

10th Annual Design on the Delaware Sponsorship Opportunities

Conference Dates: November 14, 15, & 16, 2012
 Contact: Pat Gourley, Director of Programs and Events
 AIA Philadelphia, 1218 Arch Street, Philadelphia, PA 19107
 (215) 569-3186 x105 · pat@aiaphila.org

Conference Dates: November 14 & 15, 2012, at the Sheraton Center City Hotel; November 16, 2012 at the Center for Architecture, Philadelphia, PA

Design on the Delaware is a collaborative conference that convenes design, construction, and planning professionals, business and public leaders, product and services providers from throughout the Greater Philadelphia and Delaware Valley regions for three compelling days of professional education, cross-discipline exploration, social events, and networking. Design on the Delaware provides a unique opportunity for sponsors to reach over 500 design and building professionals from the Mid-Atlantic region. Presented by the American Institute of Architects in collaboration with 23 related professional associations, Design on the Delaware provides sponsors with exposure to nearly 10,000 design and building professionals from Eastern Pennsylvania, New Jersey and Delaware.

Conference Program

Design on the Delaware will offer over 45 accredited continuing education programs and tours, four nationally recognized keynote presenters, a two day trade show, and several opportunities to network and socialize with leaders in the building and design professions.

Participants

Design on the Delaware is a collaborative conference of 23 professional associations and organizations, representing more than 10,000 design and building professionals in the Philadelphia and Delaware Valley region. The 10th annual conference will offer accredited continuing education programs for architects, landscape architects, planners, engineers and contractors. Historically, more than 80% of attendees are architects and 50% of attendees are principals or senior staff at their firms.

Marketing

Design on the Delaware is promoted through mail and email marketing to members of AIA Philadelphia, ASLA Pennsylvania and Delaware Chapter; American Planning Association Pennsylvania Chapter; General Building Contractors Association; Engineers Club of Philadelphia; Urban Land Institute Philadelphia; Delaware Valley Green Building Council; and the Associated Builders and Contractors Eastern Pennsylvania.

Sponsorship Levels

Conference Sponsor.....	\$10,000	Conference Supporting Sponsor.....	\$2,250
TradeShow	7,500	Lanyard Sponsor.....	2,000
Opening Sessions Keynote Sponsor.....	5,000	Seminar Room Sponsor.....	1,500
Luncheon Sponsor.....	4,000	Refreshment Break Sponsor.....	1,000
Tour Transportation Sponsor.....	3,500	Bus Tour Sponsor.....	750
Conference Bag Sponsor.....	2,500		



Presented by AIA Philadelphia in collaboration with AIA Bucks County; AIA Central Pennsylvania; AIA Delaware; AIA Eastern Pennsylvania; AIA New Jersey; American Institute of Graphic Arts; American Planning Association Pennsylvania Chapter; American Society of Heating, Refrigerating and Air Conditioning Engineers; American Society of Landscape Architects Pennsylvania Delaware Chapter; Associated Builders & Contractors; Community Design Collaborative; Construction Management Association of America; Delaware Valley Green Building Council; Electrical Association of Philadelphia; Engineers Club of Philadelphia; General Building Contractors Association; Industrial Design Society of America; International Interior Design Association; Philadelphia National Organization of Minority Architects; Society for Marketing Professional Services; and the Urban Land Institute Philadelphia

Conference Sponsor

\$10,000

Conference Registration

- 4 complimentary conference registrations

Trade Show

- One 8x10 premium corner/end booth

Keynote Presentations

- Verbal recognition from the podium at Wednesday and Thursday opening sessions
- Conference Sponsor acknowledgement slide displayed during opening keynote presentations
- Opportunity to introduce one keynote speaker
- Seating for two at a table with keynote speakers and conference leadership

Signage

- Sponsor's banners hung in key locations at the conference
- Logo on conference signage
- Recognition signage at the Center for Architecture on Friday
- Recognition on sign as the Conference Sponsor in registration area
- Recognition sign at sponsor's trade show booth

Advertising

- Company name in conference marketing emails
- Logo on front cover of the Conference Brochure and Guide*

- Full page advertisement on inside front cover of the Conference Guide*
- Logo and link on the home page of www.designonthedelaware.com
- Logo and link on the Registration page of www.designonthedelaware.com
- Recognition including logo, link and promotional text on AIA Philadelphia's website for one month leading up to conference
- Logo and link in 3 editions of AIA Philadelphia's bi-monthly e-newsletter, *The Philadelphia Architect*
- Opportunity to provide one collateral piece in conference registration packets
- Logo on the Sponsors page of designonthedelaware.com
- Logo in the Conference Guide*
- Logo in Conference Brochure*

Mailing Lists

- One-time use of 2011 & 2012 Design on the Delaware attendee mailing list
- One-time use of AIA Philadelphia member mailing list

AIA Philadelphia Events

- 8 tickets to the 2013 Louis I. Kahn Memorial Lecture
- Invitation to the AIA Annual Holiday Party

Trade Show Sponsor

\$7,500

Conference Registration

- 2 complimentary conference registrations

Trade Show

- One 8x10 premium aisle booth

Signage

- Logo on signage at conference registration
- Sponsor's banners hung in exhibit hall during both days of trade show
- Recognition on signage at entrance to exhibit hall
- Recognition sign at sponsor's trade show booth

Advertising

- Company name in conference marketing emails
- Full page advertisement on inside back cover of the Conference Guide*
- Company name and link on the Registration page of www.designonthedelaware.com

- Logo and link on the exhibit/trade show page of www.designonthedelaware.com
- Logo and link in one edition of AIA Philadelphia's bi-monthly e-newsletter
- Opportunity to provide one collateral piece in registration packet
- Logo on the Sponsors page of designonthedelaware.com
- Logo in the Conference Guide*
- Logo in Conference Brochure*

Mailing Lists

- One-time use of 2011 & 2012 Design on the Delaware attendee mailing list
- One-time use of AIA Philadelphia member mailing list

AIA Philadelphia Events

- 4 tickets to the 2013 Louis I. Kahn Memorial Lecture
- Invitation to the AIA Annual Holiday Party

Opening Session Keynote Sponsor

\$5,000

Conference Registration

- 2 complimentary conference registrations

Keynote Presentations

- Verbal recognition from the podium during Wednesday and Thursday opening sessions
- Seating for two at a table with keynote speakers and conference leadership
- Keynote Sponsor acknowledgement slide at the end of sponsored keynote presentation

Signage

- Logo on signage at conference registration
- Sponsor's banner in banquet hall during sponsored keynote sessions

Advertising

- Company name in conference marketing emails
- Company name on Registration page of www.designonthedelaware.com

- Logo and link on Speakers page of www.designonthedelaware.com
- Full page advertisement in the Conference Guide (interior)*
- Opportunity to provide one collateral piece in registration packet
- Logo on the Sponsors page of designonthedelaware.com
- Logo in the Conference Guide*
- Logo in Conference Brochure*

Mailing List

- One-time use of 2011 & 2012 Design on the Delaware attendee mailing list

AIA Philadelphia Events

- Invitation to AIA Philadelphia's Annual Holiday Party

Luncheon Sponsor

\$4,000

Signage

- Recognition on signage at all food stations during lunch
- Sponsor's banner hung in exhibit hall during both days of trade show
- Logo on signage in conference registration area

Advertising

- Company name in conference marketing emails
- Company name in Conference Brochure*
- Opportunity to provide one collateral piece in registration packet
- Logo on the Sponsors page of designonthedelaware.com
- Logo in the Conference Guide*

- Half-page advertisement in the Conference Guide*
- Company name on www.designonthedelaware.com Program page
- Logo on www.designonthedelaware.com Program page

Mailing List

- One-time use of 2011 & 2012 Design on the Delaware attendee mailing list

AIA Philadelphia Events

- Invitation to AIA Annual Holiday Party

Tour Transportation Sponsor

\$3,500

Signage

- Signage at Tour Meeting Locations (Sheraton and CFA)
- Logo on signage in conference registration area

Advertising

- Company name in conference marketing emails
- Logo on www.designonthedelaware.com Program page
- Company name on www.designonthedelaware.com Program page

- Logo in the Conference Guide*
- Logo on the Sponsors page of designonthedelaware.com
- Opportunity to provide one collateral piece in registration packet
- Company name in Conference Brochure*

AIA Philadelphia Events

- Invitation to AIA Annual Holiday Party

Conference Bag Sponsor

\$2,500

Conference Registration

- One complimentary Conference Registration

Signage

- Logo on signage at conference registration area

Advertising

- Company name in conference marketing emails
- Logo on all conference bags (sponsor must provide bags)
- Company name on www.designonthedelaware.com Schedule page

- Opportunity to provide one collateral piece in registration packet
- Logo on the Sponsors page of designonthedelaware.com
- Logo in the Conference Guide*
- Quarter-page advertisement in Conference Guide*
- Company name in Conference Brochure*

AIA Philadelphia Events

- Invitation to AIA Annual Holiday Party

Conference Supporting Sponsor

\$2,250

Conference Registration

- One complimentary Conference Registration

Signage

- Logo on signage at conference registration area

Advertising

- Company name in conference marketing emails
- Logo on the Sponsors page of www.designonthedelaware.com
- Logo on the Program page of www.designonthedelaware.com

- Company name on the Schedule page of www.designonthedelaware.com
- Full page advertisement in the Conference Guide (interior)*
- Opportunity to provide one collateral piece in registration packet
- Logo in the Conference Guide*
- Company name in Conference Brochure*

AIA Philadelphia Events

- Invitation to AIA Annual Holiday Party

Lanyard Sponsor

\$2,000

Signage

- Logo on signage at conference registration

Advertising

- Company name in conference marketing emails
- Company name on all 500 conference lanyards (sponsor must provide lanyards and badges)
- Company name on the Schedule page of www.designonthedelaware.com
- Opportunity to provide one collateral piece in registration packet

- Logo on the Sponsors page of designonthedelaware.com
- Logo in the Conference Guide*
- Quarter-page advertisement in Conference Guide*
- Company name in Conference Brochure*

AIA Philadelphia Events

- Invitation to AIA Annual Holiday Party

Seminar Room Sponsor

\$1,500

Signage

- Logo on signage at conference registration area
- Recognition on signage in one seminar room, and verbal recognition at each session in that room

Advertising

- Company name on www.designonthedelaware.com Schedule page
- Half-page advertisement in the Conference Guide*

- Opportunity to provide one collateral piece in registration packet
- Logo on the Sponsors page of designonthedelaware.com
- Logo in the Conference Guide*
- Company name in Conference Brochure*

AIA Philadelphia Events

- Invitation to AIA Annual Holiday Party

Refreshment Break Sponsor

\$1,000

Signage

- Recognition sign at beverage stations during breakfast, lunch and afternoon refreshment break
- Company name on signage at conference registration

Advertising

- Opportunity to provide one collateral piece in registration packet

- Logo on the Sponsors page of designonthedelaware.com
- Logo in the Conference Guide*
- Quarter-page advertisement in Conference Guide*
- Company name in Conference Brochure*

AIA Philadelphia Events

- Invitation to AIA Annual Holiday Party

Bus Tour Sponsor

\$750

Signage

- Company name on signage at conference registration
- Signage at Tour Meeting Locations (at the Sheraton Hotel and Center for Architecture)

Advertising

- Logo on the Sponsors page of designonthedelaware.com

- Logo in the Conference Guide*
- Quarter-page advertisement in Conference Guide*
- Company name in Conference Brochure*

AIA Philadelphia Events

- Invitation to AIA Annual Holiday Party

*Graphics and sponsor information must be secured by August 1, 2012 to be included in the conference brochure. Logos and advertisements in the Conference Guide must be secured by October 26, 2012

10th Annual Design on the Delaware Sponsor Commitment Form

Conference Dates: November 14, 15, & 16, 2012
Contact: Pat Gourley, Director of Programs and Events
AIA Philadelphia, 1218 Arch Street, Philadelphia, PA 19107
(215) 569-3186 x105 · pat@aiaphila.org

Contact Name: _____ Title: _____

Email: _____ Phone: _____ Fax: _____

Company (exhibiting as): _____

Address: _____

City: _____ State: _____ ZIP: _____

Website: _____

Sponsorship Level:

- | | |
|---------------------------------------------------------------------|--------------------------------------------------------------|
| <input type="checkbox"/> Conference Sponsor - \$10,000 | <input type="checkbox"/> Trade Show Sponsor - \$7,500 |
| <input type="checkbox"/> Opening Sessions Keynote Sponsor - \$5,000 | <input type="checkbox"/> Luncheon Sponsor - \$4,000 |
| <input type="checkbox"/> Tour Transportation Sponsor - \$3,500 | <input type="checkbox"/> Conference Bag Sponsor - \$2,500 |
| <input type="checkbox"/> Supporting Sponsor - \$2,250 | <input type="checkbox"/> Lanyard Sponsor - \$2,000 |
| <input type="checkbox"/> Seminar Room Sponsor - \$1,500 | <input type="checkbox"/> Refreshment Break Sponsor - \$1,000 |
| <input type="checkbox"/> Bus Tour Sponsor - \$750 | |

Payment Terms (check one):

Full Amount Enclosed

50% non-refundable deposit Remaining balance due by September 15, 2012

Method of Payment: Visa MasterCard American Express Check enclosed

Billing Information: Amount Enclosed: \$ _____ (make checks payable to AIA Philadelphia)

Card Number _____ Expiration Date: _____

Name as it appears on card: _____

Signature: _____ Date _____

To secure your sponsorship, please send completed form to Pat Gourley, pat@aiaphila.org or mail it to:
Design on the Delaware, AIA Philadelphia, 1218 Arch St., Philadelphia, PA 19107
P: 215-569-3186 x 105 / Fax: 215-569-9226



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