



Aspire 2024

Partnership Opportunities

September 15-17, 2024

aspirexp.com/partnerships

Hosted by AIA Georgia, AIA Kentucky, AIA North Carolina and AIA South Carolina

Ready to get started? Email Amy Somogy at asomogy@aianc.org

Partnering with Aspire

Aspire re-imagines the conference experience with three days of collaborative learning, workshops, tours, and fellowship. Explore Aspire's unique partnership opportunities for brand visibility, marketing support, and direct engagement to achieve your desired results. By partnering with us, you will gain unparalleled access to hundreds of architecture, engineering, and construction professionals from the Southeast, including Georgia, Kentucky, North Carolina, South Carolina, and beyond!

As an Aspire partner you will:

- ✓ Customize your partnership experience to optimize your conference strategy and goals
- ✓ Build meaningful connections among 400+ potential clients, collaborators, and product and service providers
- ✓ Increase your company's awareness with recognition at events and in conference collateral
- ✓ Educate attendees and showcase your products and services to key decision-makers



Connect

Maximize attendee engagement.

From beer tastings and meet-ups to tours and intimate dinners with chefs and designers, Aspire's events are curated to provide maximum engagement and connectivity. You'll immerse yourself in Asheville's vibrant culture and historic venues while meeting some of the industry's leading experts and leaving with new vendors, clients, and friends.

Learn

Discover best practices and latest innovations.

Aspire hosts collaborative workshops, events, keynotes, and CEU presentations. Our TED-style Aspire Talks feature renowned thought leaders in the AEC industry, providing overviews of topics spanning community, equity, health, housing, leadership, resilience, and emerging professionals. Aspire Chats follow, allowing attendees to engage with the speakers in small breakout sessions for more in-depth conversation on the Talk subjects.

Explore

Soak in the city's vibrant culture and cuisine.

Aspire takes attendees out of traditional convention centers to enjoy the city to the fullest extent. Connect with fellow attendees with convenient access to breweries, parks, theaters, and other historic venues. Partner packages are designed to create opportunities across the city and the conference.

Aspire Testimonials

“I appreciated the fact that AIA Chapters banded together to create a very personal and informative event experience for both sponsors and attendees and would strongly recommend participation at the Aspire Conference.”

DAVE DANCHE / BONA US

“The Aspire conference was epic. We jumped at the chance to offer an out-of-the-typical-box combination. We had a full house at our event and had great fun with the entire process. And we have had follow-up conversations and opportunities with additional firms and request to repeat the event for an individual firm — a successful ROI.”

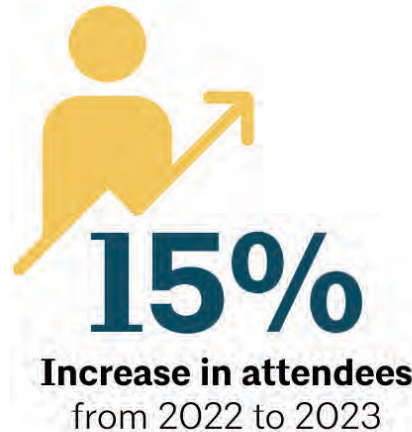
PETER FINSEN, ASSOC. AIA / GEORGIA/CAROLINAS PCI

“Aspire was a unique opportunity as a sponsor and AIA member. I saw many familiar faces and made several new acquaintances. Asheville is a great host city, and the intimate nature of the Aspire conference enables a wonderful shared experience.”

NATHAN SPECK, AIA LEED AP / AYOROA SIMMONS, LLC

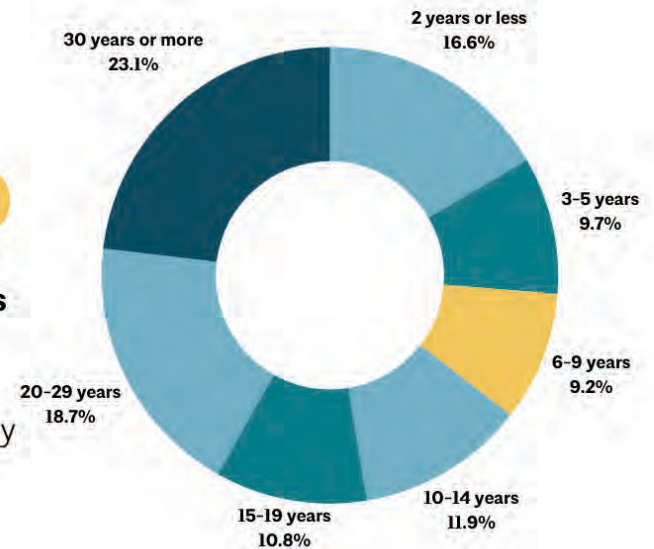
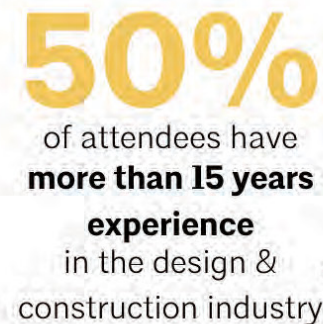
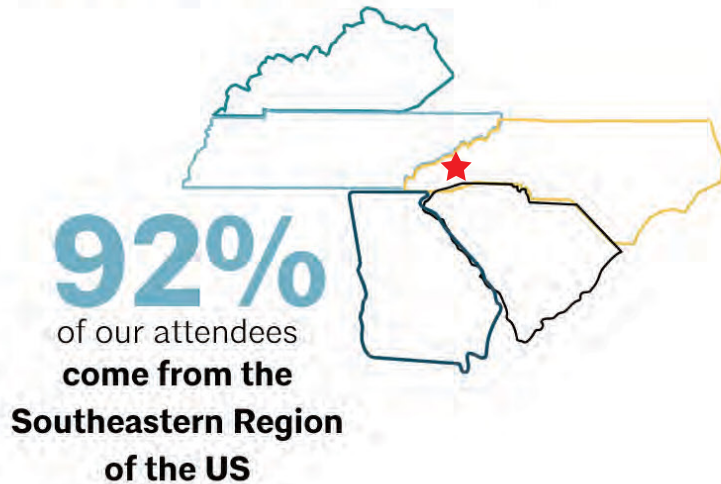


Aspire Demographics



Attendee titles include:

- Consultant Licensed Architect
- Interior Designer Space Planner Specifier
- Project Manager Owner Founder
- CEO Director of Architecture
- Director of Design Executive Director
- President Student Engineer Contractor



Partnerships Overview

Lead Partners (pg. 7)

\$12,500 to \$30,000

(Includes advertising bundle, see pg. 12)

- Presenting Partner
- Premier Partner

Custom Award Partners (pg. 8)

\$7,500

(Includes advertising bundle, see pg. 12)

Brand Partners (pg. 9)

\$1,500 to \$5,000

- Activation Pop-Up Partner
- SWAG Partner
- Friend of Aspire

Content Partners (pg. 10)

\$1,000 to \$4,000

- By Design Track Partner
- Bites, Brews, & CEUs
- Tours

Event Partners (pg. 11)

\$1,500 to \$3,500

- Progressive Dinner
- Dining by Design
- Meet on the Move



Lead Partners

Presenting Partnership \$30,000 (Only 1 Opportunity)

Bring your brand to the center stage by hosting Aspire in Asheville! As Presenting Partner, we integrate you fully into the conference by offering you the most visibility to attendees. Includes:

- Your company logo co-branded with Aspire (Aspire presented by...) on all conference materials
- Exclusive hosting of the Opening Night Party
- One-hour CE opportunity LIVE at Aspire (Must submit content by March 31, 2024)
- Your logo present on the Aspire co-branded SWAG bag as well as the opportunity to include an item in the Aspire tote bag (provided by Partner)
- Introducing a keynote speaker and your brand to over 400 attendees for 2-4 minutes
- Choice of participating as a partner in the following events: Bites, Brews, and CEUs, Meet on the Move, or Tour (See pages 10-11)
- Post-event one-hour CE opportunity with Aspire Online Learning
- Full-page ad with the advertising bundle (see page 12)
- Co-branded logo present in all email communications
- (6) Conference passes to be used by your team or given to clients (a \$2,400 value)

Premier Partner \$12,500 (Limit 2 Opportunities)

Showcase your company by presenting one of Aspire's main events! Our Presenting Partners are put in the spotlight, gaining exposure to attendees at a jointly branded social event. Includes:

- Hosting the Design Awards Program, or the Entertainment throughout the conference
- Recognition at Opening Night Party
- Introducing a keynote speaker and your brand to over 400 attendees for 2-4 minutes
- Choice of participating as a partner in the following events: Bites, Brews, and CEUs, Meet on the Move, or Tour (See pages 10-11)
- Opportunity to provide (1) item to include in Aspire SWAG bag.
- Post-event one-hour CE opportunity with Aspire Online Learning
- Logo placement as an Aspire Partner on digital and print materials
- Full-page ad with the advertising bundle (see page 12)
- Logo and brand recognition in all emails related to the Design Awards program or Entertainment
- (4) Conference passes (a \$1,600 value)

*These three opportunities are non-competing within your business category.

Special Event Partners

Aspire allows for Partners to create Custom Awards for the Aspire Design Awards Program (i.e. Timber Award, Precast Concrete Award, Glass Showcase Award, Lighting Award, etc.). As well as the opportunity to be our inaugural Climate Symposium Partner to be a voice for mitigation of climate change. These are exclusive partnership opportunities within your business category that puts your industry in the spotlight before, during, and after Aspire!

Custom Award Partnership

\$7,500 (Limited Availability)

A Custom Award Partner will work with the Design Awards Committee to create a sub-category for architects to submit their project in to highlight your industry! Includes:

- Company and award listed on Design Awards submission platform
- Partner required to convene review jury for award selection
 - Opportunity to fabricate (1) custom award, with review from Design Awards Committee
 - One month for review period and selection (July 1, 2024 – July 31, 2024)
- Recognition and remarks at Design Awards event, with presentation of award to winners
- (1) item to include in Aspire tote bag, provided by Partner
- Logo placement as an Aspire Partner on digital and print materials
- Inclusion in associated press release and Awards publications post conference
- Advertising bundle at no additional cost (a \$1,250 value! See page 12)
- (2) Conference passes (a \$800 value)

Climate Symposium Partner

\$5,000 (Only 1 Available)

Highlight your company by becoming the lead partner of the established Climate Symposium. A day and a half long add-on to this year's Aspire Conference, the symposium focuses on how the built environment can help mitigate climate change. Includes:

- A speaking opportunity at the Climate Symposium at a mutually agreed upon time
- Verbal recognition at the symposium
- Table display at the symposium, if desired
- Opportunity to distribute marketing materials at the symposium
- Large logo placement as a Climate Symposium Partner on all Climate Symposium event and marketing materials, including the website, social media, and signage at the event
- An Aspire ad bundle, including logo presence on digital and print materials related to the conference
- (2) Aspire Conference Passes (a \$800 value) and (2) Climate Symposium Add-On Passes

Brand Partners

Activation Pop-Up

\$5,000

Activate the Aspire Lounge, a space for impromptu meetings between events. Engage attendees with casual networking from Sunday through Tuesday.

Limited availability (5 max). Includes:

- 9' x 5' display space in Aspire Lounge
- 8' table (optional) and nearby outlet
- Logo placement as an Aspire Partner on digital and print materials
- Advertising bundle at no additional cost (a \$1,250 value! See page 12)
- (2) Conference passes (an \$800 value)

SWAG Partnership

\$5,000

Show-off your brand with the opportunity to provide an item in the SWAG bag for attendees!

- First committed partner has first right of refusal for co-branding the conference lanyard
- (1) Item to include in Aspire tote bag, provided by Partner
- Logo placement as an Aspire Partner on digital and print materials
- Advertising bundle at no additional cost (a \$1,250 value! See page 12)
- (2) Conference passes (an \$800 value)

Friend of Aspire

\$1,500

As a Friend of Aspire, you can take advantage of all the conference has to offer while gaining exposure for your company among our committed Partners.

- Name placement as an Aspire Partner on digital and print materials
- (2) Conference passes (an \$800 value)

Friend of Aspire PLUS

\$2,500

Everything listed above PLUS the opportunity to co-brand a Bar, Snack, or Coffee station of your choice, during one day of the conference.

Friend of Climate Symposium

\$2,500

Represent your brand at the Climate Symposium, a day and a half add-on to this year's conference. Receive all the benefits of a Friend of Aspire, plus recognition at the symposium!

- Verbal recognition at the symposium
- Opportunity to distribute marketing materials at the symposium
- Logo placement as a Climate Symposium Partner on all Climate Symposium event and marketing materials, including the website, social media, and signage at the event
- An Aspire ad bundle, including logo presence on digital and print materials related to the conference
- (2) Aspire Conference Passes (an \$800 value) and (2) Climate Symposium Add-On Passes

Content Partners

Support unique educational experiences to Aspire attendees and gain valuable opportunities to connect.

By Design Track

\$4,000

Invite attendees to experience the built environment through in-depth talks focused on one of our three education tracks. Introduce speakers, and your company, at three talks and enjoy the opportunity to host the corresponding intimate chats.

Limited availability (3 max). Includes:

- Introducing speakers and your company at Aspire talks and chats (2-3 mins of speaking time total)
- Direct exposure to up to 150 attendees
- Post-event one-hour CE opportunity with Aspire Online Learning
- Logo placement as an Aspire Partner on digital and print materials
- Advertising bundle at no additional cost (a \$1,250 value! See page 12)
- (2) Conference passes (an \$800 value)

Bites, Brews, and CEUs

\$2,500

Create a relaxing, interactive happy hour by combining CE with local beer tastings! Designed for participants to learn in 15 minute Nano-CE increments, you will host short presentations at your table, rewarding each listener with a beer tasting and a Nano-CE credit.

Limited availability (12 max). Includes:

- Opportunity to present content (in 15-minute increments) to attendees. Learning objectives and description must be submitted by July 19, 2024
- A small table for your display
- Exposure to up to 80 attendees
- Logo placement as an Aspire Partner on digital and print materials
- Two hours of event time
- (2) Conference passes (an \$800 value)

Tours

\$1,500 - \$2,500

Explore Asheville's diverse architectural and urban landscape with attendees at one of the prized Aspire tours.

Limited availability. Includes:

- Introducing yourself and your company to tour attendees (1-2 mins)
- Logo placement as an Aspire Partner on digital and print materials
- (1) Conference pass (a \$400 value)

Past Tours Include:

- (\$1,500) Asheville Art Museum
- (\$2,500) Eagles Nest Outfitters (ENO) Modern Biophilic Office Renovation
- (\$2,000) Walking Tour of Montford Neighborhood
- (\$1,500) Urban Sketching
- (\$1,500) Walking Tour Historic Tour of Asheville Landmarks

Event Partners

Progressive Dinner

\$3,500

Break out of the formal business dinner mold and connect with attendees in a casual networking and dining event. Attendees and Partners will travel together along a curated path of local restaurants for successive courses.

Limited availability (3 max). Includes:

- A table to set up a display at each restaurant
- Exposure to up to 60 attendees
- Verbal recognition at event opening
- Logo placement as an Aspire Partner on digital and print materials
- (2) Conference passes (an \$800 value)

Dining by Design

\$3,500

Host an intimate dinner at a local Asheville eatery, while attendees enjoy food, drink, and discussions with the well-known chef/owners and designers of the restaurant.

Limited availability (2 max). Includes:

- Introducing the presenters and your brand to up to 25 attendees
- Logo placement as an Aspire Partner on digital and print materials
- Two hours of event time to interact with attendees
- (2) Conference passes (an \$800 value)

Meet on the Move

\$1,500

Meet face-to-face with architects and designers in a speed-dating-style event! Architects and designers sit at designated tables, and at the sound of the bell, partners travel from table to table every few minutes to engage in short and efficient conversations. Architects and designers are monetarily incentivized to attend this experience.

Limited availability (12 max). Includes:

- Introducing your brand to up to 60 attendees
- Name placement as an Aspire Partner on digital and print materials
- Hour-and-a-half of event time to interact with attendees
- (1) Conference pass (a \$400 value)

Advertising Opportunities

Aspire Email Sponsor

\$1750 (Maximum 6 partners)

You've got mail! Get your brand recognition out to the masses by becoming an Aspire Email Sponsor. Your choice (first come first serve) of one month's-worth of emails leading up to the conference where your logo will be featured, along with any events you are sponsoring and your company website linked in the footer of all the emails that are distributed for the month.

Aspire Keynote Commercial

\$1000/Minute

Get your own air time before our keynotes by airing your own pre-recorded commercial. Represent your brand and products by sponsoring your own ad to over 400 attendees. This is a pre-recorded video option ONLY. Not available for live speaking. Videos must be submitted in MP4 or MOV format. Deadline for submission: July 19, 2024.

Aspire Digital App and Advertising (Included in Advertising Bundle)

\$750

Aspire has a number of digital advertising opportunities to take advantage of on our website and in the Aspire Conference App. The Aspire Conference app allows attendees to create their own schedule of events for each day while also housing important information about venues, speakers, partners, and more. Deadline for submission: July 19, 2024.

Aspire Print Guide (Included in Advertising Bundle)

Half Page Ad \$500

The Aspire Print Guide is the go-to source for all things Aspire. It is available in both digital and print versions and is easily the most visible publication during the event. Guides are handed out to the attendees at check-in and are available at each conference location around Asheville. Though all Partner logos or names are included in this document, you can level up your brand visibility by purchasing a half-page full-color ad! Deadline for submission: July 19, 2024.



Important Deadline

The deadline for recognition in print and digital materials as well as inclusion in the SWAG bag is July 19, 2024.

Ready to get started?

Visit aspirexp.com/partnerships
to complete your application and
customize your partner experience
today!

For any inquires regarding our partner
packages and offerings please contact:

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Thank You to Our Past Partners

