

AIA Strategic Partner

The Strategic Partner program offers eight companies the opportunity to align with the AIA as an industry leader. AIA Strategic Partners receive exclusive, organization-wide promotional rights, recognition and access to AIA resources, and an influential membership of over 80,000. Each partnership is customized to provide participants with an integrated marketing solution to help build their business while demonstrating their commitment to providing architects the tools for designing a stronger, richer built environment.

Be **Visible**

Comprehensive Presence on the AIA Web Site

More than 2.2 million visitors access www.aia.org each month. Strategic Partner visibility includes:

- Company logo with link on the AIA.org landing page and Web template
- Interactive company profile on the AIA Strategic Partner page. Drive AIA members to product information, sales representatives, and exclusive promotional offers.
- Interactive company profile on the AIA Cornerstone Partner page. Connect AIA members with your AIA-certified continuing education courses.

Presence at AIA Premier Industry Events

- AIA National Convention and Design Expo
- Council of Architectural Component Executives' (CACE) Annual Meeting
- AIA Grassroots Leadership and Legislative Conference

Be **Connected**

AIA Leadership

Leverage your partnership with the AIA National Component. Attend an exclusive roundtable with AIA leaders, a networking reception during AIA Convention, and a Partner Summit. Receive introductions to AIA component executives.

Focus Groups

Conduct a focus group with AIA members and subject-matter experts on a topic of your choosing.

Direct Marketing to AIA Members

Reach your potential customers with annual, complimentary mailings to AIA membership, AIA component leaders, AIA National Convention attendees, CACE Annual Meeting attendees, and select Knowledge Community events.

(continued)



Be Collaborative

Sponsorship

Establish your company as one that supports the profession through a year-round sponsorship of an AIA Knowledge Community. The AIA offers members the opportunity to select from 20 professional interest groups—ranging from Sustainable Design to Technology in Architectural Practice.

Soloso™

Affirm your company's position as a market leader by posting product specifications and knowledge resources on Soloso™, the AIA's online knowledge resource for architects.

Publications

Augment your credibility with members by publishing articles in *AIA KnowledgeNet*, a monthly e-journal, and with company spotlights in *AIArchitect*, a weekly e-newsletter. Both publications are distributed to over 60,000 AIA members.

Be in Partnership

Exclusive, Year-round Promotional Rights

- Use of the title “AIA Strategic Partner” on all advertising, promotional, and marketing materials
- Use of the exclusive AIA Strategic Partner logo on all advertising, promotional, and marketing materials

AIA Cornerstone Partnership

Strategic Partners also enjoy the benefits of Cornerstone membership, which includes the ability to offer unlimited AIA-approved continuing education to AIA members—in formats such as “lunch and learns,” online webinars, and Podcasts—and provides individual membership benefits to three company employees.

Be Supported

Account Executive

Receive personal assistance from a dedicated AIA point of contact. An account executive assists in guiding your AIA strategy and serves as a liaison between your company and the organization.

Metrics

Understand the value of your partnership through frequent and continuous evaluation of response metrics. Strategic partners also receive quarterly reports detailing the delivery of marketing activities and their results.

ADDITIONAL INFORMATION

Lori Sousa
 Director, Corporate Sponsorship
 202-626-7345 (telephone)
 lsousa@aia.org
www.aia.org/join_strategicpartners

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

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