Promoting your business through a partnership with AIA Iowa increases your credibility and visibility, improves your image, and builds prestige. It is a strategic way to reach your target audience and grow your business. Let us help you build a plan that meets your goals.

The American Institute of Architects, Iowa Chapter is a Component of the American Institute of Architects. Since 1904 through today, we are the voice of architects and the architectural profession in Iowa and beyond. Our staff and members are leaders in Iowa communities, at State and National levels.

Partnering with AIA Iowa through Chapter communications and events gets you a front seat to engage with architects and designers across the state. Taking an active role in the architecture community will help you build relationships, strengthen your brand, help you meet your business goals, and reach your target market.

Over 90% of architects in Iowa are members. Our Chapter has one of the highest membership saturation rates in the world for a Component of the AIA, second to be exact. The architectural and design community looks to us as the resource for the profession. Being affiliated with the Chapter sends a strong message to leaders across Iowa.
COMMUNICATIONS

Connect with AIA Iowa Partners to further the opportunities for your business

IOWA ARCHITECT MAGAZINE

The Iowa Architect magazine is an award-winning print and digital publication that reaches over 15,000 readers quarterly. Readers are a uniquely balanced audience that include architects and designers, leaders in business and government across Iowa, as well as architectural enthusiasts, trade professionals and design minded individuals from across the world. This publication serves as a voice for advocating design excellence in architecture and the arts as well as the use of innovative products and technologies. View the Media Kit at AIAIowa.org/IAArchitectMagazine.

AIA Iowa partners with Innovative Publishing to produce the magazine and to support it through the sale of advertisements. For more information please email advertise@innovativepublishing.com or call 844-423-7272.

NEWSLETTERS & WEBSITE

Build your brand by showcasing your logo and linking to your website through placing a banner or a tile advertisement. The Chapter produces two newsletters:

ARCH-E-NEWS: a members only e-newsletter that is distributed weekly to OVER 1,000 architects, intern architects, professional affiliates, student affiliates, and allied members.

Addenda: our quarterly newsletter that is distributed to over 3,000 people including the members listed above and nonmembers related to the design profession and construction industry.

AIA Iowa partners with Multiview to sell ads to support the cost of the newsletter and website. For more information email salesinquiries@multiview.com or call 972-402-7070.

SOCIAL MEDIA

Get social with us! AIA Iowa is connected to architects, the design community, and the public through the most popular social media platforms. Generate leads, drive traffic to your social media outlets, and more by purchasing a placement on one or more of our 5 platforms. The Chapter engages with Facebook, Twitter and LinkedIn. The Iowa Architect Magazine uses Facebook and Instagram. Talk with AIA Iowa staff to see what platform is most appropriate for your message. Click the icons below to be taken to the corresponding pages.

AIA Iowa: Facebook, Twitter, LinkedIn  Iowa Architect: Facebook, Instagram
The Spring Conference is the largest virtual event for the architecture and design community that takes place annually in April. This event attracts over 200 attendees from across Iowa and beyond. It includes 2 keynote speakers, 6 workshops, the Chapter’s Business meeting, Impact Awards and more. Benefits vary by opportunity, may include your company's name being listed on the event website, recognized verbally before the keynote speech, recognized on screen with your logo, and an attendee registration.

**Sponsorship Opportunities**

**Keynote Speaker**
- $1,500 exclusive, 2 available
Align your business with an expert in the profession by sponsoring a keynote speaker. Exclusive, one per speaker. Sponsors are listed on the event website, in registration materials, in an event promotional email to attendees. Plus, verbally before the speech, on screen with logo, with a social media post, and the option to introduce the speaker.

**Virtual Lunch**
- $1,500
Engage attendees by purchasing lunch for them to enjoy during the event. Your business will garner attention from all paid registrants. Sponsors listed on the event website, in registration materials, and in an event promotional email to attendees that notifies them of the lunch certificate. Plus, verbally recognized before the lunch program.

**Workshop**
- $500
Demonstrate your commitment to the profession by sponsoring a workshop. Sponsors are listed on the event website, in registration materials, and in a promotional email to attendees about the event.

**Audio Visual**
- $500
Get noticed by sponsoring a workshop. Sponsors are listed on the event website, in registration materials, and in an event promotional email to attendees.

**Pre-Event Email**
- $500
Show your support by sponsoring the pre-event email all attendees receive outlining the important logistics of the event. Sponsors are listed on the event website, in registration materials, and in an event promotional email to attendees.
The largest in person, premier event for the architectural profession and designers in the building industry. It attracts over 1,000 attendees including licensed architects, intern architects, faculty and students seeking information about products and services, education, and networking. It takes place the last Thursday and Friday of September and held at the Iowa Events Center. This event boasts 4 keynote speakers, 24 workshops, over 160 exhibit booths and special exhibits, Excellence in Design Awards, and more.

**Sponsorship Opportunities**

- **Mobile Device App** $2,500 exclusive
  Engage attendees through the event mobile application used by all types of attendees to exchange contact information, map exhibit booths, communicate, and more. The sponsor is listed in the printed program, event website, in the Addenda e-newsletter, signage near registration desk, announced verbally during welcome, and two cocktail party tickets. **Plus**, two thank you messages to attendees sent through the app.

- **Wireless Internet** $2,500 exclusive
  Get noticed by routing attendees to your website though sponsoring the wireless internet used by all attendees. The sponsor is listed in the printed program, event website, in the Addenda e-newsletter, signage near registration desk, announced verbally during welcome, and two cocktail party tickets. **Plus**, upon sign-in attendees will be directed to your website.

- **Keynote Speaker** $2,000 exclusive, only 3 left
  Align your company with the experts in the profession by sponsoring a keynote speaker. Sponsors are listed in the printed program, event website, the Addenda e-newsletter, lecture hall entrance and stage signage, announced verbally during the speakers intro, and two cocktail party tickets. **Plus**, the opportunity to introduce the speaker.

- **Awards Celebration** $2,000
  Celebrate the Excellence in Design Awards along-side award recipients. Sponsors are listed in the printed program, event website, in the Addenda e-newsletter, signage near venue entrance and food, announced verbally during welcome, and two tickets to the cocktail party. **Plus**, a listing within the program presentation and two tickets to the event.
EVENTS

ANNUAL CONVENTION

Sponsorship Opportunities Continued

Convention Program $1,500
Build brand recognition with your logo in the 1,250 programs printed and given to all attendees at the event. Sponsors are listed in the printed program, event website, in the Addenda e-newsletter, signage near registration desk, announced verbally during welcome, and two cocktail party tickets. Plus, your logo near the welcome page in the printed program.

Friday Lunch $1,500
Be a part of the attendee only lunch on Friday and continue networking with convention attendees. The sponsor is listed in the printed program, event website, in the Addenda e-newsletter, signage near dining hall entrance and stage, recognized verbally from the podium, and two cocktail party tickets. Plus, your company’s logo stanchioned on each table top and two tickets to lunch.

Cocktail Party $1,000
Engage with convention attendees in an informal setting by participating as a Cocktail Party sponsor. Sponsors are listed in the printed program, event website, in the Addenda e-newsletter, signage near food and drink locations, and enjoy two cocktail party tickets.

Pre-Convention Email $1,000
Show your support for the event by sponsoring the pre-convention email sent to all attendees that includes important details about event logistics. Sponsors are listed in the printed program, event website, in the Addenda e-newsletter, signage near registration desk, and enjoy two cocktail party tickets.

Audio Visual $1,000
Demonstrate your support of the profession by sponsoring the audio visual used during the event. Sponsors are listed in the printed program, event website, in the Addenda e-newsletter, signage near registration desk, and enjoy two cocktail party tickets.

Decor $750
Help us set the stage, literally with plants, by sponsoring the event decor rental. Sponsors are listed in the printed program, event website, in the Addenda e-newsletter, and signage near registration desk.
Sponsorship Opportunities Continued

**Workshops** $750
Show your support for the education at the convention by sponsoring one of our 24 workshops. Sponsors are listed in the printed program, event website, in the Addenda e-newsletter, and digital signage near room entrance. *Plus*, the ability to introduce the presenter.

**Breakfast** $750
Engage attendees by supplying what all attendees need to start their day, coffee and more! Choose Thursday or Friday breakfast, or both. Sponsors are listed in the printed program, event website, in the Addenda e-newsletter, and signage near food and drink.

**Emerging Professionals Breakfast** $750
Support the attendees that are emerging into the profession at an exclusive breakfast just for them on Friday morning. Sponsors are listed in the printed program, event website, in the Addenda e-newsletter, and signage near food and drink.

**Afternoon Breaks** $750
Provide attendees with the fuel they need to finish out the day. Choose Thursday or Friday breaks, or both. Sponsors are listed in the printed program, event website, in the Addenda e-newsletter, and signage near food and drink.

**Special Exhibits** $750
Demonstrate your commitment to the profession by sponsoring a special exhibit. Check with the AIA Iowa team to get the list of exhibits, they vary slightly each year. There is a variety to choose from including the AIA Iowa Design Award Entry Projection, the Emerging Professionals Display, and more. Sponsors are listed in the printed program, event website, in the Addenda e-newsletter, and signage near the display.

**Welcome Bags** $750, exclusive
Promote your brand and help make overnight guests from out of town feel welcome by gifting them with a welcome bag. Sponsors are required to provide up to 100 welcome bags with a bottle of water, snack, and any promotional material you wish. Bags will be distributed by hotel staff to overnight guests and the choice hotel for the event. Sponsors are listed in the printed program, event website, and in the Addenda e-newsletter.
ADDITIONAL EVENTS

COMMITTEE LUNCHEONS $500
Several AIA Iowa Committees meet face-to-face each year for a planning luncheon. Sponsoring a committee luncheon will allow you to get an inside look at what committees are planning for the upcoming year and the opportunity to interact with member volunteers. Committees range from 5-15 members and include: Annual Convention, Awards, Emerging Professionals, Equity Diversity and Inclusion, Professional Development, Public Relations, and Spring Conference Committees.

BOARD RETREATS $1,000
Show your support for Chapter leaders by sponsoring an annual retreat. The Budget Retreat is held in July and there are typically over 20 people in attendance from across the state. The Planning Retreat is in December and there are typically over 30 people in attendance.

STUDENT FIRM CRAWLS $500
Engage the future generation of architects by sponsoring a firm crawl. Anywhere from 5-15 students gather at least two times per year to visit 2-4 AIA Iowa Firm Members. These up and coming professionals will appreciate your support.

EDUCATIONAL EVENTS $1,000
Demonstrate your support for education by sponsoring a professional development event. Connect with AIA Iowa staff to see what is ahead for the year and which event will support your goals and reach your target audience.
Events include:
- Disaster Assistance Team Training, March
- Procrastinators Ball, May
- Community Keynote, October

“Pella’s long-standing partnership with AIA Iowa has given our company greater access to the local architecture and design community that we are honored to support. The Chapter has provided us years of excellent networking and marketing opportunities to make meaningful connections with an engaged audience.”

– Adam Van Fleet, Pella Corporation

Contact Us
For questions or more information contact:

AIA Iowa
515-244-7502
info@aiaiowa.org
ADDITIONAL OPPORTUNITIES

EDUCATIONAL PARTNERSHIP $150+

Partner with AIA Iowa, an AIA Continuing Education Provider, to produce an educational event or accredit your program. The educational offering is required to provide quality education and be open to AIA Iowa members to attend. AIA Iowa charges a small fee to the education partner to help the Chapter cover its expenses.

CENTER FOR ARCHITECTURE $100+

If you are looking for a modern designed office space for your next meeting, lecture, presentation, or luncheon consider the Iowa Center for Architecture. Amenities include wireless internet, projector, screen, 80 inch TV, open catering, kitchenette, and more. Visit AIAIowa.org/Store for more information.

DIRECTORY $100

A Consultant and Product online directory listing is a well-known resource for AIA Iowa members. It is a great way to showcase your company and stand out from the crowd. Your information will be featured in our online directory, making you and your products accessible to members. This option does come free with membership. View the Directory here AIAIowa.org.

LABELS $100-200

If your emails are getting caught in the clutter or spam folders, try a mailing. AIA Iowa can provide you with self-stick mailing labels to help you reach your target audience, they can be sorted by city, company name, and more. Visit AIAIowa.org/Store for more information.

CAREER CENTER $75

If you are looking to add employees to your staff consider placing a job opening on the ever-popular AIA Iowa Career Center. Employers can place ads and job seekers can post their resumes in the Center. For more information check out AIAIowa.org/Networking.

“The opportunity to sponsor AIA Iowa events and show our company’s support for the architectural community has been a great way to build relationships and get involved.”

– John Paul Goedken, AIA IMEG Corporation
MEMBERSHIP

ALLIED MEMBERSHIP

AIA Iowa Allied Membership is the ultimate way to get involved with architects, designers, and others involved in the design and construction fields. If you are a product or service representative, this is the membership for you.

Being an Allied Member includes social events, weekly newsletters, subscription to the Iowa Architect magazine, ability to host educational events, an online profile, reduced price convention booths, and much more.

Visit www.AIAIowa.org/Membership to find out more about the Allied Membership.

"AIA Iowa has opened doors for my company and allowed me to develop many great relationships with members of the design community. I look forward to being an Allied Member for many years."
-Curt Gear, Wells Concrete

"My AIA Iowa Allied Membership has provided me with countless opportunities to grow my professional career through the various resources available and networking opportunities provided. The way AIA Iowa helps promote its members through the design community is second to none."
-Kelli Paskert, Skold Companies

"Being a part of the AIA Iowa Allied Membership has helped me develop relationships with and gain access to the design community that I could not have done on my own. The return on our Allied membership investment has significantly increase sales of our products throughout Iowa."
-Dale Mullikin, ACH Foam Technologies

Note: AIA Iowa reserves the right to modify the costs and benefits of the opportunities listed in this document at any time, for the latest contact AIA Iowa.