

# 2009 design on the delaware

A collaborative conference presented by 25 professional organizations which examines the issues and opportunities of the built environment for design and building professionals. Design on the Delaware provides a unique opportunity for sponsors to reach 500 or more design and building professionals from the mid-atlantic region. Presented by the American Institute of Architects and other design/construction professional associations, Design on the Delaware provides sponsors with exposure to the nearly 11,000 members of these professional associations.



**October 28 & 29, 2009**

Sheraton Philadelphia City Center  
17<sup>th</sup> & Race Streets  
Philadelphia, Pa

**October 30, 2009**

The Center for Architecture  
1218 Arch Street  
Philadelphia, Pa

## sponsor opportunities



**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 Society of Heating, Refrigerating and Air Conditioning Engineers; American Society of Landscape Architects Pennsylvania Delaware Chapter; Associated Builders & Contractors, Inc; 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; Greater Philadelphia Building Professionals Association; Industrial Design Society of America; Innovation Philadelphia; International Interior Design Association; Pennsylvania Planning Association; Philadelphia National Organization of Minority Architects; Society for Marketing Professional Services; and the Urban Land Institute Philadelphia Chapter.

## conference overview

AIA Philadelphia, the largest Chapter of the American Institute of Architects in Pennsylvania and the Delaware Valley region, presents the sixth annual Design on the Delaware regional conference. AIA Philadelphia has partnered with 25 related professional organizations and AIA chapters for the programming and planning of this three-day event. This collaboration will produce an interdisciplinary convention that provides participants with new perspectives on the issues and opportunities of our built environment in the Delaware Valley region and beyond.

## conference program

Design on the Delaware will offer over 36 educational programs, tours, trade show, two plenary sessions and opportunities to network and socialize with leaders in the building and design professions.

## conference participants

Design on the Delaware attendees are architects, planners, landscape architects, engineers, contractors and other design/building professionals from the 25 collaborating professional associations and organizations. These organizations represent a membership of more than 11,000 architects, landscape architects, engineers, business leaders, planners, builders, interior designers, environmental graphic designers, and marketing professionals from Eastern Pennsylvania, New Jersey and Delaware. 50% of conference attendees are senior staff at their firms. 43% are firm principal or partners.

## conference contacts

Pat Gourley  
Director of Programs & Special Events  
AIA Philadelphia  
Phone: 215-569-3186  
Mobile: 267-278-0547  
E-mail: [Pat@aiaphila.org](mailto:Pat@aiaphila.org)

[www.aiaphila.org](http://www.aiaphila.org)  
[www.designonthedelaware.com](http://www.designonthedelaware.com)

## **sponsorship opportunities**

### **all sponsors receive**

- company name on conference postcard distributed to 8,000 design and building professionals in Pennsylvania, New Jersey and Delaware
- company name in conference brochure distributed to 4,000 design and building professionals in Pennsylvania, New Jersey and Delaware
- sponsor acknowledgement in conference guide
- logo on sponsorship page of conference website [www.designonthedelaware.com](http://www.designonthedelaware.com)
- recognition on signage at conference registration area
- opportunity to provide one collateral piece for inclusion in the conference registration packet distributed to all conference attendees
- recognition in conference media materials

**For conference information, please visit [www.designonthedelaware.com](http://www.designonthedelaware.com).**

**Questions or to secure your sponsorship, please contact Pat Gourley at [pat@aiaphila.org](mailto:pat@aiaphila.org); P:215-569-3186 x 105/M:267-278-0547**

## **conference sponsor - \$10,000**

### conference registration

- four complimentary conference registrations

### trade show

- one 8 ft x 10 ft exhibit end booth

### keynote presentations

- verbal recognition from podium at Wednesday and Thursday keynote sessions
- seating for two at table with keynote speakers and conference leadership
- opportunity to offer conference welcome at opening keynote session

### signage

- company banners at key locations at conference
- recognition sign as conference sponsor at conference registration area
- recognition on signage at keynote sessions
- recognition signage at The Center for Architecture (Friday conference location)
- recognition sign at company's exhibit booth

### advertising

- logo on conference postcard distributed to 8,000 design & building professionals
- logo in conference brochure distributed to 4,000 design and building professionals
- conference sponsor acknowledgement slide at the opening of each keynote during seating and opening comments
- logo and link in three issues of AIA Philadelphia's The Philadelphia Architect e-newsletter
- recognition in conference advertisements
- company name and logo in conference brochure
- logo on cover of conference guide
- full page advertisement on inside front cover of conference guide
- recognition (company name/logo/link) on conference website homepage
- recognition (logo/promotional text/link) on AIA Philadelphia web site
- priority listing of company name and logo in the AIA Philadelphia yearbook
- company name/logo in conference e-mail promotions
- company name/logo and link on conference on-line registration site
- opportunity provide company marketing materials for conference tour buses

### mailing list

- one time use of AIA Philadelphia member mailing list
- one time use of 2008 & 2009 Design on the Delaware attendee mailing list

### AIA Philadelphia events

- eight tickets to the 2010 Louis I. Kahn Memorial Lecture (lecture attendance is 400 to 600 design and building professionals)

## **trade show and exhibit reception sponsor - \$7,500**

### conference registration

- two complimentary conference registrations

### trade show

- one 8 ft x 10 ft exhibit aisle booth
- verbal recognition at Wednesday evening reception in exhibit hall
- opportunity to provide gift prize for one or both days of the conference

### keynote presentations

- seating for one at head table at keynote sessions

### signage

- recognition signage at entrance to exhibit hall
- two company banners hung in exhibit hall for length of conference
- company name/logo on signage promoting the reception at conference registration
- recognition sign provided for company's exhibit booth

### advertising

- logo on conference postcard distributed to 8,000 design & building professionals
- logo in conference brochure distributed to 4,000 design and building professionals
- logo and link in one issue of AIA Philadelphia's The Philadelphia Architect e-newsletter
- company name/logo in conference brochure
- full page advertisement on inside back cover of conference guide
- company name/logo and link on conference website
- company name/logo and link on AIA Philadelphia website
- priority listing of company name in the AIA Philadelphia yearbook
- company logo/name in conference e-mail promotions and link on on-line registration site
- opportunity provide company marketing materials for conference tour buses

### mailing list

- one time use of AIA Philadelphia member mailing list
- one time use of 2008 Design on the Delaware registrants mailing list

### AIA Philadelphia events

- four tickets to the annual Louis I. Kahn Memorial Lecture Spring 2009 (lecture attendance averages 400 to 600 design and building professionals)

## **opening sessions keynote presentation sponsor - \$5,000**

### conference registration

- two complimentary conference registrations

### keynote presentation

- verbal recognition from podium as the exclusive sponsor of sponsored keynote session
- keynote sponsor acknowledgement slide at the end of sponsored keynote session
- seating for two at table with speaker of sponsored keynote session

### signage

- recognition sign at sponsored keynote sessions
- company banner hung in banquet hall at sponsored keynote sessions
- company name/logo on signage at registration area
- recognition sign provided for company's exhibit booth (exhibit space not included)

### advertising

- logo in conference brochure sent to 4,000 design & building professionals
- logo and link in one issue of AIA Philadelphia's The Philadelphia Architect e-newsletter
- company name/logo in conference brochure
- full page advertisement in conference guide
- company name/logo/link on conference website speakers page
- priority listing of company name in the AIA Philadelphia yearbook
- company name/ logo in conference e-mail promotions and on-line registration site

### mailing list

- one time access to AIA Philadelphia member mailing list

### AIA Philadelphia events

- two tickets to the annual Louis I. Kahn Memorial Lecture Spring 2009 (lecture attendance averages 400 to 600 design and building professionals)

## **luncheon Sponsor - \$4,000**

conference registration

- one complimentary conference registration

signage

- signage at food station in exhibit hall
- company banner hung in exhibit hall
- company name/logo on signage at registration area
- recognition sign provided for company's exhibit booth (exhibit space not included)

print advertising

- logo and link in one issue of AIA Philadelphia's The Philadelphia Architect e-newsletter
- company logo in conference brochure
- half-page advertisement in conference guide
- company logo and link on conference website program page
- Listing in the AIA Philadelphia yearbook
- company logo in conference e-mail promotions and on-line registration site

mailing list

- one time access to 2008 & 2009 conference registrant list

AIA Philadelphia events

- one ticket to the annual Louis I. Kahn Memorial Lecture in spring 2010 (lecture attendance averages 400 to 600 design and building professionals)

## **tour transportation sponsor - \$3,500**

trade show

- verbal recognition as tour transportation sponsor during the Wednesday evening exhibit reception

signage

- company name/logo on signage on tour buses Wednesday, Thursday & Friday
- company logo on signage at registration area
- exclusive signage at tour meeting location (Sheraton Wednesday & Thursday; The Center for Architecture Friday)
- recognition sign provided for an exhibit booth (exhibit space not included)

advertising

- quarter-page advertisement in conference guide
- bold listing in conference brochure
- company logo on conference website
- listing of company name in the AIA Philadelphia yearbook

e-mail promotions

- company listing in conference e-mail promotions and on-line registration site

mailing list

- one time access to conference 2008 registrant mailing list

## **conference bag sponsor - \$2,500**

conference registration

- one complimentary conference registration

signage

- company logo on signage at registration area
- recognition sign provided for exhibit booth (exhibit space not included)

advertising

- company name on all conference bags (sponsor provides printed bags)
- quarter-page advertisement in conference guide
- company logo on conference website page
- listing of company name in the AIA Philadelphia yearbook

e-mail promotions

- company listing in conference e-mail promotions and on-line registration site

mailing list

- one time access to conference 2009 registrant mailing list

## **conference supporting sponsor - \$2,250**

trade show

- verbal recognition as conference supporter during the Wednesday evening exhibit reception

signage

- company logo on signage at registration area
- recognition sign provided for exhibit booth (exhibit space not included)

advertising

- quarter-page advertisement in conference guide
- bold listing in conference brochure
- company logo on conference website program page
- listing of company name in the AIA Philadelphia yearbook

e-mail promotions

- company listing in conference e-mail promotions and on-line registration site

mailing list

- one time access to conference 2009 registrant mailing list

### **lanyard sponsor - \$2,000**

- company name on all 500 conference lanyards  
(sponsor provides printed lanyards and badge holders)
- quarter-page advertisement in conference guide
- listing in conference brochure
- company name on conference web site schedule page
- listing of company name in the AIA Philadelphia yearbook
- Recognition in conference e-mail promotions and on-line registration site

### **seminar room sponsor - \$1500**

- recognition signage in one seminar room during length of conference
- verbal recognition before each session in room sponsored
- quarter-page ad in conference guide
- listing in conference brochure
- listing of company name in the AIA Philadelphia yearbook
- Recognition in conference e-mail promotions on-line registration site

### **refreshment break sponsor - \$1000**

- recognition sign at refreshment break
- quarter-page ad in conference guide
- listing in conference brochure
- listing of company name in the AIA Philadelphia yearbook
- Recognition in conference e-mail promotions on-line registration site

## sponsor commitment form

company: \_\_\_\_\_

contact: \_\_\_\_\_ title: \_\_\_\_\_

address: \_\_\_\_\_

city: \_\_\_\_\_ state: \_\_\_\_\_ zip: \_\_\_\_\_

phone: \_\_\_\_\_ fax: \_\_\_\_\_

e-mail: \_\_\_\_\_

### sponsorship

- |  |   |
|--|---|
| <input type="checkbox"/> conference sponsor \$10,000       | <input type="checkbox"/> exhibit hall/reception sponsor \$7,500 |
| <input type="checkbox"/> keynote sponsor \$5,000           | <input type="checkbox"/> tour transportation sponsor \$3,000    |
| <input type="checkbox"/> bag sponsor \$2,500               | <input type="checkbox"/> supporting sponsor \$2,250             |
| <input type="checkbox"/> lanyard sponsor \$2000            | <input type="checkbox"/> seminar room sponsor \$1500            |
| <input type="checkbox"/> refreshment break sponsor \$1,000 |   |

**50% non-refundable deposit due at time of commitment. Balance due by September 15.**

TOTAL AMOUNT DUE: \$\_\_\_\_\_ PAYMENT ENCLOSED: \$\_\_\_\_\_

I have enclosed my check made payable to AIA Philadelphia

please charge my:  Amex  MasterCard  Visa

card number: \_\_\_\_\_ expiration date: \_\_\_\_\_

name as it appears on the card: \_\_\_\_\_

signature: \_\_\_\_\_

Please send completed form (email preferred to) Pat Gourley to secure your sponsorship at [pat@aiaphila.org](mailto:pat@aiaphila.org) or send to Design on the Delaware, AIA Philadelphia, 1218 Arch St., Philadelphia, PA 19107 F: 215-569-9226  
Questions? Contact Pat Gourley at [pat@aiaphila.org](mailto:pat@aiaphila.org);  
P:215-569-3186 x 105/M:267-278-0547.