

AIA Chicago

Sponsorship Opportunity Guide

Dear Industry Partner,

The 2022 AIA Conference on Architecture is returning to Chicago in June. After a two-year hiatus, the profession's most anticipated annual event will once again be held in-person. This year's conference promises to be one of the best attended ever, offering a chance to reconnect after our time apart. As the conference's host chapter, AIA Chicago will proudly welcome attendees to our great city with a comprehensive tour program, invitations into our local studios, presentations and exhibits showcasing Chicago's diverse architecture and culture, and a chapter lounge for relaxation and networking.

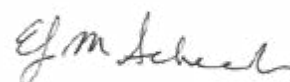
Sponsoring AIA Chicago's conference activities demonstrates your support for Chicago's architecture community and provides exposure to more than 17,000 design professionals practicing in every discipline. A full range of sponsorship levels in five distinct tracks; Tours, Open Studios, Host Chapter Lounge, Host Chapter Programming, and Exhibits, and five distinct levels; Block, Neighborhood, Community, City, and Society ensures that every sponsor, large, medium, and small will find the perfect fit.

Become an A'22 Host Sponsor and join AIA Chicago in welcoming our colleagues to our city, the birthplace of modern architecture, to network, learn, and celebrate together!

We look forward to working with you.



Renauld Mitchell, FAIA



Liz Schneider, AIA

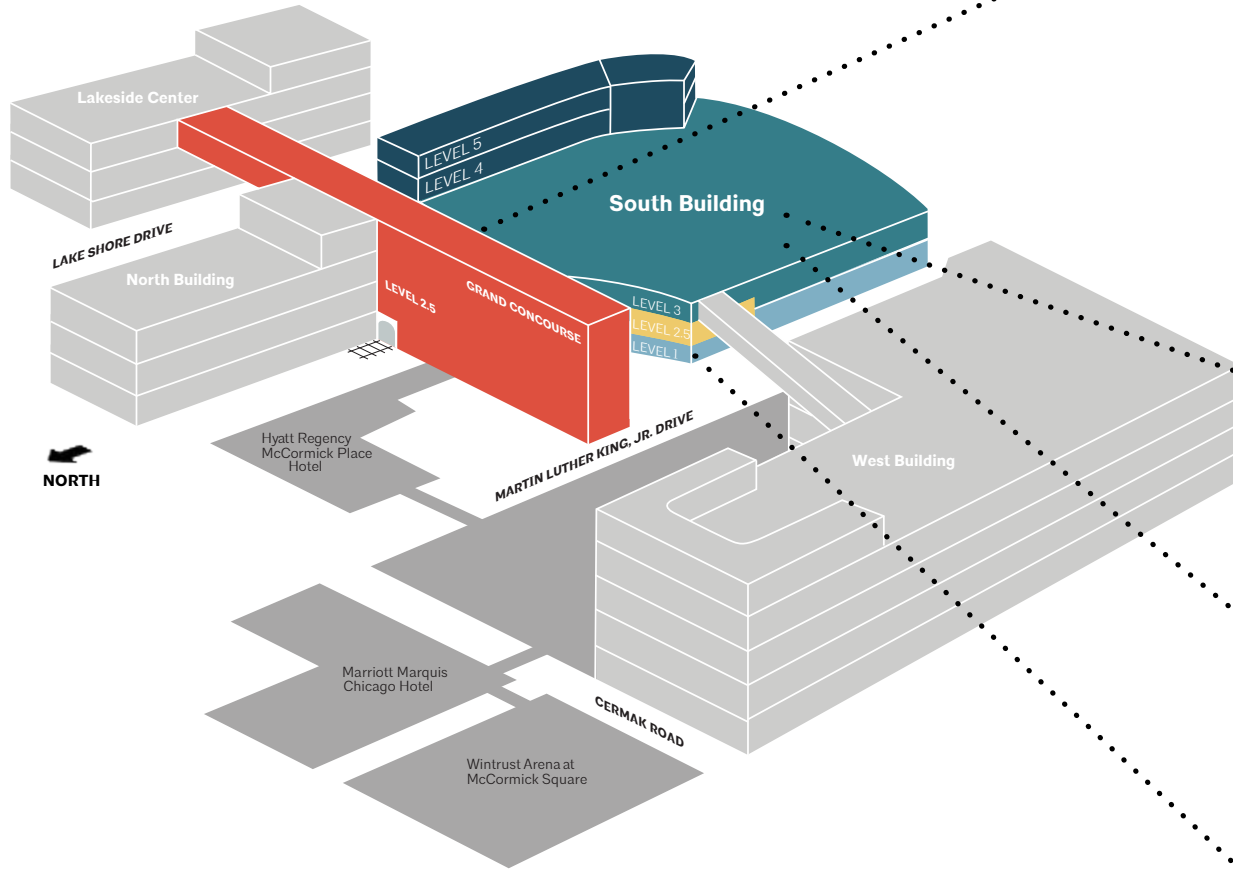


Grant Uhler, FAIA

A'22 AIA Conference on Architecture
AIA Chicago Sponsorship Chairs

A'22 AIA
Conference
on Architecture
2022

Sponsorship Locations at McCormick



**Tours and
Tour Departure Lounge**



Open Studios



Host Chapter Lounge



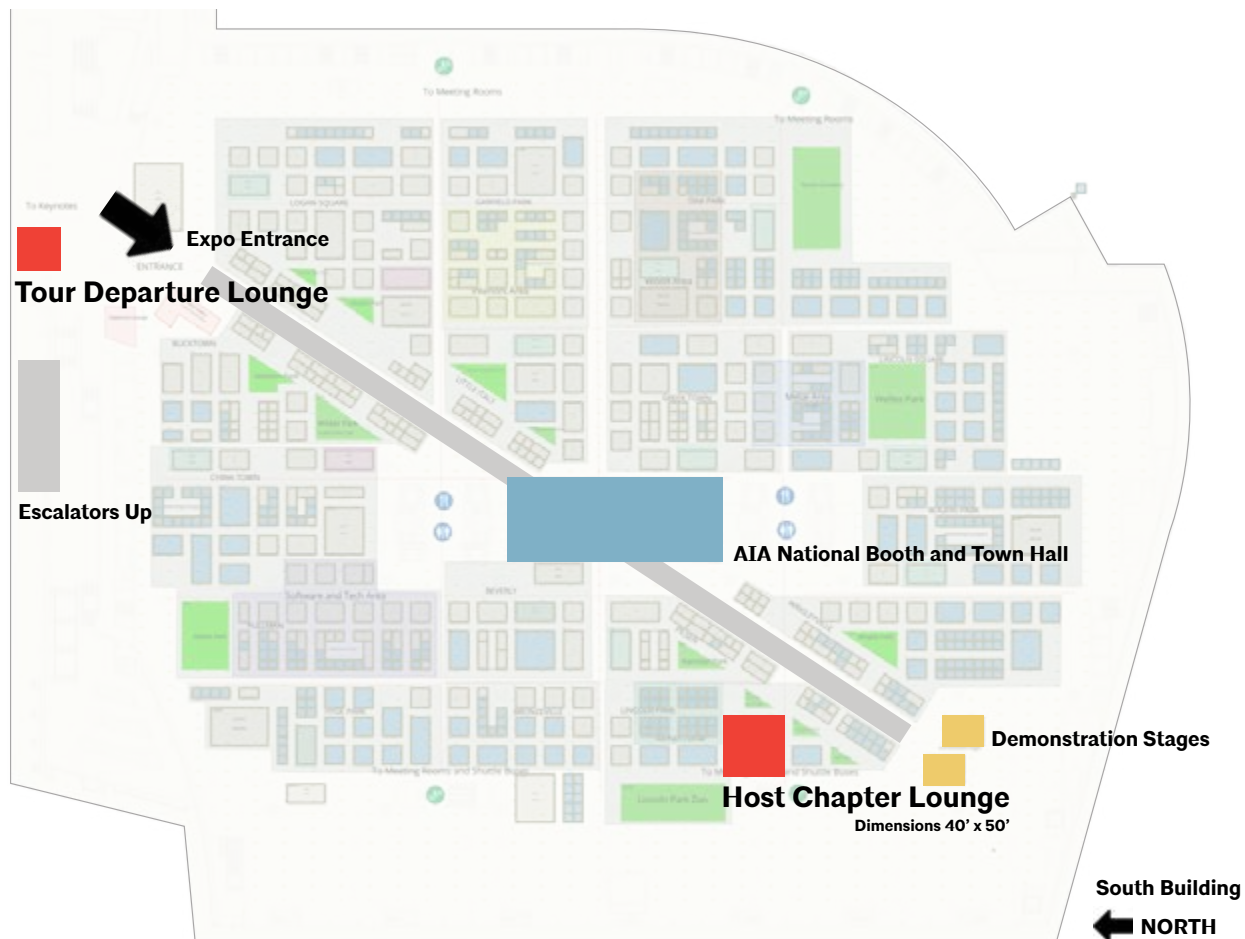
**Host Chapter
Interactive Exhibition**



Exhibits
(will be placed in a highly trafficked area)

Key Locations on the Expo Floor

The spirit and culture of Chicago will be relevant across the across the Expo floor, which organizes itself around Town Center with numerous avenues and parks surrounding. AIA Chicago has key locations throughout the Expo floor, which will provide optimal exposure to sponsors.



Tours Sponsorship

Participants of AIA Conference on Architecture 2022 have the opportunity to experience one of the most sustainable and design-forward cities in the U.S. through an incomparable range of architecture. Participants will feast their eyes on Chicago's legendary architecture on foot, by bus, or by boat through dozens of exclusive tours. Tours of contemporary projects and award-winning buildings are led by AIA Chicago members. Tours of Chicago's historic icons are led by docents from our tour partner, the Chicago Architecture Center.



[CLICK HERE TO VIEW TOURS](#)

Sponsorship Benefits	Neighborhood \$2,500	Community \$5,000	City \$10,000	Society \$20,000
Block Benefits	●	●	●	●
Logo recognition on Tour Departure Lounge ¹ and Bus Departure location signage ²	●	●	●	●
Logo/Commercial on TV monitor ³ in Tour Departure Lounge	Logo ⁴	Logo ⁵	20 seconds	40 seconds
Opportunity to display company literature in Tour Departure Lounge			●	●
Recognition announcement during tours ⁶		●	●	●
Opportunity to host event at AIA Chicago in 2022				●

1 The tour departure lounge is located by the main entrance of the expo floor (estimated attendance on Expo floor: 17,000)
 2 Recognition signage is 4' x 8' feet in the Tour Departure Lounge and station signage in the Bus Departure location
 3 In rotation for approximately 40 hours; Sponsor produced and submitted by May 27
 4 Logo on screen for 5 seconds in rotation with other Neighborhood sponsors
 5 Logo on screen for 5 seconds in rotation as standalone image
 6 Verbal recognition during the AIA member-led tours (estimated attendance: 1,300 across 38 member-led tours)

Photo: Ross Barney Architects

Open Studios Sponsorship

Participants of AIA Conference on Architecture 2022 have the opportunity to go inside 35 local architecture and design firms for an exclusive, one-night-only access to their staff, space, and projects. Many are in architecturally significant buildings with stunning views. This event takes place on the evening of Friday, June 24.



[CLICK HERE TO VIEW OPEN STUDIOS](#)

Sponsorship Benefits	Neighborhood \$2,500	Community \$5,000	City \$10,000	Society \$20,000
Block Benefits	●	●	●	●
Logo recognition on AIA Chicago social media on Open Studios related post	Name only	●	●	●
Logo recognition on signage at all 35 firm entrances ¹	●	●	●	●
Custom eBlast to AIA Chicago subscribers (10,800 individuals)				●
Tickets to the Open Studios package of your choosing	2	5	10	25
Opportunity to host event at AIA Chicago in 2022				●
Sponsorship exclusivity	Unlimited	Unlimited	3 available	1 available

¹ Open Studio Sponsorship (estimated attendance: 1,500 / 35 Open Studios)

Host Chapter Lounge Sponsorship

As the host chapter of the conference, AIA Chicago will have a 2,000sf Host Chapter Lounge on the Expo floor strategically located near the main aisle and demonstration stages. This is a space of respite, gathering, networking, and programming. The lounge is intended to provide AIA Chicago an opportunity to showcase and promote members, the chapter's unique programming, and ideas that reflect the architecture of our city. The lounge is surrounded by 500 of the industry's best building product manufacturers.



[CLICK HERE TO VIEW HOST CHAPTER LOUNGE DESIGN](#)

Sponsorship Benefits	Community \$5,000	City \$10,000	Society \$20,000
Block Benefits	●	●	●
Logo recognition on AIA Chicago social media on Lounge related post	●	●	●
Logo/Commercial on TV monitor ¹ in Host Chapter Lounge	Logo ²	20 seconds	40 seconds
Opportunity to display company literature in Host Chapter Lounge	●	●	●
Opportunity to sponsor a one-hour happy hour in the Host Chapter Lounge ³ on Thursday PM during the A'22 Block Party ⁴	●	●	●
Opportunity for brief remarks during the A'22 Block Party	●	●	●
Logo recognition on AIA Chicago social media on A'22 Block Party related post	●	●	●
Opportunity to sponsor a one-hour coffee break or happy hour event ⁵ in the AIA Chicago Lounge (Thursday AM/Friday AM/Friday PM)	●	●	●
Opportunity for brief remarks during one coffee break or happy hour event	●	●	●
Opportunity to host event at AIA Chicago in 2022	●	●	●
Sponsorship exclusivity	Unlimited	3 available	1 available

SOLD OUT

1 In rotation for approximately 40 hours; Sponsor produced and submitted by May 27
 2 Logo on screen for 5 seconds in rotation as standalone image
 3 Located on the Expo floor, with estimated attendance 17,000
 4 The AIA Conference on Architecture 2022 Block Party is being held on the Expo floor on Thursday, June 23, from 4:30-6:30pm
 5 Sponsors can arrange and provide catering through McCormick Place in coordination with AIA Chicago staff. Pricing available upon request

Photo: Rendering of Host Chapter Lounge, designed by bKL Architects

Host Chapter Interactive Exhibition Sponsorship

AIA Chicago’s interactive exhibition will feature a large collection of member voices and stories that highlight Fellows and emerging professionals in the Bridge Mentorship program, one of the chapter’s most impactful and replicated professional development programs. In addition, visitors will have the opportunity to sketch and build solutions to real-world architectural design challenges using Plus-Plus interactive blocks. This is a great opportunity for exposure as visitors relax and linger inside the Host Chapter Lounge.



EXHIBITIONS FORTHCOMING

Sponsorship Benefits	Neighborhood \$2,500	Community \$5,000	City \$10,000	Society \$20,000
Block Benefits	●	●	●	●
Logo recognition on AIA Chicago social media on sponsorship related post	Name only	●	●	●
Logo recognition included in Host Chapter Interactive Exhibition schedule	●	●	●	●
Recognition as the 2022-2023 Bridge Mentorship Program sponsor ¹			●	●
Logo/Commercial on TV monitor ² in Host Chapter Lounge		Logo ³	20 seconds	40 seconds
Opportunity to sponsor a one-hour coffee break or happy hour event ⁴ in the AIA Chicago Lounge (Thursday AM/Thursday PM/Friday AM/Friday PM)			●	
Opportunity for brief remarks during one coffee break or happy hour event			●	
Opportunity to host event at AIA Chicago in 2022				●
Sponsorship exclusivity	Unlimited	Unlimited	3 available	1 available

SOLD OUT

1 AIA Chicago Bridge mentoring program, sponsored by AIA Chicago, the AIA College of Fellows, and the Young Architects Forum, is an eight-month program that provides emerging professionals with access to local AIA Fellows (FAIA), leaders, and designers from the architectural community.
 2 In rotation for approximately 40 hours; Sponsor produced and submitted by May 27.
 3 Logo on screen for 5 seconds in rotation as standalone image.
 4 Sponsors can arrange and provide catering through McCormick Place in coordination with AIA Chicago staff. Pricing available upon request

Exhibits Sponsorship

Architectural design talent from Chicago that celebrate the diversity of our members will be put on display at key locations across McCormick Place during the AIA Conference on Architecture 2022. Exhibits will showcase award-winning projects featured in our Design Excellence Awards and Small Projects Awards, innovative studies by Chicago’s architecture universities, and work by members of allied organizations.



EXHIBITS FORTHCOMING

Sponsorship Benefits	Neighborhood \$2,500	Community \$5,000	City \$10,000	Society \$20,000
Block Benefits	●	●	●	●
Logo recognition on AIA Chicago social media on Exhibits related post	Name only	●	●	●
Logo recognition on exhibit area signage ¹	●	●	●	●
eNews Standard ad (to AIA Chicago’s 10,800 person audience) ²		1	2	3
Opportunity to host event at AIA Chicago in 2022				●
Sponsorship exclusivity	Unlimited	Unlimited	3 available	1 available

¹ Exhibit area is 200 linear feet long and will be placed in a highly trafficked area visible by 17,000 Conference attendee
² Redeem by June 22, 2023

Block Benefits

Block Benefits are provided to all Neighborhood, Community, City, and Society level sponsors. **Block Benefits may also be purchased a-la-carte for \$1,000.**

Logo on panel in the AIA Chicago Host Chapter Lounge¹ on the Expo floor (name only for Block)

Logo on the AIA Chicago website (name only for Block)

Logo on designated pre- and post-event communications (name only for Block)

Logo on designated event posts on AIA Chicago social media (name only for Block)

Invitation to an Industry Sponsor thank you event (tentative summer '22)

Right to use "2022 Sponsor of AIA Chicago"

¹ Panel signage is 3' x 12', with preference given to higher level of sponsorship

All AIA Chicago Sponsorship Opportunities for the AIA Conference on Architecture 2022 are eligible for the **1869Circle partnership**. See the following page for more details.



Deadline to Secure Sponsorship: May 13, 2022

Other Key Deadlines:

March 28: Inclusion on Premium Graphics in Host Chapter and Tour Departure Lounges

April 29: Inclusion in Station Signage at the Bus Departure area (if applicable)

May 27: Sponsor produced video (if applicable)

Ready to Purchase or have Questions?

Contact Kirstin Osgood, Director of Development and Sales at AIA Chicago:

kosgood@aiachicago.org

(312) 374-1726

The **1869Circle** is a program of unprecedented recognition for those who invest a cumulative amount of \$10,000 or more in AIA Chicago sponsorships and advertising on an annual basis. This is an AIA Chicago members-only program.

Architecture Firm Qualification Checklist

- Sponsor a minimum of two 2022 AIA Chicago events: DESIGNIGHT, A'22 (Chapter Sponsorship), Annual Meeting, Knowledge Communities, Affinity Groups, Professional Development Programs
- Support of an AIA Chicago Foundation program or initiative (support starts at \$1,000, tax deductible), Selected from: Diversity Scholarship, Architects in Schools, or indicate "where needed most"
- Minimum of \$10,000 in sponsorships and charitable giving to qualify
- Membership (a member of the firm must be an AIA Chicago member)

All four qualifications must be met.

Suppliers, Vendors, and Consultants Qualification Checklist

- Sponsor a minimum of two 2022 AIA Chicago events: DESIGNIGHT, A'22 (Chapter Sponsorship), Annual Meeting, Knowledge Communities, Affinity Groups, Professional Development Programs
- Advertise in Chicago Architect magazine (1869Circle partners receive discount pricing; ads start at \$500)
- Minimum of \$10,000 in sponsorships and advertising to qualify
- Membership (Affiliate Firm, \$575)

All four qualifications must be met. In addition, partners are invited to contribute to the AIA Chicago Foundation.

Partner Benefits

Recognition at all AIA Chicago events (DESIGNIGHT, Annual Meeting, Holiday Party, and Knowledge Community events and programs)

Company logo and link to website on a newly created 1869Circle page on the AIA Chicago website

Company name on the column wrap on the AIA Chicago office pillars (sign up by May 15 for inclusion)

A spotlight feature on designated AIA Chicago social media

Recognition in new member welcome email communications

Logo in an 1869Circle partner Thank You advertisement in *Chicago Architect*

Permission to use the 1869Circle logo

Invitation to an exclusive partner and sponsor thank you networking event with key industry stakeholders

Presented with a 1869Circle partner plaque at the thank you event

An annual wrap up with ROI is available to all 1869Circle partners