



DesignDC 2010 Sponsorship Opportunities

Washington Convention Center
August 3 - 5, 2010

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
- Complete listing of all attendees

Badge Sponsorship: **\$2,000**

Every attendee badge will contain an insert with your company logo and artwork.

With your sponsorship you receive:

- A printed Badge Insert containing your Company Name and Logo
- 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

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

NEW: Continuing Education Binder Sponsor:

\$12,000 to be the Sole Sponsor (1 available)

\$8,000 Platinum Sponsor (1 available) \$2,000 Gold Sponsor (3 available)

Your company name and logo will be proudly co-displayed along with AIA DesignDC information on the front of the binder provided to all attendees. This binder will include details surrounding the event and provides a place to house classroom notes and will be distributed to every attendee.

With your sponsorship you receive:

- Platinum Sponsor is dominantly displayed above the 3 gold sponsors positioned across the bottom of the binder cover.
- Platinum Sponsors insert is the very first page of the binder contents.
- Gold Sponsor inserts will follow event details pages.
- All received sponsor designation on DesignDC name badge
- Listing on the wall of sponsors in registration area
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
- Complete listing of all attendees

Pens with Logo: \$2,000

Make it easier for show attendees while helping them remember you when they get back to the office.

With your sponsorship you receive:

- Logo on pen distributed to every attendee
- 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
- Inclusion in DesignDC press releases
- Complete listing of all attendees

Food and Beverage Sponsorships:

New for 2010: Each Food and Beverage Sponsorship includes 1 hour of Exhibit Hall Stage time immediately following the sponsored break.

The Exhibit Hall Stage will be located at the end of the center aisle of the exhibit Hall and will seat approximately 20 - 25 in the open area. You may use this time to present a workshop or a public class where you may invite your own client base in addition to attendees.

Continental Breakfast: \$8000 (1 available)

Start their day off right with a light breakfast in the exhibit hall.

With your sponsorship you receive:

- Signage in the tradeshow during breakfast
- 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
- 1 hour stage use after breakfast for either a workshop or presentation.

Lunch Sponsor: \$15,000 (1 available)

You'll have a captive audience of nearly 800 architects and designers grateful for your contribution. Lunch is served inside the main exhibit hall which provides you great access to members.

With sponsorship you receive:

- 1 Premier Booth Space (worth \$4800)
- Signage in the tradeshow during lunch and throughout the show both days.
- 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 in show bags
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
- Complete listing of all attendees
- 1 hour stage use after your lunch hour for either a workshop or presentation.

Beverage Breaks: \$6,000 (2 available)

Use the breaks between classes as a great networking tool. Beverage breaks will be provided near the tradeshow floor offering you wide recognition among members and exhibitors.

With your sponsorship you receive:

- Signage in the break area.
- 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

Special Spaces and Opportunities

Opening Reception: (SOLD) \$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)

Registration Area: (SOLD) \$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
- Inclusion in DesignDC press releases
- Complete listing of all attendees

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

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

Classroom Sponsor: \$4,000 (\$2,500 with the purchase of an exhibit booth (Only 4 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)
- 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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NEW for 2010!! 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
- Literature distribution to all attendees
- Sponsorship recognition in Chapter newsletters
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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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The AIA Bookstore: \$2,500

Always a popular attendee destination spot! Sponsor the AIA Bookstore, prominently located next to the Registration Area, and catch the attention of attendees as they enter and exit the tradeshow floor and purchase books and gifts for family and friends.

With your sponsorship you receive:

- Signage at the AIA Bookstore and on the tradeshow floor 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
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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 get 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
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Advertise in the Show Daily:

Full page: \$800; Half page \$450;

Each day of the show, you will be front and center as attendees review the day's events from our Show Daily, distributed in each classroom every day.

– Full Page: 7" x 9"

– Half Page: 7" x 4.375"

All ads are black and white.

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.

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

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