



### 2018 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 12,000 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 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 location, both old and new.

The COD membership oversees and influences design work for billions of dollars of construction annually. They are primarily focused upon and known for innovative and sustainable design that is influential on a global playing field. Your 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.** AIA COD has a 50-year history of bringing 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 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 Moscow, Russia in July 2017. Photo by Jim Lord, AIA



Committee on Design members at conference in Austin, Texas in February, 2017. Photo by Jim Lord, AIA



Committee on Design Members in Austin, Texas in February, 2017. Photo by Jim Lord, AIA

Richard Murlin  
International Architectural Sales Manager, USG



### May 17-20 2018 : COD NORTH AMERICAN CONFERENCE

Vancouver, BC

As one of the great North American Cities, Vancouver will provide fertile ground for exploration and discovery during our Spring conference. We will explore the central business district including Library Square and Vancouver Public Library by Moshe Safdie Associates and DA Architects+Planners, One Wall Centre by Busby + Associates, the Law Courts designed by Arthur Erickson, the Scotia Dance Center by Stantec/Erickson, the Vancouver Convention Center West and Harbor Green Park by LMN Architects and DA Architects+Planners.

The tours will also include the University of British Columbia where we will see the Chan Centre for the Performing Arts by Bing Thom Architects, the Liu Institute for Global Issues by Stantec/Erickson, the Belkin Art Gallery by Peter Cardew Architects, the Michael Smith Laboratories by Henriquez Partners, the Beaty Biodiversity Centre, designed by Patkau, the Langara Students' Union designed by Teeple Architects, the Sunset Community Centre by Bing Thom, One Pacific by IBI/HB, the Earth Sciences Building by Perkins +Will, the Center of Interactive Research and Sustainability, also by Perkins +Will.

The tours will be led by architects familiar with the design aspirations with each building. The conference will also include presentations by planners involved with the developments. Join COD for what is shaping up to be an exceptional conference in one of the great North American cities!



Above: Museum of Anthropology, Vancouver BC. Photo by George Miller, FAIA.

### June 21, 2018 : AIA CONFERENCE ON ARCHITECTURE 2018

AIA Committee on Design - Design Awards Reception

Century Association, NYC 7:30 pm -10:00 pm

Join the AIA Committee on Design (COD) and their special guests - the recipients of the AIA's highest achievement awards - the Gold Medal, Architecture Firm Award, Honorary Fellowship, and Institute Honor Awards for Collaborative Achievement. This special event will be held in the Century Association Club, and will celebrate the design achievements of these honored individuals.

#### Impact:

About 120 design industry leaders attend the event. E-mail blast regarding the event reaches all (12,000) COD members. Announcements of the event go out on COD social media sites: Facebook, Twitter and Wordpress blog. Event announcement stays on COD website.



Above: Century Association, New York. Photo by George Miller, FAIA.

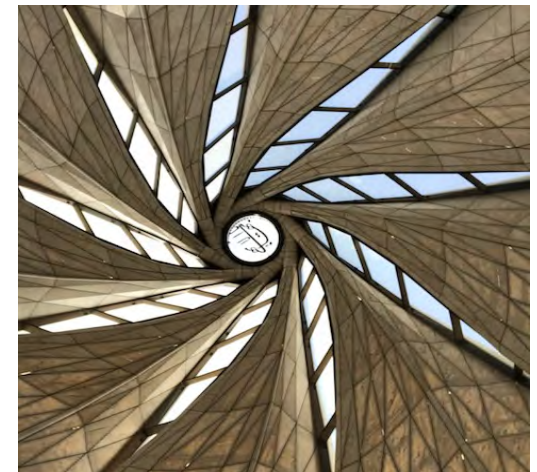
### October 20-27, 2018 : COD INTERNATIONAL CONFERENCE

Santiago and Valparaiso, Chile

For many years, the COD has had great interest in traveling to South America to visit historical centers of importance and to visit the work of Contemporary Architects. The time is right to visit Chile, where architecture and design has an increased importance and is being recognized globally. The conference is being organized by Geo Darder of Copperbridge who many will remember was in charge of the exceptional conference in Cuba. The trip to Chile is tentatively scheduled for October 20 - 27, 2018. The current plans will have us spending four days in Santiago and 3 days in Valparaiso.

The program will include tours of many iconic buildings including those of the Art Deco period. There will be lectures by Chilean specialists as well as great opportunities to explore the Chilean culture, including art and music and don't forget food! We have identified many significant buildings to visit from an exploratory trip to investigate specific venues in mid November, 2017.

The Chile conference plans to be an exceptional opportunity to engage with the historical past as well as the dynamic face of today's architecture. Please check back for further details but mark your calendars now for this event that is not to be missed!



Above: The Bahá'í Temple of South America, Santiago, Chile. Photo by George Miller, FAIA.



### Platinum Partner - \$10,000 +

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 "2018 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 materials, and present, at both COD conferences

Two complimentary registrations to attend the Vancouver, Canada conference with access to our members throughout

### Diamond Partner - \$5,000 +

Acknowledgment with company logo as a Diamond 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 "2018 Diamond Partner, AIA Committee on Design" on your marketing materials, publications, and webpage for one year

Recognition at the domestic COD conference

Opportunity to distribute promotional materials, and present, at one the COD domestic conference of your choice

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

### Gold Partner - \$2,500 +

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 "2018 Gold Partner, Committee on Design" on your marketing materials, publications, and webpage for one year

Recognition at the domestic COD conference

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

### Silver Partner - \$1,000 +

Acknowledgment 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

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

### Patron - \$500

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

Direct link from COD website to your website for one year



### 1. Select your Sponsorship Level:

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

### 2. Select your Conference:

- ☐ May 17-20 2018 :  
COD NORTH AMERICAN CONFERENCE  
☐ June 21 2018 :  
AIA CONFERENCE ON ARCHITECTURE  
☐ October 20-27 2018 :  
COD INTERNATIONAL CONFERENCE

### 3. Select One of Two Payment Options:

- ☐ Check Payable to:  
Attn: Pamalus Kennedy, The American Institute of Architects  
☐ Send an invoice to the  
Company Name, Contact Name and address I have provided below

### 4. Complete the information below and e-mail or mail it to:

Susan Parrish, Director, Knowledge Community | American Institute of Architects, 1735 New York Ave NW, Washington DC 20006 | [sparrish@aia.org](mailto:sparrish@aia.org)

Company Name

Contact Name

Address

City

State

Zip Code

Phone

Fax

E-Mail

Questions? Please contact Jaya Kader at (305) 865-9911 or [jaya@kzarchitecture.com](mailto:jaya@kzarchitecture.com)