

The background of the entire page is a night-time photograph of the San Francisco skyline, with the Transamerica Pyramid being the most prominent feature. The left side of the image is partially covered by a large, abstract graphic composed of overlapping triangles in various shades of red, orange, and pink. The AIA SF logo is positioned in the top right corner, with 'AIA' in a grey serif font and 'SF' in a red sans-serif font.

AIA SF

# AIA SAN FRANCISCO NEXT

SAN FRANCISCO, CA | NOVEMBER 12 + 13

CONFERENCE SPONSORSHIP PROSPECTUS

© San Francisco Travel Association/Can B

# WHAT IS NEXT?



**What is NEXT in the built environment?** How do we prepare ourselves, our clients, our businesses and our community? For NEXT, AIASF will gather the best minds in the Bay Area building and design community for two days of multi-track educational sessions and incomparable networking experiences.

## **THURSDAY PLACEMAKING DEEPDIVE**

How can we consider the future and not consider Place? Thursday's Placemaking Pre-Conference Deepdive allows its attendees an opportunity to have a longer, more nuanced conversation on Place and its potential to positively influence the creative process and final product.

## **About AIA San Francisco**

For more than a century, the American Institute of Architects, San Francisco Chapter (AIASF), has served the Bay Area through innovative and dynamic programming, events and services. AIA San Francisco represents more than 2,200 architect, design and allied professionals in San Francisco and Marin Counties. Our mission is to improve the quality of life in the Bay Area by promoting architecture and design. We further this goal through community involvement, education, advocacy, public outreach, member service and professional excellence.

# AIASF **NEXT** AT A GLANCE

**THURSDAY, NOV 12**

**PLACEMAKING DEEPCDIVE SESSION  
NETWORKING BREAKS  
COCKTAIL RECEPTION  
OPENING EVENING PARTY**

**FRIDAY, NOV 13**

**KEYNOTE PRESENTATION  
MULTI-TRACK SYMPOSIUM SESSIONS  
NETWORKING BREAKS**

**NEXT CONCLUDES WITH THE  
134TH ANNUAL AIASF  
MEMBERSHIP PARTY +  
BUSINESS MEETING**

## PREMIUM SPONSORSHIP OPPORTUNITIES

### KEYNOTE SPEAKER SPONSORSHIP

Help secure a leading keynote speaker for the 2015 AIASF NEXT Conference.

**\$15,000 KEYNOTE SPEAKER SPONSORSHIP**

- Introduce the keynote speaker
- Recognition as the Keynote Sponsor on all promotional material\*
- Sponsor recognition slide before and after presentation
- Three newsletter sponsorships including 100-word promotional copy and logo
- Three complimentary full conference registrations

### SPONSOR A SEMINAR

AIASF NEXT features concurrent seminar tracks that are designed specifically to grow business, inspire design and educate on current technology trends. Pick from the pre-selected seminars and show your support for your favorite topic and/or speakers.

**\$3,500 SEMINAR SPONSORSHIP**

- Recognition as the seminar sponsor on all promotional material\*
- Opportunity to introduce speakers and seminar at AIASF NEXT
- Sponsor recognition slide before and after presentation
- Opportunity to place company marketing material at your seminar
- One complimentary full conference registration

### THURSDAY EVENING WELCOME EVENT, Nov 12

Own the night! Evening Event Sponsors have the opportunity to create unforgettable experiences for all attendees. Evening events can take place at the event facility or off-site, and can vary from elegant, relaxing events to themed receptions. Whatever you come up with, attendees are sure to be talking about your event for years to come.

**\$5,000 THURSDAY EVENING EVENT SPONSORSHIP**

- Recognition as the Thursday Evening Pre-Conference Reception sponsor on all promotional material\*
- One newsletter sponsorship, including 100-word promotional copy and logo
- Event invitation sent to all registrants via email in advance of the conference
- Exclusive evening event sponsor recognition signage
- Three complimentary full conference registrations





## Host a NETWORKING EVENT

Time and again, attendees rave that the most valuable aspect of AIASF events is the opportunity to network with colleagues. Sponsor one of the following events and make these networking experiences even more valuable.

### **\$6,000 BUFFET LUNCHEON** (1 AVAILABLE)

- Exclusive recognition as the Buffet Luncheon sponsor
- Recognition as the Exclusive Luncheon Sponsor on all promotional material\*
- Company logo will be projected in the room for the duration of the luncheon
- Sponsor-branded signage on all tables
- Opportunity to welcome guests to your luncheon
- Opportunity to place marketing material/take away items at your luncheon
- One complimentary full conference registration

### **\$5,000 BREAKFAST BUFFET** (2 AVAILABLE: THURSDAY PLACEMAKING DEEP DIVE AND FRIDAY CONFERENCE)

- Exclusive recognition as the Breakfast Buffet sponsor
- Recognition as a Breakfast Sponsor on all promotional material\*
- Company logo will be projected in the room for the duration of the breakfast
- Sponsor-branded signage on all tables
- Opportunity to welcome guests to your breakfast
- Opportunity to place marketing material/take away items at your breakfast
- One complimentary full conference registration

### **\$3,500 NETWORKING BREAKS** (3 AVAILABLE; 1 DURING THURSDAY PLACEMAKING DEEP DIVE, 2 DURING FRIDAY CONFERENCE)

- Exclusive recognition as the sponsor of your event
- Recognition as a Networking Break Sponsor on all promotional material\*
- Sponsor-branded signage at your event
- Opportunity to place marketing material/take away/promotional items at your event
- One complimentary full conference registration

### **\$3,500 THURSDAY EVENING ONE-HOUR PLACEMAKING NETWORKING RECEPTION (1 AVAILABLE)**

- Exclusive recognition as the sponsor of your event
- Recognition as a Networking Break Sponsor on all promotional material\*
- Sponsor-branded signage at your event
- Opportunity to place marketing material/take away/promotional items at your event
- One complimentary full conference registration

### **\$3,000 BUILD YOUR OWN NETWORKING HUDDLE SPACE**

- Create an immersive experience with your products by sponsoring a networking breakout space for attendees to kick back, relax, and chat with peers about their NEXT experience – and your products
- AIASF will supply a 10'x10' space at the conference for furniture and materials (all items must arrive onsite by AIASF deadline, TBD)
- Opportunity to place marketing material/take away/promotional items in your space
- One complimentary full conference registration

## EXCLUSIVE ITEM SPONSORSHIPS

These takeaway items are sponsor-branded items which attendees use for the duration of the conference, plus long after the event is over. Where possible, items are eco-friendly and provide attendees an added benefit during the conference.

### \$5,500 AIASF NEXT APP

This App will be used by attendees for the duration of the conference to get important conference details and schedules. Your company will be top of every attendee's mind when they look at their smart phone.

Exclusive sponsorship includes:

- Exclusive recognition as the event app sponsor
- Sponsor-branded banner ad on the app
- Recognition as the NEXT App Sponsor on all promotional material\*
- One newsletter sponsorship including 100-word promotional copy and logo
- Three complimentary full conference registrations

### \$5,500 ATTENDEE TOTES

These high-quality registration bags distributed to all attendees are imprinted with the conference and sponsor's logos. Take full advantage of your sponsorship dollars with this item, carried by attendees for the duration of the conference and well after it has ended.

Exclusive sponsorship includes:

- Sponsor-branded attendee Tote Bags
- Recognition as the exclusive Attendee Tote Bag Sponsor on all promotional material\*
- One complimentary full conference registration

### \$5,500 LEARNING JOURNAL

This handy journal is given to all attendees to serve as their guide during the conference. Attendees keep the journal readily available to check schedule and seminar locations. Extra graph paper is included, allowing attendees to use this journal even after the conference has concluded. The Learning Journal sponsor's logo appears on the front cover, and a four-color customized ad provided by the sponsor appears on the back cover.

Exclusive sponsorship includes:

- Sponsor-branded attendee Learning Journals
- Recognition as the exclusive Learning Journal Sponsor on all promotional material\*
- One complimentary full conference registration

### \$5,500 AIASF NEXT FLASH DRIVE

The conference flash drive serves as the conference symposium guide, housing all presentation slides and attendee materials. The Flash Drive will be given to all attendees to use during and after the conference, and includes extra MB space for personal use after the conference. The Flash Drive sponsor's logo will appear on the flash drive itself, as well as on the flash drive content.

Exclusive sponsorship includes:

- Sponsor-branded attendee Flash Drives
- Recognition as the exclusive Flash Drive Sponsor on all promotional material\*
- One complimentary full conference registration

### \$3,500 WATER BOTTLES

With all the talking and walking that happens at conferences, it is important to stay hydrated. To decrease on paper products or water usage from washing glasses, attendees will receive their very own water bottles to use during the conference. Water bottles will have the sponsor's logo as well as the conference logo, and each water station will include sponsor signage.

Exclusive sponsorship includes:

- Sponsor-branded attendee Water Bottles
- Sponsor signage at water stations placed throughout the venue
- Recognition as the exclusive Water Bottle Sponsor on all promotional material\*
- One complimentary full conference registration

### \$3,500 AIASF NEXT ATTENDEE LANYARDS

Each 100%-organic cotton identification lanyard distributed at registration will be emblazoned with your logo and/or company name, providing maximum visibility and demonstrating your company's dedication to environmental preservation.

Exclusive sponsorship includes:

- Sponsor-branded attendee Lanyards
- Recognition as the exclusive Lanyard Sponsor on all promotional material\*
- One complimentary full conference registration

## ADDITIONAL AIASF NEXT SPONSOR RECOGNITION

In addition to the unique visibility that each sponsorship affords, all sponsors will be included AIASF NEXT general promotion, which includes additional visibility for your organization in several places, including:

- On the AIASF web site
- Inside the Learning Journal
- As content on the conference flash drives
- Sponsor thank-yous in issues of AIASF e-communications, before and after the conference
- Sponsor thank-yous in dedicated AIASF conference emails
- Sponsor list in AIASF NEXT Advance Program
- Onsite sponsor signage
- Rotating PowerPoint slides in each seminar room

# AIASF NEXT SYMPOSIUM SPONSORSHIP AGREEMENT

## PREMIUM OPPORTUNITIES

- ☐ Keynote Speaker | \$15,000
- ☐ Sponsor a Seminar | \$3,500
- ☐ Thursday Evening Event | \$5,000

## NETWORKING EVENTS

- ☐ Buffet Luncheon | \$6,000
- ☐ Breakfast Buffet | \$5,000
- ☐ Networking Break | \$3,500
- ☐ Thurs. Evening Cocktail Hour | \$3,500
- ☐ Huddle Space | \$3,000

## ATTENDEE ITEMS

- ☐ AIASF NEXT App | \$5,500
- ☐ Attendee Totes | \$5,500
- ☐ Learning Journal | \$5,500
- ☐ Flash Drive | \$5,500
- ☐ Water Bottles | \$3,500
- ☐ Attendee Lanyards | \$3,500

## Benefit Fulfillment Contact Information

### Company Name

(As you would like it to appear in printed material and sponsorship recognition)

### Name

### Title

### Phone

### Email

## Payment Contact

### Company

### Name

### Title

### Phone

### Email

### Address

## Payment Information

### Payment Method

☐ Visa ☐ Mastercard ☐ Check

### Credit Card#

### Security Code#

### Expiration Date

## Payment Authorization

### Total Sponsorship Value

\$

### Signature

### Date

# AIASF

2015 Sponsorship

Return form to: January Ruck | AIASF, Director of Internal Operations | [jruck@aiasf.org](mailto:jruck@aiasf.org) or  
Mail to: 130 Sutter Street, Suite 600 | San Francisco, CA 94104