	✓	N/A
3	AIA TAP KC Mission Supporter: Recognition via TAP News e-mail distribution to TAP members 80,000 annual impressions <i>Helps offset the cost email list server fees.</i>	Sponsor logo with hyperlink on monthly email** to members <i>25% average open rate</i>	12	6	4	\$1,000 per email
4	Educational Webinar Sponsor: TAP quarterly & co-sponsored KC webinars 2,525 annual attendance 4.11 of 5 average attendee rating <i>Helps offset the cost webinar fees, content editing, hosting and archiving.</i>	Logo presence on introduction slide and verbal mention. Also includes logo in post-webinar survey e-mail to attendees. <i>Prominence determined by sponsorship level.</i>	All	3 or 4 (TAP only)	2 (TAP only)	\$3,000 / annually (TAP only)
5	Innovation Awards Sponsor: Innovation Awards Program including AIA National Convention Reception 18 May 2016 in Philadelphia, PA 175 professionals average attendance <i>Helps offset the cost of awards and brochures, competition software/web services, digital gallery, and virtual jury expenses.</i>	Distribution of sponsor-provided marketing materials	✓	✓	✓	\$2,000 (logo only, 1 ticket)
		Sponsor logos on promotional materials 400 average downloads	✓	✓	✓	
		Display of sponsor-provided signage	✓	✓		
		Verbal recognition of sponsor during program	✓			
		Complimentary tickets to the event	4	2	1	
6	Building Connections Sponsor: Building Connections Congress One day during NIBS Conference 11 January 2016 in Washington, D.C. 60 professionals average attendance <i>Helps offset the cost of space rental, catering, and event recording.</i>	Distribution of sponsor-provided marketing materials	✓	✓	✓	\$1,000 (logo only, 1 invite)
		Sponsor logos on promotional materials	✓	✓	✓	
		Display of sponsor-provided signage	✓	✓		
		Verbal recognition of sponsor during program	✓			
		Invitation(s) to event	3	2	1	

Sponsorship Notes:

Annual vs. event sponsors will be clearly delineated in marketing and promotions