

RAIC 2021
VIRTUAL CONFERENCE
ON ARCHITECTURE

CONFÉRENCE VIRTUELLE
SUR L'ARCHITECTURE
IRAC 2021



**SPONSORSHIP
PROSPECTUS**



RAIC | IRAC

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



The RAIC 2021 Virtual Conference on Architecture brings together professionals at every stage of their career to learn, explore, and discuss the challenges and opportunities facing their practice. The virtual program offers educational sessions in a flexible format, presented by industry-leading experts.

The month-long series of activities—run through an interactive and immersive digital platform—will include:

- **20 educational sessions**
- **A two-day International Indigenous Architecture and Design Symposium hosted by the RAIC Indigenous Task Force**
- **A one-day Academic Summit with the Canadian Council of University Schools of Architecture (CCUSA)**
- **An exhibitor showcase with optional virtual meeting technology embedded in the event platform**
- **The 2021 RAIC Awards celebration**
- **and many other special events**

Additionally, the entire program will be archived for on-demand access until December 31, 2022, allowing greater engagement with your advertisements and sponsorship while the content is available to members.

For more information contact Katie Russell, Business Development Manager, krussell@raic.org | T 1-844-856-RAIC (7242) x 2016



HOW CAN YOU PARTICIPATE?

OPTION 1: VIRTUAL EXHIBITOR SHOWCASE

Virtual booths with optional video conferencing offer the opportunity to display company details and meet face-to-face with interested participants.

\$1000* Includes:

- Virtual booth in the exhibitor showcase
- Ample space on a dedicated web page for contact information, links to social media, websites, and more
- The ability to request and pre-schedule appointment times with participants
- Up to three (3) company staff to participate as booth hosts
- The addition of up to 50 company assets to the booth (brochures, video links, etc.) that will help attendees learn about your organization
- Easy booth management through an exhibitor portal
- Post-event engagement metrics (visits to your booth, clicks to content, visits to exhibitor social media and website)
- Company logo added to searchable exhibitor list in virtual attendee hub as well as the event website
- Option to submit a 30-second exhibitor introduction video to be promoted by the RAIC in advance of the Conference

Optional Add On:

- Virtual meeting room within the booth – **\$200**
 - ✓ Host video conference meetings with event participants with easy to set up video service.

*Discounted pricing for RAIC Corporate Affiliate members – contact Katie Russell for more information:
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HOW CAN YOU PARTICIPATE?

OPTION 2: SPONSORSHIP

TITLE SPONSORSHIP – **SOLD**

\$25 000 (2 available)

- Virtual Booth in the Exhibitor Showcase
- Option to submit up to two pre-recorded videos (a maximum length of one minute for each video) to be shared live with delegates before the chosen event as well as posted on the main landing page of the Virtual Attendee Hub for the month of June (e.g. welcome, advertisement)
- Four (4) All Access Conference Passes (valued up to \$3140)
- Featured throughout the event as a sponsor -
 - ✓ Company logo displayed at the start and end of the event
 - ✓ Inclusion of company logo in email marketing and on the Conference website as an event sponsor
- Company logo highlighted as a Title Sponsor on the high traffic homepage of the Virtual Attendee Hub
- Company logo and listing added to a dedicated area for sponsors in the Virtual Attendee Hub
- Company logo and listing added to the Conference website
- Six (6) dedicated social media posts
 - ✓ Two between May 1-May 31, 2021 (pre-event)
 - ✓ Two between June 1-June 30, 2021 (during the event)
 - ✓ Two between July 1-July 30, 2021 (post-event)



MAJOR EVENT SPONSOR

\$5 000 (107 available)

Select from eight (8) special events (first come first served basis for selection):

1. President's Welcome (June 1) – **SOLD**
2. 2021 Awards Celebration (June 3) – **SOLD**
3. Emerging Practitioner Event (June 3) – **SOLD**
4. RAIC + Canadian Centre for Architecture (CCA) Special Event (June 10)
5. RAIC + Canadian Council of University Schools of Architecture (CCUSA) Academic Summit (June 17)
6. College of Fellows and Syllabus Graduate Celebration (June 17)
7. College of Fellows Annual Business Meeting (June 21)
8. International Indigenous Architecture and Design Symposium – Day 1 (June 23)
9. International Indigenous Architecture and Design Symposium – Day 2 (June 24)
10. Closing Event (June 29)

Sponsor a special event day, and you will receive the following benefits:

- Virtual Booth in the Exhibitor Showcase
- Option to submit a pre-recorded video (maximum length 1 minute) to be shared live with delegates on the sponsored event day (e.g. welcome, advertisement)
- One (1) All Access Conference Pass (value up to \$785)
- Featured as a sponsor throughout the event
 - ✓ Company logo displayed at the start and end of the event
 - ✓ Inclusion of company logo in email marketing and on Conference website as an event sponsor
- Company logo highlighted on the high-traffic homepage of the virtual event
- Company logo and listing added to a dedicated area for sponsors in the virtual event platform
- Company logo and listing added to the Conference website
- Lead information from event participants (distributed post-event)
- Three (3) dedicated social media posts
 - ✓ One between May 1-May 31, 2021 (pre-event)
 - ✓ One between June 1-June 30, 2021 (during the event)
 - ✓ One between July 1-July 30, 2021 (post-event)



PRESENTATION SPONSOR

\$500 (~~20~~ 15 available)

Increase your exposure by sponsoring one of the highly-anticipated featured continuing education sessions. Sponsorship includes the addition of a promotional piece to the start of the educational session.

Choose to add either one PowerPoint slide or a short video (maximum length of one minute) — either selection will be broadcast live immediately ahead of the session. As a bonus, the advertisement will remain attached to the presentation, for post-event on-demand access until December 31, 2022. Presentation sponsors also receive:

- Company listing in the sponsorship section of the virtual event platform
- One (1) social media post promoting the education session and your sponsorship
- Company listing on the Conference website
- Lead information from session participants (distributed post-event)

CONFERENCE MAILING ADVERTISING

\$ 300 (~~10~~ 8 available)

Upgrade your brand exposure with an exclusive banner ad and links. Place your banner and link to your website in our ever-popular e-notices for the 2021 Virtual Conference! The RAIC's e-notices have a distribution list of 4500 with a strong open rate of 31.2%.

Your company logo and link will be listed on our Conference website and the virtual event website as a sponsor.

Select from ten (10) e-notices (on a first come first served basis for selection):

1. February 22, 2021
2. February 25, 2021
3. March 18, 2021
4. March 25, 2021 – **SOLD**
5. April 15, 2021
6. April 22, 2021
7. April 29, 2021
8. May 20, 2021
9. May 25, 2021
10. May 27, 2021 – **SOLD**

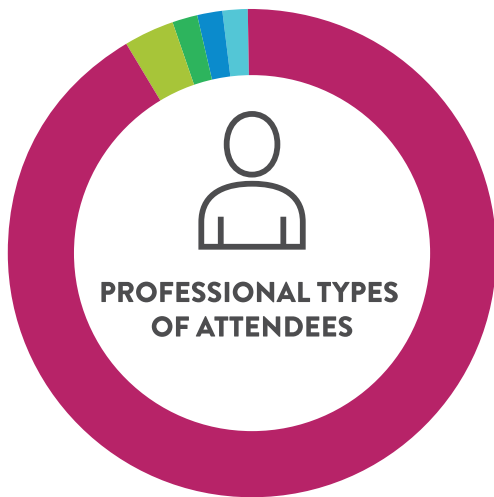
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ATTENDEE DEMOGRAPHICS



With thousands of participants engaging with RAIC online content in 2020, we expect a high level of engagement for the RAIC 2021 Virtual Conference on Architecture, not only during the Conference month, but also post-event in an on-demand format.







- Licensed architect 91.7%
- Student 3.3%
- Professor / Academic 1.7%
- Administrative staff 1.7%
- Retired licensed architect 1.7%



- Sole practitioner 18.3%
- 2-15 staff 35%
- 16.50 staff 13.3%
- 51-99 staff 3.4%
- 100+ staff 10%
- Other 20%

SOCIAL MEDIA FOLLOWERS

-  5735
-  5527
-  2349
-  2455

The RAIC is committed to equity and inclusion and encourages any organization interested in registering as an exhibitor or sponsor. We encourage diverse participation with respect to race, colour, religion, gender identity or expression, sexual orientation, disability, and age.

TERMS AND CONDITIONS

Virtual Exhibitor

- Virtual Exhibitor booth is secured when full payment is received.
- If you cancel within 5 business days of payment, a full refund will be provided—with all payments final following the refund window.
- Virtual Exhibitor booths are not transferable.

Sponsorship

- Sponsorships are allocated on a first-come, first-served basis.
- A sponsorship is secured only upon receipt of a signed contract and full payment.
- If you cancel within 5 business days of payment, a full refund will be provided—with all payments final following the refund window.
- Sponsorships are not transferable.

General

- The RAIC reserves the right to refuse an exhibitor or sponsorship request.
- The RAIC reserves the right to amend the rules and regulations governing sponsorship.

CONTACT INFO

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REGISTER NOW

