

RAIC
CONFERENCE ON
CONFÉRENCE DE
L'IRAC SUR L'

ARCHITECTURE

EDMONTON 2020

JUNE 3-7 • DU 3 AU 7 JUIN

➔ Partnership, Sponsorship,
and Trade Show Prospectus



RAIC | IRAC

Royal Architectural Institute of Canada
Institut royal d'architecture du Canada



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**Royal Architectural Institute of Canada
Institut royal d'architecture du Canada**

The Royal Architectural Institute of Canada (RAIC) has operated continuously since 1907 as the national voice for architects and architecture in Canada. Its mission is to advocate for excellence in the built environment, demonstrate how design enhances the quality of life, champion sustainability, and promote responsible architecture in addressing important issues of society.



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The Royal Architectural Institute of Canada (RAIC) is excited to announce that the 2020 Conference on Architecture is being held in Edmonton! This year's event takes place June 3 to 7, 2020 at the Edmonton Convention Centre. The four-day event will bring hundreds of delegates to Edmonton, AB for continuing-education sessions, tours, awards ceremonies, keynotes, social activities, and more. Information about speakers and programs will be available on January 6, 2020 at raic.org.



Who Will Attend?

Delegates include leaders in architecture and design, emerging talents in architecture, students entering the field, faculty, media, and allied professionals.

Architects plan and design all kinds of buildings and the spaces around them. They specify construction materials and processes and make decisions about what products to specify. Architects are the innovators who introduce new products and technologies to the design and construction team; first-hand knowledge is invaluable. By being involved in the conference, partners and exhibitors gain an opportunity to showcase and describe their products and services to decision-makers as well as discover the latest industry needs and trends.

Partnership/Sponsorship Opportunities

Don't miss this chance to connect directly with industry leaders and experienced professionals who control purchasing budgets and come to the conference looking to learn about new products and services. This partnership/sponsorship package is your invitation to join us and to be remembered among the influencers and decision-makers who attend this event. Your participation gives you an opportunity to make valuable contacts, increase sales, and join the discussion on making a better built environment.

TUESDAY, JUNE 2, 2020		
9AM-5PM	INTERNATIONAL INDIGENOUS ARCHITECTURE AND DESIGN SYMPOSIUM	
WEDNESDAY, JUNE 3, 2020		
9AM-4:30PM	POP//CAN//CRIT	
9AM-3PM	Trade Show set up	
6PM-7:30PM	Welcome Address & Keynote (in Trade Show)	
7:30PM-9:30PM	Welcome Reception (in Trade Show)	
THURSDAY, JUNE 4, 2020		
7:30AM-8:45AM	Breakfast (in Trade Show)	<div>Trade Show</div> <div>TRADE SHOW UNOPPOSED TIME (12PM-5PM)</div> <div>7H30AM-5PM</div> <div>RAIC Learning Lounge</div> <div>-Partner Lunch n Learn sessions</div> <div>-ConEd sessions</div> <div>-Free access for everyone 1pm-5pm</div>
9AM-10AM	Continuing Education Sessions & Architectural Tours	
10AM-10:30AM	Break	
10:30AM-12PM	Continuing Education Sessions & Architectural Tours	
12PM-1:30PM	Lunch (in Trade Show)	
12PM-2PM	Lunch n Learns (in Trade Show)	
2PM-3PM	Continuing Education Sessions (in Trade Show)	
3PM-3:30PM	Break	
3:30PM-5PM	Continuing Education Sessions (in Trade Show)	
5PM	Trade Show teardown	
7PM-10PM	RAIC College of Fellows and RAIC Syllabus Convocation and Cocktail Reception (offsite venue)	
FRIDAY, JUNE 5, 2020		
7:30AM-8:45AM	Breakfast	
9AM-10AM	Continuing Education Sessions & Architectural Tours	
10AM-10:30AM	Break	
10:30AM-12PM	Continuing Education Sessions & Architectural Tours	
12PM-1:30PM	Lunch	College of Fellows Annual Business Meeting and Luncheon
1:30PM-3PM	Continuing Education Sessions & Architectural Tours	
3PM-3:30PM	Break	
3:30PM-5PM	Continuing Education Sessions & Architectural Tours	
7PM-10PM	President's Reception and Gala (Wayne Gretzky Ballroom, JW Marriot)	
SATURDAY, JUNE 6, 2020		
7:30AM-8:45AM	Breakfast	
9AM-10AM	Continuing Education Sessions & Architectural Tours	
10AM-10:30AM	Break	
10:30AM-12PM	Continuing Education Sessions & Architectural Tours	
12PM-1:30PM	Foundation Lunch	
1:30PM-3PM	Continuing Education Sessions & Architectural Tours	
3PM-3:30PM	Break	
3:30PM-5PM	Continuing Education Sessions & Architectural Tours	
5:30PM-7PM	AGM	
7PM-LATE	The "Parti"	
SUNDAY, JUNE 7, 2020		
7:30AM-8:45AM	Breakfast	
9AM-10AM	Continuing Education Sessions & Architectural Tours	
10AM-10:30AM	Break	
10:30AM-12PM	Continuing Education Sessions & Architectural Tours	
12PM-1:30PM	Closing Event	
2PM-5PM	Architectural Tours	

CONFERENCE 2020

Key Special Events

WELCOME RECEPTION

As the first official event that kicks off the conference, the Welcome Reception is a prime networking evening. This cocktail reception is held in the trade show and is the first introduction to trade show partners. It features hors d'œuvres, entertainment, and hosted beverages.



RAIC COLLEGE OF FELLOWS AND RAIC SYLLABUS CONVOCATION WITH KEYNOTE ADDRESS AND RECEPTION

The RAIC College of Fellows and RAIC Syllabus Convocation is a formal ceremony steeped in tradition where the College of Fellows recognizes RAIC members and laypersons who have made outstanding contributions to architecture. It also celebrates the graduation of Syllabus graduates.



PRESIDENT'S RECEPTION AND GALA

Your sponsorship provides the opportunity to be involved with one of the social highlights of the conference – the annual President's Gala. Delegates will mingle at a cocktail reception before entering the ballroom for an elegant sit-down dinner and formal awards presentations. It's the ultimate social event of the conference.



RAIC FOUNDATION LUNCHEON

The Foundation Luncheon features a keynote speaker and presentation of the RAIC Foundation scholarships.



CLOSING EVENT

A keynote speaker or panel to bring Conference to a close.



THE "PARTI"

And it's time to parti! This event will showcase Edmonton. Here's where we wrap up the conference and celebrate with all those who made it a success.



PATRON SPONSOR

Commitment \$50,000



PATRON SPONSORS Co-host three special events with the RAIC – the Welcome Reception, the President’s Reception, and The “Parti”. It’s a premium opportunity to align your brand with high-profile functions designed for networking. You will have a key presence at the conference and be recognized at all events. Patron Sponsors will also have the opportunity to introduce a plenary speaker.

As a **PATRON SPONSOR**, you will receive:

- Advanced selection for the placement of a complimentary double booth
- Complimentary affiliate membership
- Opportunity to provide up to two 30-minute Lunch n Learn sessions (in Learning Lounge)¹
- Six tickets to the Welcome Reception, President’s Reception, The “Parti”
- Four All Access passes to the conference
- Six tickets to the President’s Gala
- Option of placing up to four items in the conference bag
- Opportunity to either introduce or thank the guests at three events (scripted)²
- Opportunity to place a promotional favour at each place setting at the President’s Gala³
- One full-page ad on either inside or outside cover of the electronic event program.

¹ There are a total of four Lunch n Learn spots available. These will be assigned on a first come, first served basis. No certificates of participation will be produced for attendees. Lunch n Learns will therefore be considered as self-directed/unstructured learning activities. Please note that an outline of the session must be provided to the RAIC so that it can be approved and promoted.

² Scripts to be written and provided by the RAIC. Patron Sponsor will also have logo visibility at the entrance and in a second key location based on the venue.

³ Item is at the cost of the sponsor and needs pre-approval of the RAIC.

BENEFACTOR SPONSOR

Commitment \$25,000



BENEFACTOR SPONSORS Sponsor the President's Gala, RAIC Foundation Lunch or a keynote presentation. All options offer an excellent opportunity to showcase your organization and highlight your brand at the conference.

You will have a key presence at the conference and be recognized at all events.

As a **BENEFACTOR SPONSOR**, you will receive:

- Advanced selection for the placement of a complimentary booth
- Opportunity to provide one 30-minute Lunch n Learn sessions (in Learning Lounge)¹
- Two All Access passes to the conference
- Four tickets to President's Gala or Foundation Lunch
- Option of placing two items in the conference bag
- Opportunity to place a promotional favour at each place setting at the Foundation Lunch²

¹ There are a total of four Lunch n Learn spots available. These will be assigned on a first come, first served basis. No certificates of participation will be produced for attendees. Lunch n Learns will therefore be considered as self-directed/unstructured learning activities. Please note that an outline of the session must be provided to the RAIC so that it can be approved and promoted.

² Item is at the cost of the sponsor and needs pre-approval of the RAIC.

RAIC COLLEGE OF FELLOWS AND RAIC SYLLABUS CONVOCATION WITH KEYNOTE ADDRESS AND RECEPTION

Commitment \$25,000



The RAIC College of Fellows and RAIC Syllabus Convocation formally recognizes RAIC members and distinguished laypersons who have made outstanding contributions to architecture. It also celebrates the graduation of Syllabus graduates.

As an **EVENT PARTNER**, you will receive:

- Advanced selection for the placement of a complimentary booth
- Opportunity to provide one 30-minute Lunch n Learn session (in Learning Lounge)¹
- Two All Access passes to the conference
- Four tickets to President's Dinner or Foundation Lunch
- Option of placing two items in the conference bag
- Opportunity to place a promotional favour at each place setting at the Foundation Lunch²

¹ There are a total of four Lunch n Learn spots available. These will be assigned on a first come, first served basis. No certificates of participation will be produced for attendees. Lunch n Learns will therefore be considered as self-directed/unstructured learning activities. Please note that an outline of the session must be provided to the RAIC so that it can be approved and promoted.

² Item is at the cost of the sponsor and needs pre-approval of the RAIC.

TRADE SHOW LUNCH PARTNER

Commitment \$10,000



Host the delegation for lunch on the trade show floor.

As a **TRADE SHOW LUNCH PARTNER**, you will receive:

- One complimentary booth
- Priority selection of trade show booth
- One conference pass or 4 tickets to The “Parti”
- Opportunity to provide one 30-minute Lunch n Learn session (in Learning Lounge)¹
- Option of placing one item in the conference bag

¹ There are a total of four Lunch n Learn spots available. These will be assigned on a first come, first served basis. No certificates of participation will be produced for attendees. Lunch n Learns will therefore be considered as self-directed/unstructured learning activities. Please note that an outline of the session must be provided to the RAIC so that it can be approved and promoted.

POP // CAN // CRIT PARTNER

Commitment \$10,000



A one-day architecture symposium that acts as a resource, educational tool, and opportunity to share experiences and ideas related to architecture within a Canadian context.

As a **POP // CAN // CRIT PARTNER**, you will receive:

- One complimentary booth
- Priority selection of trade show booth
- One conference pass or 4 tickets to The “Parti”
- Opportunity to provide one 30-minute Lunch n Learn session (in Learning Lounge)¹
- Option of placing one item in the conference bag

¹ There are a total of four Lunch n Learn spots available. These will be assigned on a first come, first served basis. No certificates of participation will be produced for attendees. Lunch n Learns will therefore be considered as self-directed/unstructured learning activities. Please note that an outline of the session must be provided to the RAIC so that it can be approved and promoted.

INTERNATIONAL INDIGENOUS ARCHITECTURE AND DESIGN SYMPOSIUM PARTNER

Commitment \$10,000



A one-day architecture symposium that acts as a resource, educational tool, and opportunity to share experiences and ideas related to architecture within a Canadian context.

As a **INTERNATIONAL INDIGENOUS ARCHITECTURE AND DESIGN SYMPOSIUM PARTNER**, you will receive:

- One complimentary booth
- Priority selection of trade show booth
- One conference pass or 4 tickets to The “Parti”
- Opportunity to provide one 30-minute Lunch n Learn session (in Learning Lounge)¹
- Option of placing one item in the conference bag

¹ There are a total of four Lunch n Learn spots available. These will be assigned on a first come, first served basis. No certificates of participation will be produced for attendees. Lunch n Learns will therefore be considered as self-directed/unstructured learning activities. Please note that an outline of the session must be provided to the RAIC so that it can be approved and promoted.



EMERGING PRACTITIONER PARTNER

Commitment \$10,000

Support the Emerging Practitioner (EP) stream at Conference including a special breakfast talk, an open meeting of Canadian EPs, a competition and an after party.

As **EMERGING PRACTITIONER PARTNER**, you will receive:

- One complimentary booth
- Priority selection of trade show booth
- One conference pass or 4 tickets to The “Parti”
- Opportunity to provide one 30-minute Lunch n Learn session (in Learning Lounge)¹
- Option of placing one item in the conference bag

STUDENT PARTNER

Commitment \$10,000

This sponsorship supports up to 17 students from Canadian architectural programs to attend Conference. Sponsorship will cover the costs of registration of these student delegates as well as a student showcase.

As **STUDENT PARTNER**, you will receive:

- One complimentary booth
- Priority selection of trade show booth
- One conference pass or 4 tickets to The “Parti”
- Opportunity to provide one 30-minute Lunch n Learn session (in Learning Lounge)¹
- Option of placing one item in the conference bag

¹ There are a total of four Lunch n Learn spots available. These will be assigned on a first come, first served basis. No certificates of participation will be produced for attendees. Lunch n Learns will therefore be considered as self-directed/unstructured learning activities. Please note that an outline of the session must be provided to the RAIC so that it can be approved and promoted.



CONFERENCE PARTNERS

Commitment \$7,500

As one of these **CONFERENCE PARTNERS**, you will have:

- 75 percent discount for a trade show booth
- Four tickets to the Welcome Reception or The “Parti”
- Option of placing one item in the conference bag

RECHARGE/REFRESH LOUNGE **SOLD**

A gathering place in the trade show space, the recharge/refresh lounge offers a space to relax and take a break.

LEARNING LOUNGE **SOLD**

A learning space embedded within the trade show floor. Four Lunch n Learn and three ConEd sessions will be offered in this space on June 4 between 12:00 p.m. and 5:00 p.m. ConEd sessions will offer delegates points towards continuing education requirements.

CLOSING EVENT

A keynote speaker or panel to bring Conference to a close.

WIFI PARTNER **SOLD**

Be recognized as the exclusive provider of the conference’s wireless connection—allowing participants to live-tweet the event, check email, and feel connected to their office. The Wi-Fi sponsor receives exceptional exposure, as they have the option to customize the password..

CONFERENCE SUPPORTERS

Commitment \$5,000

As one of these **CONFERENCE SUPPORTERS**, you will have:

- 50 percent discount for a trade show booth
- Two tickets to either the Welcome Reception or The “Parti”
- Recognition at the chosen event or activity

Choice of:

BADGE SPONSOR

SOLD

Your branding on every delegate badge!

OR

LUNCH SPONSOR (ONE AVAILABLE)

Your company logo will be incorporated into signage around lunch areas and announced during conference.

OR

REGISTRATION & INFORMATION DESK

SOLD

Your company logo will be incorporated into the overall branding of the always busy registration desk.

OR

VOLUNTEERS

SOLD

Your company logo will be incorporated into the overall branding of the volunteer shirts.

OR

ARCHITECTURAL TOUR AND TRANSPORTATION SPONSOR

Architectural tours and experiences are always popular. There are several tours as part of the schedule.

OR

RAIC ANNUAL GENERAL MEETING

Connect with delegates by supporting the RAIC Annual General Meeting.

OR

BREAKFAST (FOUR AVAILABLE)

Your organization's name will be printed on event-specific signage placed on the breakfast tables.

OR

DAILY BREAK SPONSOR (~~SEVEN~~ SIX AVAILABLE)

As a morning or afternoon break sponsor, you have the opportunity to take advantage of sponsorship exposure at the very popular refreshment breaks between continuing education sessions.

OR

COLLEGE OF FELLOWS ANNUAL BUSINESS MEETING AND LUNCHEON

This popular event is attended by some of Canada's most prominent and successful architects.



TRADE SHOW BOOTH

Commitment \$2,300

Location: Edmonton Convention Centre, Hall A

Wednesday June 3 (Welcome Address & Keynote 6 p.m. - 7:30 p.m. and Welcome Reception 7:30 p.m. to 9:30 p.m.)

Thursday June 4 (7:30 a.m. - 5:00 p.m.)

Trade show booth details:

- 10x10 booth
- (One) six-foot table
- (Two) chairs
- Electrical power
- Wastebasket
- Complimentary breakfast, breaks, and lunch on June 4, 2020

[Trade show booth application](#)

[Trade show booth map](#)



SUPPLEMENTARY INFORMATION

VENUE CONTACT DETAILS

Edmonton Convention Centre
9797 Jasper Ave, Edmonton, AB T5J 1N9

HOTEL ACCOMMODATIONS

A block of rooms has been reserved for participants at three hotels: [Fairmont Hotel MacDonald](#), [The Westin](#) and [JW Marriott](#). Special conference room rates for standard rooms are available.

SET-UP AND TEAR DOWN

Exhibitors will be permitted to set up their booth spaces:

Access for setup: June 3, 2020 9am-3pm

Exhibits can be taken down starting at 5pm on June 4 with complete removal by 9pm.

EXHIBIT SHIPPING AND STORAGE

Coming soon.

THE FUTURE OF TORONTO IS MADE FOR BOLD



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For more information about the partnership opportunities available for the 2020 Conference on Architecture, please contact:

Katie Russell, Business Development Manager
Royal Architectural Institute of Canada
krussell@raic.org

PARTNERSHIP/SPONSORSHIP TERMS AND CONDITIONS

- The RAIC Conference and Events Team will allocate sponsorships on a first-come, first-served basis.
- A sponsorship is secured only on receipt of contract and full payment.
- The RAIC Conference and Events Team reserves the right to refuse a sponsorship request.
- The RAIC Conference and Events Team reserves the right to amend the rules and regulations governing sponsorship.
- All payments are final.