

Sponsorship Prospectus



THE AMERICAN INSTITUTE
OF ARCHITECTS

Interior Architecture Knowledge Committee

The American Institute of Architects **Interior Architecture Knowledge Community (IAKC)** provides leadership and expertise to practitioners of interior architecture and design, working cooperatively with its members and other interiors organizations to address relevant, timely practice issues, markets, and trends, such as licensing, liability, environmental, and technological considerations.

Find out more about how IAKC promotes knowledge, develops best practices, and provides a forum for discussion to the interior architecture community at www.aia.org/iakc.

As an **AIA IAKC sponsor** your company speaks to over **6,000 AIA members** who design tomorrow's commercial, corporate, workplace, hospitality, and retail spaces. Communicate with this target audience through advertisement on the AIA IAKC website, education webinars, conferences and special networking events. Let IAKC help you build relationships that will grow your business. Your benefits will last the 365 days from the date that the contract is signed.

AIA IAKC Benefactor - \$10,000/year

The AIA IAKC non-exclusive Benefactor Sponsorship provides the longest and broadest exposure to prospective customers and business partners. Benefits include:

- Acknowledgment as an "AIA IAKC Benefactor" on the IAKC Web page with company logo and hyperlink.
- Acknowledgment in all IAKC broadcast e-mails with company logo and hyperlink. In addition, the ability to provide two articles of interest (500 – 1,000 words maximum) in a blast to the IAKC membership. (Article to be provided by Sponsor; may not include sales/marketing content; subject to editorial review by the AIA; content due one month prior to publication.)
- Exclusive sponsorship of one IAKC Webinar with an opportunity to collaborate on content development and delivery. In addition to, verbal acknowledgement as a Sponsor at the start of the webinar and inclusion of company logo on a sponsorship slide.
- Verbal acknowledgment at all face-to-face IAKC meetings/conferences throughout the year.
- The right to display the statement "AIA Interior Architecture Knowledge Community Benefactor" on company's marketing materials, publications, and Web page.
- The right to display sponsor-provided signage at the Welcome Party on Wednesday May 18th at the 2016 AIA National Convention in Philadelphia.

(additional opportunities on next page)

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IAKC at the Knowledge Communities Convention Welcome Party – \$2,500

The IAKC will be participating in a joint reception with at least 9 other Knowledge Communities at the AIA National Convention in Philadelphia. This reception will be used to orient members to the variety of experiences and activities at the AIA Convention, including KC sessions and forums. We want to connect seasoned and new attendees with other professionals with common interests. This will be a great chance to maintain a gathering space for networking with existing highly-engaged KC members and to engage with new potential volunteers. It will be a great opportunity to raise awareness of the 21 Knowledge Communities and the knowledge they develop for members.

- The right to display sponsor-provided signage at the Welcome Party on at the next AIA National Convention.
- Company logo and hyperlink on the event webpage
- Company logo and hyperlink on email marketing of the event to AIA IAKC members

Interior Architecture Roundtable at AIA Convention Sponsor - \$1,500

The IAKC hosts an annual roundtable at the AIA Convention. The roundtable provides an open forum for dialogue on trends in the industry. The roundtable typically attracts 150 interior architects. Benefits include:

- Verbal acknowledgement as a Sponsor by the AIA moderator during the event.
- One-minute open speaking role (commercial message permitted).
- Opportunity for company representative to contribute to two-hour dialogue (asking or responding to questions from member audience).
- Company logo and hyperlink on the event webpage.
- Company logo and hyperlink on email marketing of event to AIA IAKC members.

Interior Architecture Email Newsletter Sponsorship - \$1,000

Delivered electronically to all 6,000+ IAKC members, it contains IAKC news, interviews, calendar of events, and highlights AIA Best Practice resources. Benefits include:

- Top-fold recognition with company logo and hyperlink in one issue of the IAKC email newsletter
- Ability to provide one article of interest (500 – 1,000 words maximum) (article provided by Sponsor; may not include sales/marketing content; subject to editorial review by the AIA; content due four weeks prior to publication date)

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Interior Architecture Website Sponsorship - \$1,000

The IAKC website contains IAKC news, interviews, calendar of events, and highlights AIA Best Practice resources. Benefits include:

- Homepage recognition with company logo and hyperlink in for one month on the IAKC website