

ARCHITECTURE IN AN AGE OF TRANSFORMATION



The Fulton Street Transit Center

October 11-12, 2007 | McGraw-Hill Headquarters Building | New York City

2007 Innovation Conference Sponsorship: A Year's Worth of Exposure in One Event!

More than a Logo. More than a Name.

Sponsorship gives you a Voice, Relationships, Leads, and makes you a leader in Innovation.

Key Corporate Sponsorship Package

Price: \$35,000 (net) \$75,000 value

Exclusive to Key Corporate Sponsor

This is a unique opportunity to share your expert resources and solidify your company's expertise in its field.

- **Panel Participation:** Opportunity for qualified expert from technology, R&D or building science area to **participate on panel** on products and building materials and present a five minute case study with accompanying slides. Availability limited to appropriate panel size and balance of experts.

Before the Conference

- **Build your brand! Logo placement** in marketing collateral, event-related McGraw-Hill Construction web sites, and event promotional ads and emails
- **NEW! Show your most innovative products in Product Slide Show** online
- **NEW! Innovation White Paper** online

At the Event

- **Recognition from the Podium at the Symposium**
- **Booth display** in Product Gallery at Symposium, open to heavy traffic during the entire event
- **Logo inclusion and a 50-word company overview** in the event program guide, as post-event reporting will continue to generate interest and exposure
- **Logo inclusion** on signage at site

After the Conference

- **NEW FEATURE: For tactical lead generation of your most innovation products: THREE One-sixth page ads** in the Innovative Products Showcase to run in October, November and December *Architectural Record* and on Innovation website. (\$6000 value)
- **Acknowledged in full-page ad** in *Architectural Record's* follow-up issue and online.
- **Two page ad in the December issue**, (1pg ad and one page advertorial created for you at no additional charge about your companies innovations) in the Innovation Conference Report section
- **Link to the issue's editorial** coverage at architecturalrecord.com
- **Event attendee list**

Corporate Sponsorship

Price \$25,000 (net)

Includes all of the benefits of Key Corporate Sponsorship except:

- Panel participation
- Corporate sponsors get one display ad, no advertorial

Product Gallery Sponsorship Package

\$7,500 (net)

At the Event

- **Logo inclusion** throughout marketing efforts within the show hall
- **Booth display** in Product Gallery at Symposium, open to heavy traffic during the entire event
- **Logo inclusion and a 50-word company overview** in the event program guide
- **Logo inclusion** in event promotional signage

After the Conference

- **Event attendee list** for future direct marketing
- **Link to the issue's editorial** coverage at architecturalrecord.com as post-event reporting will continue to generate interest and exposure.

Sponsor Add-On Custom Opportunities

Maximize the impact of your sponsorship with these high impact branding opportunities (Open to Product Gallery Sponsors or greater)

Innovation Cocktail Party Sponsor: \$15,000

- This includes opening remarks, logo on party napkins and signage.

Innovation Bag Sponsor: \$10,000

- Brand the bag! Your logo on the literature bag that every registered attendee receives at Innovation

Innovation Lanyard Sponsor: \$2,000

- Your logo on the registration badge lanyard provided to every registered attendee

Webcast or Podcast Sponsor: Price upon request

Also available – Special Event: Business Week/Architectural Record Awards (This includes opening remarks, dinner signage) \$35,000