



FESTIVAL
OF ARCHITECTURE

TORONTO 2019

THE FUTURE OF ARCHITECTURE

October 26-30, 2019

Partnership, Sponsorship,
and Trade Show Prospectus



RAIC | IRAC

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

Advocate. Educate. Celebrate.



**FESTIVAL
OF ARCHITECTURE
TORONTO 2019**

The Royal Architectural Institute of Canada (RAIC) is excited to announce that the 2019 Festival of Architecture is going to cosmopolitan Toronto! This year's annual festival takes place October 26 — 30, 2019, at the Westin Harbour Castle, on the city's waterfront. The five-day event will bring hundreds of delegates to Toronto, ON for continuing-education sessions, tours, awards ceremonies, keynotes, social activities, and more. Information about speakers and program will be available in the coming months at raic.org.



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.





**FESTIVAL
OF
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TORONTO 2019



Toronto At-a-Glance

- Toronto is the fourth-largest city in North America, after Mexico City, New York, and Los Angeles.
- Centrally located between New York City, Chicago, and Montreal, Toronto is within a 90 minute flight for over half the U.S. and Canadian population.
- Toronto is the top Canadian domestic business travel destination and the most popular choice for U.S. sponsored association meetings outside the U.S.
- There are 36,000 hotel rooms in over 170 hotels.
- Toronto is home to the largest convention centre in Canada ranking among the top ten largest continuous-space facilities in North America.
- Famous for its diversity, Toronto may be the world's most global city, with 50 percent of the population born outside of Canada.
- Some 130 languages and dialects are spoken in Toronto. The City of Toronto publishes information for residents in 30 languages.





Festival At-a-Glance

WHO WILL ATTEND?

PROJECTED 2019 ATTENDANCE: 1,000+

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 festival, 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.



RAIC INTERNATIONAL PRIZE & SCHOLARSHIPS 2019

**FOR INFORMATION ON OUR SPONSORSHIP
OPPORTUNITIES PLEASE SEE [OUR PROSPECTUS](#)**

ABOUT THE PRIZE

The RAIC International Prize was created in 2013 to share Canadian architectural values with an international audience and to celebrate architecture that is socially transformative.

Distinguished Canadian architect Raymond Moriyama, CC FRAIC RCA, had the original vision for a prize celebrating great architecture that transforms society and promotes the humanistic values of equality, respect and inclusiveness. He worked with the Royal Architectural Institute of Canada (RAIC) and the RAIC Foundation to establish the Prize, originally known as the Moriyama RAIC International Prize.

The RAIC International Prize is awarded every two years. It consists of a monetary award of CAD \$100,000 and a sculpture designed by Canadian designer Wei Yew.

The competition is open to all architects irrespective of nationality and location. Any architect, team of architects, or architect-led collaboration is invited to submit a building or a related group of buildings that has been completed and in use for the intended purpose for at least two years prior before the entry deadline.

There are no prescriptions concerning the scale of the work, the building program, or the cost of construction. Candidates are limited to a single submission per award cycle.

The 2019 Gala will be held on October 25, 2019 from 6:30 p.m. to 11 p.m. in the Harbour Ballroom of the Westin Harbour Castle Hotel. Tickets available through registration.

FESTIVAL 2019

Partnership/Sponsorship Opportunities

The 2019 Festival of Architecture will attract one of the year's largest gatherings of architects and designers in Canada. Don't miss this chance to connect directly with industry leaders and experienced professionals who control purchasing budgets and come to the festival 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.

Partnership packages range from \$5,000 to \$50,000. Full details of each package can be found in sponsorship at-a-glance (page 21). See [Corporate Sponsorship Brochure](#) for additional opportunities to partner with the RAIC.

PARTNERSHIP ENTITLEMENTS

All partners (not including exhibit booths) will receive the following benefits:

PRE-FESTIVAL MARKETING

- Acknowledgment on the festival website with a link to the partner/sponsor's home page and in RAIC member communications, including newsletters and social platforms

DURING THE FESTIVAL:

- Recognition on signage throughout the festival
- Partner's name printed on event-specific signage
- Acknowledgment in the print and digital festival materials as well as the specific sponsored activities
- Social media acknowledgment

POST-EVENT ACKNOWLEDGMENT:

- Acknowledgment in the 2019 RAIC Annual Report
- Acknowledgment in the post-festival RAIC electronic newsletter

NEW FOR 2019: EXPANDED TRADE SHOW!

Now an extra half day and an evening reception to increase your time with the delegates. Tradeshow will open the evening of October 27 (opening reception) and continue October 28 and October 29, 2019 at the low rate of \$2000 per booth. [Apply for a tradeshow booth](#)

For more information about the partnership opportunities available for the 2019 Festival of Architecture, please contact:

Diane Wessman, Director of Operations
Royal Architectural Institute of Canada
1-844-856-7242 x 207 | dwessman@raic.org

Jessica Brett, Global Project Manager
ConferenceDirect®
604-376-8514 | jessica.brett@conferencedirect.com

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.
- All payments are final.
- 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.

Festival Schedule At-a-Glance

Please note: the Schedule of Events is subject to change without notice.

FRIDAY, OCTOBER 25, 2019		
EVENING	2019 RAIC International Prize Gala (6:30 p.m. - 11:00 p.m.)	
SATURDAY, OCTOBER 26, 2019		
ALL DAY	Ancillary Meetings	
ALL DAY	POP CAN CRIT 2019	
SUNDAY, OCTOBER 27, 2019		
BREAKFAST	Breakfast (7:00 a.m. - 8:30 a.m.)	
MORNING	Gold Medal Plenary (8:30 a.m. - 10:00 a.m.)	
AM BREAK	Break (10:00 a.m. - 10:30 a.m.)	
MORNING CONTINUES	Continuing Education Sessions	
LUNCH	Lunch (12:00 p.m. - 1:45 p.m.)	
AFTERNOON	Continuing Education Sessions Trade Show Set Up (1:00 p.m. - 6:45 p.m.)	Exhibitor Set-Up (1:00 p.m. - 5:00 p.m.)
PM BREAK	Break (3:30 p.m. - 4:00 p.m.)	
AFTERNOON CONTINUES	Continuing Education Sessions RAIC International Prize - Recipient Lecture	
EVENING	Opening Reception - (in Trade Show) (7:00 p.m. - 10:00 p.m.)	
MONDAY, OCTOBER 28, 2019		
BREAKFAST	Breakfast (7:30 a.m. - 8:30 a.m.)	Trade Show (7:30 a.m. - 5:00 p.m.) Networking Lunch Networking Breaks Partner Learning / Emerging Trends
MORNING	Continuing Education Sessions Plenary	
AM BREAK	Break (10:00 a.m. - 10:30 a.m.)	
MORNING CONTINUES	Continuing Education Sessions	
LUNCH	Tradeshow Networking Lunch (12:00 p.m. - 1:45 p.m.)	
AFTERNOON	Continuing Education Sessions	
PM BREAK	Break (3:30 p.m. - 4:00 p.m.)	
AFTERNOON CONTINUES	Continuing Education Sessions	
EVENING	President's Reception, Dinner and Awards Ceremony (6:00 p.m. - 10:00 p.m.)	
TUESDAY, OCTOBER 29, 2019		
BREAKFAST	Tradeshow Breakfast (7:30 a.m. - 8:30 a.m.)	
MORNING	Continuing Education Sessions Plenary	Trade Show (9:00 a.m. - 12:00 p.m.)
AM BREAK	Break (10:00 a.m. - 10:30 a.m.)	
MORNING CONTINUES	Continuing Education Sessions	
LUNCH	Foundation Lunch (12:00 p.m. - 1:45 p.m.)	
AFTERNOON	Continuing Education Sessions	
PM BREAK	Break (3:30 p.m. - 4:00 p.m.)	
AFTERNOON CONTINUES	Continuing Education Sessions	
EVENING	RAIC College of Fellows and RAIC Syllabus Convocation and Cocktail Reception (Offsite venue)	
WEDNESDAY, OCTOBER 30, 2019		
BREAKFAST	Breakfast (7:30 a.m. - 8:30 a.m.)	
MORNING	Continuing Education Sessions Plenary	
AM BREAK	Break (10:00 a.m. - 10:30 a.m.)	
MORNING CONTINUES	Continuing Education Sessions	
LUNCH	Foundation Fundraising Lunch (12:00 p.m. - 1:45 p.m.)	
AFTERNOON	Continuing Education Sessions	
PM BREAK	Break (3:30 p.m. - 4:00 p.m.)	
AFTERNOON CONTINUES	Continuing Education Sessions	
EVENING	Closing Party (7:00 p.m. - 11:00 p.m.)	



Key Festival Special Events



RAIC INTERNATIONAL PRIZE GALA 2019

The gala is an exciting event featuring a unique prize that puts Canada on the world stage. Over 250 architects and industry professionals from Canada and elsewhere will gather to celebrate architecture that transforms communities.

OPENING RECEPTION

As the first official event that kicks off the festival, the Opening Reception is a prime networking evening. This busy stand-up reception features food stations, entertainment, and hosted beverages.

Format of the Event: Cocktail reception with limited seating



RAIC GOLD MEDALIST PLENARY SESSION

The Gold Medal is the highest honour that the RAIC can bestow in recognition of a significant and lasting contribution to Canadian architecture. As part of this honour, the recipient will address the delegates. The 2019 Gold Medalist will be announced in early 2019.

Format of the Event: Banquet-style seating with morning presentation



RAIC FOUNDATION LUNCHEON

The Foundation Luncheon is an enjoyable occasion featuring a keynote speaker and presentation of the RAIC Foundation scholarships.

Format of the Event: Banquet-style seating with presentations and recognition



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.

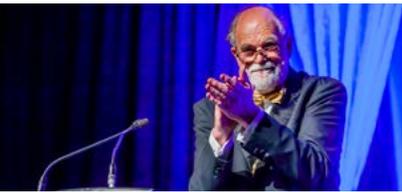
Format of the Event: Theatre-style seating with presentations, followed by a reception



PRESIDENT'S RECEPTION, DINNER, AND AWARDS CEREMONY

Your sponsorship provides the opportunity to be involved with one of the social highlights of the festival – the annual President's Dinner and Awards Ceremony. 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.

Format of the Event: Stand-up reception with gala dinner and recognition



PLENARY SESSIONS

The morning plenary sessions are well-attended events that bring together all festival delegates for a lively discussion on important topics in architecture. They offer excellent visibility and profile for any organization. Presentations by industry leaders, key insights, and takeaways ensure capacity attendance and an engaging beginning to the festival.

Format of the Event: Banquet-style seating with morning presentation



CLOSING PARTY

And it's time to party! Join us at the finale event of Festival 2019, showcasing great Toronto food and talent. Here's where we wrap up the conference and celebrate with all those who made it a success.





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PATRON SPONSOR

Commitment \$50,000



PATRON SPONSORS Co-host three special events with the RAIC – the Opening Reception, the President's Reception, and the Closing Party. 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 two 30-minute Partner Learning Sessions¹
- Six full delegate passes to the festival
- Six additional tickets to an event of your choice
- 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 Dinner and Awards Ceremony³
- One full-page ad on either inside or outside cover of the event program. This program is given to each delegate and will be a reference guide for all activities.

¹ 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.

² 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.

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



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BENEFACTOR SPONSOR

Commitment \$25,000



BENEFACTOR SPONSORS Sponsor the RAIC Foundation Lunch or a Plenary Session. Both events offer an excellent opportunity to showcase your organization to a big audience and highlight your brand at the festival.

You will have a key presence at the conference and be recognized at all events. Benefactor Sponsors will also have the opportunity to introduce a plenary speaker.

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

- Advanced selection for the placement of a complimentary booth
- Opportunity to provide a 30-minute Partner Learning Session¹
- Four full delegate passes to the festival
- Option of placing two items in the conference bag
- Opportunity to introduce the events or thank the guests at two events (scripted)²
- Opportunity to place a promotional favour at each place setting at the Foundation Lunch³

¹ 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.

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

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SUPPORTER SPONSOR | Commitment \$10,000

SUPPORTER SPONSORS will receive acknowledgment throughout the conference in a variety of RAIC media, including the festival website, program, and social media.

SUPPORTER SPONSORS will also receive:

- 50 percent discount on exhibit booth
- Priority selection of exhibit booth
- Two full delegate passes to the festival
- Two extra tickets for special events
- Option of placing one item in the conference bag
- One promotional message in the app

FRIEND SPONSOR | Commitment \$5,000

FRIEND SPONSORS will receive acknowledgment throughout the conference in a variety of RAIC media, including the festival website, program, and social media.

FRIEND SPONSORS will also receive:

- 25 percent discount on exhibit booth
- Priority selection of exhibit booth
- Option of placing one item in the conference bag

TRADE SHOW LUNCH PARTNER

Commitment \$10,000

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Host the delegation for lunch on the trade show floor.

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

- Advanced selection for the placement of a complimentary booth
- Two full delegate passes to the festival
- Two extra tickets to special events
- Option of placing one item in the conference bag
- Sign recognition as the Trade Show Lunch Partner during the event



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

Commitment \$20,000



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.

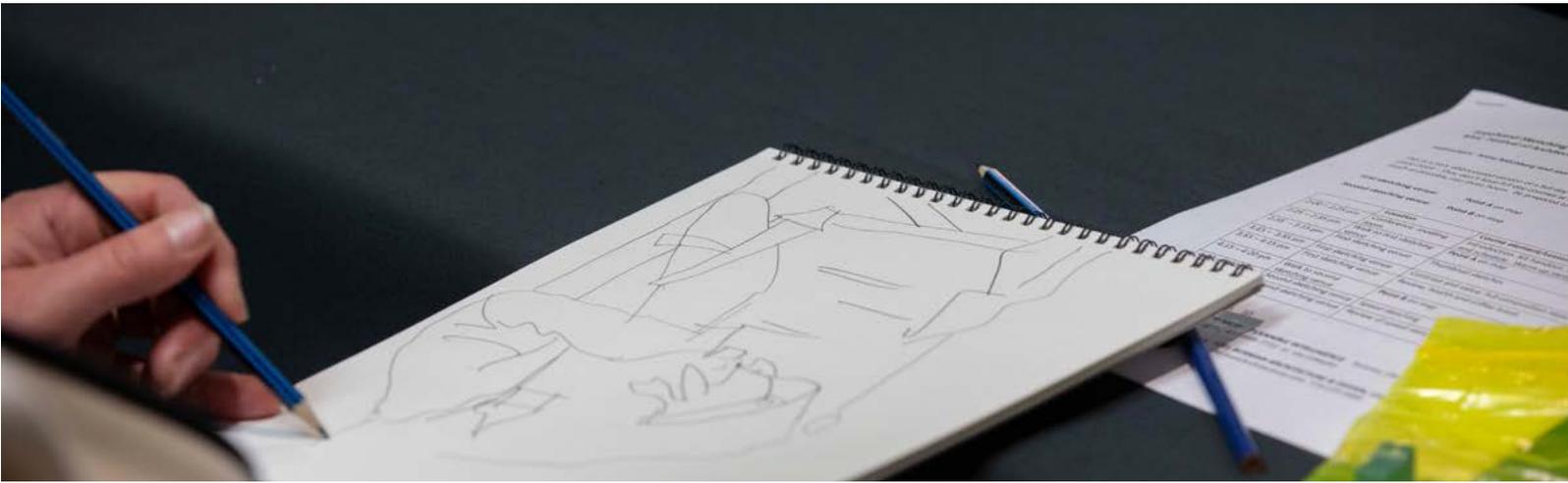
As an **EVENT PARTNER**, you will receive:

- Advanced selection for the placement of a complimentary booth
- Complimentary affiliate membership
- Two full delegate passes to the festival
- Two extra tickets to special events
- Opportunity to introduce a speaker
- Option of placing one item in the conference bag
- Signage at the event provided by the festival organizers
- Formal acknowledgment and thanks during the event

STUDENT PARTNER

Commitment \$10,000

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Up to 17 students from architectural education programs across Canada will be able to attend the festival thanks to sponsors. Sponsorship will assist in covering the travel costs of these student delegates and enable their participation in the conference.

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

- Advanced selection for the placement of a complimentary booth
- Two full delegate passes to the festival
- Two extra tickets for special events
- Option of placing one item in the conference bag
- Signage at the event provided by the festival organizers
- Recognition as a partner
- Logo on student representative delegate badges



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FESTIVAL CONFERENCE
BAG PARTNER

Commitment \$10,000



Delegate packages will be given to all delegates, companions, and special guests. Partners will have the opportunity to have their logo recognition incorporated into the overall bag design (in a prominent location to ensure proper visibility based on the final bag design selected).

As a **FESTIVAL CONFERENCE BAG PARTNER**, you will receive:

- Advanced selection for the placement of a complimentary booth
- Two extra tickets for special events
- Two full delegate passes to the festival
- Option of placing one item in the conference bag
- Sign recognition as the festival conference bag partner during the event



exact delegate bag type to be determined by RAIC and conference bag partner

FESTIVAL PARTNERS

Commitment \$7,500



Choice of:

LANYARD PARTNER

Used by attendees to hold their festival badges, your company name will be seen everywhere!

OR

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 that all attendees will use.

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

- 50 percent discount for a trade-show booth
- One full delegate pass to the festival
- Four tickets to the Opening Reception or Closing Party or Foundation Lunch (to one event or in combination)
- Option of placing one item in the conference bag
- Opportunity to place a promotional favour or branded item at your sponsored event¹

¹ Item is at the cost of the sponsor and needs pre-approval of the RAIC.



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FESTIVAL SUPPORTERS Commitment \$5,000

Choice of:

LUNCH SPONSOR (TWO AVAILABLE)

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

OR

INFORMATION DESK

Sponsor the always busy info desk located in a prominent area. Your company logo will be incorporated into the overall branding for the booth.

OR

VOLUNTEER STAFF

Partner with the RAIC to deliver the ambassador program for the volunteers. Your company logo will be incorporated into the overall branding of the volunteer shirts.

OR

CONTINUING EDUCATION SESSION

One of the most important aspects of the festival is education. Sponsoring a continuing education session will ensure that your organization is highly visible. Sponsorship of a continuing education session includes the opportunity to provide a 30-to-60 second scripted introduction of the speaker of the session and seating for one sponsor representative in the session.

OR

ARCHITECTURAL TOURS

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

OR

TRANSPORTATION SPONSOR

This highly visible sponsorship features your brand displayed on festival shuttle buses.

OR

RECHARGE STATION

Do you want attendees to remember your company? Provide an area where attendees can charge their cell phones or other devices.

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.



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FESTIVAL SUPPORTERS (CONT'D)

Commitment \$5,000

OR

DAILY BREAK SPONSOR

(Three total and includes two breaks per day)

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

OR

RECEPTION STATION

(Opening Reception or Closing Party)

This is a fantastic opportunity to highlight your organization as an event within the event. You will be able to host a food or beverage (based on venue) station that is branded with your logos.

OR

COLLEGE OF FELLOWS ANNUAL BUSINESS MEETING AND LUNCHEON

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

As one of these **FESTIVAL SUPPORTERS**, you will receive:

- 50 percent discount for a trade-show booth
- One full delegate pass to the festival
- Choice of one ticket to the Opening Reception or Closing Party or Foundation Lunch
- Recognition will be provided by the festival organizers for the specific event or activity
- Option of placing one item in the conference bag



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Trade Show Details



10' WIDE X 8' DEEP X 8' HIGH TRADE SHOW BOOTH

Commitment \$2,000

BOOTH DETAIL

Location: The Westin Harbour Castle, Toronto, Metropolitan Ballroom (East and Centre)

Sunday October 27 (set up + evening reception 7:00 p.m. - 10:00 p.m.)

Monday October 28 (7:30 a.m. - 5:00 p.m.)

Tuesday October 29 (7:30 a.m. - 12:00 p.m.)

A complimentary 10' x 8' exhibit booth complete with:

- Pipe and drape consisting of an eight-foot-high back wall and two-to-three-foot-high side walls
- (One) six-foot dressed table
- (Two) chairs
- Complimentary nutritional breaks and complimentary lunch
- (Two) tickets to the opening reception

Optional-Electrical outlet can be added to a booth at an additional charge.

[Trade show booth application](#)

[Trade show booth map](#)



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Supplementary Information

HOTEL CONTACT DETAILS

The Westin Harbour Castle

1 Harbour Square, Toronto, ON M5J 1A6

Phone: (416) 869-1600

HOTEL ACCOMMODATIONS

A block of rooms has been reserved for participants. Special conference room rates for standard rooms are available starting at \$289 plus tax per night. The block will open at the time that the festival registration is open. At that time, a booking code will be provided.

REFRESHMENTS

Coffee/tea/juice, refreshments and lunch will be available during festival trade show hours.

SET-UP AND TEAR DOWN

Exhibitors will be permitted to set up their booth spaces:

Access for setup: Sunday October 27, 12 p.m. - 6 p.m.

Exhibits must be totally dismantled and removed from the Metropolitan Ballroom area immediately following the trade show ending at 1:00 p.m.

EXHIBIT SHIPPING AND STORAGE

Coming soon.

