

CATALYST

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Virtual  
Conference  
+ Showcase

28-30  
October 2020

Texas  
Society of  
Architects

# 2020 Sponsorship Opportunities

# Partnering with Us



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## ABOUT TXA

The Texas Society of Architects (TxA) is a state component of the American Institute of Architects (AIA). Founded in 1939, we are one of the nation's largest organizations of architectural professionals, with 17 regional chapters and more than 7,000 members. Our mission is to be the voice for Texas architecture, supporting the creation of safe, beautiful, sustainable environments.

Representing more than 12 percent of the AIA National membership, TxA continues to be one of the largest and strongest state components.

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## WHY A VIRTUAL CONFERENCE?

COVID-19 has changed the way we live, interact, and meet. Our main priority is the safety and well-being of our members, supplier partners, and staff. For this reason, we have proactively made the decision to re-imagine this year's conference into the Virtual Conference + Showcase, a dynamic, interactive, virtual experience. The spirit of our Annual Conference will remain intact as we continue to offer outstanding keynotes, timely breakout sessions, informative tours, engaging networking opportunities, and a fully-interactive exhibit experience.

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## WHY BECOME A TXA SPONSOR?

We are committed to supporting you with the same level of quality, attention and diligence to which you are accustomed. We are excited to expand industry engagement, offering new and innovative ways for architects to share best practices, discuss new products and services, and immerse themselves in current architectural trends through our interactive virtual platform.

In 2020, TxA sponsors will experience the following (and much more):

- » Greater visibility and opportunities to connect with attendees through our digital exhibit hall
- » Meaningful conversations through online chat features, forums, Q&As, and participation in live sessions
- » Customized prerecorded presentations, video demonstrations, and recent case studies, all featuring your organization
- » Increased lead time with your content living on the website
- » State-of-the-art analytics and lead capture data

# Sponsorship Packages



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## COMMUNITY SPONSORS

\$4,000 | 10 AVAILABLE

- » One (1) booth with all exhibitor benefits in the 2020 Sponsor Showcase
- » Inclusion in an article announcing all sponsors in one (1) issue of CheckSet, a weekly e-newsletter that goes out to all 7,000 TxA members
- » Logo visibility during each keynote session
- » One (1) sponsor-generated post via TxA social media platforms prior to or following event (ex. engagement could include giveaways, product promotion, unveiling new products, etc.)
- » Inclusion in a TxA-created LinkedIn group, used exclusively to create desirability around this year's conference and provide a platform for sponsors and attendees to connect
- » Company listing with a short 50-word service or product description on the event website
- » Sponsorship performance analytics provided post conference (ex. attendance numbers, social media performance, click-throughs, and related content downloads)
- » 2020 conference attendee list (excluding emails)
- » Company listing in event program guide
- » Five (5) complementary showcase-only passes for the 2020 Sponsor Showcase

# Sponsorship Packages



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## SILVER SPONSORS

\$7,500 | 4 AVAILABLE

Will include all benefits from the Community Sponsorship Package, plus:

- » Logo included on banner on attendee conference website and registration pages
- » Exclusive sponsorship of two (2) CE sessions
- » Two (2) prerecorded video speaker introductions for select CE sessions (max. 45 seconds each)
- » Participation and recognition in the 2020 VIP Lounge on the virtual Sponsor Showcase experience
- » A 15-second sponsor-created promotional video appearing on social media platform of sponsor's choice, shared 1X
- » Two (2) full conference passes plus Sponsor Showcase passes included in Community Sponsorship benefits

# Sponsorship Packages

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## GOLD SPONSORS

\$20,000 | 4 AVAILABLE

Will include all benefits from the Community Sponsorship Package, plus:

- » Logo included on banner on attendee conference website and registration page
- » Exclusive Session Sponsorship of three (3) CE sessions
- » Three (3) prerecorded video speaker introductions for select CE sessions (max. 45 seconds each)
- » Participation and recognition in the 2020 VIP Lounge on the virtual Sponsor Showcase experience
- » A 15-second sponsor-created promotional video appearing on social media platform of sponsor's choice, shared 1X
- » Banner advertisement in one (1) issue of CheckSet, a weekly e-newsletter that goes out to all 7,000 TxA members
- » One (1) guest blog entry
- » One (1) half-page ad in event program guide
- » Inclusion in a 15-minute prerecorded mini-session or product video to play during a break between sessions
- » Four (4) full conference passes and five (5) extra Sponsor Showcase passes, plus Sponsor Showcase passes included in Community Sponsorship benefits
- » Customized exclusive sponsorship of one (1) conference add-on from the list below (\$10,000 value)

## GOLD SPONSORSHIP ADD-ONS (SELECT ONE)

- » Exclusive swag box sponsor: logo printed on inside conference swag boxes, which all 3-day registrants receive prior to event (1 available)
- » Wednesday Exclusive Happy Hour Sponsor (1 available)
- » Thursday Exclusive Happy Hour Sponsor (1 available)
- » Three-minute introduction of keynote speaker (2 available)

*NOTE: Returning sponsors will have first right of refusal for benefits they have held in prior years*

# Sponsorship Packages

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**PLATINUM SPONSOR**  
\$35,000 | 1 AVAILABLE

All benefits from the Community Sponsorship Package, plus:

- » Logo included on banner on attendee conference website and registration.
- » Exclusive sponsorship of one (1) keynote speaker
- » Exclusive sponsorship of eight (8) CE sessions
- » Eight (8) prerecorded video speaker introductions for select CE sessions (max. 45 seconds each)
- » Participation and recognition in the 2020 VIP Lounge on the virtual Sponsor Showcase experience
- » One (1) full-page ad in event program guide
- » One (1) banner ad in app
- » One (1) guest blog entry
- » A 15-second sponsor-created promotional video appearing on social media platform of sponsor's choice, shared 2X
- » Banner advertisement in one (1) issue of CheckSet, a weekly e-newsletter that goes out to all 7,000 TxA members
- » Inclusion in a prerecorded 15-minute mini-session or product video to play during a break between sessions
- » Two (2) EPIC registration passes, four (4) full conference passes and 15 extra showcase-only passes to the Sponsor Showcase, plus Sponsor Showcase passes included in Community Sponsorship benefits
- » Customized exclusive sponsorship benefits with a \$25,000 value. (Consult with Tod Stehling)

# Optional Additions



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## ADD-ON SPONSORSHIP OPPORTUNITIES

- » One (1) item in the conference swag box mailed to all attendees (Cost and availability dependent upon box contents. TxA oversees item selection/design for weight/shipping purposes. Sponsor responsible for all costs of item.)
- » One (1) Banner ad in app (\$500 | 2 available)
- » One (1) push notification in app the week prior to the event (\$150 | 6 available)
- » One (1) push notification in app during the daily dedicated showcase hour (\$450 | 3 available)
- » A 15-minute, prerecorded commercial to play during breaks\* (\$2000 | 4 available)  
*\*Sponsor responsible for producing video at own cost.*

# Benefits Chart

BENEFITS	COMMUNITY SPONSOR	SILVER SPONSOR	GOLD SPONSOR	PLATINUM SPONSOR	EXHIBITORS	EXHIBITORS
					10x20 booth or smaller	10x30 booth or larger
Virtual exhibit booth in 2020 Sponsor Showcase	■	■	■	■	■	■
Lead capture within the virtual booth	■	■	■	■	■	■
Daily dedicated showcase hours	■	■	■	■	■	■
Three-minute video displayed on event website	■	■	■	■	■	■
Acknowledgment during keynote sessions	■	■	■	■	■	■
Displayed on interactive floor plan	■	■	■	■	■	■
2020 conference attendee list	■	■	■	■	■	■
Listing in <i>Texas Architect</i> magazine and program guide	■	■	■	■	■	■
Five-minute product video displayed on event website						■
Exclusive use of TxA firm Matchmaking tools						■
Social media mention(s) via TxA platforms						■
Participation in virtual Showcase Tour						■
Inclusion in one (1) CheckSet sponsor article	■	■	■	■		
Logo visibility during each keynote session	■	■	■	■		
Social media engagement via TxA platforms	■	■	■	■		
Inclusion in TxA-created LinkedIn group	■	■	■	■		
Company listing on the event website	■	■	■	■		
Sponsorship performance analytics provided post conference	■	■	■	■		
Tickets: Sponsor Showcase Only	5 included	5 included	10 included	20 included		
Tickets: Full conference registration		2 included	4 included	4 included		
Tickets: EPIC registration Passes				2 included		
Logo visible on conference website and registration pages		■	■	■		
Exclusive continuing education session sponsorships		2 sessions	3 sessions	8 sessions		
Prerecorded video introductions for sponsored CE sessions		2 videos	3 videos	8 videos		
Participation and recognition in the 2020 VIP Lounge		■	■	■		
Video posted to one (1) TxA social media platform		1x	1x	2x		
Inclusion in a 15-minute prerecorded video to playing between sessions			■	■		
Advertisement in one (1) CheckSet			■	■		
One (1) guest blog entry			■	■		
Advertisement in event program guide			half-page	full-page		
Customized exclusive sponsorship (see list)			\$10,000 value	\$25,000 value		
Exclusive sponsorship of one (1) keynote speaker				■		
One (1) banner ad in app				■		

NOTE: See details of top portion in TxA's 2020 Exhibitor Prospectus.

# CATALYST

Virtual Conference  
+ Showcase  
28-30 October 2020

# 97000+

## ARCHITECTS IN TEXAS

Virtual Event = National Reach  
87,000+ AIA National Members

## TEXAS MEMBERS 7000+

# 73%

TEXAS  
LICENSED  
ARCHITECTS

## 3-DAY VIRTUAL EVENT

3 Keynotes | 27 CE Sessions | 9 Tours  
Sponsor Showcase | Social Networking

### CONTACT

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