



AIA
Conference
on Architecture
2018

June 21–23
New York City
Expo: June 21–22

Exhibitor
prospectus



**The American
Institute
of Architects**



A'18 AIA Conference on Architecture 2018

June 21-23, New York City



Get ready for the Big Apple

The architecture and design event of the year is going to New York City!

Every year 90% of conference attendees rate the Architecture Expo as one of their top five best conference experiences. As an exhibitor, you'll connect with new customers who set budgets, select vendors, and specify products.

AIA Conference on Architecture (formerly AIA Convention) will be held June 21-23, 2018, at the Javits Center in New York City. Join us June 21 and 22 for an immersive 2-day expo focused on what's new and now in architecture and design.

Exhibiting will give your business access to thousands of experienced, professional industry leaders looking to learn about new products and companies, and build relationships with suppliers.

About AIA

The American Institute of Architects is the leading professional membership organization for architects and design professionals. Our work, and the work of our 90,000+ members, makes the places where we live, work, and play better. Our members and partners work together to grow their businesses and advance architecture's value in the construction ecosystem.

20,000+
estimated attendees,
bringing together
influential practitioners
from all 50 states
and more than
85 foreign countries.

Your opportunity to be seen

The AIA Conference on Architecture is the the largest annual gathering of architects and design professionals in the US.

An article in *ARCHITECT Magazine* cites that architects rely on building product manufacturers as their second most important resource for learning about products and materials—after architects themselves. And, more than seven in 10 architects go with suppliers with whom they have an existing relationship.

Give your company the opportunity to be seen, considered, and chosen—before the build—at the Architecture Expo 2018.

The Expo includes a wide range of product categories

Access controls	Insulation
Air conditioning	Interior furnishings and products
Aluminum	Kitchen products
Architectural fabrics	Landscape products
Architectural models	Lighting / lighting products and services
Audio / video / telephone	Masonry
Bath products / services / plumbing	Metals
Building envelope	Millwork molding
Building products	Paint
Building systems	Renovations / restoration products
Caulks / coatings / sealants	Roofing
Ceilings / ceiling products	Safety products
Computer / hardware and software design	Security products
Concrete	Siding
Consulting services	Solar / renewable energy
Doors	Stairways
Elevator / escalator	Stone products and services
Fencing / railing / decking	Surface treatments
Finishes	Tile
Fire protection	Ventilation
Flooring / floor systems	Wallboard / interior treatment
Glass products	Weather resistant barriers
Green	Windows / skylights
Hardware	Wood

Attendees value the Architecture Expo

The majority of attendees say the expo influences their decision to attend the event.

Attendees who visit the expo hall

95%

Attendees who say visiting with exhibitors is one of their top 5 best experiences at the event

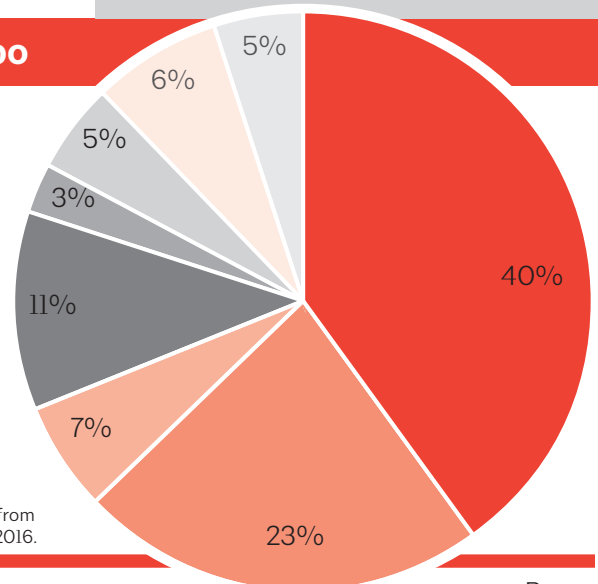
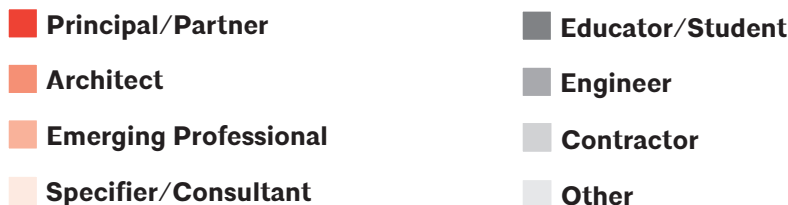
90%

Attendees who would recommend the conference to their peers

93%

Key decision makers attend the Architecture Expo

The Architecture Expo delivers the important decision makers and key influencers—top level principals, partners, and designers.



Sources: AIA Conference on Architecture 2017 Attendee Survey fielded in June 2017. Demographic data from 2016-2017 registered attendees. The Architect's Journey to Specification study compiled for AIA in May 2016.



Add value with marketing tools

As an exhibitor, you'll have access to a variety of tools to help build your brand and reach even more attendees.

You'll receive the exposure you need with these complimentary features and should you choose a premium tool, you'll stand out from the pack and drive quality traffic to your booth.

Complimentary

Online presence. Exhibitor booth profile that you create online will promote your presence—before, and during the event.

Printed listing. Company name and booth number in the printed show program and mobile app will help drive attendees to your booth.

Logos and graphics. Digital graphics that identify your company as an official exhibitor, for use on your website and your own company communications.

Passes for your customers. Complimentary expo passes (a \$50 value) to share with key customers and prospects.

Premium

A full array of sponsorship opportunities are available:

- Education on the expo floor
- Signage and banners
- Mobile app and website
- Onsite events and installations
- Take-aways and much more
- Or, let us create a custom solution for you!

Secure your sponsorship and exhibit space today! For more information, see our sponsorship brochure.

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