

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





## RAIC | IRAC

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.



RAIC.ORG



@RAIC\_IRAC



@THERAIC.IRAC



@RAIC\_IRAC





RAIC  
CONFERENCE ON  
CONFÉRENCE DE  
L'IRAC SUR L'

# ARCHITECTURE

**EDMONTON 2020**

**JUNE 3-7 • DU 3 AU 7 JUIN**

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](http://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	<b>INTERNATIONAL INDIGENOUS ARCHITECTURE AND DESIGN SYMPOSIUM</b>
---------	-------------------------------------------------------------------

## WEDNESDAY, JUNE 3, 2020

9AM-4:30PM	<b>POP//CAN//CRIT</b>
9AM-3PM	<b>Trade Show set up</b>
6PM-7:30PM	<b>Welcome Address &amp; Keynote</b> (in Trade Show)
7:30PM-9:30PM	<b>Welcome Reception</b> (in Trade Show)

## THURSDAY, JUNE 4, 2020

7:30AM-8:45AM	<b>Breakfast</b> (in Trade Show)	<div style="border: 2px solid #FF4500; border-radius: 50%; padding: 10px; display: inline-block;"> <b>TRADE SHOW UNOPPOSED TIME (12PM-5PM)</b> </div> <p style="margin-top: 20px;"><b>Trade Show</b></p> <p><b>7H30AM-5PM</b></p> <p><b>RAIC Learning Lounge</b></p> <p><i>-Partner Lunch n Learn sessions</i></p> <p><i>-ConEd sessions</i></p> <p><i>-Free access for everyone 1pm-5pm</i></p>
9AM-10AM	<b>Continuing Education Sessions &amp; Architectural Tours</b>	
10AM-10:30AM	<b>Break</b>	
10:30AM-12PM	<b>Continuing Education Sessions &amp; Architectural Tours</b>	
12PM-1:30PM	<b>Lunch</b> (in Trade Show)	
12PM-2PM	<b>Lunch n Learns</b> (in Trade Show)	
2PM-3PM	<b>Continuing Education Sessions</b> (in Trade Show)	
3PM-3:30PM	<b>Break</b>	
3:30PM-5PM	<b>Continuing Education Sessions</b> (in Trade Show)	
5PM	<b>Trade Show teardown</b>	
7PM-10PM	<b>RAIC College of Fellows and RAIC Syllabus Convocation and Cocktail Reception</b> (offsite venue)	

## FRIDAY, JUNE 5, 2020

7:30AM-8:45AM	<b>Breakfast</b>
9AM-10AM	<b>Continuing Education Sessions &amp; Architectural Tours</b>
10AM-10:30AM	<b>Break</b>
10:30AM-12PM	<b>Continuing Education Sessions &amp; Architectural Tours</b>
12PM-1:30PM	<b>Lunch</b> <b>College of Fellows Annual Business Meeting and Luncheon</b>
1:30PM-3PM	<b>Continuing Education Sessions &amp; Architectural Tours</b>
3PM-3:30PM	<b>Break</b>
3:30PM-5PM	<b>Continuing Education Sessions &amp; Architectural Tours</b>
7PM-10PM	<b>President's Reception and Gala</b> (Wayne Gretzky Ballroom, JW Marriot)

## SATURDAY, JUNE 6, 2020

7:30AM-8:45AM	<b>Breakfast</b>
9AM-10AM	<b>Continuing Education Sessions &amp; Architectural Tours</b>
10AM-10:30AM	<b>Break</b>
10:30AM-12PM	<b>Continuing Education Sessions &amp; Architectural Tours</b>
12PM-1:30PM	<b>Foundation Lunch</b>
1:30PM-3PM	<b>Continuing Education Sessions &amp; Architectural Tours</b>
3PM-3:30PM	<b>Break</b>
3:30PM-5PM	<b>Continuing Education Sessions &amp; Architectural Tours</b>
5:30PM-7PM	<b>AGM</b>
7PM-LATE	<b>The "Parti"</b>

## SUNDAY, JUNE 7, 2020

7:30AM-8:45AM	<b>Breakfast</b>
9AM-10AM	<b>Continuing Education Sessions &amp; Architectural Tours</b>
10AM-10:30AM	<b>Break</b>
10:30AM-12PM	<b>Continuing Education Sessions &amp; Architectural Tours</b>
12PM-1:30PM	<b>Keynote Closing Lunch</b>
2PM-5PM	<b>Architectural Tours</b>



# 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.



### KEYNOTE CLOSING LUNCH

A keynote speaker or panel to bring Conference to a close. This will feature a plated lunch.



### 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)<sup>1</sup>
- 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)<sup>2</sup>
- Opportunity to place a promotional favour at each place setting at the President’s Gala<sup>3</sup>
- One full-page ad on either inside or outside cover of the electronic event program.

<sup>1</sup> There are a total of four Lunch n Learn spots available. These will be assigned on a first come, first served basis. The session will be considered a self-directed/unstructured learning activity, which is not eligible for hours towards the mandatory continuing education requirements of the provincial/territorial regulators therefore, no certificates of participation will be produced for attendees. Please note that an outline of the session must be provided to the RAIC so that it can be approved and promoted.

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

<sup>3</sup> 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. Both 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)<sup>1</sup>
- 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 Lunch<sup>2</sup>

<sup>1</sup> There are a total of four Lunch n Learn spots available. These will be assigned on a first come, first served basis. The session will be considered a self-directed/unstructured learning activity, which is not eligible for hours towards the mandatory continuing education requirements of the provincial/territorial regulators therefore, no certificates of participation will be produced for attendees. Please note that an outline of the session must be provided to the RAIC so that it can be approved and promoted.

<sup>2</sup> 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)<sup>1</sup>
- 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 Lunch<sup>2</sup>

<sup>1</sup> There are a total of four Lunch n Learn spots available. These will be assigned on a first come, first served basis. The session will be considered a self-directed/unstructured learning activity, which is not eligible for hours towards the mandatory continuing education requirements of the provincial/territorial regulators therefore, no certificates of participation will be produced for attendees. Please note that an outline of the session must be provided to the RAIC so that it can be approved and promoted.

<sup>2</sup> 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)<sup>1</sup>
- Option of placing one item in the conference bag

<sup>1</sup> There are a total of four Lunch n Learn spots available. These will be assigned on a first come, first served basis. The session will be considered a self-directed/unstructured learning activity, which is not eligible for hours towards the mandatory continuing education requirements of the provincial/territorial regulators therefore, no certificates of participation will be produced for attendees. 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)<sup>1</sup>
- Option of placing one item in the conference bag

<sup>1</sup> There are a total of four Lunch n Learn spots available. These will be assigned on a first come, first served basis. The session will be considered a self-directed/unstructured learning activity, which is not eligible for hours towards the mandatory continuing education requirements of the provincial/territorial regulators therefore, no certificates of participation will be produced for attendees. 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)<sup>1</sup>
- Option of placing one item in the conference bag

<sup>1</sup> There are a total of four Lunch n Learn spots available. These will be assigned on a first come, first served basis. The session will be considered a self-directed/unstructured learning activity, which is not eligible for hours towards the mandatory continuing education requirements of the provincial/territorial regulators therefore, no certificates of participation will be produced for attendees. 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)<sup>1</sup>
- 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)<sup>1</sup>
- Option of placing one item in the conference bag

<sup>1</sup> There are a total of four Lunch n Learn spots available. These will be assigned on a first come, first served basis. The session will be considered a self-directed/unstructured learning activity, which is not eligible for hours towards the mandatory continuing education requirements of the provincial/territorial regulators therefore, no certificates of participation will be produced for attendees. 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

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

### LEARNING LOUNGE

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.

### KEYNOTE CLOSING LUNCH

A keynote speaker or panel to bring Conference to a close. This will feature a plated lunch.

### WIFI PARTNER

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**

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 TORONTO



**RAIC**  
CONFERENCE ON  
CONFÉRENCE DE  
L'IRAC SUR L'

# ARCHITECTURE

**EDMONTON 2020**

**JUNE 3-7 • DU 3 AU 7 JUIN**

**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.