

THE ROYAL ARCHITECTURAL INSTITUTE OF CANADA

CONFERENCE ON ARCHITECTURE

CONFÉRENCE
SUR L'ARCHITECTURE
DE L'INSTITUT ROYAL D'ARCHITECTURE DU CANADA

MONTREAL

JUNE 5-9 JUIN 2021

PARTNERSHIP,
SPONSORSHIP, AND
TRADE SHOW
PROSPECTUS



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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 RAIC is excited to announce that the 2021 Conference on Architecture is being held in Montreal! The event takes place from June 5 to 9, 2021 at the Hotel Bonaventure, an iconic landmark of the city. The Conference will bring delegates to Montreal, QC, for continuing education sessions, tours, award ceremonies, keynotes, social activities, and more.

Information about speakers and programs will be available on January 11, 2021 at www.raic.org/conference2021

WHO WILL ATTEND?

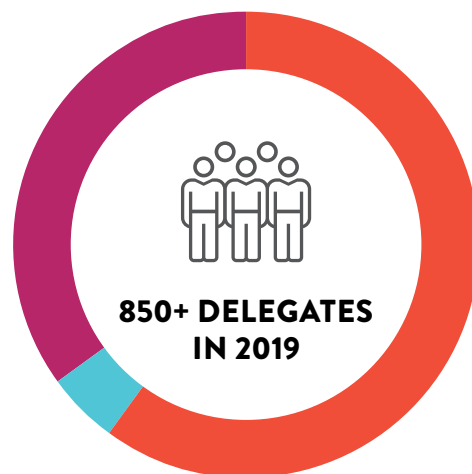
Delegates include leaders in architecture and design, emerging talents in architecture, students entering the field, faculty, media, and allied professionals. 90% of the attendees are architects.

Architects are responsible for the planning and designing of varying types of buildings and spaces in our society. They specify construction materials and processes and are the innovators who introduce new products and technologies to their design and construction teams.

By being involved in the Conference on Architecture, partners and exhibitors gain a unique opportunity to showcase products and services to decision-makers while discovering the latest industry needs and trends.

As the RAIC Conference on Architecture changes location each year, total attendance can vary. In 2019, over 850 delegates attended in Toronto. **Approximately 60% of delegates are from the province where Conference is held, 5% are international delegates, and the remaining come from across the country.**

Conference attendees are eager to learn about new products and services. Don't miss the chance to connect directly with industry leaders and experienced professionals who control purchasing budgets. Your participation gives you an opportunity to make valuable contacts, increase sales, and join the discussion on designing a better built environment.



- Delegates from the host province
- International delegates
- Delegates from other provinces

CONFERENCE SCHEDULE AT-A-GLANCE

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

SATURDAY JUNE 5, 2021	
9AM-5PM	INTERNATIONAL INDIGENOUS ARCHITECTURE AND DESIGN SYMPOSIUM

SUNDAY JUNE 6, 2021	
9AM-3:00PM	Trade Show set up
9AM-4:30PM	POP//CAN//CRIT
7PM-10PM	Opening Event (in Trade Show)

MONDAY JUNE 7, 2021		
7AM-9AM	Breakfast (in Trade Show)	<div>Trade Show</div> <div>5 HOURS OF UNOPPOSED TIME (12PM-5PM)</div> <div>7:30AM-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)	
6PM	Trade Show teardown	
7PM-10PM	RAIC College of Fellows and RAIC Syllabus Convocation and Cocktail Reception (offsite venue)	

TUESDAY JUNE 8, 2021		
7AM-9AM	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	

WEDNESDAY JUNE 9, 2021	
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
7PM-LATE	The Parti

SPONSORSHIP LEVEL BENEFIT SUMMARY

BENEFITS ▼	BENEFACTOR \$25,000	PARTNER \$10,000	SUPPORTER \$7,500	DONOR \$5,000	FRIEND \$1,500
Recognition before sponsored event	●	●	●	●	●
Recognition at sponsored event	●	●	●	●	●
All-access pass	2				
Conference pass		1			
Welcome Reception or the “Parti” tickets		4	4	2	
President’s Gala or Foundation lunch tickets	4				
POP//CAN//CRIT tickets*					1
Promotional favour at each place setting	1				
# of items in conference bag**	2	1	1		
Trade show booth discount	100%	100%	75%	50%	10%
Priority selection of a trade show booth	●	●			
30-minute Lunch & Learn option***	●	●			

*Only available for POP//CAN//CRIT sponsorship package.

**No large printed materials allowed (books, magazines). Small brochures accepted.

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

BENEFACTOR

\$25,000

Choose one of the following events available at the **Benefactor** level:

PRESIDENT'S GALA

One of the social highlights of Conference— the annual President's Gala. Delegates mingle during the cocktail reception before an elegant sit-down dinner and formal awards presentation.



RAIC COLLEGE OF FELLOWS AND RAIC SYLLABUS CONVOCATION

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 students.



RAIC FOUNDATION LUNCHEON

The Foundation Luncheon is a plated lunch featuring a keynote speaker and presentation of the RAIC Foundation scholarships.



PARTNER

\$10,000

Choose one of the following events available at the **Partner** level:

WELCOME RECEPTION

As the Conference kick-off event, the Welcome Reception is a prime networking evening. The cocktail reception is held in the trade show area and is the first introduction to trade show partners. It features hors d'oeuvres, entertainment, and hosted beverages.



TRADE SHOW LUNCH PARTNER

Host the delegation for lunch on the trade show floor. This will be a buffet style lunch held during the busy trade show day.



CLOSING EVENT

This event will showcase Montreal. Here's where we wrap up Conference and celebrate with all those who made it a success.



WIFI PARTNER

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



SUPPORTER

\$7,500

Choose one of the following events available at the **Supporter** level:

RECHARGE/REFRESH LOUNGE

A gathering place in the trade show area, the recharge/refresh lounge offers a space to relax and take a break. This very popular area allows delegates to charge their devices and have informal conversations with colleagues and exhibitors.



LEARNING LOUNGE

A learning space embedded within the trade show area. Four Lunch & Learn and two continuing education sessions will be offered in this space on June 7 between 12:00 p.m. and 5:30 p.m.



BADGE SPONSOR

Your branding will be on every delegate badge!



REGISTRATION & INFORMATION DESK

The registration and information desk is a high traffic area and will be open daily between June 5 and 9, 2021. This is where delegates come to sign in for their conference passes and obtain information throughout the conference.



DONOR

\$5,000

Choose one of the following events available at the **Donor** level:

LUNCH SPONSOR (3 spots available)

Your company logo will be incorporated into signage around lunch areas and announced during Conference. There are two pre-Conference opportunities: one lunch sponsor for the POP//CAN//CRIT day (includes two tickets to POP//CAN//CRIT) and one for the International Indigenous Architecture and Design Symposium (includes two tickets to the Indigenous Symposium).



BREAKFAST SPONSOR (3 spots available)

Your organization's name will be printed on event-specific signage placed at the breakfast table. Breakfast will run daily from 7 a.m. to 9 a.m.



DAILY BREAK SPONSOR (5 spots available)

The daily break sponsor will get exposure during the very popular refreshment breaks between continuing education sessions. There are two pre-Conference opportunities as well: one break sponsor for POP//CAN//CRIT day (includes two tickets to POP//CAN//CRIT) and one for the International Indigenous Architecture and Design Symposium (includes two tickets to the Indigenous Symposium).



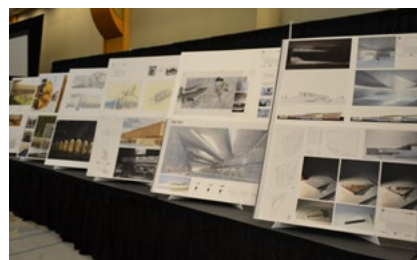
VOLUNTEERS

Your logo will appear on each volunteer badge.



STUDENT SHOWCASE

The Student Work Showcase is a selection of Student Architecture Projects from across Canada put on by the Canadian Architecture Student Association (CASA). Work is collected through a nation-wide call for submissions and is designed to highlight the incredible breadth, diversity and strength of student work across the 12 Canadian schools of architecture. With the support of the RAIC CASA is able to bring this incredible selection of work to display at the RAIC Conference on Architecture to share with a wide audience of architecture professionals.



COLLEGE OF FELLOWS ANNUAL BUSINESS MEETING AND LUNCHEON

The College of Fellows Annual Business Meeting and Luncheon is part of the RAIC Conference on Architecture. This is a Fellows-only event with special guests, such as Honorary Fellows, AIA Fellows, and Presidents from international architectural associations. This popular event is attended by some of Canada's most prominent and successful architects.



FRIEND

\$1,500

Choose one of the following events available at the **Friend** level:

POP//CAN//CRIT (10 spots available)

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. You can either purchase one package or purchase all 10 with a 20% discount.



INTERNATIONAL INDIGENOUS ARCHITECTURE AND DESIGN SYMPOSIUM (10 spots available)

This one-day event focuses on Indigenous representation, narratives, and collaborations. For 2021, the Symposium is centred on the following topics:

- First Nations, Metis and Inuit Housing/International Indigenous Housing
- Making Room for New Indigenous Voices on the Leading Edge of Architecture Practice
- Collaborations: Indigenous/Non-Indigenous Co-Design and Building with First Nations, Metis, and Inuit Communities



You can either purchase one or purchase all 10 with a 20% discount.

ARCHITECTURAL TOURS (5 spots available)

Architectural tours are a core activity during Conference. You can either purchase a half-day of tours (two tours) or purchase all five with a 20% discount.



TRADE SHOW BOOTH

Commitment \$2,300

LOCATION

Hotel Bonaventure Montreal
900 de la Gauchetiere W.,
Montreal, QC, H5A 1E4

SCHEDULE

Sunday June 6, 2021

9 a.m. to 3 p.m. Set up

7 p.m. to 8:30 p.m. Welcome Address & Keynote

8:30 p.m. to 10 p.m. Welcome Reception

Monday June 7, 2021

7 a.m. to 6 p.m. Trade Show opens

6 p.m. to 9 p.m. Tear down

TRADE SHOW BOOTH DETAILS

- 10 x 10 booth
- (One) six-foot table
- (Two) chairs
- Wastebasket
- Complimentary breakfast, breaks, and lunch on June 7, 2021

HOTEL, TRAVEL, AND EXHIBIT SHIPPING & STORAGE

Information coming soon

Contact [Katie Russell](#) for more details

TRADE SHOW
BOOTH APPLICATION

TRADE SHOW BOOTH MAP





FOR MORE INFORMATION ABOUT THE PARTNERSHIP OPPORTUNITIES AVAILABLE FOR THE 2021 CONFERENCE ON ARCHITECTURE, PLEASE CONTACT:

Katie Russell, Business Development Manager
Royal Architectural Institute of Canada
krussell@raic.org | 1-844-856-7242 x 2016

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.
- Please note that if Conference 2021 is not held as an in-person event, your sponsorship will be refunded and/or other sponsorship opportunities can be reviewed for the alternative Virtual Conference.



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