



# Prospectus 2024

Put your brand in front of the industry's  
largest, most influential network



**Emile K. Davis, CEM**  
Managing Director,  
Business Development



**Rebecca Grounds, CAE, PMP**  
Senior Director,  
Business Development



**Susan Konohia**  
Director,  
Business Development



**Başar Akkuzu, MBA**  
Director,  
Business Development



**Martha Seilenga, PMP**  
Operations Manager,  
Business Development



**Kristina Daniele, CEM**  
Director,  
Exhibit Operations



**Jackie Gronske, CEM**  
Senior Manager,  
Exhibits & Sponsorships

# AIA core values



**WE STAND FOR EQUITY AND HUMAN RIGHTS**



**WE STAND FOR ARCHITECTURE THAT STRENGTHENS COMMUNITIES**



**WE STAND FOR A SUSTAINABLE FUTURE**



**WE STAND FOR PROTECTING COMMUNITIES FROM THE IMPACT OF CLIMATE CHANGE**



**WE STAND FOR ECONOMIC OPPORTUNITY**

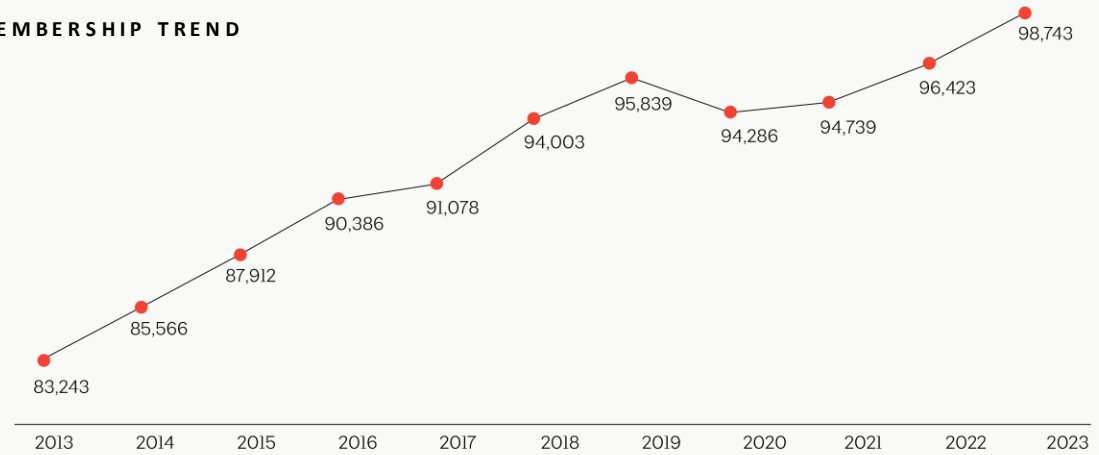


**WE STAND FOR INVESTING IN THE FUTURE**

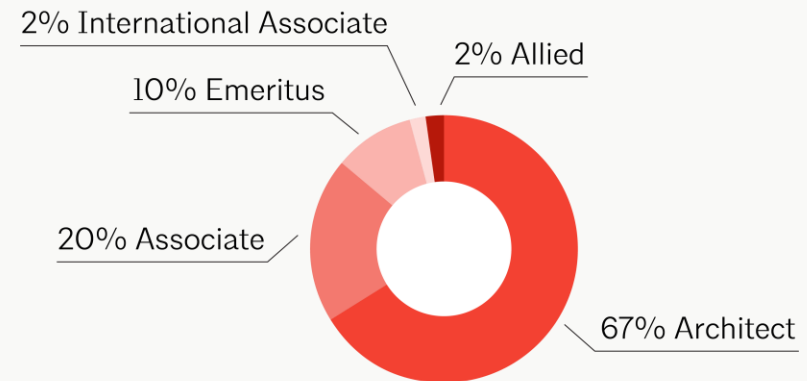
# Our audience

Nowhere else gives you access to such a qualified audience. Leverage that influence through targeted access and unmatched interaction with key demographic, topical, and behavioral audiences.

OVERALL MEMBERSHIP TREND

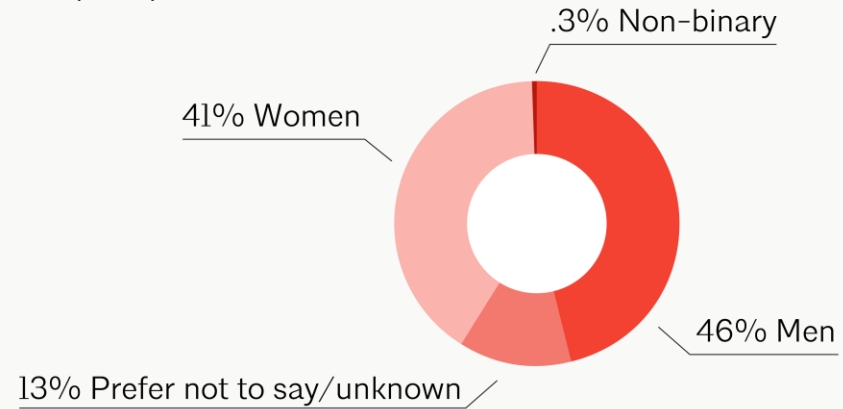


BREAKDOWN BY MEMBERSHIP CATEGORY

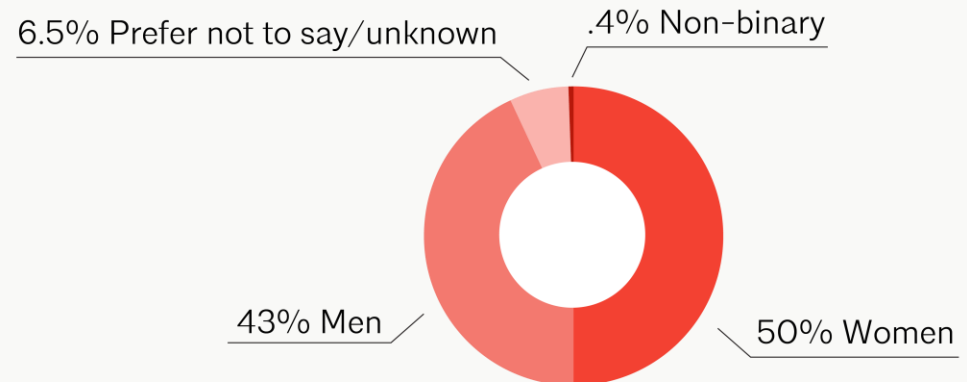



# New AIA members entering the industry

ASSOCIATE GENDER (2023)



ASSOCIATES OBTAINING LICENSURE (2023)





“AIA is committed to bringing architects and building products companies closer together. More important, the staff is willing to customize and offer unique services to support a partner and help them **achieve their goals.**”

CASSANDRA MELLON, CSI, CCPR, DIRECTOR OF ARCHITECTURAL SALES—US, ROCKWOOL



## Connect your brand to AIA

AIA members are the most sought-after audience in our industry. Our sales team will connect you with the right opportunities to drive the business outcomes you'd like to achieve and help you become a trusted advisor through design, specification, and beyond.



Build brand awareness through...



Expand your influence through..



Tailor your year-round marketing and sales strategy through...

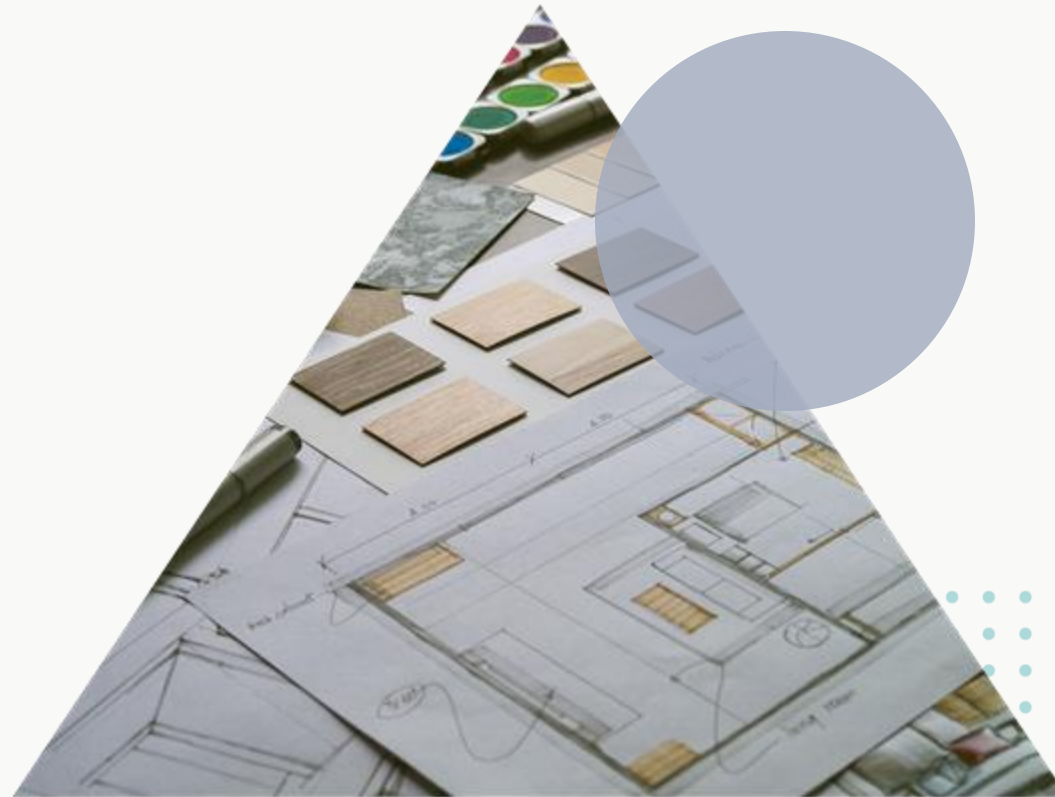


## Unmatched access to architects

Architects have more influence on designing for climate action and equity than nearly any other industry. 90% of them say they want better relationships with manufacturers.

AIA can help you overcome that gap.

We partner with you to create value beyond the sales pitch and build loyalty, long-term relationships, and profit. That entails **connecting your brand** to decision-makers through the services and experiences that make AIA so valuable to our members.





# Opportunities

From brand awareness to thought leadership and market insight, we'll connect you to and help you engage with the architect community.

We have opportunities for every budget and timeline and will partner with you to achieve your business goals.



CORPORATE PARTNERSHIPS



CONTINUING EDUCATION



EVENT EXHIBITS & SPONSORSHIPS



AIA KNOWLEDGE  
COMMUNITIES



AIA AWARDS



ADVERTISING



# Corporate partnerships

Join companies like **Andersen Windows & Doors, Rockwool, and Sherwin-Williams** who rely on AIA to help them achieve their business goals through a corporate partnership.

AIA works with leading brands to deliver value to our members and advance architecture's role in the built environment. As a partner, you have access to our full suite of resources and strategies. We'll work collaboratively with you to understand your needs and tailor year-round sales and marketing strategy to achieve your business goals.



From **brand awareness** to **thought leadership** and market insight, we'll connect you to and help you understand the architect community.

With AIA as your business partner, you'll have:

- Unmatched access to architects
- A qualified audience that trusts and prefers content from AIA partners
- Custom programs and packages to meet your needs
- High-touch consulting and personalized support

Let AIA customize a package tailored to your business needs and objectives. Partnership packages include branding and logo usage rights, an annual CES subscription, and access to all AIA surveys and data. Explore opportunities to add to your package below.

## Partnership levels

### STRATEGIC PARTNERS

**\$200,000+**  
investment

### INNOVATION PARTNERS

**\$120,000 –  
\$199,000**  
investment

### COLLABORATION PARTNERS

**\$60,000 –  
\$119,000**  
investment

### CORNERSTONE PARTNERS

**\$40,000 –  
\$59,000**  
investment

WITH AIA AS YOUR BUSINESS PARTNER, YOU'LL HAVE:

Targeted **access to architecture professionals** including unmatched interaction with key demographic, topical, and behavioral audiences

Expert **marketing strategies** to deploy your products and services through a variety of channels and platforms, including outreach via editorial programming, research, education, and events

High-touch **consulting** and personalized service and support that helps you reach your goals



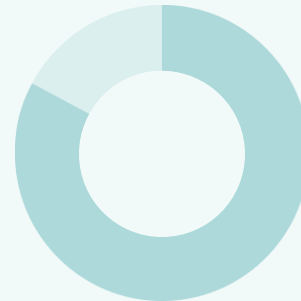
# Continuing education



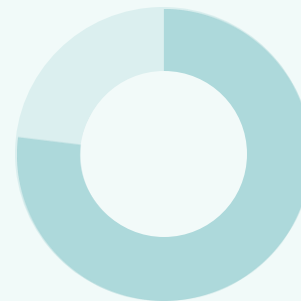
AIA continuing education (CE) is universally recognized worldwide as the industry's best learning. CE is the most robust and effective channel for building long-term relationships and getting your products specified.

Our CE ecosystem includes our subscription-based CE Provider program (online or in-person), our online learning platform AIAU, and in-person events like AIA Conference on Architecture & Design and AIA Women's Leadership Summit.

AIA members earn **1.35 million hours** of continuing education (CE) annually through AIA-approved providers.



83% of architects report CE and webinars as their most widely used source for staying updated on new products and materials trends.



77% want building product manufacturers to inform them about new products.

## Become an AIA CE provider

Architects overwhelmingly believe that courses from product manufacturers are the best way to learn. AIA's CE Provider program gives you unmatched access to architects who trust and prefer content from AIA and AIA partners. That access leads to reaching new customers, building important relationships, and specifying your products.

When you become an AIA CE provider, you join the companies that architects rely on most for expertise and knowledge and establish your credibility as a trusted advisor, not just a vendor.

Add a CE Provider subscription to your AIA Conference on Architecture & Design booth package to continue reaching architects with continuing education all year.



# Event exhibits & sponsorships

From niche local experiences to large gatherings with a **global audience**, AIA curates an unrivaled portfolio of in-person events that bring the industry together for community, networking, and education.

# AIA Conference on Architecture & Design

Nowhere else lets you connect with—and sell to—such a sizeable population of qualified leads. Join us at the AEC industry's **premier event** as an exhibitor or sponsor to connect with thousands of architectural decision-makers looking for technical expertise, new products, and project solutions.

All the biggest media brands in architecture and construction cover this event, making it the perfect place to launch a new product.



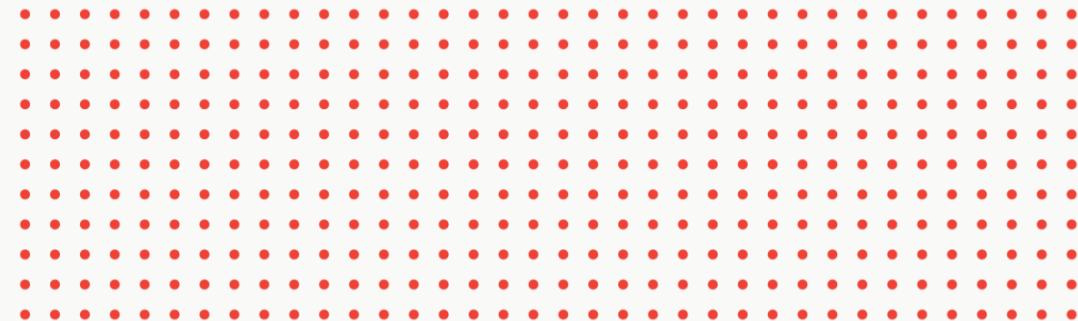
# AIA24

Conference  
on Architecture  
& Design

## ATTENDEE HIGHLIGHTS

- **15,000** anticipated attendees
- 94% visit the expo floor
- 65% have influencing or purchasing power
- Expo is the second most important reason they attend

- Sold out expo floor with nearly **600** exhibiting companies
- **50+ sponsorships** plus custom opportunities. Categories include thought leadership, events, branding, booth drivers, meeting space, and activations
- AIA24 Expo winner of the prestigious Trade Show Executive's Fastest 50 Award
- AIA Partners average **2.7x higher leads** than non-partners



## AIA Women's Leadership Summit (WLS)

Every year, WLS brings together the AEC industry's **largest network of women** who are breaking down barriers, making themselves visible, and manifesting the careers they want—while making a difference in the world. Forge valuable connections, gain visibility, and tap into a network of leaders dedicated to supporting and empowering businesses like yours. This inspiring event **always sells out**.

Join us in setting a new standard where women take the lead.



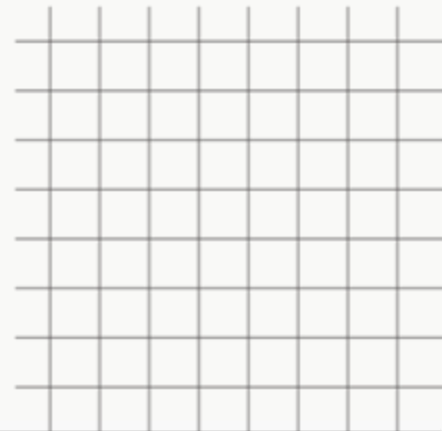




#### ATTENDEE HIGHLIGHTS

- **1,200** anticipated attendees
- 71% work at large and mid-size firms
- 61% are licensed architects or principals/partners
- 4 out of 5 work at an architecture firm
- 9% are emerging professionals
- Over half are professional women who have been in the industry between **15–30 years**

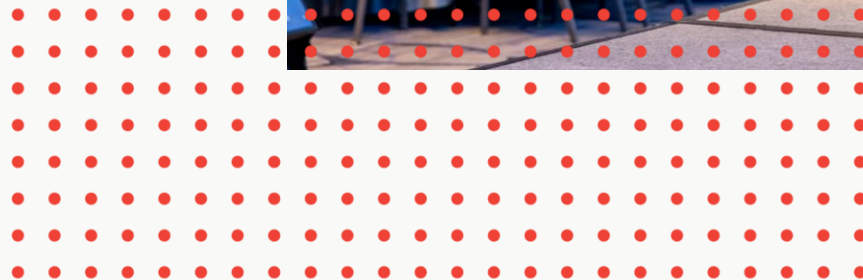
- Supporting this event is a strategic brand move that signals your support for women in architecture. When women have your support, they're more committed to your brand. That commitment results in enduring, profitable relationships for your products and services. It can also enhance your company's own recruitment and retention strategies.
- Main stage sessions are among the most valuable aspects to attendees. Several sponsorships connect you to this value by offering premium visibility on the main stage.
- Sponsoring this event shows you're in tune with your company's EDI objectives and goals.



# AIA Leadership Summit

This annual event is the foremost gathering for leadership and advocacy training in the architecture profession. It's also the **largest gathering of AIA chapter leaders** and one of the best ways to build relationships locally.

Having a presence at AIA Leadership Summit lets you showcase your products and services to prominent chapter leaders who influence architects and other local audiences. Special activations are available for association management service providers.





ATTENDEE HIGHLIGHTS

- **700 anticipated attendees** including chapter executives and staff, chapter presidents and president elects, and key decision-makers
- Attendees with extensive local connections from AIA chapters across the U.S.

- One of two annual opportunities to build relationships with AIA chapter leaders
- This annual leadership training includes Hill Day, important meetings with lawmakers to advocate for built environment issues.
- Relationships that can create opportunities for future engagement at the local level

## VIBE (Vital Interactions for the Built Environment)

Many events position themselves as a way for architects to discover new product solutions, but too often these events end up being unwanted sales conversations. AIA created VIBE to connect architects with key suppliers in a **relaxed, collaborative setting** to build valuable relationships they can trust.

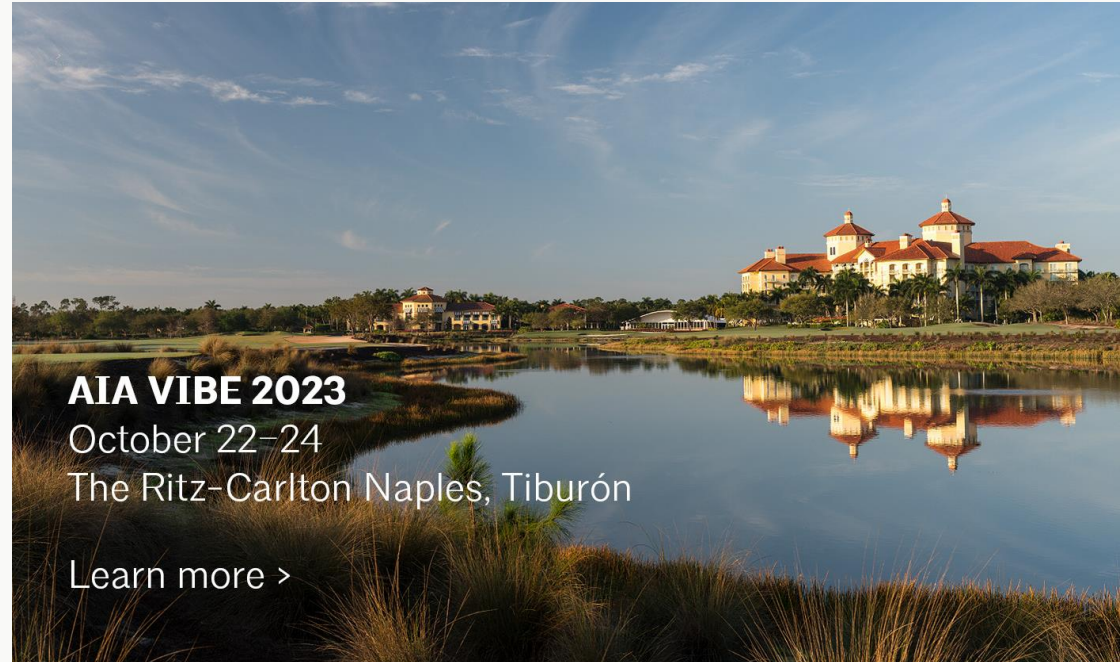




This unique, invitation-only experience connects you one-on-one with leading specifiers hand-selected for their interest in your product lines. It's an unprecedented opportunity to hear their challenges, discuss product solutions, and build stronger relationships. Imagine accomplishing in one day what might otherwise take months of effort!

#### ATTENDEE HIGHLIGHTS

- Up to **10 architects** per manufacturer
- Attendees are hand-selected for their interest in your products
- **Invitation-only** hosted buyer's program in a small, intimate setting
- 10 one-on-one meetings with leading architects and specifiers
- Used by companies like Benjamin Moore, Oldcastle BuildingEnvelope, and GAF



“The VIBE event was a **breath of fresh air** in the world of manufacturer and vendor engagement.”

“I was thoroughly impressed by VIBE. The 1-on-1 sessions with manufacturers and vendors were invaluable, providing direct access to key players in the industry. The educational sessions led by industry experts offered deep insights into current trends and best practices. The setting was exceptional, creating an **ideal environment** for networking and learning.”

ANONYMOUS SURVEY RESPONDER



# Climate Action Sponsorship Opportunities

Connect your brand to AIA and join our progress towards a zero-carbon, healthy, just, resilient, and equitable built environment. Explore sponsorship opportunities from AIA's five climate action initiatives that allow you to align your organizational priorities with AIA's mission and values.

- AIA Climate Action & Design Excellence (CADE)
- AIA Committee on the Environment (COTE)
- AIA 2030 Commitment
- AIA Architecture & Design Materials Pledge
- AIA Resilience & Adaptation



# AIA Thought Leadership Sponsorships

Establish your organization as an authority on your product and services. Share insights, knowledge, and innovative ideas that inspire architects and drive product placement by delivering a live CEU webinar to AIA members or curating content for articles in AIA Architect—the industry's premier e-newsletter.





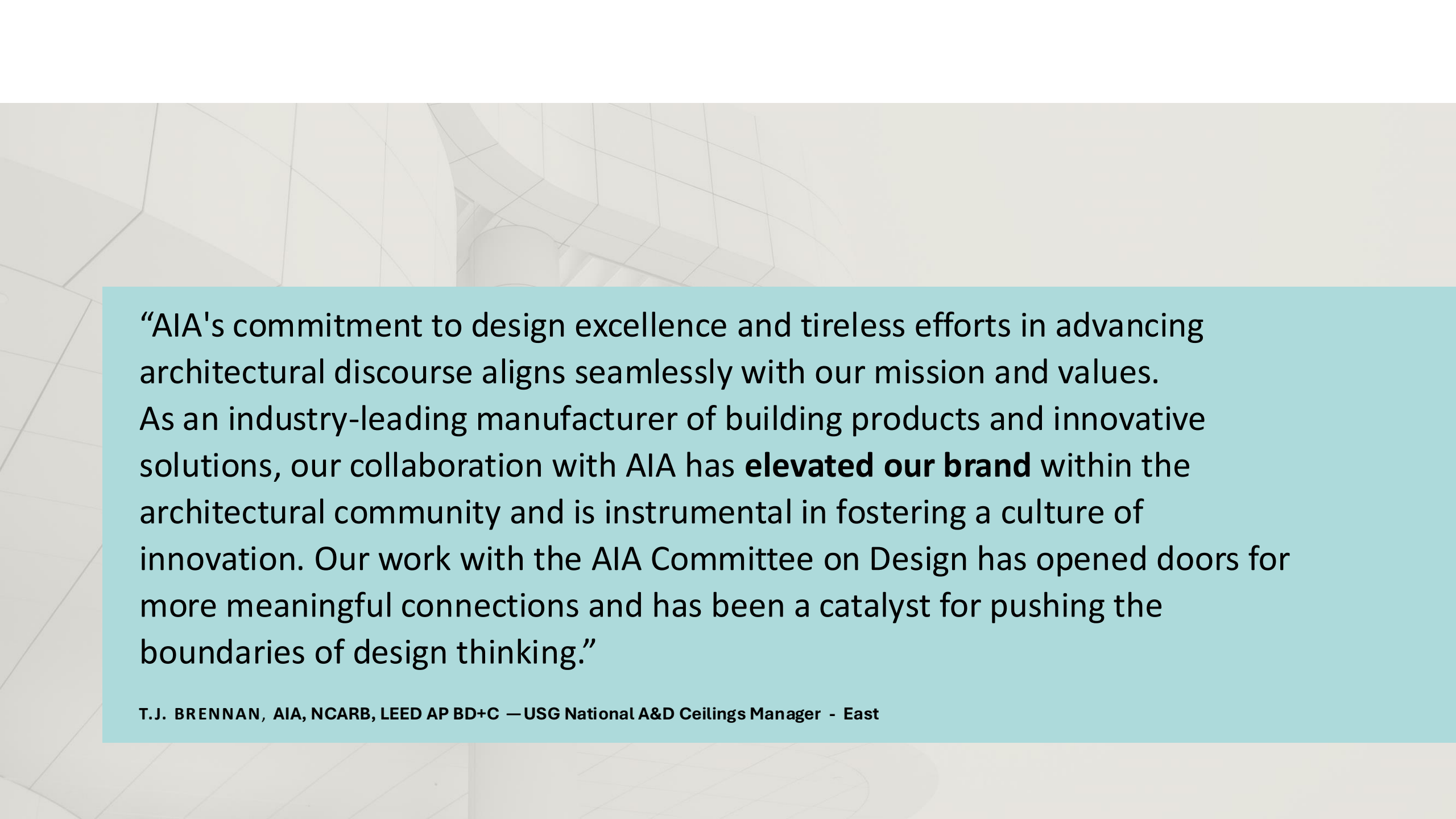
# AIA Knowledge Communities

AIA's 21 Knowledge Communities are practice-area or professional-based interest groups where members network and share resources and information. Some of our larger communities include COTE (Committee on the Environment), CRAN (Custom Residential Architects Network), and AAH (Academy of Architecture for Health).

Nearly all AIA Knowledge Communities hold an annual event; sponsorship opportunities vary across events.



- Highly targeted niche audiences across 21 different categories
- Nearly all AIA members join a Knowledge Community
- Most Knowledge Community members are architects, followed by Associate AIA members



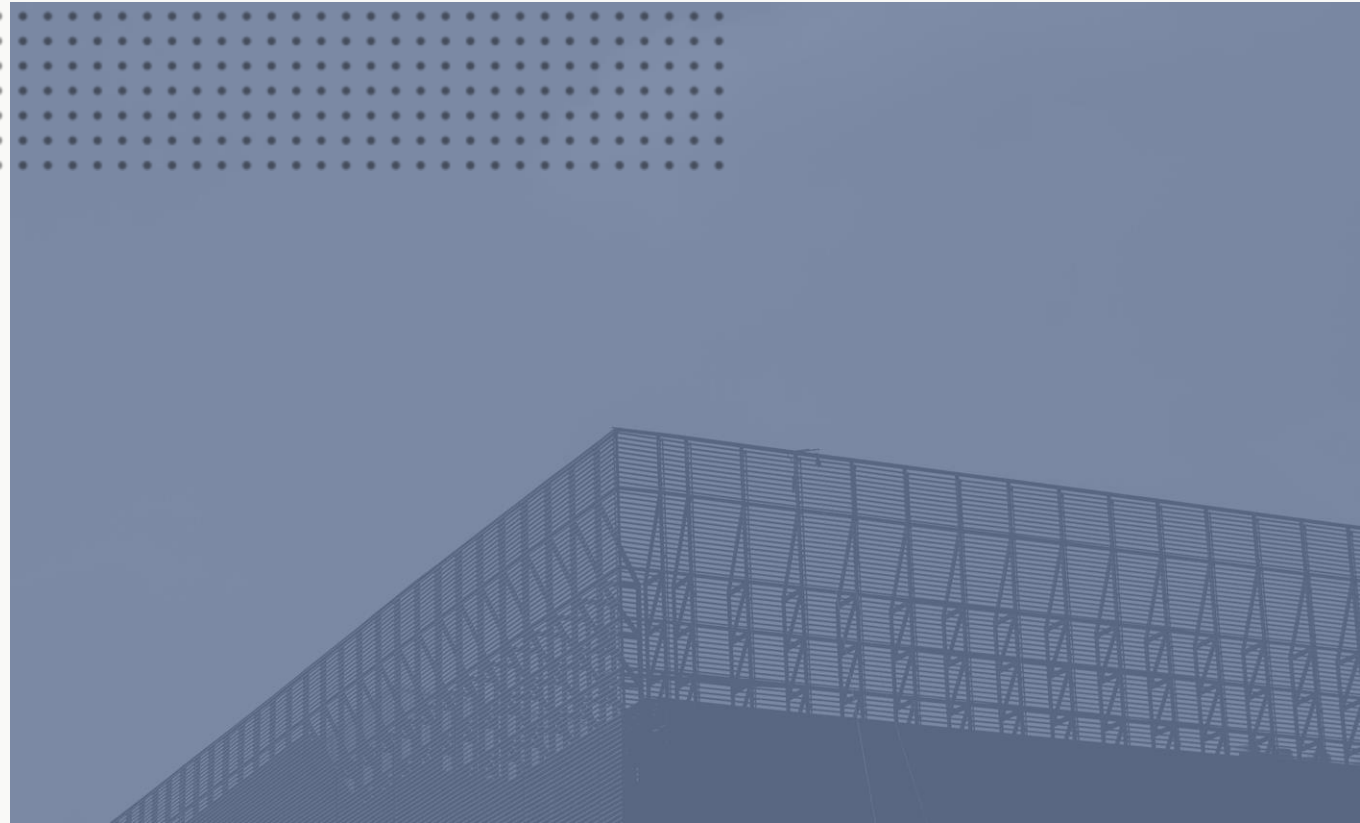
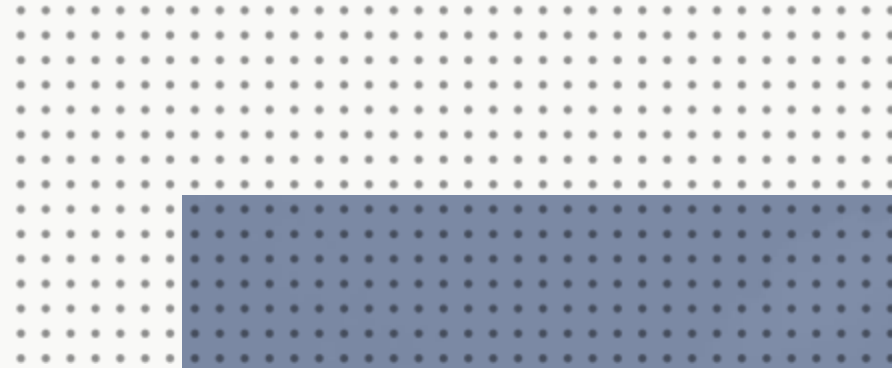
“AIA's commitment to design excellence and tireless efforts in advancing architectural discourse aligns seamlessly with our mission and values. As an industry-leading manufacturer of building products and innovative solutions, our collaboration with AIA has **elevated our brand** within the architectural 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, NCARB, LEED AP BD+C — USG National A&D Ceilings Manager - East



# Custom Residential Architects Network (CRAN<sup>®</sup>) Symposium

This annual day-long Knowledge Community event brings together custom residential architects, designers, and construction professionals for continuing education, networking, and a curated expo. Showcase your products to an exclusive audience of key decision-makers and help influence trends in residential design and construction.



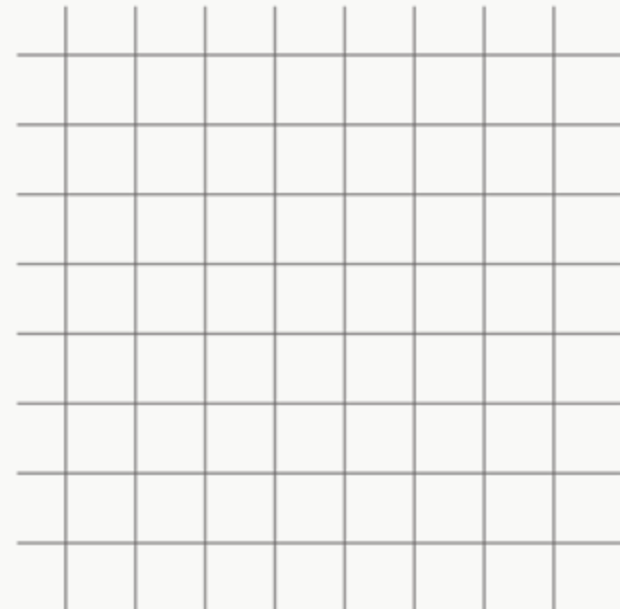


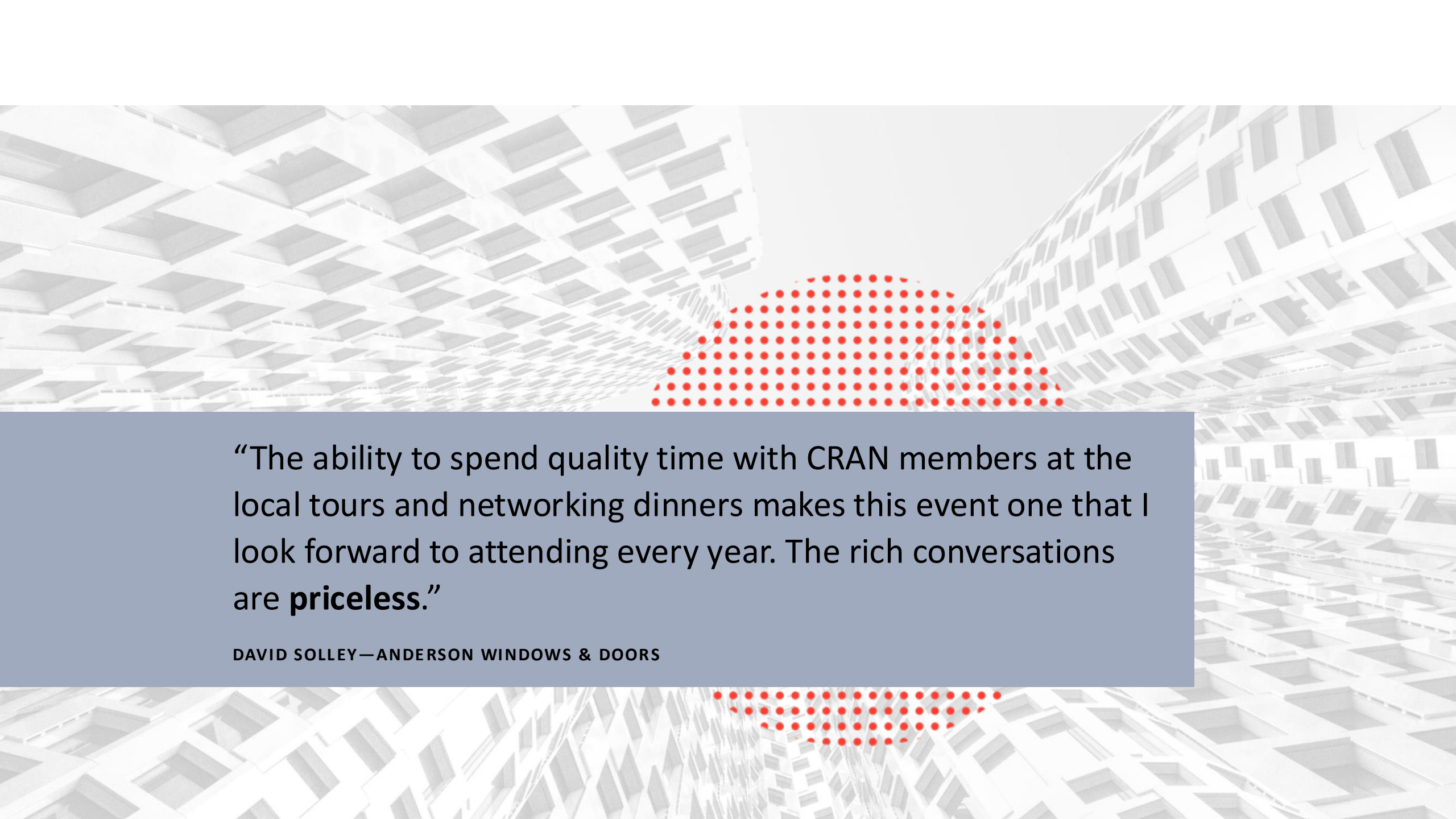
# Custom Residential Architects Network



## ATTENDEE HIGHLIGHTS

- The event focuses on educating residential practitioners about recent design innovations, practice management, and sustainable building techniques
  - Share best practices and develop 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 over 300 custom residential architects and designers on site.
- AIA's largest Knowledge Community-hosted event
  - The event includes a curated expo featuring the latest products in residential design
  - Popular niche event targeting custom residential architects, designers, and construction professionals





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

DAVID SOLLEY—ANDERSON WINDOWS & DOORS



# Awards

An AIA award is the ultimate acknowledgment of impactful, exemplary work in architecture and design.

Awards span nearly **30 categories** and honor work that sets new standards of excellence and inspires others to innovate.

## AIA Awards Gala & After-Party

This historic event is an event of firsts: It's the first time AIA is revealing award winners at the AIA Conference on Architecture & Design in a red-carpet style celebration and it's the first time AIA will celebrate all award winners, including new AIA fellows, at one inclusive event. Attach your brand to this historic event by sponsoring the event, a table, or the after-party.





# AIA College of Fellows Investiture Ceremony

Fellowship is AIA's highest membership honor, and it recognizes the exceptional work and contributions of AIA members. Only 3% of AIA members have achieved this distinction. At AIA24, AIA will induct 98 architects into the College of Fellows at a ceremony where **800+ AIA members**, AIA Fellows, and supporters will attend. This audience is leading the industry and behind some of the best work in the built environment. Align your brand with design excellence and celebrate AIA's newest fellows by sponsoring this milestone event.



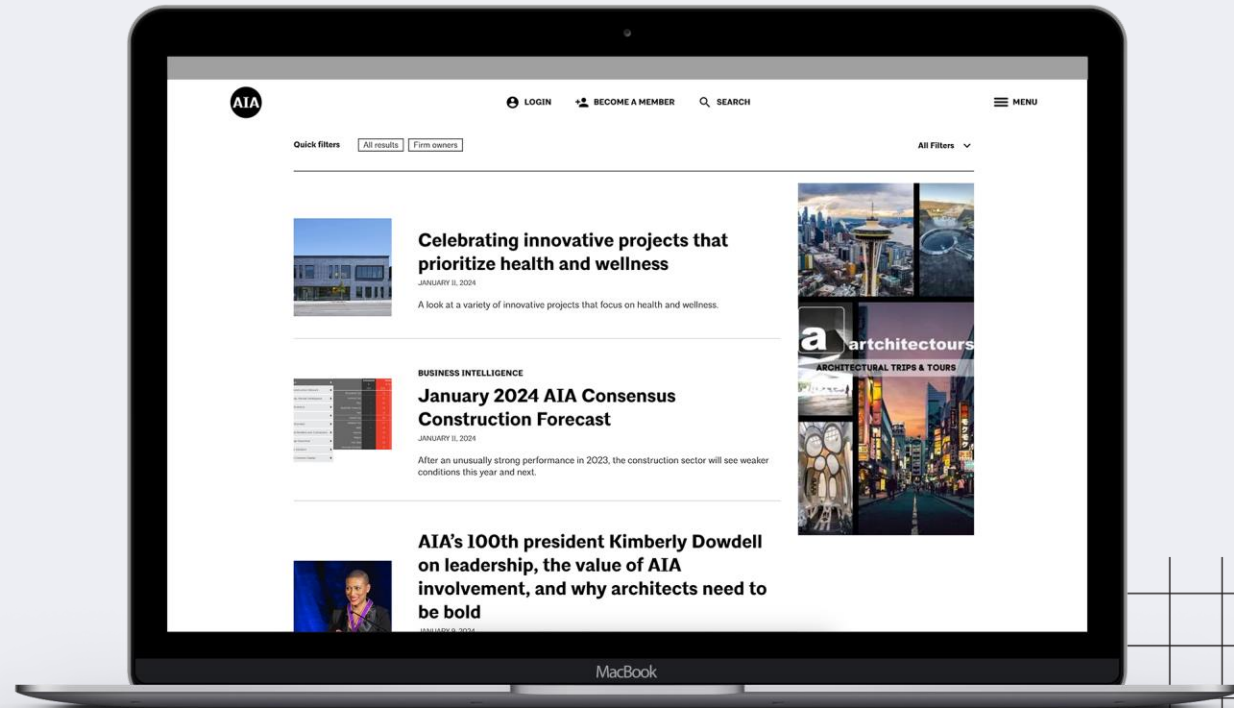


# Advertising

Take advantage of digital opportunities to build brand awareness on some of AIA's largest channels.

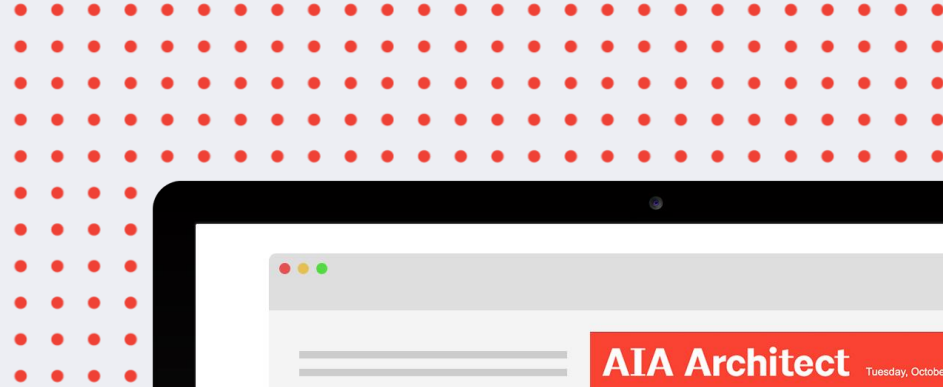
# AIA.org website advertising

Put your product or service in front of **2.2 million yearly visitors** and see measurable results through impressions and click-through rates. AIA's new website offers placement on six top-performing pages and guarantees a **minimum of 30k impressions**. Through our retargeting program, continue advertising to our highly engaged audience after they leave our website.



# AIA Architect e-newsletter advertising

Connect with **65,000+** loyal **subscribers** interested in design news, economic updates, and practice resources.





# Programmatic retargeting

Capture the conversions you missed the first time with an ad retargeting campaign. With retargeting, your ads will follow our audience across the web as they browse, shop, read, and otherwise engage.

