



AIA Conference on Architecture 2019
June 6-8 | Las Vegas, NV
Architecture Expo: June 6-7



**The American
Institute
of Architects**

Exhibitor Prospectus

Get ready for the City of Lights!



The architecture and design event of the year is going to Las Vegas!

Every year the Conference on Architecture travels to an iconic city for what's new and now in architecture and design. In 2019, we're heading to Las Vegas, a city that captivates millions of visitors each year.

Industry professionals from across the globe will come together to learn, make connections, and get inspired. The expo is a crucial element at the event each year, offering attendees the extraordinary can't-miss experience of discovering and sourcing new products and services in a hands-on environment.

Don't miss this opportunity on June 6 & 7 to meet face-to-face with thousands of industry influencers all in one place—fabulous Las Vegas!

“ As an architect, I find it important to get exposure to the new ideas and products at the expo in order to improve the quality of my work. ”

About the event

21,000+
estimated registrants—
bringing together
influential practitioners
from all 50 states
and 90 foreign countries

750+
exhibiting companies

180,000+
expo hall square feet

Sources: AIA Conference on Architecture Attendee Surveys fielded in 2017 and 2018. Demographic data from 2016–2018 registered attendees. The Architect's Journey to Specification study compiled for AIA in May 2016. Quotes are sourced from the AIA Conference on Architecture Attendee Survey fielded in June 2018.

Attendees with purchasing power

Sourcing products and services at the expo is one of the Top Three Primary Reasons attendees come back each year

The majority of attendees state they are responsible for or influence the purchase of products and services for their firm. These architectural professionals attend the expo to evaluate products and services and develop relationships with building product manufacturers.

In fact, research shows that architects rely on building product manufacturers as their second most important resource for learning about products and materials—after architects themselves.

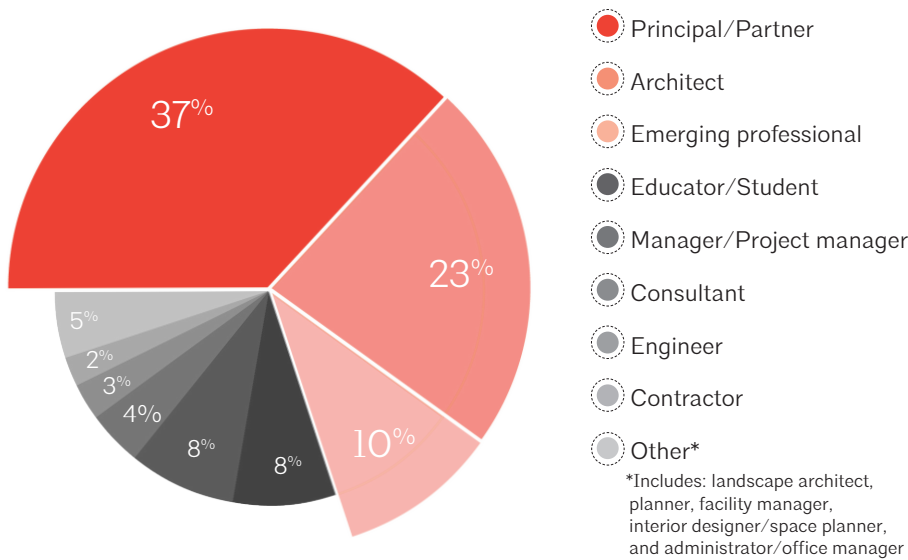
Give your company the opportunity to be seen, considered, and chosen—before the build at A'19!

Attendees are interested in seeing these products and services at the expo

- Access controls
- Air conditioning
- Aluminum
- Appliances
- Architectural fabrics
- Architectural models
- Audio / video / telephone
- Bath products / services / plumbing
- Building envelope
- Building products
- Building systems
- Caulks / coatings / sealants
- Ceilings / ceiling products
- Computer / hardware and software design
- Concrete
- Consulting services
- Conveying Systems
- Doors
- Electrical
- Elevator / escalator
- Energy
- Fencing / railing / decking
- Finishes
- Fire protection
- Flooring / floor systems
- Glass products
- Green
- Hardware
- Insulation
- Interior furnishings and products
- Kitchen products
- Landscape products
- Lighting / lighting products and services
- Masonry
- Metals
- Millwork molding
- Paint
- Plastics
- Renovations / restoration products
- Roofing
- Safety products
- Security products
- Siding
- Solar / renewable energy
- Stairways
- Stone products and services
- Surface treatments
- Switches and controls
- Tile
- Ventilation
- Wallboard / interior treatment
- Weather resistant barriers
- Windows / skylights
- Wood products / lumber

Key decision makers attend the expo

The event delivers the important decision makers and key influencers—top level principals, partners, and designers.



“ This is a great expo and opportunity to see the products in person, find new resources and meet and talk to vendors. ”

Attendees value the expo

The numbers tell a powerful story

Nearly all conference attendees—90%—visit the expo floor, ranking it among the **Top 3 Reasons They Attend**. Overall, 94% would recommend the event to their peers.



“ I attend the expo to see where the industry is trending and what is new on the market. ”

“ At the expo, you receive unmatched exposure to new ideas and materials—for creating better design. ”

Your exhibiting package includes:

As an exhibitor at A'19, you receive access to a variety of complimentary promotional tools to help build your brand and reach even more attendees.

Online presence

Promote your presence on the conference website—before, and during the event. Exhibitors receive a complimentary booth profile that you create online.

Printed listing

Your company name and booth number is included in the printed program and mobile app to help drive attendees to your booth.

Event logos and graphics

Digital graphics that identify your company as an official exhibitor are available for you to use on your website and in your company's marketing materials.

Exhibitor success training

Productivity training and webinars help you achieve your business goals and better enjoy your exhibiting experience. Exhibitor success training and education for first time exhibitors is part of the exhibitor package and the training includes an emphasis on the “ins and outs” of exhibiting at A'19. These comprehensive programs are valued at \$10k—and are offered at no cost to our exhibitors!

Pre-built, customizable emails and banner ads

As an exhibitor, you receive access to a customized landing page where you can access custom-made emails to send to your customers and banner ads to use on your website, in your e-newsletters, and post on social media.

Free expo passes for your customers

Exhibitors receive a unique link to the complimentary expo pass (a \$60 value) to share with key architect customers and prospects.

For a full array of additional marketing and promotional opportunities, download our sponsorship brochure or contact us today for details.

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