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● GROWING BEYOND
green



2007

convention

May 3-5 / San Antonio

EXHIBITOR PROSPECTUS

The Premier Event for Architects and Building Industry Professionals

Don't miss the opportunity to participate in the AIA 2007 National Convention and Design Exposition, bringing together over 22,000 architects and building industry professionals.

The American Institute of Architect's annual convention comes to San Antonio in 2007. The city beckons visitors with history and tradition yet a focus on the future—a locale perfect to celebrate the 150th anniversary of the AIA. Next year's theme, Growing Beyond Green, will enable the organization to acknowledge its responsibility to the future and prepare its members to embrace the opportunities that lie ahead. Don't miss the opportunity to participate in this commemorative event.

95% of attendees have a role in purchasing at their organization, compared to the industry average of 84%.

88% of the decision makers surveyed said they are likely to make buying decisions later based on new information acquired on the expo floor.

Attendee Profile

Based on 2005 attendee surveys

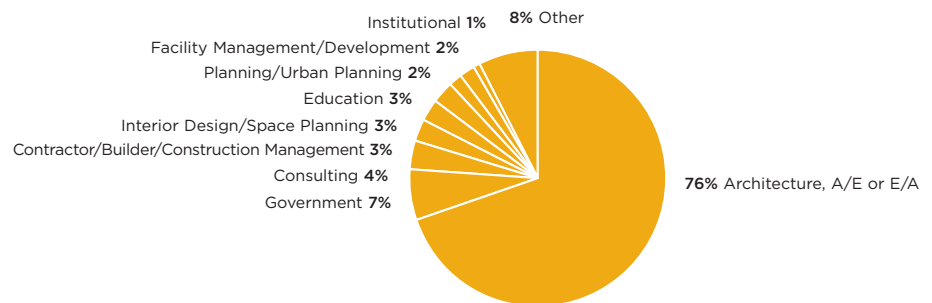
Attendees are active on the expo floor

2005 Convention attendees spent an average of nearly five hours on the expo floor requesting follow up information after the event, learning about new products that relate to their business, and meeting with new vendors.



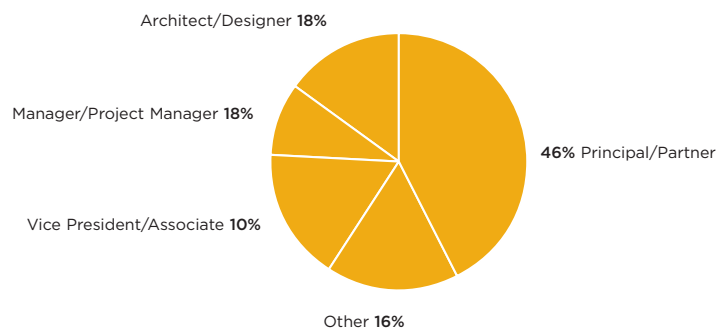
Industry

*Based on 2005 attendee surveys**



Job Title

*Based on 2005 attendee surveys**



*Percentages may add to greater than 100% due to multiple responses.





“There was tremendous attendance and great response from architects requesting information”
 —Connor Sport Court International
 2005 Exhibitor

In July of 2005, AIA Expo2006 was 91% sold out.

AIA Supports Exhibitors

Show management’s top priority is to get attendees to the show floor. AIA Expo ensures the success of your exhibit with product-related pavilions, expo education, traffic drivers, and strategic marketing initiatives. AIA Expo ranks among the highest in traffic density in the industry.

Product Pavilions

AIA pavilions make it easy for attendees to find specific products without having to search the exhibit hall. Conveniently located around the floor, AIA Expo2007 pavilions offer easy access to attendees in your market.

- Kitchen & Bath Pavilion
- Software & Technology Pavilion
- Stone & Tile Pavilion
- Lighting Pavilion

The Green Pavilion has been replaced this year with an environmental initiative that all exhibitors can participate in regardless of their location on the show floor. More details will be available soon.

Education

Professional Learning

The AIA 2007 National Convention is the most efficient and economical way for members to earn required learning units (LUs). Since 1995, the AIA has required members to earn 18 LU hours / 8 HSW annually to maintain their AIA membership. Currently 34 states, 10 Canadian provinces, and 16 countries require Continuing Education for licensure. Please see www.aia.org/ces_mce for more information.

Continuing Education on the Expo Floor

Offering education on the expo floor is a proven and effective method to increase booth traffic. By becoming a Registered Provider with the AIA Continuing Education System (CES) and participating in the Expo Education program, attendees are driven to your booth for both education and product purposes. You need to be an AIA/CES approved exhibitor to provide education on the show floor. **The deadline for applications is August 1, 2006.** For additional information on the CES Expo Education Program, please contact Theodora Campbell-Orde at 202-626-7354 or e-mail expoed@aia.org. Register early, space is limited; the program sells out annually.

Traffic Drivers

AIA provides several drivers to the expo floor such as coffee and refreshment breaks, Internet access, the AIA Bookstore, AIA Town Square, and the Host Chapter Lounge.

Marketing Initiatives

AIA maintains its high quality attendee base through strategic marketing campaigns using a database of more than 115,000 AIA members, nonmembers, and past attendees. The marketing and promotion campaigns for 2007 will include a Convention Guide mailing to over 60,000; monthly press releases; bi-monthly e-mail communications to more than 70,000; advertising partnerships and Web site promotion with trade publications; and exhibitions at regional events promoting the upcoming convention.

AIA Expo provides dedicated expo hours that do not conflict with the educational seminars to maximize booth traffic.

The AIA Expo is seen as more valuable by over half of the exhibitors than other industry shows and over one-third felt AIA Expo2005 had more dedicated show hours than other tradeshow.
— Based on 2005 exhibitor surveys

“Excellent show, well organized, solid leads”
— Sloan Valve 2005 Exhibitor

Exhibit at AIA Expo2007

AIA Expo showcases the latest innovative design and construction industry products and services including:

- Architectural fabric
- Computer/automation/design software
- Doors and windows
- Flooring/floor systems
- General building products
- Glass products
- Interior furnishings
- Kitchen/bath
- Landscape design
- Lighting
- Metal
- Preservation/restoration
- Remodeling
- Roofing
- Safety and security products
- Stone and tile
- Sustainable/universal design.

Booth Investment:

- \$37 per square foot.

Booth Provisions:

- Perimeter pipe and drape
- Booth ID sign
- Directory listing in on-site final program
- Expo passes for you to distribute to clients
- Standard convention Web site listing
- Access to exhibitor lounge.

Expo Hours:*

Thursday, May 3, 9:30 a.m.–5 p.m.

Friday, May 4, 9:30 a.m.–5 p.m.

Saturday, May 5, 9:30 a.m.–2 p.m.

**Hours subject to change*

Additional Opportunities

Sponsorships are available for purchase by AIA exhibitors, including online opportunities such as Web banners, hot links, and product photos; e-mail broadcasts; hotel sponsorships; on-site hospitality sponsorships, registration opportunities such as convention bags and bag inserts; convention sponsorships such as attendee lounges and Internet cafes; banners and signage; advertising opportunities; and much more. Contact your sales executive to request a complete sponsorship packet.



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Visit www.aia.org for information on The American Institute of Architects or www.aiaconvention.com for AIA Expo2007 information.