AIA Cornerstone Partner

cornerstone partner AIA

Successful building projects require collaboration between strong partners. An ideal partner, one that is supportive and responsive, can make all the difference in helping you reach your goals. That's why the AIA Cornerstone Partner program assists your company with personal, one-on-one support and access to more than 80,000 members.

EDUCATION

Continuing Education
Provide valuable AIA/CES learning units to AIA members. Cornerstone Partners can produce an unlimited number of AIA/CES-approved courses in formats such as "lunch and learns," online seminars and podcastsP

Publication Opportunities
Contribute white papers, product specifications and research to the Architects' Knowledge Resource - the search engine of AIA.org (Monthly web metrics provided)

Quarterly Webinars
Participate in free educational web conferences designed to keep you up-to-date on industry trends, marketing best practices and more

Industry Data
Complimentary copies of exclusive market data including: AIA Firm Study (triennial); AIA Compensation Report; Home Design Trends (quarterly) and the Architectural Billings Index, a monthly economic indicator

MARKETING

Web Advertising on AIA.org
Drive traffic to your company Web site by listing your company profile on AIA.org. Partners also receive two complimentary month-long Web banner ads on AIA.org (Web metrics provided)

Direct-to-Member Marketing
Research proves: the efficacy of direct mail is back on the rise. Partners receive one complimentary use of the AIA membership mailing list—build brand awareness, conduct surveys or offer incentives

Component Marketing Fund
Looking to connect with a local AIA chapter? We'll provide $1,000 to help you join at the local level or support a local AIA event / program

Knowledge Community Marketing Fund
Knowledge Communities are member-driven virtual communities devoted to particular practice areas. The groups provide direct access to target markets within the design community. We'll provide you $1,000 to get started.

AIA National Convention
Receive FIVE priority points toward selection of your exhibit space at the AIA National Convention and Design Expo

CONNECTIONS

Attend the Grassroots Leadership Conference and the CACE Annual Meeting
Network with over 600 AIA leaders and executives at these annual training and networking events

Attend the AIA Partner Summit
A networking and education half-day session designed to provide in-depth economic forecasts, marketing best practices and architectural panels on industry trends and practitioner needs. A must-attend event!

Personal Account Manager
A personalized contact to help simplify your AIA experience. Managers help design your marketing strategy, efficiently integrate, monitor progress and demonstrate return on investment

THE AMERICAN INSTITUTE OF ARCHITECTS

2013 PROGRAM VALUE

Tangible Benefits	Retail Price
One rental of the AIA member mailing list (full run)	Up to $9,797
AIA Continuing Education (CES) Passport Provider	$3,750
Component Engagement Fund	$1,000
Knowledge Community Engagement Fund	$1,000
Two, one-month banner ads, AIA.org	$2,000
Allied Individual Membership, three	$1,008
Sample Benefits of Allied Membership	
AIA Convention: non-member $705; member $425	40% discount
AIA Contract Documents or Web Advertising	10% discount
Additional rental of AIA member mailing list	10% discount
AIA Advantage Partner Discounts: Bank of America, FedEx, Geek Squad, Hertz, Office Depot, UPS and more	Various discounts
Complimentary Attendance: Grassroots Leadership Conference & CACE Annual Meeting	$1,000
Copy of the AIA Compensation Report	$249
Copy of the 2012 AIA Firm Survey	$130
Annual Subscription: ABI Data Index	$199
Complimentary Education Webinars (Quarterly, Unlimited Registrants)	$699
	Total: $20,832
	Actual Price: $14,500

Program Exclusives

Post unlimited product specifications, research, white papers, videos and continuing education on AIA Architect's Knowledge Resource (AKR)	12,000 registered users
Interactive company profile on AIA.org	2,500 unique monthly—Cornerstone Profile Page
AIA Partner Summit (Half-day education session during the AIA Convention)	Invitation Only
Ability to post research, articles and upcoming events to target audiences via the AIA Knowledge Community pages	20,000–100,000 unique respectively
Promotional use of the AIA Cornerstone Partner logo	year-round
Personal AIA Account Representative	year-round
Access to membership distribution reports (geographic)	monthly

ADDITIONAL INFORMATION

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