



## DesignDC 2011 Sponsorship Opportunities

Washington Convention Center  
June 21-22, 2011



National Capital Region

**DesignDC invites you to spotlight your products and services. Take advantage of these opportunities to increase your company's brand visibility, generate leads, and move potential buyers to action.** Whether you're an exhibitor, or just want attendees to remember your support of the event, any of our sponsorship options will offer you great extended exposure to our attendees. An informal poll around any architectural firm will show that items such as show bags, pens and lanyards tend to stay around long after the show has closed.

**Whatever your budget, we have a multitude of sponsorship opportunities to help you make DesignDC a successful event for your business.**

### General Sponsorship Items:

#### Registration Bags with Logo:

**\$3,000 if you supply the bags or**

**\$6,000 if AIA/DC supplies the bags**

Our members will carry your message throughout the conference and throughout the year!

#### *With your sponsorship you receive:*

- Logo on bag
- 1/2 page advertisement in the Program Guide
- Recognition on the DesignDC website and a link to your company website
- Sponsor designation on DesignDC name badge
- Listing on the wall of sponsors in registration area
- Literature distribution to all attendees
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
- Complete listing of all attendees

#### Official bag inserts:

**\$1,000 (Multiple sponsorships available)**

Want everyone to receive your message? Get your promotional item added into every show bag. It's the perfect way to tell your story to a captive audience.

#### *With your sponsorship you receive:*

- Literature or promotional item distribution to all attendees in show bags
- Recognition on the DesignDC website and a link to your company website
- Sponsor designation on your DesignDC name badge
- Listing on the wall of sponsors in registration area
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
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#### Lanyards for badges: \$2,000

Every attendee will wear your name proudly throughout the conference.

#### *With your sponsorship you receive:*

- Logo on lanyard
- Recognition on the DesignDC website and a link to your company website
- Sponsor designation on your DesignDC name badge
- Listing on the wall of sponsors in registration area
- Literature distribution to all attendees
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
- Complete listing of all attendees

### Special Spaces and Opportunities

#### Opening Reception: \$20,000 (single sponsor)

Be the sponsor of the opening reception and receive unparalleled access to attendees.

#### *This sponsorship receives:*

- 5 free Conference registrations
- 1 Premier Exhibit Booth Space
- Premier recognition and url link on the DesignDC website homepage
- Sponsor designation on DesignDC name badge
- Listing on the wall of sponsors in registration area
- Literature distribution to all attendees at event and in registration packets
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
- Complete listing of all attendees
- Ability to present award on stage during the reception
- 1 hour stage time during the event to present a workshop. (time to be determined)

**Secure Your Sponsorship TODAY and keep your brand top of mind at DesignDC!**

**Jody Cranford | 800-818-0289 | jcranford@aiadc.com**

### **Registration Area: \$5000 (single sponsor)**

Sponsor has their banner prominently displayed over the Registration Area and has the opportunity to distribute literature at the registration desk.

#### ***This sponsorship receives:***

- Signage in Registration area during the conference
- Recognition on the DesignDC website and a link to your company website
- Sponsor designation on DesignDC name badge
- Listing on the wall of sponsors in registration area
- Literature distribution to all attendees
- Sponsorship recognition in Chapter newsletters
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### **Lunch'n Learn Classroom Sponsor: \$4,000 (\$2,500 with the purchase of an exhibit booth (Only 6 available))**

Receive time to present a pre-approved AIA course as well as the ability to have a table for literature in that room for the day. Each class held in that room will mention your business and thank you in their opening remarks.

#### ***With your sponsorship you receive:***

- Signage at classroom and thank-you in opening remarks of everyone who uses the room
- 1.5 hours to give a Pre-approved AIA course in room (offering 1.5 credits per attendee)
- Lunch for 20 Attendees
- Recognition on the DesignDC website and a link to your company website
- Sponsor designation on DesignDC name badge
- Listing on the wall of sponsors in registration area
- Literature distribution to all attendees
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
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### **Classroom Display Sponsor: \$800 (14 available)**

Sign up to sponsor a Class Room for a day and you will receive a table or space for a small display in the rear of the room for the day. Each class held in that room will mention your business and thank you in their opening remarks.

#### ***With your sponsorship you receive:***

- Signage at classroom and thank-you in opening remarks of everyone who uses the room
- Recognition on the DesignDC website and a link to your company website
- Sponsor designation on DesignDC name badge
- Listing on the wall of sponsors in registration area
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### **The DesignDC Website: \$4,000**

Sponsor the DesignDC website and your company logo will appear on the homepage and every secondary page of the site, complete with a live web link, leading visitors directly to your company website.

#### ***With your sponsorship you receive:***

- Signage on the tradeshow floor during the Conference
- Premier recognition on the DesignDC website and a link to your company website
- Sponsor designation on DesignDC name badge
- Listing on the wall of sponsors in registration area
- Literature distribution to all attendees
- Sponsorship recognition in Chapter newsletters
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### **Display Board Sponsorship: \$500 plus sponsors supplies the 36" x 36" board (Multiple sponsorships available)**

Don't miss this opportunity to keep your brand in front of attendees as they move between the exhibit hall to their classrooms throughout the event.

*This is a unique opportunity to gets members' full attention for your product or service.*

#### ***With your sponsorship you receive:***

- Recognition on the DesignDC website and a link to your company website
- Sponsor designation on DesignDC name badge
- Listing on the wall of sponsors in registration area
- Sponsorship recognition in Chapter newsletters
- Complete listing of all attendees

### **Prize Giveaway Sponsorship FREE with your Prize Donation:**

**You choose the Prize you wish to submit.**

Don't miss your chance in 2010 to be part of the big buzz surrounding the prize giveaways! Attendees must visit each booth offering a prize to submit a completed entry card (or business card) which contains their contact information. On Wednesday during lunch and the afternoon break, members of the AIA will lead attendees around the exhibit hall to each Prize Sponsors Booth, where you will pull the winning name out of the collected entries. After the drawing, you keep all the lead cards.

#### ***With your sponsorship you receive:***

- Signage onsite listing you and your prize.
- We will distribute a list and location of all prize sponsors to each exhibitor
- You keep the entry cards as show leads.

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