



AIA Wisconsin
A Society of The American Institute of Architects

May 4 & 5, 2011
Monona Terrace | Madison, WI

CONVENTION & BUILDING 2011 PRODUCTS EXPO



**EXHIBITING, SPONSORSHIP &
EVENT MARKETING OPPORTUNITIES**

www.aiaw.org

(608) 257-8477
aiaw@aiaw.org



Drive Decision Makers to Your Booth

Increase brand awareness, drive booth traffic and multiply your ROI as an AIA Wisconsin exhibitor.

AIA Wisconsin offers a vast array of marketing and promotional opportunities including print, online and on-site promotions. This portfolio is designed with the flexibility to fit any budget and is customizable to meet your particular marketing objectives.

Take advantage of our sponsorship and event marketing opportunities to set yourself apart from your competition and drive architects and allied design and construction leaders who recommend, specify and approve your products and services to your booth.

For further details or pricing on any of the following exhibitor promotional opportunities, please contact:

AIA Wisconsin (608) 257-8477
 Brenda Taylor (608) 257-8497 x 102



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Sponsorship Packages

Platinum Sponsor Package

\$2,500 and up (Limit 8)

AIA Wisconsin's most exclusive sponsorship opportunity, this high profile sponsorship offers your brand maximum exposure in front of qualified buyers and specifiers prior to, during and after the Convention & Expo.

Our Standard Platinum Sponsorship Includes the following:

Naming Rights for featured keynote speaker address, continuing education seminar and other special events

Sponsor Listing - Description of your company of up to 50 words plus corporate logo in on-site program materials.

Speaker Introductions - Have your company representative introduce the speaker.

Recognition in announcements and program materials, badge ribbons

Certificate of Appreciation - receive recognition as "Platinum Sponsor" during Awards Luncheon.

Recognition on the AIA Wisconsin Web site and in the member's electronic newsletter

Pre-event Attendee Direct Mail List – 1x use through AIA Wisconsin's mail house.

Web link – Link to your Web site on the Convention Website

Convention Pass – one full convention pass

Signage - Your company name on AIA Wisconsin supplied signage at the entrance of sponsored event and on sponsorship signage

Silver Sponsor Package*

\$500

This sponsorship offers your brand exposure in front of qualified buyers and specifiers during and after the Convention & Expo.

Our Standard Silver Sponsorship Includes the following:

Sponsor Listing - Description of your company of up to 10 words in on-site program materials.

Recognition in announcements, program materials, badge ribbons and event signage at the Convention.

Certificate of Appreciation - receive recognition as "Silver Sponsor" during Awards Luncheon.

Recognition on the AIA Wisconsin Web site and in the member's electronic newsletter

Gold Sponsor Package

\$1,500

This high profile sponsorship offers your brand maximum exposure in front of qualified buyers and specifiers prior to, during and after the Convention & Expo.

Our Standard Gold Sponsorship Includes the following:

Featured Speaker Session – 90 minute seminars featuring recognized architects and other leading professionals in break out sessions during the convention. Convention Committee members recruit these experts and your brand will be recognized for supporting the educational opportunity.

Sponsor Listing - Description of your company of up to 25 words in on-site program materials.

Recognition in announcements and program materials, badge ribbons

Certificate of Appreciation - receive recognition as "Gold Sponsor" during Awards Luncheon.

Recognition on the AIA Wisconsin Web site and in the member's electronic newsletter

Web link – Link to your Web site on the Convention Website

Convention Pass – one full convention pass

Signage - Your company name on AIA Wisconsin supplied signage at the entrance of sponsored event and on sponsorship signage

Bronze Sponsor Package*

\$250

This sponsorship offers your brand exposure in front of qualified buyers and specifiers during the Expo.

Our Standard Bronze Sponsorship Includes the following:

Expo Door Prizes - Recognition in Expo announcements. AIA Wisconsin will provide prizes.

Look for more Marketing Opportunities on page 4

*Must be an Exhibitor to purchase a Silver or Bronze Sponsor package.

Marketing Opportunities

Pre-Show Direct Mailing List Rental

Promote your participation in the upcoming Expo to AIA Wisconsin members. This is a great way to drive decision makers to your booth with special promotions and incentives. The list will be sent to our bonded mail house. Exhibitor is responsible for printing, shipping, processing and postage. Participation Fee: \$200 Exhibitor/\$475 non-Exhibitor

Pre-Registration Confirmation Email

Reach over 500 pre-registered attendees before they even go to the show! Your company name and website link will be included in the registration confirmation emails going to every pre-registered attendee. Limited availability to four exhibitors. Participation Fee: \$500 Exhibitor/\$1300 non-Exhibitor

Post-Show Direct Mailing List Rental *Exhibitors only*

Reach the attendees of the AIA Wisconsin Convention & Expo after the event is over. The direct mail list is available for use approximately 14 days post-show. The list will be sent to our bonded mail house. Exhibitor is responsible for printing, shipping, processing and postage. Estimated qty 1,200. Participation Fee: \$400

Exhibit Hall Literature Bags *Exclusive*

This is your company's opportunity to gain exposure during and after the show. Attendees will carry your bag with them as they cover the exhibit hall floor – a great branding tool that they will utilize both days of the event and will be a souvenir they will hold onto. Exhibitor is responsible for providing bags, shipping and drayage. Min qty 1,000. Participation Fee: \$300 Exhibitor/\$1,300 non-Exhibitor

Conference Pads & Pens *Exclusive*

Place your logo on notepads and pens that are handed out to conference attendees within the conference sessions. Exhibitor is responsible for providing pads, pens, shipping and drayage. Min qty 600. Participation Fee: \$300 Exhibitor/\$1,300 non-Exhibitor

Coffee Breaks

Host your own coffee break near seminar sessions for an audience of architects and design and construction professionals. Signage at the station will recognize your support. Participation Fee: \$300 Exhibitor/\$1,300 non-Exhibitor

Afternoon Cookie Break

Host your own cookie break near seminar sessions for an audience of architects and design and construction professionals. Signage at the station will recognize your support. Participation Fee: \$300 Exhibitor/\$1,300 non-Exhibitor

Ice Cream Cart *Exclusive*

Host the popular Ice Cream Cart in the Building Products Expo during the "Walking Lunch" on day two. Architect and design and construction professional attendees request this cart on attendee feedback forms. Exhibitor will have the opportunity to put out brochures and receive a sign in the vicinity of the station. Cost of food is in addition to the \$300 Exhibitor/\$1,300 non-Exhibitor participation fee.

Popcorn Cart *Exclusive*

Get your Popcorn Here! Host a Popcorn Cart on the expo floor on day one of the Building Products Expo. Treat architect and design and construction professional attendees to a bag of popcorn as they tour the Expo. Exhibitor will have the opportunity to put out brochures and receive a sign in the vicinity of the station. Cost of food is in addition to the \$300 Exhibitor/\$1,300 non-Exhibitor participation fee.

Expo Pavilion Sponsorship

Be the center of attention by sponsoring the pavilion in the center of the Expo Hall. Signage announces your support as the many attendees and exhibitors travel around the Expo. Music, door prizes, Architecture Night celebration and food can be found in the pavilion. Make sure your company's name is there too. Participation Fee: \$1,000 Exhibitor/\$1,500 non-Exhibitor

Badge Lanyard *Exclusive*

Captivate the attention of all who attend and exhibit at the AIA Wisconsin Convention & Expo as attendees wear your name around their necks throughout the entire event. This marketing item will be offered to every full Convention registrant as they pick up their badge. Exhibitor is responsible for providing lanyard. Min qty 800. Participation Fee: \$300 Exhibitor/\$1,300 non-Exhibitor

Registration Packet Insert

Registration Packet Inserts are the perfect way to launch a new product, maximize brand exposure or announce a unique drawing or activity at your booth. Exhibitor is responsible for providing inserts, deadlines and size limitations apply. Min qty 800. Participation Fee: \$300 Exhibitor/\$1,300 non-Exhibitor

Promo Item Distribution

Company-supplied, approved promotional item will be distributed to every attendee during the conference. Creative ideas welcome and assistance is available. Cost of promotional item is in addition to the sponsorship fee. (Min. 1,000 qty required) Participation Fee: \$300 Exhibitor/\$1,300 non-Exhibitor

Standard Exhibitor Package

Included with booth rental:

- Inclusion on Floor Plan Signage
- Convention Program listing with 5-word description, contact name and phone number
- Online Floor Plan business card (posted until September)
- Extended company description available for \$50

AIA Wisconsin 80th Convention & Building Products Exposition

Exhibitor Prospectus

May 4 & 5, 2011

Monona Terrace, Madison, Wisconsin



AIA Wisconsin

Join Us!

On behalf of the AIA Wisconsin Board of Directors and Convention Committee, it is my pleasure to invite you to showcase your products and services to the architects and allied design and construction industry leaders attending the 2011 AIA Wisconsin Convention & Building Products Exposition.

The 80th annual AIA Wisconsin Convention & Expo will be held on May 4 & 5, 2011, at the Monona Terrace Community and Convention Center in Madison, Wisconsin. This state-of-the-art convention facility has a 40,000-square-foot Exhibition Hall at the lake level, with easy loading and drive-in access plus all the essential convention amenities.

This is your opportunity to meet today's design and construction industry leaders. Special programs and events are planned to promote maximum traffic in the Exhibition Hall, including the popular *Construction Industry Reception* and the special *Focus on Innovation* session.

The 2011 AIA Wisconsin Convention offers you the unique opportunity to:

- Introduce new products and services!
- Make new contacts and collect valuable sales leads!
- Increase the visibility of your company and its products!
- Keep in contact with your clients!
- Present information on new research and technology breakthroughs!
- Present Expo Information Sessions!
- Sponsor special events!
- Invite your customers and prospects to the trade show!

I look forward to seeing you on the exhibit floor next Spring!

Thomas E. Hirsch, AIA
2011 President, AIA Wisconsin

Jody Andres, AIA
2011 Chair, Convention Committee

The AIA Wisconsin Convention & Building Products Exposition is the one trade show that attracts architects and allied design and construction industry leaders from across Wisconsin. We are confident you will want to exhibit your products and services to the decision-makers who regularly attend and participate.

Special Events

Construction Industry Reception

AIA Wisconsin will host its annual Construction Industry Reception in the Exhibition Hall as part of the exhibit period on Wednesday, May 4. Special entertainment and events are planned. Exhibitors receive tickets to reception for distribution to clients and prospective customers. Special invitations are sent to consulting engineers, interior designers, landscape architects, specifiers, contractors and other allied design and construction industry leaders.

Focus on Innovation

This special event will take place in the Exhibition Hall on Thursday, May 5. This session provides a unique opportunity for you to present the latest information on product research and technological breakthroughs.

Expo Promotion

Through the use of direct mail, email, Website, announcements in regional trade publications and news releases, AIA Wisconsin Convention & Expo events are effectively promoted throughout the state. In addition, exhibiting companies receive free admission tickets to the Expo and other materials for use in promoting your participation in the show to customers and prospects. An interactive floor plan features a link to websites of exhibiting companies.

Exhibit Hall Schedule

Show Hours

Construction Industry Reception

Wednesday, May 4
3:00-7:00 p.m.

Focus on Innovation

Thursday, May 5
11:00 a.m.-2:00 p.m.

Set-Up

Tuesday, May 3
12:00 noon-7:00 p.m.
Wednesday, May 4
8:00 a.m.-1:00 p.m.

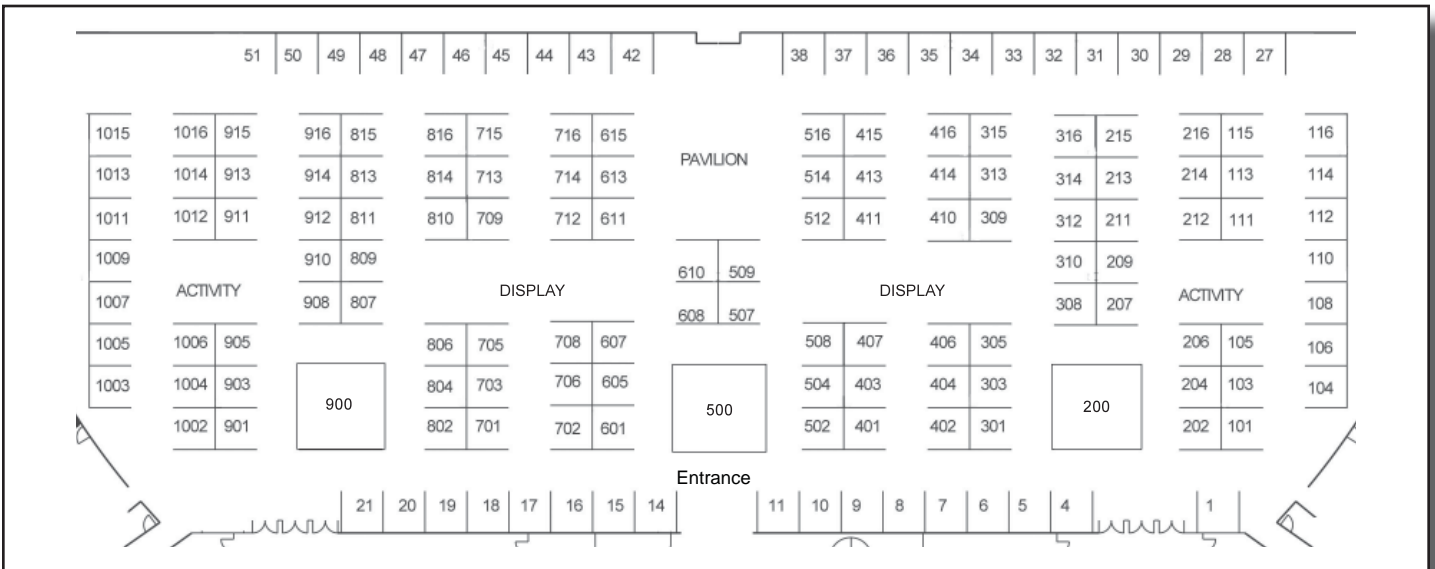
Dismantle

Thursday, May 5, 2:00-7:00 p.m.



AIA Wisconsin

321 S. Hamilton St.
Madison, WI 53703
Ph: (608) 257-8477
www.aiaw.org



Reserve Your 2011 Space Now at 2010 Rates!

Exhibit Space

Exhibit space is reserved on a first-paid basis. Submit your exhibit space contract as early as possible since exhibit space consistently sells out well in advance of the Convention. Exhibitors receive complimentary tickets to exhibit periods for distribution to customers for use in promoting your participation in the Building Products Exposition.

Booth Services

Exhibitors are provided information on the services available from Valley Expo & Displays in late February. There is no obligation to use the services of Valley Expo & Displays; exhibitors may use their own personnel. Electrical service for exhibit space must be ordered directly from the Monona Terrace Community and Convention Center.

Booth Rental Fees

10 ft. x 8 ft. Exhibit Booth	\$1,300
Numbers 25-55	
10 ft. x 10 ft. Exhibit Booth	\$1,300
Corner Booths	\$1,350
Islands (200, 500 & 200)	\$5,400

Exhibit Hall Schedule Set-Up

Tuesday, May 3
12:00 noon-7:00 p.m.
Wednesday, May 4
8:00 a.m.-1:00 p.m.

Show Hours

Construction Industry Reception

Wednesday, May 4
3:00-7:00 p.m.

Focus on Innovation

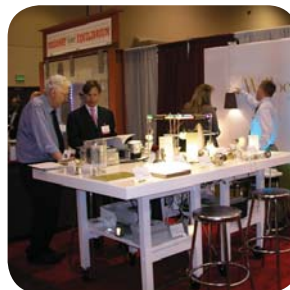
Thursday, May 5
11:00 a.m.-2:00 p.m.

Dismantle

Thursday, May 5
2:00-7:00 p.m.

Spotlight Seminars

Exhibiting companies are encouraged to submit proposals to sponsor 90-minute "Spotlight" AIA/CES professional development seminars. These valuable sessions encourage additional traffic in the Exhibition Hall and offer AIA members an opportunity to learn valuable information about different technologies, products and services. Other sponsorship opportunities also are available.



May 4 & 5, 2011

AIA Wisconsin, a Society of The American Institute of Architects

2011 Exhibit Space Application/Contract



AIA Wisconsin Convention & Building Products Exposition

May 4 & 5, 2011
Monona Terrace
Madison, WI

IMPORTANT INSTRUCTIONS:

- Make checks payable to AIA Wisconsin.
- Return this Application/Contract to:
AIA Wisconsin
321 S. Hamilton St.
Madison, WI 53703-4000
Fax: (608) 257-0242

COMPANY INFORMATION:

Company Name: _____
Address: _____
City/State/Zip: _____
Telephone: _____ Fax: _____
Web Site: _____
Products to be displayed: _____

EXHIBIT CONTACT:

This person will serve as your company's liaison and will receive exhibitor mailings, Exhibitor Service Kit and all other pertinent information.

Name: _____
Title: _____
Email: _____
 Same as above Company Name: _____
Address: _____
City/State/Zip: _____
Telephone: _____
Fax: _____

PROGRAM CONTACT:

This person will be listed in the show brochure.

Name: _____
Title: _____
Email: _____
 Same as above Company Name: _____
Address: _____
City/State/Zip: _____
Telephone: _____

SPACE REQUIREMENTS:

Preferred Exhibit Space:

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

BOOTH RENTAL FEE:

A non-refundable deposit for each reserved booth must be received with Application/Contract.

	Total	Deposit	Due by 2/15/2011
Aisle booth	\$1,300	\$250	\$1,050
Corner booth	\$1,350	\$250	\$1,100
Islands (block of four)	\$5,400	\$1,000	\$4,400

ACCEPTANCE AS A BINDING CONTRACT FOR EXHIBITOR:

To reserve a booth space for the AIA Wisconsin 2011 Exhibition, attached is a deposit to reserve space for the above named company. All balances are due on or before February 15, 2011.

Signature: _____

Check Visa MasterCard Amount \$ _____

Card Number: _____ Exp: _____ / _____

Authorized Signature: _____

Rules & Regulations

Move In/Move Out

- All exhibits must be set up by 1 p.m. on day one of the Convention.
- Exhibits must not be dismantled before 2 p.m. on day two of the Convention.
- All equipment must be transported into the facility through designated loading dock areas.
- Trucks and vehicles will be allowed at the dock only during official move in/move out times. Once materials have been unloaded, vehicles must be moved.
- Vehicles left unattended at the loading dock for an excessive period of time are subject to being ticketed or towed.
- All displays must be removed from Exhibit Hall by no later than 7:00 pm the final day of the Convention.

Booths, Displays, Decorations and Signs

- No materials may be attached, taped, nailed, pinned or otherwise fastened to any ceiling, floor, permanent drapery, painted surface or wall of Monona Terrace Community and Convention Center. Duct tape may not be adhered to any surface, including the floor.
- The maximum height of displays against the back-wall of an exhibit booth is 16'. To avoid the possible obstruction of neighboring exhibit booths, the height limitation of displays in balance of exhibit booth is 3', except for product display that in itself exceeds this height.
- Glitter, decals, gum, confetti and stickers may not be distributed or affixed inside the facility. Helium balloons are not allowed.

Food and Beverage

Monona Catering is the exclusive caterer. No food or beverages shall be brought onto Monona Terrace premises except through the building caterer.

Shipping/Handling of Exhibit Materials

All exhibitor shipments should be coordinated through the service contractor, Valley Expo & Displays.

Parking

- No parking is allowed in the loading dock area.
- Any unattended vehicles parked in loading areas (with the exception of designated move-in or move-out times) are subject to being ticketed or towed at the owner's expense.

Fire Codes / Smoking

- Exhibitors, service contractors and event promoters must comply with all federal, state and local fire codes which apply to places of public assembly.
- All exhibitor materials must be flame proof.
- Exhibitors are responsible for any floor damage caused by spillage of fuels, oils or similar substances.
- In compliance with City Ordinance 23.05, smoking is not permitted in the building.

Floor Load

The floor load capacity on the exhibition hall floor is 250 pounds per square inch.

Americans with Disabilities Act

- Aisles and exits must be kept clean and free of obstructions.
- All exit signs must remain unobstructed at all times.
- Easels, signs, etc. may not be placed beyond the booth area.

Liability and Insurance

Exhibitors assume the entire responsibility and liability for losses, damages and claims arising out of injury from or damage to their displays, equipment and other property and shall indemnify, hold harmless and defend AIA Wisconsin, City of Madison and their officers, officials, employees and agents from any and all such losses, damages and claims.

Cancellations

Deposits are non-refundable. Payment in full is due February 15, 2011. No cancellations and no refunds will be provided after February 15, 2011.

Exhibit Booth Layout

Every effort is made to accommodate exhibitor preferences as availability of exhibit space permits. Exhibit booth space is assigned on a first-paid basis. AIA Wisconsin reserves the right to modify floorplan and reassign booth space in the best interest of the trade show. Four-booth islands will be assigned as islands before splitting into individual contracts.

