

R+D Awards & Summit

R + D SUMMIT

THE OPPORTUNITY

New technologies are revolutionizing the process and product of architecture. To celebrate advances in building technology, the second annual R+D Awards and Summit will honor innovative materials and systems at every scale—from HVAC and structural systems to curtain-wall and ceiling-panel assemblies to discrete building materials such as wood composites and textiles. The R+D Awards are purposefully open to building technologies of all types, in order to encourage the broadest possible dialogue, technological innovation and collaboration among architects, engineers, manufacturers, researchers, students, and designers of all disciplines.

The R+D Awards will be presented in several categories, allowing for the participation of multiple sectors of the commercial building industry, from building-product manufacturers to architects and contractors. The R+D Awards will be judged according to three categories, reflecting different stages of the research and development process. (1) Prototype: Products, materials, and systems that are in the prototyping and testing phase; (2) Production: Products, materials, and systems that are available for use; (3) Application: Products, materials, and systems as used in a single architectural project or group of related architectural projects

To celebrate the winners of the annual R+D Awards, ARCHITECT and the Southern California Institute of Architecture are partnering on a panel discussion along with individual presentations by each award winner. A cocktail reception will conclude the program. The winners and representatives of ARCHITECT and SCI-Arc will attend a private sponsored dinner following the reception.

The R+D Awards will be covered in a special issue of ARCHITECT, which will feature award winners and highlight the technologies that were used in their projects. The ARCHITECT Web site will also host supplementary information about winning projects, including project animations, video commentary, award-relates discussion and continuing education.

ATTENDEE PROFILE

An exclusive group of high-level architects, engineers, and esteemed academics

SPONSOR BENEFITS

Brand Exposure

Sponsor's name and logo will be prominently displayed all R+D Summit promotional and advertising materials as well as during the event.

Industry Leadership

Your association with this one-of-kind event and with ARCHITECT positions your company as an industry leader in the eyes of key decision makers in commercial design.

Networking Opportunities

You will have multiple opportunities to meet and talk to attendees at the panel discussion, reception and dinner. It's an excellent way to take the pulse of the market first hand.

Online Program

Your logo will be prominently displayed on the online R&D conference Microsite and included in e-Newsletter sponsor recognition of the R&D Awards.

Top Reasons *You Should Sponsor the R+D Summit*

- Prominent recognition by the industry's most influential architects
- Your logo featured on the R+D e-mail invitation
- Exposure on ARCHITECTMAGAZINE.com where a feature article on the awards ceremony will appear
- The opportunity to invite up to 5 architects of your choice to the event
- Your company has one-time use of the R+D Summit attendee list
- Logo included in the PowerPoint Presentation
- Recognition from the podium – Editor will recognize sponsor
- Exposure in the August R+D issue with a custom R+D advertorial
- Sponsor Thank You full page ad in September issue of ARCHITECT

SPONSOR OPPORTUNITIES	
Premier Sponsor	
Available Sponsorships	1
Cost	\$25,000
Ad Space Requirement	ARCHITECT - 1 page Ad Contract PRODUCT SPEC GUIDE - 2 page Ad Contract
Patron Sponsors	
Available Sponsorships	5
Cost	\$10,000
Ad Space Requirement	ARCHITECT - 1 page Ad Contract PRODUCT SPEC GUIDE - 1 page Ad Contract
SPONSOR BENEFITS	
All sponsors receive the following benefits	
MARKETING AND SIGNAGE	
R+D Custom Advertorial	Your company will receive a ½ page custom advertorial placed in the August R+D Awards issue of ARCHITECT. Working with the sponsor, Hanley Wood will create an advertorial on the company's R+D efforts, with the sponsor providing images and product information. (full page available for additional cost)
Summit Advertising Pages	Sponsor logos will be placed on all pre-event Invitation ads in ARCHITECT. Circulation: 60,000 (Note: Subject to receipt date of signed contract).
Thank You Ad	Sponsor logo included in a full page Thank You ad in the September issue of ARCHITECT
Direct Mail Piece Logo	Sponsor logos will be displayed on all marketing and promotional materials. Includes direct-marketing campaigns. (Note: Subject to receipt date of signed contract).
Prominent Onsite Signage	Your company logo will be featured on all event signage.

WEB PROMOTION	
Online Promotions	Sponsor logo will be included in promotion emails. These emails will direct architects to a unique URL promoting the R+D SUMMIT and includes links to additional information.
ONSITE EXPOSURE	
Complimentary Registration	2
General Session Presence	Sponsor logos will be featured on the Main Stage before and after the discussion.
General Session Mentions	Your company will be acknowledged and thanked from the Main Stage.
Schedule of Events Page	Sponsor logos will be featured in the R+D SUMMIT Schedule of Events page distributed to all registered attendees.
USE OF ATTENDEE LIST	
Post-Event Mailings	Sponsors will have 1X use of R+D SUMMIT attendee database to conduct marketing effort following the event, with reference to the R+D SUMMIT. This campaign must be conducted through a third-party mail house.
Premier Sponsor Additional Benefits	
In addition to the sponsorship benefits listed on prior pages, the following benefits also apply to this specific sponsorship.	
Exclusive sponsor of the Private Dinner and recognition by some of the industry's most influential architects	
One full page custom R+D advertorial in the August issue of ARCHITECT (Premier sponsor receives one full page advertorial coverage in total)	
Exclusive face-to-face access to the winners and ARCHITECT Editors	
4 Complimentary Registrations	
Two minutes of time at the podium at the beginning of the program	

R+D Summit Sponsor Confirmation

Please check the appropriate sponsorship opportunities (all costs are net):

- Premier Sponsorship: \$25,000 Patron Sponsorship: \$10,000
 Upgrade to full page advertorial: \$3,000

I hereby reserve our company's sponsorship of the 2008 R+D SUMMIT. I understand that no private functions with attendees outside conference programming are allowed. Sponsorship of the 2008 R+D SUMMIT cannot be canceled.

Sponsoring Company Name

Key Contact Name

Key Contact Address

Key Contact E-mail

Key Contact Telephone

Key Contact Fax

Authorized by (please print your name)

Authorized Signature

Date

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