

AIA Advantage

Organizations that align with the American Institute of Architects' affinity program deliver unique member value by offering special discounts on products and services that architects use in their businesses everyday. Gain valuable exposure as an AIA Advantage partner, and leverage multiple marketing channels within the AIA to access the buying power of more than 80,000 members.

AIA Advantage is a tiered program. *Preferred Partners* are market leaders that enter into an exclusive relationship with the AIA to provide products or services that our members have specifically requested to operate their businesses more effectively. *Reward Partners* participate in the Advantage program at a lower cost of entry, but with an accompanying scaled access to benefits.

Be Visible

Receive primary placement on the member entry page to www.aia.org. 66 percent of the AIA membership access content on the organization's Web site regularly, which means your company logo, description of services and promotions, and Web site link will be seen by thousands of potential customers.

Member Resource Guide

Remain in front of AIA members throughout the year with a company description and Web site link in the annual Member Resource Guide. All AIA members receive a copy in either print or electronic format; many rely on the resource guide when they need information on products and services.

AIArchitect

Supplement your company's outreach to AIA members through regular placement in *AIArchitect*, a weekly e-newsletter sent to almost 70,000 subscribers. Each week, a different Advantage partner is highlighted. You can also request placements that are timed to support a marketing campaign or to communicate a special discount promotion.

Be Connected

Direct Marketing

Reach your potential customers with complimentary use of the AIA membership mailing list. Mailing lists are updated quarterly to reduce the number of returned pieces.

Market Research

Improve your understanding of the business of architecture by receiving complimentary market research issued by the AIA. You can also access staff resources to gain a better understanding of AIA members or design professionals. Whether you need to know about technology spending among architecture firms or an outlook on construction activity up to 12 months in advance, the AIA has business intelligence to give you a competitive edge.

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Be Collaborative

AIA Components

Increase your company's marketing reach with access to over 300 AIA components nationwide. *Preferred Partners* receive introductions to component executives.

Be in Partnership

Exclusive Promotional Rights

Promote your affiliation with the AIA by placing the organization's logo on your advertising and marketing materials. The logo serves to emphasize your company's partnership with the AIA and reinforces your role in providing membership value.

The AIA National Convention

Distinguish your company at the AIA National Convention and Design Expo. Preferred Partners receive complimentary exhibition space in the AIA Member Services area, discounts on sponsorship opportunities, and complimentary insertion of one promotional piece in attendee bags.

Be Supported

Account Representatives

Receive personal assistance from dedicated AIA points of contact. An account representative helps facilitate your entrance into the program. Once engaged, you receive support from an AIA marketing staff member, who serves as a liaison between your company and the organization.

Program Benefits: Preferred and Reward Partners

Become an AIA Advantage partner, and tap into the buying power of more than 80,000 potential customers. This chart lists some of the channels that your company can use to reach AIA members.

	PREFERRED PARTNERS	REWARD PARTNERS
Member Benefit Guide	Expanded listing	Standard listing
AIA Web Site	Premier placement on Member entry page	Standard listing
AIArchitect Newsletter	Placed in rotation for "Spotlight" area	
AIA Membership List	Unrestricted usage	Two annual uses
AIA National Convention	<ul style="list-style-type: none"> – Priority for Exhibitor Booth space – Complimentary exhibition space in the AIA Member Services area 	

ADDITIONAL INFORMATION

Beverly Taridona
 Director, Business Development
 202-626-7447 (telephone)
 btaridona@aia.org
 www.aia.org/join_aiaadvantage

The American Institute of Architects
 1735 New York Avenue, NW
 Washington, DC 20006

800-242-3837
 www.aia.org/join_sponsorships