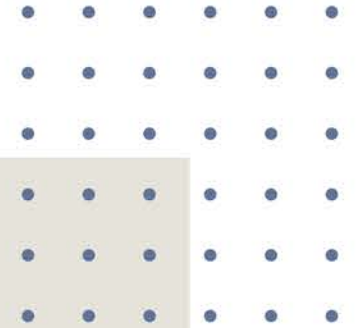


Knowledge Communities **Sponsorship Prospectus**



About AIA

The American Institute of Architects was founded in 1857 and, since then, has consistently worked to create more valuable, healthy, secure, and sustainable buildings, neighborhoods, and communities. Through more than 200 international, state, and local chapters, AIA advocates for public policies that promote economic vitality and public well-being.

AIA provides members with tools and resources to assist them in their careers and business as well as engaging civic and government leaders and the public to find solutions to pressing issues facing our communities, institutions, nation, and world. Members adhere to a code of ethics and conduct to ensure the highest professional standards.





About Knowledge Communities

AIA Knowledge Communities (KCs) connect members who share a passion in order to advance the profession and their work. There are 21 KCs focusing on everything from sustainability, to emerging technologies, to starting or managing a firm.

CURRENT KNOWLEDGE COMMUNITY SPONSORSHIP OPPORTUNITIES

Academy of Architecture for Health (AAH)

AAH provides knowledge which supports the design of healthy environments by creating education and networking opportunities for members of—and those touched by—the healthcare architectural profession. Members: 9,800

Academy of Architecture for Justice (AAJ)

Justice facilities present architects with unique challenges. AAJ connects members with professional organizations and outside experts in a continuing quest for quality, efficiency and justice. Members: 3,000

Building Performance (BPKC)

The mission of the BPKC is to increase building performance related to occupant comfort and health; and to the function, durability, sustainability, and resilience of buildings. Members: 11,800



Committee on Architecture for Education (CAE)

CAE convenes architects, designers and allied professionals for interdisciplinary work: How to design, build and use educational, cultural and recreational facilities to meet the needs of students of all ages. Members: 11,100

Committee on Design (COD)

The COD promotes design excellence among members, the broader design community and the public. Members: 15,000

Committee on the Environment (COTE®)

The Committee on the Environment (COTE®) is an AIA Knowledge Community working for architects, allied professionals, and the public to achieve climate action and climate justice through design. Members: 14,100

Custom Residential Architects Network (CRAN®)

CRAN® is the leading resource and voice for architects who focus on collaborative design with homeowners. It provides support, advocacy, and education for custom residential projects and professional development for its members. Members: 4,200

Design for Aging Knowledge Community (DFA)

DFA fosters design innovation and disseminates knowledge in the pursuit of two primary objectives: To enhance the built environment and to improve the quality of life for an aging society. Members: 5,400

Historic Resources Committee (HRC)

HRC works globally to identify, understand, and preserve architectural heritage, sharing its expertise with architects and the public through newsletters, conferences, and convention activities. Members: 8,300

Interfaith Design (ID)

Interfaith Design brings together professionals interested in religious facilities in a broad array of traditions, encouraging and supporting excellence in the design of worship spaces. Members: 5,800



Practice Management Knowledge Community (PMKC)

PMKC is an information center on the business of architecture—the trends in financial management, risk mitigation, professional development, and more that will determine the future of the profession. Members: 14,000

Public Architects Committee (PA)

What is the role of the public architect and how can it be enhanced? PA promotes excellence in public architecture and positions the architect as an essential element in civic engagement and development of public facilities. Members: 5,300

Regional and Urban Design (RUDC)

Resilience, climate change, and natural disasters are at the top of many municipalities' watch lists. RUDC helps architecture professionals keep pace with changing conditions and improve regional and urban environments through excellence in design, planning, and public policy.

Small Project Design (SPD)

Small Project Design (SPD) Knowledge Community supports, celebrates, and promotes small projects by engaging designers and the public. Members: 13,000

Technology in Architectural Practice (TAP)

As new technology emerges and becomes increasingly critical to practice, planning and building, TAP keeps members ahead, serving as a resource for the profession and the public in the use of technology in the practice of architecture. Members: 16,100



“AIA’s commitment to design excellence and tireless efforts in advancing architectural discourse aligns seamlessly with our mission and values. As an industry-leading manufacturer of building products and innovative solutions, our collaboration with AIA has elevated our brand within the architectural community and is instrumental in fostering a culture of innovation. Our work with the AIA Committee on Design has opened doors for more meaningful connections and has been a catalyst for pushing the boundaries of design thinking.”

–T. J. Brennan, AIA, USG



Why sponsor

1

Build relationships

AIA Knowledge Communities bring together architects and design leaders from around the globe in an intimate informal setting. Spend concentrated time with key decision makers to learn what their needs are and help influence future trends in design and construction.

2

Visibility

KC programs and events are featured on AIA's various marketing and communications channels—including Instagram, LinkedIn, X, e-newsletters, our website and more—providing opportunities for brand exposure.

3

Positioning

As a leader in design and construction, your participation will enhance your company's position. We can help you hone your message to industry design leaders and decision makers and garner support for your business.



Sponsorship opportunities



Custom Residential Architects Network



Custom Residential Architects Network (CRAN®)

MISSION

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.

WHO WE ARE

The AIA Custom Residential Architects Network is led by a group of AIA members with demonstrated experience and expertise in custom residential housing. 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 sponsors that share a commitment to excellence in residential architecture and design.

MEMBERSHIP

4,200 people



“The ability to spend quality time with many CRAN members at the local tours and networking dinners makes this event one that I look forward to attending every year. The rich conversations during these times are priceless.”

-David Solley, Andersen Windows & Doors



OPPORTUNITIES

2024 CRAN® Symposium

September 18–22, 2024

Seattle, WA

Showcase your product to an exclusive audience of custom residential architects at CRAN’s thirteenth annual national symposium in Seattle, WA, September 18–22. 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.

Get your brand in front of 9,000 registered architects via pre-event promotions and connect in person with 350 custom residential architects and designers on site. These leading-edge practitioners set design industry trends, capture media attention with their work, and specify high-quality, innovative products in their designs.

PREMIUM SPONSORSHIP	
Symposium sponsor – exclusive! \$22,000	Special event \$25,000
One (1) sponsorship available Wednesday, September 18, 5–6:30pm at the event hotel	One (1) sponsorship available Date, time, and location TBD
Includes: <ul style="list-style-type: none">• Host the Welcome Cocktail Reception• Five-minute presentation during the Symposium reception• One (1) 10’ x 20’ space in the exhibit area• Symposium lanyard with company logo• Acknowledgment on the event website and in the conference app with company logo• Opportunity to host a networking dinner at a location of your choosing• Weekly registration roster to assist with inviting architects to dinner• Six (6) complimentary full registrations for the symposium (education sessions, home tour, and meals are included)• Push notification in Symposium app	Includes: <ul style="list-style-type: none">• One 10’ x 10’ space in the exhibit area• Two-minute speaking time during the event• Branded specialty cocktail topper with your company logo• Acknowledgment on the event website and in the conference app with company logo• Opportunity to host a networking dinner at a location of your choosing• Weekly registration roster to assist with inviting architects to dinner• Four (4) complimentary Symposium registrations (education sessions, home tour, and meals are included) per company• Push notification in Symposium app

SPONSORSHIP OPPORTUNITIES

Home tour \$15,000	CRAN leadership dinner—exclusive! \$15,000	Hotel keycard \$6,000	Wi-Fi \$5,000	Emerging professional (EP) supporter \$5,000
Six (6) sponsorships available Date(s) and time(s) are TBD	One (1) sponsorship available Date and time are TBD	One (1) sponsorship available	One (1) sponsorship available	Five (5) sponsorships available
Includes: <ul style="list-style-type: none"> • One (1) tabletop display in exhibit area with six-foot skirted table • One (1) designated bus during the home tour • Grab 'n Go breakfast and/or lunch including company logo sticker on boxed meal(s) • Two-minute speaking time at hotel • Acknowledgment on the event website and in the conference app with company logo • Opportunity to host a networking dinner at location of your choosing • Weekly registration roster to assist with inviting architects to dinner • Two (2) complimentary Symposium registrations (education sessions, home tour, and meals are included) • Push notification in Symposium app 	Includes: <ul style="list-style-type: none"> • One (1) tabletop display in exhibit area with six-foot skirted table • New exclusive opportunity to host dinner with 35–40 select AIA CRAN national leaders and local CRAN committee members • Acknowledgment on the event website and in the conference app with company logo • Opportunity to host a networking dinner at location of your choosing • Weekly registration roster to assist with inviting architects to dinner • Two (2) complimentary Symposium registrations (educational sessions, home tour, and meals are included) • Push notification in Symposium app 	Includes: <ul style="list-style-type: none"> • Company logo on all attendees' hotel keycards • Company logo on Symposium hotel room keycards for Symposium guests • Acknowledgment on event the website and in the conference app with company logo • Push notification in Symposium app • One (1) tabletop display in exhibit area with six-foot skirted table • Opportunity to host a networking dinner at location of your choosing • Weekly registration roster to assist with inviting architects to dinner • Two (2) complimentary Symposium registrations (educational sessions, home tour, and meals are included) 	Includes: <ul style="list-style-type: none"> • One (1) tabletop display in exhibit area with six-foot skirted table • Signage in exhibit area as Wi-Fi sponsor • Acknowledgment on event website and in conference app with company logo • Opportunity to host a networking dinner at location of your choosing • Weekly registration roster to assist with inviting architects to dinner • One (1) complimentary Symposium registration (educational sessions, home tour, and meals are included) • Push notification in Symposium app 	Includes: <ul style="list-style-type: none"> • Identify/acknowledge EPs as sponsored by EP Supporter • Registration list of emerging professionals • Ability to register for symposium

SPONSORSHIP OPPORTUNITIES

*Dates and times may change

Breakfast \$7,500*	Lunch \$10,000*	Cocktail reception \$10,000*	Showcase break \$6,500*	Showcase tabletop only \$6,000
One (1) sponsorship available per day/Three (3) total	One (1) sponsorship available per day/Three (3) total	One (1) sponsorship available per day/Two (2) total	Two (2) sponsorships available per day / Six (6) total	Several sponsorships available
Time: 7-7:50am Thursday, September 19 Friday, September 20 Saturday, September 21	Time: 12-1pm Thursday, September 19 Friday, September 20 Saturday, September 21	Time: 5:30-6:30pm Friday, September 20 Saturday, September 21	Time: 10-10:30am Afternoon* Thursday, September 19 Friday, September 20 Saturday, September 21	
Includes: <ul style="list-style-type: none"> • Two-minute presentation during a breakfast • Sponsor signage at designated breakfast • Acknowledgment on the event website and in the conference app with company logo • One (1) tabletop display in exhibit area with six-foot skirted table • Opportunity to host a networking dinner at location of your choosing • Weekly registration roster to assist with inviting architects to dinner • Two (2) complimentary Symposium registrations (educational sessions, home tour, and meals are included) • Push notification in Symposium app 	Includes: <ul style="list-style-type: none"> • Two-minute presentation during lunch • Sponsor signage at designated lunch • Acknowledgment on event website and in conference app with company logo • One (1) tabletop display in exhibit area with six-foot skirted table • Opportunity to host a networking dinner at location of your choosing • Weekly registration roster to assist with inviting architects to dinner • Two (2) complimentary Symposium registrations (educational sessions, home tour, and meals are included) • Push notification in Symposium app 	Includes: <ul style="list-style-type: none"> • Two-min speaking opportunity during reception • Sponsor signage at reception • Acknowledgment on event the website and in the conference app with company logo • One (1) tabletop display in exhibit area with six-foot skirted table • Opportunity to host a networking dinner at location of your choosing • Weekly registration roster to assist with inviting architects to dinner • Two (2) complimentary Symposium registrations (educational sessions, home tour, and meals are included) • Push notification in Symposium app 	Includes: <ul style="list-style-type: none"> • Two-min speaking opportunity • Sponsor signage at designated break • Acknowledgment on the event website and in the conference app with company logo • One (1) tabletop display in exhibit area with six-foot skirted table • Opportunity to host a networking dinner at location of your choosing • Weekly registration roster to assist with inviting architects to dinner • One (1) complimentary Symposium registration (educational sessions, home tour, and meals are included) • Push notification in Symposium app 	Includes: <ul style="list-style-type: none"> • Acknowledgment on event website and in conference app with company logo • One (1) tabletop display in exhibit hall with six-foot skirted table • Opportunity to host a networking dinner at location of your choosing • Weekly registration roster to assist with inviting architects to dinner • One (1) complimentary Symposium registration (educational sessions, home tour, and meals are included)

OPPORTUNITIES

**AIA Conference on
Architecture & Design 2024**

June 5–8, 2024
Washington, D.C.

The AIA Conference on Architecture & Design 2024 (AIA24) is the premier AEC industry event. AIA24 is where the AEC industry gathers to network, share knowledge, gain exposure, and find solutions to design a better world.

During AIA24, we'll host a highly anticipated reception for architects who design custom residential homes. Your sponsorship will allow you to network and engage with approximately 100 custom residential architects to build contacts and obtain leads. Furthermore, the reception is an opportunity to engage with members on a personal level in a relaxed atmosphere.

PREMIUM SPONSORSHIP

CRAN reception
\$13,000

One (1) sponsorship available

Date: Thursday, June 6
Time: 6–8pm
Location: Marriott Marquis, Washington, D.C.

Includes:

- Logo on reception signage
- Five minutes of speaking time
- Two (2) complimentary tickets to the reception

Questions?



Questions?

Contact our AIA Corporate Partnerships Sales Team.

COMPANIES A-F, #S

Susan Konohia

Director, Business Development
susankonohia@aia.org

COMPANIES G-O

Rebecca Grounds

Senior Director, Business Development
rebeccagrounds@aia.org

COMPANIES P-Z

Başar Akkuzu

Director, Business Development
basarakkuzu@aia.org