



THE AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS

THE FIELD GUIDE TO CONNECTING WITH STUDENT LEADERS



AIAS FORUM OVERVIEW

AIAS FORUM, the largest annual architecture and design conference that the AIAS puts on, offers students the opportunity to learn about issues facing architectural education and the profession, to meet and network with other students and professionals with common interests, and to interact with today's leading architects. In addition to the keynote presentations, FORUM includes tours, daily seminars, and workshops that enable attendees to discuss relevant and current architectural and design issues.

HISTORY OF AIAS FORUM IN THE PACIFIC NORTHWEST

1978 - Sun Valley, Idaho
1994 - Portland, Oregon
2018 - Seattle, Washington

WHO WE ARE

THE AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS

The AIAS is an independent, nonprofit, student-run organization dedicated to providing unmatched progressive programs, information, and resources on issues critical to architecture and the experience of education. The mission of the AIAS is to promote excellence in architectural education, training, and practice; to foster an appreciation of architecture and related disciplines; to enrich communities in a spirit of collaboration; and to organize students and combine their efforts to advance the art and science of architecture.



MISSION: Advancing leadership, design, and service among architecture students.

WHAT WE DO

WE PROMOTE EXCELLENCE IN ARCHITECTURAL EDUCATION AND TRAINING

Architectural practice is constantly evolving. A large part of that evolution happens in schools. A pedagogy that promotes experimentation and exploration above all. AIAS members understand their role in the profession as leaders. Not the future of the profession but the now. Programs like Freedom by Design™, CRIT, and Grassroots empower students to own that role.

WE FOSTER AN APPRECIATION OF ARCHITECTURE, DESIGN, AND RELATED DISCIPLINES

Our annual gathering FORUM and regional Quad Conferences, provide students with the opportunity to learn about the issues facing our world, to meet students and professionals with common interests, and to interact with some of today's leading architects and designers.

WE ENRICH COMMUNITIES IN A SPIRIT OF COLLABORATION

Through the Freedom by Design™ program and other community outreach, we are empower our members and students to be good citizens on their campuses and in their communities.

WE ORGANIZE AND COMBINE STUDENT EFFORTS TO ADVANCE THE ART AND POLICY OF ARCHITECTURE

We are the sole student voice in the collateral discussion and decision making process that include the American Institute of Architects (AIA), the Association of Collegiate Schools of Architecture (ACSA), the National Council of Architecture Registration Boards (NCARB), and the National Architectural Accrediting Board (NAAB).

WHERE WE DO IT

AIAS MEMBERSHIP SUPPORTS ARCHITECTURE STUDENTS in collegiate schools across the United States but has also expanded into international academic programs.

LEADERSHIP | 2016-2017 BOARD OF DIRECTORS



PRESIDENT
Sarah Wahlgren, Assoc. AIA



VICE PRESIDENT
Rachel Law, Assoc. AIA



NORTHEAST QUAD DIRECTOR
Clayton Daher



SOUTH QUAD DIRECTOR
Jenn Elder



MIDWEST QUAD DIRECTOR
Jeremy Gentile



WEST QUAD DIRECTOR
Elizabeth Seidel



ACSA LIASON
Carmina Sanchez, ARCH D., RA



NCARB LIASON
Dennis Ward, AIA, NCARB



AIA LIASON
Steven Vogel, FAIA



EXECUTIVE DIRECTOR
Nick Serfass, AIA, CAE



PAST PRESIDENT
Danielle Mitchell, ASSOC. AIA

SO WHAT IS FORUM ALL ABOUT ANYWAY?



PROFESSIONAL DEVELOPMENT



GOVERNANCE - COP AND NATIONAL BOARD OF DIRECTORS ELECTIONS



SOCIAL IMPACT



NETWORKING



ARCHITECTURE + DESIGN

**ARCHITECTURE + DESIGN | LEADERSHIP | SOCIAL IMPACT | CHAPTER BUSINESS | NETWORKING
PROFESSIONAL DEVELOPMENT | GOVERNANCE**

SCHOOL CO-HOSTING OPPORTUNITIES

\$5,000 - CO-HOSTING: THE PNW COLLECTIVE (AT LEAST 4 SCHOOLS MUST OPT IN)

AIAS FORUM cannot exist without the crucial role of the Host School, Planning Team and Event Partners. The financial support provided by the Host School and Event Partners is reciprocated by a sponsorship agreement which ensure appropriate recognition throughout the conference itself and in the promotion leading up to the conference. Hosting and partnering with us for **AIAS FORUM 2018 | PNW** places those schools in the limelight throughout the entire year leading up to the event. It is a unique and prestigious opportunity.

GENERAL BENEFITS:

- Marketing and recruitment for your
 - School as a great place to study
 - School as a great place for career enhancement and opportunities
 - City/state as a great place to live/work
- Strengthen the relationship with your student AIAS Chapter, the local and state AIA components, the local architecture community and the community in general.
- Highlight the value a national organization of architectural students can bring to the school.
- Marketing and recruitment to high school students nationally, but also with a statewide focus
- Student learning opportunity through engagement with the management, vision and facilitation of FORUM
- Leadership, moral, pride and community building within the student body throughout the year
- An opportunity to highlight the program of architecture within the entire university

AIAS FORUM 2018 PRE-CONFERENCE MARKETING

- Fall 2018 profile on The PNW Collective Co-Host Schools of FORUM 2018
- Premium visibility on AIAS FORUM conference website
- Host School promotion with school profile/highlight and link on conference website
- Promotion on all FORUM related emails to
 - Entire membership (+5,000 students)
 - AIAS national corporate sponsors
 - Local/state sponsors (AIA Components, Firms, etc)
 - Keynotes and speakers

AIAS FORUM 2018 CONFERENCE OPPORTUNITIES

- 15-minutes at the Opening General Session for welcome remarks from The PNW Collective
- Anchor Booth (double size) at EXPO 2018 to interact with prospective students
- (2) Tickets to Honors + Awards / Professionals Night
- (2) Complimentary registration and reserved seating at FORUM General Sessions
- Promotion on
 - Programs (printed and/or mobile) as the FORUM Host School
 - Printed sponsor materials as FORUM Host School
 - Promotion on splash screens as FORUM Host School
- Premium visibility with table and banners throughout duration of conference
- Marketing via the printed materials included in the attendee registration bag

AIAS FORUM 2018 POST-CONFERENCE MARKETING

- Promotion on all of our Thank You cards (to firms, national sponsors, speakers, etc)
- Promotion on any follow-up emails/surveys



GENERAL SPONSORSHIP OPPORTUNITIES

\$500 AND UNDER - GENERAL CONFERENCE SPONSOR

WHAT'S INCLUDED:

- Logo on FORUM website, splash screens, and sponsor boards

\$500 AND UP - PROFESSIONAL PARTNER

Showcase your dedication to the next generation of architects. We will be profiling and highlighting these companies in the fall of 2018 leading up to the launch of registration. Get your name out there.

WHAT'S INCLUDED:

- Booth at EXPO 2018
- Logo on FORUM website, splash screens, and sponsor boards
- (2) Tickets to Honors + Awards / Professionals Night
- (2) Complimentary registration and reserved seating at FORUM General Sessions

\$2,500 - KEYNOTE SPONSOR

Give a 5 to 7-minute presentation about your company and introduce the Keynote speaker for that session.

WHAT'S INCLUDED:

- Your provided material included in attendee registration bag
- Company name is directly connected and showcased with the General Session and Keynote Address, including all promotional materials leading up to the conference
- General Session stage time in front of all of our conference attendees
- All of the PROFESSIONAL PARTNER items above

\$5,000 - TRACK SPONSOR -OR- EXPO 2018

Your company's name is directly connected and showcased with the Expo or selected track for the entire length of the conference, including all promotional materials leading up to the conference.

WHAT'S INCLUDED:

- Your provided printed material in in attendee registration bag
- A table outside the General Session room for one day of the conference, at which you can showcase your organization
- All of the PROFESSIONAL PARTNER items above

\$7,500 - PLATINUM SPONSOR - DESIGN ALLIANCE PLUS

Want to customize? Mix and match? Let us know what's important to you, and we'll customize a package to fit your needs!

WHAT'S INCLUDED:

- Custom company profile in Fall 2018
- Your provided printed material included in attendee registration bag
- A table outside the General Session room each day of the conference, at which you can showcase your organization
- All of the PROFESSIONAL PARTNER items above



EVENT SPONSORSHIP OPPORTUNITIES

\$1,500 - DESIGN ALLIANCE FIRM CRAWL

Open your doors up for a few hours on Friday, December 29 to our students in small groups. Allow our students to get a feel for what different firms and office environments have to offer. Sponsorship includes all of the benefits of the PROFESSIONAL PARTNER.

\$2,500 - BEAUX ARTS BALL (4 AVAILABLE)

One of the time honored traditions of AIAS FORUM, the annual Beaux Arts Ball is where attendees look forward to unwinding from a long, productive conference. Countdown to the ball drop and fireworks in the heart of downtown Austin.

\$2,500 - COUNCIL OF PRESIDENTS RECEPTION

This event positions you as the exclusive sponsor of this special invitation-only event. Made up of the Presidents of each AIAS chapter, AIAS Board members, staff and additional VIPs, this is an opportunity to network with and promote your company brand to the future leaders of the industry.

\$5,000 - HONOR AWARDS / PROFESSIONALS NIGHT

Each year the AIAS honors individuals and groups for their exemplary work in areas such as leadership, collaboration, scholarship, and service. The AIAS Honor Awards were developed to publicly recognize outstanding achievements by students, educators, and practitioners who have exhibited an exemplary commitment to the education and development of architecture students. Help us in celebrating the 2017 Honor Awards winners.

\$5,000 - CLOSING NIGHT

Closing Night is a time for reflection—to unwind from a busy week, make those final connections, and say farewell to new friends. Help us bring AIAS FORUM 2017 to a close.



ITEM SPONSORSHIP OPPORTUNITIES

\$5,000 - LANYARD

Conference name badges are worn by all attendees, occupying a prominent position around each attendees neck. The lanyard sponsor will enjoy a high degree of brand visibility throughout the conference by the inclusion of your logo alongside the AIAS logo.

\$5,000 - REGISTRATION BAG

Each conference attendee will receive a registration bag upon arrival, containing the conference program, promotional material from sponsors, and other important documentation. This bag will be carried by attendees throughout the event and will also be used long after AIAS FORUM has commenced. This high level exposure is a proven method to promote your company and support of the AIAS.

\$10,000 - SKETCHBOOKS

Registrants will receive a branded sketchbook with your logo. This book will be carried throughout the event and be used to sketch with for months afterward.



PARTNERS | NATIONAL SPONSORS



AIA



Schindler



GRAPHISOFT
ARCHICAD



bustler



PARTNERS | DESIGN ALLIANCE

CANNONDESIGN



HKS

CALLISONRTKL
A DESIGN CONSULTANCY OF ARCADIS



Gensler

PARTNERS | COLLEGIATE ASSOCIATES



YES! PLEASE SIGN ME UP FOR:

GENERAL SPONSORSHIP OPPORTUNITIES

- GENERAL CONFERENCE SPONSORSHIP
- PROFESSIONAL PARTNER
- KEYNOTE SPONSOR
- TRACK SPONSOR
- EXPO 2018
- PLATINUM SPONSOR - DESIGN ALLIANCE PLUS

EVENT SPONSORSHIP OPPORTUNITIES

- DESIGN ALLIANCE FIRM CRAWL
- BEAUX ARTS BALL
- COUNCIL OF PRESIDENTS RECEPTION
- HONOR AWARDS / PROFESSIONALS NIGHT
- CLOSING NIGHT

ITEM SPONSORSHIP OPPORTUNITIES

- LANYARD
- REGISTRATION BAG
- SKETCHBOOKS

NAME:

COMPANY NAME:

EMAIL ADDRESS:

SIGNATURE:

- I'm ready, invoice me!
- I would like more information

PLEASE FILL OUT AND RETURN TO
KIMBERLYTUTTLE@AIAS.ORG



AIAS.ORG 1735 NEW YORK AVENUE, WASHINGTON, DC 20006

**THE AMERICAN INSTITUTE
OF ARCHITECTURE STUDENTS**