MONTEREY DESIGN CONFERENCE
2019 Sponsorship & Exhibitor Opportunities

October 25 - 27, 2019
The American Institute of Architects, California Council (AIA CA) wants to help you to reach the design community in California and have a variety of opportunities for exposure.

Whether your goal is to compete with bigger companies in your market, distinguish your product from competitors, launch a new product, or simply to attract more professionals to your product or service, the AIA CA can create an opportunity designed to meet your marketing needs.

The AIA CA offers you a better way to reach design professionals and strengthen your market position. Through event marketing, sponsorship and exhibition opportunities, we offer you opportunities to build relationships with those who specify/use your products and services.

Who is the AIA CA?
As the largest chapter in the AIA, we represent over 11,000 architects and design professionals - about 15% of the total in the nation.

Our membership is diverse. From those who work at some of the largest firms in the world to sole practitioners, we can provide opportunities to interact with a variety of practitioners or to select those in your target area.

Why partner with the AIA CA?
Architects specify over 70% of the building products used in construction today (source: CSI)
- AIA CA provides access to targeted demographic information by zip code, region, AIA chapter area, or building type
- AIA CA provides visibility at events, with programs and online to those who make decisions

Founded in 1979, and celebrating the 25th conference in 2019, the Monterey Design Conference (MDC) has become known as the “Renaissance Weekend” for architects. The most prestigious and best attended architectural design conference in the United States, MDC draws close to 1,000 of California’s best-known architects to observe, think, inter-act, listen, learn and recharge their creative energies. Ask anyone who’s attended in the past and they will likely tell you it is an indescribable experience not to be missed! Because of the nature of the presenters, audience and venue, this conference lends itself particularly well to advanced construction materials and methods, recycled and other environmentally sound building materials, energy efficient products, restoration/preservation products and services, and other unique design tools. It’s an ideal place for these companies to share their products, stories, testimonials and philosophies with hundreds of design professionals.

Join these top design professionals for a weekend completely devoted to exploring the design elements of architecture. Sponsorship opportunities are available to provide you with exposure to this creative and influential group.

![Attendance Report](chart.png)
WANT TO EXHIBIT?

**NAUTILUS EXHIBITOR $6,000 (2 AVAILABLE) - SOLD OUT!**
Nautilus booth exhibitors will have maximum exposure during the event as Nautilus is the main exhibiting space. These exhibit spaces include the following:
- 10’ x 10’ exhibit space in premium Nautilus location during the entire conference
- Two full conference passes
- Ability to purchase additional Expo only passes at sponsor rate of $50
- One set of mailing labels for AIA CA members (fair market value $1200)
- All MDC partnership benefits

**LOUNGE SPONSOR | $7,500 (3 AVAILABLE)**
Our attendees are often busy from sun up to sun down and these lounges provide a comfortable place to relax, rejuvinate and connect with MDC attendees. Add your own twist by providing your own furniture and brand swag. Each lounge includes:
- Room along our exhibit hall promenade with the hotel furniture removed before you arrive
- Four full conference passes
- Ability to purchase additional Expo only passes at sponsor rate of $50
- One set of mailing labels for AIA CA members (fair market value $1,200)
- All MDC partnership benefits

**PREMIERE ADD-ON $6,000 (4 Remaining)**
- Pre-Conference Presentation ($3,500 value)
  - Opportunity to conduct a special one-hour pre-conference seminar for registered attendees
  - AIA CA staff will work with you to prepare your presentation and submit for continuing education credit
  - Your selected handout material on attendees’ chairs prior to the session
- One Page Sketchbook Ad ($600 value)
- One dedicated e-blast before or after the event ($2,500 value)
- One push message via MDC app during event ($100 value)
- Introduction and recognition during the conference opening session
- Company logo projected in main conference venue
- One set of mailing labels of all AIA CA members, on request ($1,200 value)
- Featured listing in conference app ($500 value)

All MDC Partners receive the following **Benefits**:
- Company listing on the registration brochure and the online registration system (mailed to more than 10,000 architects and design professionals)
- Company listing in the digital program including logo, company description, link to website and representative contact information
- One-year recognition, with link, on the AIA CA website averaging 20,000 hits/month
- Recognition in the AIA CA newsletter Relevance (circulation 9,200)
- Recognition on the AIA CA social media including Facebook, Twitter, and Instagram
- Two sets of mailing labels of all registered attendees, both prior to and immediately after the event (fair market value $100)

Interested? Contact Hillary Krek for more information (916) 642-1710 or hkrek@aiacalifornia.org
**NAUTILUS TABLE TOP | $4,000 - SOLD OUT!**
Nautilus table top sponsors have the ability to partake in exhibiting in our main exhibit space, Nautilus. These table top spaces include the following:
- One six-foot skirted table, two chairs
- Two full conference passes
- Ability to purchase additional Expo only passes at sponsor rate of $50
- All MDC partnership benefits

**TRITON EXHIBITOR | $5,000 (1 AVAILABLE)**
As the first room in the exhibit area, Triton gives you the first chance to mix and mingle with MDC attendees. These exhibit spaces include the following:
- 10’ x 10’ exhibit space in Triton location during the entire conference
- Two full conference passes
- Ability to purchase additional Expo only passes at sponsor rate of $50
- All MDC partnership benefits

**WANT AN EXCLUSIVE SPONSORSHIP?**

**CHAPEL SPONSOR | $10,000 (1 AVAILABLE) - SOLD OUT!**
The Monterey Design Conference has grown out of Merrill Hall and has overflowed into the Chapel. Now is your chance to be infront of 250+ attendees for the duration of the conference. The Chapel Sponsorship includes the following:
- Naming rights to the Chapel (i.e. “Your Company”’s Chapel)
- Logo on signage for anything related to the Chapel
- Four full conference passes
- One set of mailing labels for AIA CA members (fair market value $1,200)
- All MDC partnership benefits

**PAVILION BEER GARDEN SPONSOR | $7,500 (1 AVAILABLE)**
Join us in our new beer garden in the former Pavilion space just outside of the Nautilus main exhibit space. The beer garden includes the following:
- One six-foot skirted table, two chairs; picnic tables; bar with bartender(s) during all receptions
- Logo on signage for anything related to the beer garden just outside of the premium Nautilus location during the entire conference
- Four full conference passes
- One set of mailing labels for AIA CA members (fair market value $1,200)
- All MDC partnership benefits
Wi-Fi Sponsor | $5,000 (1 Available)

Enjoy high-profile brand exposure while giving MDC attendees the necessary service of Wi-Fi. In accessing the Wi-Fi, an introduction – or splash page – will offer you multiple opportunities to have company information in front of a large audience. The Wi-Fi sponsorship includes the following:

- One full conference pass
- One set of mailing labels for AIA CA members (fair market value $1,200)
- All MDC partnership benefits

Charging Station | $5,000 (1 Available)

In a technology centric world, many MDC attendees will need to recharge their devices throughout the day. Interact with attendees as they recharge at your convenient charging stations located in Merrill Hall and the Chapel overflow space. The charging station sponsorship includes the following:

- 2 Classic Power Towers that quickly charges up to 16 devices each (AIA CA will work with sponsor to design wrap graphics)
- Two full conference passes
- All MDC partnership benefits

Hotel Key Cards | $5,000 (1 Available)

Put your company’s brand right in the hands of all MDC attendees staying at Asilomar. This exclusive sponsorship will remind attendees of your brand every time they take out their room card. The hotel key card sponsorship includes the following:

- Two full conference passes
- All MDC partnership benefits
- ** Please note: Sponsor must supply the key cards (i.e. $2.05 each, quantity 1,200)

Exclusive Lanyard Sponsor | $4,000 - Sold Out!

This high-visibility sponsorship puts your company logo on the lanyards used for the official conference badges. Each attendee will receive this item during registration and will wear it throughout the duration of the event. This sponsorship includes the following:

- Company name or logo printed on up to 500 lanyards
- One full conference pass
- All MDC partnership benefits

Registration | $4,000 (1 Available)

Your company name and logo will be the first thing attendees will see when they arrive at the conference. The registration sponsorship includes the following:

- Company logo on all signage and marketing related to conference registration
- Company logo on online registration portal and registration confirmation e-mail
- Opportunity to provide on promotional item to be distributed to every attendee at registration
- One full conference pass
- All MDC partnership benefits

Interested? Contact Hillary Krek for more information (916) 642-1710 or hkrek@aiacalifornia.org
Date: October 25-27, 2019  
Venue: Asilomar Conference Grounds, Pacific Grove, CA  
Expected Attendance: 1,000

**WELCOME RECEPTION | $3,000 (1 AVAILABLE)—SOLD OUT!**

Kick-off MDC in style with hors d’ourves and cocktails. Open to all MDC attendees, this event is a great way to network with both exhibitors and fellow attendees alike! The Welcome Reception includes the following:

- Company logo on signage for anything related to the Welcome Reception
- Opportunity to provide an exclusive take away favor for attendees
- One full conference pass
- All MDC partnership benefits

**FIRE PIT AND JAM SESSION | $5,000 (1 AVAILABLE)**

After a day and a half of invigorating keynotes and continuing education classes, the MDC attendees are ready to sit back and relax in your fire pit area. Make it your own space by bringing outdoor furniture. The Fire Pit and Jam Session includes the following:

- Company logo on signage for anything related to the fire pit area just outside of the Crocker Dining Hall for the duration of the conference.
- Naming rights to Fire Pit area for the duration of the conference
- Host Friday night’s Fireside and Friends Jam Session
- Two full conference passes
- One set of mailing labels for AIA CA members (fair market value $1,200)
- All MDC partnership benefits

**AEP RECEPTION | $3,000 (1 AVAILABLE)**

Mix and mingle in the new beer garden as we celebrate and support emerging professionals within the profession. The AEP Reception includes the following:

- Company logo on signage for anything related to the AEP Reception
- Opportunity to provide an exclusive take away favor for attendees
- One full conference pass
- All MDC partnership benefits

**WANT TO SPONSOR?**

**PARKING LOTS | $5,000 (2 AVAILABLE)**

Everyone at MDC will have to park somewhere! This sponsorship will allow your company to sponsor Lot B or Lot C. Each parking lot sponsorship includes the following:

- Company logo on all signage designating parking lots
- 10 preferred parking passes to be used to your discretion
- Two full conference passes
- One set of mailing labels for AIA CA members (fair market value $1,200)
- All MDC partnership benefits

Interested? Contact Hillary Krek for more information (916) 642-1710 or hkrek@aiacalifornia.org
WINE SPONSOR | $3,500 (2 AVAILABLE)
Dinner in the Crocker Dining Hall is a large, social event each night. Now you and put your company’s logo in everyone’s hands by sponsoring wine during dinner! Wine sponsorship includes the following:
- Company logo included on each bottle of wine on tables during dinner either Friday or Saturday night
- Opportunity to provide an exclusive take away favor for attendees
- One full conference pass
- All MDC partnership benefits

REFRESHMENT BREAK SPONSOR | $2,000 (3 AVAILABLE)
With so many inspiring conference speakers and CE sessions, all attendees need a refreshment break to recoup. Each refreshment break sponsorship includes the following:
- Company logo on signage for refreshment break
- Opportunity to provide an exclusive takeaway to attendees during the break
- One full conference pass
- All MDC partnership benefits

KEYNOTE SPEAKER SPONSOR | $2,000 (4 AVAILABLE)
The Keynote Speaker lineup at MDC is always inspiring and an excellent opportunity for premiere visibility. Keynote presentations do not compete with any other events during the conference so all attendees can participate. The Keynote Sponsorship includes the following:
- Company recognition when speaker is introduced
- Company logo projected on screen prior to session
- Your selected handout material on attendees’ chairs prior to the session
- All MDC partnership benefits

ACCESSIBILITY CONTINUING EDUCATION SPONSOR | $1,500 (2 AVAILABLE)
In California, all architects are required to take five hours of mandatory continuing education in disability access every two years. Since 2019 is the renewal year for all attendees this is a great opportunity to affiliate your company or service with this important topic. The Accessibility Continuing Education Sponsorship includes the following:
- Company recognition when speaker is introduced
- Company logo projected on screen prior to session
- Your selected handout material on attendees’ chairs prior to the session
- All MDC partnership benefits

CONFERENCE SKETCHPAD SPONSOR
Each attendee will be given a sketchpad at registration to use throughout the conference. Your company can be included in this valuable takeaway with a full page color ad. Available ads include:
- Full Page Ad $600 (6 available)
- Interior front / back cover $850 (1 each available) - SOLD OUT!
- Exterior back cover $1,200 (1 available)
YOUR ORDER (SELECT ALL THAT APPLY)

WANT TO EXHIBIT?

☐ NAUTILUS EXHIBITOR $6,000 — SOLD OUT
☐ NAUTILUS TABLETOP $4,000 — SOLD OUT
☐ TRITON EXHIBITOR $5,000
☐ LOUNGE SPONSOR $7,500
☐ PREMIERE ADD-ON $6,000

WANT AN EXCLUSIVE SPONSORSHIP?

☐ PAVILION BEER GARDEN $7,500 — SOLD OUT
☐ WI-FI $5,000
☐ CHARGING STATION $5,000
☐ HOTEL KEY CARDS $5,000
☐ REGISTRATION $4,000
☐ WELCOME RECEPTION $3,000
☐ FIRE PIT & JAM SESSION $5,000
☐ AEP RECEPTION $3,000

WANT TO SPONSOR?

☐ PARKING LOTS $5,000
☐ WINE WITH DINNER $3,500
☐ REFRESHMENT BREAK SPONSOR $2,000
☐ KEYNOTE SPEAKER SPONSOR $2,000
☐ ACCESSIBILITY CONTINUING EDUCATION SPONSOR $1,500
☐ CONFERENCE SKETCHPAD SPONSOR

FULL PAGE AD: $600 (6 AVAILABLE)
EXTERIOR BACK COVER: $1,200

Signature

FINE PRINT
The AIA California will require payment at signing of contract. Payment plans are available.

☐ Yes I would like more information about payment plans.

Sponsorship payments to the AIA California are not deductible as charitable contributions for income tax purposes.

Contact Hillary for more information (916) 642-1710 or hkrek@aiacalifornia.org

SEND PAYMENTS TO:
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