



**The American  
Institute  
of Architects**

## Custom Residential Architects Network

an **AIA** Knowledge Community

Custom Residential Architects Network—An AIA Knowledge Community

**2018 Sponsor Prospectus**

[www.aia.org/cran](http://www.aia.org/cran)



The mission of the Custom Residential Architects Network (CRAN), a Knowledge Community of the American Institute of Architects, is to encourage and promote custom residential architecture and residential architects. To that end, CRAN makes a point of developing ongoing relationships with industry stakeholders.

CRAN's main educational event, the annual CRAN Symposium, provides an opportunity for industry stakeholders to meet and interact with residential professionals from across the country. CRAN welcomes, as sponsors, companies that share a commitment to excellence in residential architecture and design. CRAN will be hosting its tenth annual national symposium, "Elevating the Art of Residential Design and Practice," in Cincinnati, Ohio from October 6-10, 2018. The event will focus on educating residential practitioners about recent design innovations, practice management, and sustainable building techniques, sharing best practices, and developing long-lasting relationships between practitioners and industry stakeholders.

CRAN anticipates an audience of 250 - 350 custom residential architects and designers. Pre-event promotions will reach over 9,000 registered architects. These leading-edge practitioners set design industry trends, capture media attention with their work and specify high quality, innovative products in their designs.

CRAN is currently seeking sponsorships at various levels from select industry partners for this event. Please review the following sponsorship opportunities to see which is right for your company.



## Symposium Sponsorship

### **SYMPOSIUM SPONSOR – one sponsor at \$17,000 (SOLD)**

- Host of the welcome reception cocktail reception (Sunday, October 7)
- Exclusive 10-minute presentation during welcome cocktail reception
- Loop slideshow during welcome cocktail reception
- Acknowledgment as the Symposium sponsor in the symposium program distributed to all attendees, and on a daily basis at the symposium
- One 20' x16' exhibit booth in sponsor showcase
- Company logo in printed program
- Company logo in pre-event advertising
- Largest company logo and web link on CRAN website ([www.aia.org/cran](http://www.aia.org/cran)) as a CRAN sponsor for entire year
- One handout to be included in symposium tote bag, provided to each attendee with the registration materials
- Two complimentary full registrations for the symposium, including the home tour, educational sessions, and meals
- Two showcase-only registrations (meals included; home tour excluded)

### **SPECIAL EVENT SPONSOR – one sponsor at \$10,000 (SOLD)**

- Acknowledgement as the Special Event sponsor in the symposium program distributed to all attendees
- Exclusive 10-minute presentation during Special Event
- One 8' x10' exhibit booth in sponsor showcase
- Company logo in printed program
- Company logo in pre-event advertising
- Company logo and web link on CRAN website ([www.aia.org/cran](http://www.aia.org/cran)) as a CRAN sponsor for entire year
- One handout to be included in symposium tote bag, provided to each attendee with the registration materials
- Two complimentary full registrations for the symposium, including the home tour, educational sessions, and meals
- Two showcase-only registrations (meals included; home tour excluded)

### **LANYARD / BADGE HOLDER SPONSOR – one sponsor at \$8,500 (SOLD)**

- Acknowledgment as the lanyard sponsor in the symposium brochure distributed to all attendees
- One (1) five-minute presentation during one lunch
- One 8' x10' exhibit booth in sponsor showcase
- Company logo in printed program
- Company logo in pre-event advertising
- Company logo and web link on CRAN website ([www.aia.org/cran](http://www.aia.org/cran)) as a CRAN sponsor for entire year
- One handout to be included in symposium tote bag, provided to each attendee with the registration materials
- Two complimentary full registrations for the symposium, including the home tour, educational sessions, and meals
- Sponsor provides lanyards or AIA staff will invoice sponsor for cost of lanyards over and above sponsorship fee.

### **TOTE BAG SPONSOR – one sponsor at \$8,500 (SOLD)**

- Acknowledgment as the tote bag sponsor in the symposium program distributed to all attendees
- One (1) five-minute presentation during one lunch
- One 8' x10' exhibit booth in sponsor showcase
- Company logo in printed program
- Company logo in pre-event advertising
- Company logo and web link on CRAN website ([www.aia.org/cran](http://www.aia.org/cran)) as a CRAN sponsor for entire year
- One handout to be included in symposium tote bag, provided to each attendee with the registration materials
- Two complimentary full registrations for the symposium, including the home tour, educational sessions, and meals
- AIA staff will invoice sponsor for cost of tote bags over and above sponsorship fee (allowing sponsor to choose type of bag and logo treatment). Bag will include sponsor logo and CRAN logo.



**COCKTAIL RECEPTION SPONSOR – three sponsors at \$7,500 each (SOLD)**

**(One each on Saturday, Monday and Tuesday)**

- Acknowledgment as a cocktail reception sponsor in the symposium program distributed to all attendees
- One (1) five-minute presentation during sponsored cocktail reception
- One tabletop display in sponsor showcase
- Company logo in printed program
- Company logo in pre-event advertising
- Company logo and web link on CRAN website ([www.aia.org/cran](http://www.aia.org/cran)) as a CRAN sponsor for entire year
- One handout to be included in symposium tote bag, provided to each attendee with the registration materials
- Two complimentary full registrations for the symposium, including the home tour, educational sessions, and meals

**LUNCH SPONSOR – Two sponsors at \$7,500 each (2 available)**

**(One each on Monday and Tuesday)**

- Acknowledgment as a lunch sponsor in the symposium program distributed to all attendees
- One (1) five-minute presentation during sponsored lunch
- One tabletop display in sponsor showcase
- Company logo in pre-event advertising
- Company logo and web link on CRAN website ([www.aia.org/cran](http://www.aia.org/cran)) as a CRAN sponsor for entire year
- One handout to be included in symposium tote bag, provided to each attendee with the registration materials
- Two complimentary full registrations for the symposium, including the home tour, educational sessions, and meals

**HOME TOUR SPONSOR – four sponsors at \$8,000 each (1 available)**

- Acknowledgment as a home tour sponsor in the symposium program distributed to all attendees
- One (1) five-minute presentation during lunch
- One 8' x10' exhibit booth in sponsor showcase
- Company logo in pre-event advertising
- Company logo and web link on CRAN website ([www.aia.org/cran](http://www.aia.org/cran)) as a CRAN sponsor for entire year
- One handout to be included in symposium tote bag, provided to each attendee with the registration materials
- Two complimentary full registrations for the symposium, including the home tour, educational sessions, and meals

**BREAKFAST SPONSOR – two sponsors at \$7,500 each (SOLD)**

- Acknowledgment as a breakfast sponsor in the symposium program distributed to all attendees
- One (1) five-minute presentation during sponsored breakfast or lunch
- One tabletop display in sponsor showcase
- Company logo in pre-event advertising
- Company logo and web link on CRAN website ([www.aia.org/cran](http://www.aia.org/cran)) as a CRAN sponsor for entire year
- One handout to be included in symposium tote bag, provided to each attendee with the registration materials
- Two complimentary full registrations for the symposium, including the home tour, educational sessions, and meals





**WI-FI SPONSOR – one sponsor at \$6,000**

- Acknowledgment as the Wi-Fi sponsor in the symposium program distributed to all attendees
- One tabletop display in sponsor showcase
- Company logo and web link on symposium web page
- Company logo in pre-event advertising
- Company logo and web link on CRAN website ([www.aia.org/cran](http://www.aia.org/cran)) as a CRAN sponsor for entire year
- One handout to be included in symposium tote bag, provided to each attendee with the registration materials
- One complimentary full registration for the symposium, including the home tour, educational sessions, and meals

**HOTEL KEYCARD SPONSOR – one sponsor at \$6,000 (SOLD)**

- Acknowledgment as the hotel keycard sponsor in the symposium program distributed to all attendees
- Company logo on hotel keycards for attendees
- One tabletop display in sponsor showcase
- Company logo in pre-event advertising
- Company logo and web link on CRAN website ([www.aia.org/cran](http://www.aia.org/cran)) as a CRAN sponsor for entire year
- One handout to be included in symposium tote bag, provided to each attendee with the registration materials
- One complimentary full registration for the symposium, including the home tour, educational sessions, and meals
- AIA staff will coordinate hotel keycard printing

**CHARGING STATION SPONSOR – one sponsor at \$6,000**

- Acknowledgment as the charging station sponsor in the symposium program distributed to all attendees
- One tabletop display in sponsor showcase
- Company logo in pre-event advertising
- Company logo and web link on CRAN website ([www.aia.org/cran](http://www.aia.org/cran)) as a CRAN sponsor for entire year
- One handout to be included in symposium tote bag, provided to each attendee with the registration materials
- One complimentary full registration for the symposium, including the home tour, educational sessions, and meals
- Sponsor provides charging station or AIA staff will invoice sponsor for cost of charging station over and above sponsorship fee

### **SHOWCASE BREAK SPONSOR – three sponsors at \$6,500 each (2 available)**

- Acknowledgment as a break sponsor in the symposium program distributed to all attendees
- Tabletop sign with sponsor logo on sponsored break beverage tables
- One tabletop display in sponsor showcase
- Company logo in pre-event advertising
- Company logo and web link on CRAN website ([www.aia.org/cran](http://www.aia.org/cran)) as a CRAN sponsor for entire year
- One handout to be included in symposium tote bag, provided to each attendee with the registration materials
- One complimentary full registration for the symposium, including the home tour, educational sessions, and meals

### **SHOWCASE TABLETOP SPONSOR – fourteen sponsors \$4,500 (SOLD)**

- One tabletop display in sponsor showcase
- Company logo in pre-event advertising
- Company logo and web link on CRAN website ([www.aia.org/cran](http://www.aia.org/cran)) as a CRAN sponsor for entire year
- Two showcase-only registrations (meals included; home tour excluded)

### **SYMPOSIUM SUPPORTER – \$1,500**

- Listing in program as supporter
- Company logo in pre-event advertising
- Company logo and web link on CRAN website ([www.aia.org/cran](http://www.aia.org/cran)) as a CRAN sponsor for entire year
- Symposium sponsor may pay for full registration if they choose to attend
- Symposium Supporters may hand out business cards

### **Terms and Conditions**

No sponsorship terms are final until the AIA and the sponsor enter into a written agreement that clearly sets out those terms. Sponsorship opportunities are non-exclusive, unless specifically noted otherwise. “Exclusive” sponsorship opportunities are defined as exclusive to the sponsor’s market space. The AIA and the sponsor shall mutually agree on the definition of “market space” in the sponsorship agreement. For non-exclusive sponsorships, opportunities are generally available on a first-come, first-served basis. The AIA reserves the right to select sponsors based on its best interests and may accept or decline an offer by a potential sponsor based on broader commitments or considerations. In some instances, for example, a potential sponsor might be offered a right of first refusal for a sponsorship opportunity based on its past relationship with the AIA. Similarly, the AIA may reach out to potential sponsors that have not responded to an initial AIA offer of sponsorship opportunities. In all instances, the AIA strives to maintain fairness toward all its potential sponsors while making final decisions based on its particular needs. Please note that AIA knowledge community programs, publications, and marketing efforts are subject to change or cancellation. The AIA reserves the right to substitute, with the concurrence of the sponsor, marketing exposure of equivalent scope to the sponsorship benefits described herein. The AIA also



reserves the right to cancel a sponsorship, but if it does so will refund all funds or other items of value it has received from the sponsor.

Payment must be received in advance for all sponsorships. Full terms and conditions are described in each sponsorship agreement.

The AIA bylaws provide that no sponsorship may be regarded as an indication that the AIA or its representatives “sponsor or endorse any enterprise operated for profit” or approve, sponsor, or endorse “any material of construction or any method or manner of handling, using, distributing, or dealing in any material or product.

[www.aia.org/cran](http://www.aia.org/cran)



The AIA Custom Residential Architects Network is led by a group of AIA members with demonstrated experience and expertise in custom residential housing. This advisory group determines the educational and information needs of the knowledge community membership and, together with AIA staff, develops and delivers its programs and publications.

Visit <http://network.aia.org/cran/home/cranphotos/> for photos from 2015 CRAN Symposium

To learn more about CRAN, to discuss possible sponsorship opportunities in greater detail, or to network with the acknowledged leaders in this field, please contact:

### AIA Staff Contact: CRAN

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