



Aspire 2026

Partnership Opportunities

September 13-15, 2026

Asheville, North Carolina

aspirexp.com/partnerships

Hosted by AIA North Carolina and AIA South Carolina
Your connection to the South Atlantic design community

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

Aspire Testimonials

“Our team truly enjoyed participating in the Aspire AIA 2025 Conference in Asheville. The event brought together an impressive mix of architects, partners, and industry leaders, creating meaningful opportunities for connection and collaboration. We left with valuable insights, stronger relationships, and a renewed sense of excitement for the work ahead. We look forward to being part of Aspire 2026.”

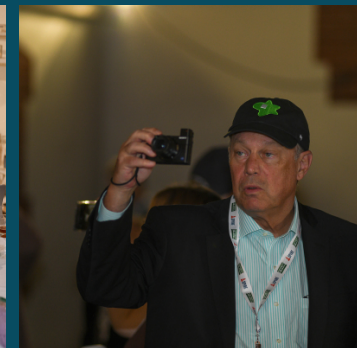
MICHAEL BOBERG/ RESOLUTE ELEVATOR

“Aspire provided a unique and intimate setting that made connecting with attendees and other partners incredibly easy. Unlike other events, the atmosphere felt less like a trade show and more like a shared experience.”

ERIN CONAWAY/AISC

“Aspire was an incredible opportunity to connect with design professionals specifically in the south east. It was a refreshing surprise to know that nearly every person I met was a person that I could do potential business with as a southeast based building material sales professional. The aspire team does a great job creating unique opportunities that are networking based and engaging for the industry professionals in attendance.”

JARED MIZE / STO CORP



Aspire Demographics

6,300+

People on our mailing list who will be exposed to your brand



25%

first time attendees

52%

of Aspire attendees are **principal/partner level decision makers**

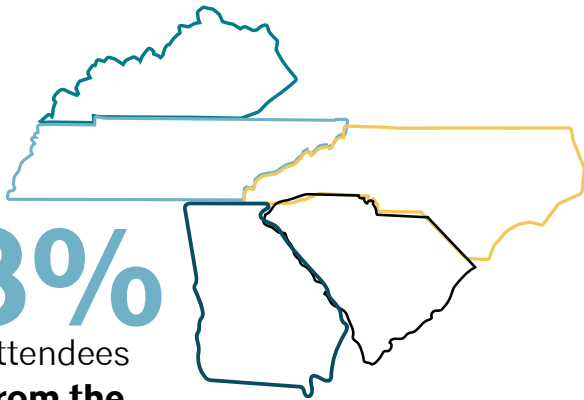


Attendee titles include:

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**

88%

of our attendees **come from the Southeastern Region of the US**



2,000+

Social media followers across all platforms (and growing!)



68%

of attendees are **AIA Members**

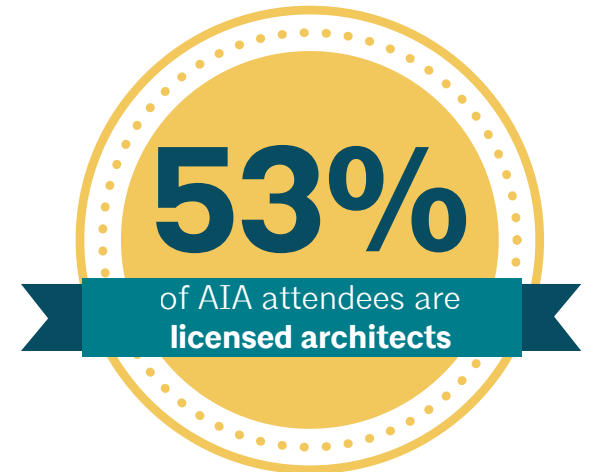
28

States represented



53%

of AIA attendees are **licensed architects**



Partnerships Overview

Lead Partners (pg. 5)

\$25,000 - \$15,000

- Presenting Partnership
- Premier Partnership

Special Events Partners (pg. 6)

\$10,000 - \$1,500

- Design Award Partnership
- Climate Symposium Partnership (including Supporter and Friend)

Community Partners (pg. 7)

\$6,500 - \$1,000

- Conference Reception Partnership
- Activation Pop-Up and Live Demonstration

Event Partners (pg. 8)

\$3,500 - \$1,500

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

Content Partners (pg. 9)

\$7,500 - \$1,000

- Curated Session Partner
- Track Partner
- Bites, Brews, and CEUs
- Tours

Brand Partners (pg. 10)

\$5,000 - \$1,500

- Hotel Room Drop Partnership
- SWAG Partnership
- Friend of Aspire PLUS
- Friend of Aspire

Advertising Opportunities (pg. 11)

\$1,750 - \$500

- Aspire Emails
- Aspire Keynote Commercial
- Aspire Print Guide

aspirexp.com/partnerships



Lead Partners

Presenting Partner \$25,000 (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 digital and print conference materials
- Hosting of the Opening Night Party by providing a representative to welcome the attendees
- One-hour CE opportunity L7/E at Aspire (Must submit content by March 31, 2026)
- Your logo present on the Aspire co-branded gift bag (produced by Aspire) and the opportunity to include (1) item in the Aspire gift bag (item procured by Partner) provided to 600 attendees
- Introducing a keynote speaker and your brand to over 400 attendees for 2-4 minutes
- Participating as a partner in Bites, Brews, and CEUs including two seats for your representatives (see page 9)
- Post-event attendee registration list, including attendee contact info, delivered within 30 days of the conference
- Participation as an Activation Pop-Up partner with booth area in Wortham Performing Arts Center Lobby
- Full-page ad in the Aspire print guide
- (6) Conference passes to be used by your team or given to clients (a \$4,000+ value)

Premier Partner \$15,000 (2 Opportunities)

Showcase your company by presenting one of Aspire's special experiences. Our Premier Partners are put in the spotlight, gaining exposure to attendees in unique ways. Includes:

- Choice of hosting the conference entertainment or activation experience for attendees
- Logo and verbal recognition at Opening Night Party and Keynotes
- 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: Meet on the Move or Top, including two tickets to your selected activity (see pages 8 & 9)
- Opportunity to provide (1) item to include in Aspire gift bag (item procured by Partner) provided to 600 attendees
- Post-event attendee registration list, including attendee contact info, delivered within 30 days of the conference
- Full-page ad in the Aspire print guide
- Logo and brand recognition in all emails related to the conference entertainment or activation experience
- (3) Conference passes (a \$2,000+ value)

Special Events Partners

Design Award Partner \$10,000 (1 Opportunity)

A Design Award Partner will work with the Design Awards Committee to create a sub-category for architects to submit their projects 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 from July 1, 2025 – July 30, 2026
- Recognition and remarks at Design Awards event with presentation of award to winners
- Opportunity to provide (1) small gift to the 150 attendees of the Design Awards
- Logo presence in emails promoting Design Awards
- Inclusion in associated press release and Design Awards publication post conference
- Opportunity for one minute commercial to be played prior to Design Awards Program
- (2) Conference passes and (2) tickets to the Design Awards program (a \$1,500+ value)

Commitment to the Custom Award Partnership must be received by May 9, 2025

Climate Symposium Champion \$5,000 (2 Opportunities)

Highlight your company by becoming the lead partner of the established Climate Symposium. Includes:

- Choice of hosting the keynote or the evening reception
- A speaking opportunity at the Climate Symposium in alignment with your hosted event
- Opportunity for a table display at the Climate Symposium
- Large logo placement as a Climate Symposium Champion on all Climate Symposium event and marketing materials
- Plus the deliverables listed in Climate Symposium Advocate and Supporter
- An additional (1) Aspire Conference Passes (a \$600+ value) and (1) additional guaranteed seats at the Climate Symposium sessions (a \$250 value)

Climate Symposium Advocate \$2,500

- Opportunity to distribute marketing materials at the symposium
- (1) Aspire Conference Passes (a \$600+ value) and (1) guaranteed seat at the Climate Symposium sessions (a \$250 value)
- Plus the deliverables listed in Climate Symposium Supporter

Climate Symposium Supporter \$1,500

- Verbal recognition at the symposium
- Logo placement as a Climate Symposium Partner on all Climate Symposium event and marketing materials

Community Partners

Conference Reception Partner

\$7,500 (1 Opportunity) - Monday Evening

The opportunity to host a networking reception during the Aspire conference. Includes:

- A speaking opportunity at the Evening Reception on 9/14
- Opportunity to provide (1) small gift to the 350 attendees (procured by partner)
- Logo projected on wall of venue
- Logo placement as an Aspire Partner on digital and print materials, including bar signage
- Catering organized by Aspire, with your logo on table signage
- (2) Conference passes (a \$1,500+ value)

\$3,500 (1 Opportunity) - Tuesday Morning

- Verbal recognition at Morning Reception on 9/15
- Breakfast catering organized by Aspire, with your logo on table signage
- Logo placement as an Aspire Partner on digital and print materials
- (1) Conference pass (a \$600+ value)

Activation Pop-Up

\$6,000 (4 Opportunities)

Engage attendees throughout the conference with casual networking Sunday through Tuesday from your own display area in the lobby.

Limited availability (5 max). Includes:

- 9' x 5' display space in the Wortham Center lobby
- 8' table (optional) and nearby outlet
- Logo placement as an Aspire Partner on digital and print materials
- (2) Conference passes (a \$1,300 value)

Live Demonstration Add-On

\$1,000 (2 Opportunities)

- An opportunity to present your product in action at your Activation Pop-Up, during a high traffic time slot in coordination with a keynote presentation
- Verbal announcement about upcoming demonstration made by emcee during proceeding Keynote

Event Partners

Dining by Design

\$3,500 (1 Opportunity) - Dinner

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 (1 max). Includes:

- Introducing the presenters and your brand to up to 33 attendees
- Logo placement as an Aspire Partner on digital and print materials
- Two hours of event time to interact with attendees
- (2) Conference passes (a \$1,300 value)

\$3,500 - Curated Lunch

Host a private lunch with a curated invitation list built collaboratively between Aspire leadership and your team.

Limited availability (1 max). Includes everything above but is shortened to one hour of event time to interact with attendees, and will have a smaller group of 8 attendees customized to your goals.

Progressive Dinner: Pints & Plates

\$3,000

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:

- Introduce you and your company at one of the restaurant stops
- Exposure to up to 30 attendees
- Speaking opportunity at one restaurant stop
- Opportunity to distribute (1) swag item at your designated restaurant stop (item created and ordered by Partner)
- Logo placement as an Aspire Partner on digital and print materials
- (2) Conference passes and two spots at dinner for your representatives (a \$1,300 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 (8 max). Includes:

- Introducing your brand to up to 50 attendees
- Name placement as an Aspire Partner on digital and print materials
- (1) Conference pass (a \$600+ value)

Content Partners

Track Partner

\$4,000 (4 Opportunities)

Welcome attendees to in-depth sessions focused on one of our four education tracks. Past tracks include AI, leadership, sustainability, community, and business practices. Includes:

- Introducing yourself and your company to session attendees (1-2 min)
- Logo placement as an Aspire Partner on digital and print materials
- Direct exposure to up to 400 attendees
- (2) Conference passes (a \$1,300 value)

Bites, Brews, and CEUs

\$3,000

Create an 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 (5 max). Includes:

- Opportunity to present content (in 15-minute increments) to attendees. Learning objectives and description must be submitted by May 31st, 2026
- A small table for your display
- Logo placement as an Aspire Partner on digital and print materials
- Exposure up to 60 attendees
- (2) Conference passes and two seats for your representative (a \$1,300 value)

Tours

\$1,000+

Choose or plan a tour of Asheville's diverse architectural and urban landscape with attendees.

Limited availability. Includes:

- Introducing yourself and your company to tour attendees (1-2 min)
- Logo placement as an Aspire Partner on digital and print materials
- (1) Conference pass (a \$600+ value)

Past Tours Include:

- Asheville Art Museum
- Eagles Nest Outfitters (ENO) Modern Biophilic Office Renovation
- Walking Tour of Montford Neighborhood
- Urban Sketching
- Walking Historic Tour of Asheville Landmarks

Brand Partners

Hotel Welcome Partner **\$5,000 (1 Opportunity)**

Provide welcome gifts to attendees directly in their hotel rooms. The partner provides the items and Aspire staff will coordinate the delivery. Includes:

- 200 item(s) and receptacle procured by Partner
- Items for room drop must be received by August 14th 2026
- Logo placement as an Aspire Partner on digital and print materials
- (2) Conference passes (a \$1,300+ value)

Swag Partner **\$3,500**

Show off your brand with the opportunity to provide an item in the conference gift bag.

Includes:

- (1) Item to include in Aspire tote bag (item procured by Partner)
- Logo placement as an Aspire Partner on digital and print materials
- First committed partner has first right of refusal for co-branding the conference lanyard
- (1) Conference passes (a \$600+ 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. Includes:

- Name placement as an Aspire Partner on digital and print materials
- (1) Conference pass (a \$600+ value)

Friend of Aspire PLUS **\$2,500**

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

Advertising Opportunities

Aspire Email Sponsor

\$1,750 (Maximum 6 Partners)

You've got mail! Get your brand recognition out to the masses by becoming an Aspire Email Sponsor. Select the calendar month of your choice leading up to the conference. Your logo and company website will be featured in all emails distributed to our Aspire audience!

*purchase two and your logo will be included as an Aspire partner in all print and digital materials

Aspire Keynote Commercial

\$1,000/minute (Maximum 6 available)

Get your own air time before our keynotes by airing your 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 17, 2026.

*purchase three or more minutes and your logo will be included as an Aspire partner in all print and digital materials

Aspire Print Guide

\$500 Half-Page Ad

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 throughout the conference. Level up your brand visibility by purchasing a half-page full-color ad! Deadline for submission: July 17, 2026.



Important Deadline:

The deadline for recognition in print and digital materials is July 17, 2026.

Please submit logos with no white font, and in .png and .eps formats only.

A La Carte Opportunities

Opening Party Host

\$10,000 (1 opportunity)

Hosting of the Opening Night Party by providing a representative to welcome the attendees at the Orange Peel. One company representative can speak for 2-4 minutes at the beginning of the party. Your company logo will be displayed exclusively on stage signage at the party. In addition, your logo will be included in other print and digital materials.

Aspire Keynote Introduction

\$3,000 (1 opportunity)

Get your own air time before our keynotes by introducing an Aspire keynote speaker. One company representative can speak for 2-4 minutes at the beginning of the session. Your company logo will be displayed exclusively on stage signage at the party. In addition, your logo will be included in other print and digital materials.

Curated Session

\$6,000 (3 opportunities)

Host your own hour-long HSW CE session during Aspire. Popular topics include sustainability, technology, business practices, and community building. Includes:

- Opportunity to select your own speakers or presenters
- Promotion of your program in digital and print materials
- Logo placement as an Aspire Partner on digital and print materials
- Learning objectives and description must be submitted by July 31st, 2026
- (2) Conference passes (a \$1,300 value)



Important Deadline:

The deadline for recognition in print and digital materials is July 17, 2026.

Please submit logos with no white font, and in .png and .eps formats only.

Ready to get started?

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

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

Amy Somogy
AIA North Carolina Staff Liaison
asomogy@aianc.org

[Start Your Application Here](https://aspirexp.com/partnerships)



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