

2009 CONVENTION MARKETING OPPORTUNITIES

September 24-26, 2009
Rochester, New York

Three ways to be part of this first-time event:
Exhibit – Advertise – Sponsor!



Bringing
Together
Architects,
Builders,
Engineers,
Land
Surveyors
and
Landscape
Architects



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If your company is looking for opportunities to **increase your visibility** to design and construction professionals throughout New York State, plan now to be part of – **“Rebuild New York, Main Streets”**. Main Streets is a first time gathering of architects, builders, land surveyors, engineers from two organizations, and landscape architects. From **September 24-26th** this group of related design and construction professionals will come together at the **Rochester Convention Center** for three days of learning, incredibly fun evening events and the **sharing of expertise** that only comes from in-person contact.

All information in this brochure is also available at www.aianys.org



\$4,500 Investment – 3 Sponsorships Available for Each Event

Your choice to underwrite one of two evening events:

President’s Reception and Design Awards Reception and Dinner on September 24th, 2009 or
Friday Night Party, September 25th, 2009
at the George Eastman House

President’s Reception, Dinner and Design Awards Presentation ***September 24, 2009***

The purpose of the AIANYS Design Awards program is to celebrate achievements in design excellence by New York State architects; to generate greater public interest in architecture; and to honor the architects, clients and consultants who work together to create and enhance our built environment. This black tie preferred event is truly a celebration of design. The 2009 event will be held in the ballroom of the Rochester Hyatt.

- 1/2 page full color ad in the 2009 Design Awards Recipients brochure sent after the Convention to AIANYS Members
- 4 tickets to the reception, dinner, and design awards presentation
- Full page ad in the pre-convention piece –digitally sent to over 7,000 members of design and construction organizations
- Full page ad in the official Main Streets onsite convention piece
- Sponsorship recognition during dinner
- 1/2 page ad in Architecture New York State Newsletter sent to 6,500 architects across New York State
- VIP Seating with Design Award Recipients
- One insert piece in materials received onsite by each attendee
- Recognition on the event program
- Sponsorship link on website of collaborating organizations

Friday Night Party at the George Eastman House ***September 25, 2009***

Designed by J. Foster Warner and built between 1902 and 1905, George Eastman House is a National Historic Landmark. The estate originally included a stable, garage, barn, five greenhouses, and many vegetable and flower gardens on eight and one-half acres. The 35,000-square-foot Colonial Revival house contains 37 rooms, 13 baths, and nine fireplaces, and cost \$300,000 to build.

This year’s Friday Night Party at the George Eastman House will be an opportunity to see this incredible mansion, have some great food and drinks and meet up with old friends and new.

- 4 tickets to the Eastman House Event
- Full page ad in the pre-convention piece –digitally sent to over 7,000 members of design and construction organizations
- Full page ad in the official Main Streets onsite convention piece
- Sponsorship recognition at the party
- 1/2 page ad in *Architecture New York State* sent to 6,500 architects across New York State
- 1/2 page ad in the AIANYS Membership Directory
- One insert piece in materials received onsite by each attendee

Sponsorship



\$3,500 Investment – 3 Sponsorships Available for Each Event

Your choice to sponsor one of two keynote luncheon speakers – **Thursday, September 24th or Saturday, September 26, 2009** Main Streets will have both a *Thursday and Saturday luncheon featuring a speaker of interest to all areas of the design and construction industry.* Keynote luncheons are included in registration fees of all attendees so the luncheons are sure to have a great turn out.

- 1/2 page ad in the pre-convention piece – digitally sent to over 7,000 members of design and construction organizations
- 1/2 page ad in the onsite convention piece
- Two tickets to the luncheon
- Recognition at the event
- Sponsorship link on website of collaborating organizations

Sponsor both events for \$6,500 and benefits increase!



\$2,500 Badge Lanyard Sponsorship – Single Sponsorship Only

- Your name imprinted on all convention registrants lanyards
- 1/4 page ad in the official convention on site piece
- One insert piece in materials received onsite by each attendee
- 1/2 page ad in *Architecture New York State* sent to 6,500 architects across New York State
- Listing in the pre-convention brochure digitally sent to over 7,000 members of the design and construction organizations collaborating in this year's event.
- Sponsorship link on website of collaborating organizations



\$1,500 Sponsor for Food Service in Exhibit Area – Multiple Sponsorships for each item

Note: Each sponsoring item has an investment of \$1,500.00 Your choice of one or several food options in the Exhibit Area.

Refreshment Break (Thursday or Friday)

Lunch Sponsor

Popcorn Vendor

Hotdog Vendor

Thursday Opening Reception

Friday Continental Breakfast

- 1/4 page ad in the Main Streets onsite brochure
- Listing in the pre-convention brochure digitally sent to over 7,000 members of the design and construction organizations collaborating in this year's event
- Sponsorship link on website of collaborating organizations
- Signage on display recognizing your sponsorship throughout trade show
- Sponsor two or more items in the trade show and your benefit increases to a 1/2 page ad
- 2 passes to the product showcase for the two days



\$1,500 Sponsor for Bus Transportation to Friday Night Party at Eastman House

– 3 Sponsorships Available

- 1/4 page ad in the Main Streets onsite brochure
- Listing in the pre-convention brochure digitally sent to over 7,000 members of the design and construction organizations collaborating in this year's event
- Sponsorship link on website of collaborating organizations
- Signage on display recognizing your sponsorship throughout trade show



\$1,000 Booster Sponsorship – Multiple Sponsorships Available

- 1/4 page ad in the Main Streets convention wrap-up newsletter sent to all 6,500 AIANYS Members
- Listing in the pre-convention brochure digitally sent to over 7,000 members of the design and construction organizations collaborating in this year's event
- Sponsorship link on website of collaborating organizations



Golf Tournament – September 23, 2009

\$3,500 – Overall Sponsor – Golf Tournament – 2 Sponsorships Available

- 1/2 page ad in the pre-convention piece – digitally sent to over 7,000 members of design and construction organizations.
- 1/2 page ad in the official Main Streets onsite convention piece
- Recognition at the event
- Sponsorship link on website of collaborating organizations
- 2 complimentary rounds of golf during tournament
- Sponsorship link on website of collaborating organizations



\$500 – Tee Sponsor – Multiple Sponsorships Available

- Listing in the pre-convention brochure digitally sent to over 7,000 members of the design and construction organizations collaborating in this year's event.
- Sponsorship link on website of collaborating organizations

For overall convention information, please contact
Georgi Ann Bailey
 Director of Programs, AIANYS
gabailey@aianys.org
 518-449-3334

Product Showcase

September 24 – 25, 2009

Booths include:

Booths measure 10x10 and include 8' high back drape with 2-3' high side rails, consisting of pipe and flameproof design, one line booth identification sign (7" x 44"), one 6' skirted table that is 24" wide x 30" high, two folding chairs, and a wastebasket.

Booth Package:

Booths paid in full by April 1, 2009 will have a company name and booth number listed in pre-convention publications and web updates, that will be sent to all members of AIANYS, the New York State Society of Professional Engineers, Associated General Contractors of New York State, Inc, ACEC New York, Inc., New York State Association of Professional Land Surveyors, Inc., American Society of Landscape Architects New York Chapter, and the AIA Rochester Chapter.

Booths paid in full by July 31, 2009 will be listed in the onsite brochure, convention wrap up publications, web updates and newsletters to all AIANYS members. All publications will be distributed to over 6,500 members.

After the convention, all exhibitors will receive a listing of convention registrants that contains name and address. (Please note that AIANYS assures the privacy of its members by allowing registrants to opt out of being listed as a convention participant.)

Booth Price & Selection

Cost Per booth: \$2,000

More than one booth may be purchased if necessary to accommodate the specific needs of an individual vendor.

Please refer to floor plan for your selection.

10% off multiple booth purchase.

Set up and Show Times

The Product Showcase times will run from 11:00 a.m. – 6:00 p.m. on Thursday, September 24, with an opening reception 4:30 p.m.- 6:00 p.m. in the trade show area and Friday, September 25, 2009 8:00 a.m. – 2:00 p.m. with a continental breakfast available from 8:00 a.m. – 10:00 a.m. on the trade show floor.

September 23, 2009	Exhibitor Set Up	1:00 P.M. – 6:00 P.M.
September 24, 2009	Exhibitors Final Review	10:00 A.M.
September 24, 2009	Show Hours	11:00 A.M. – 6:00 P.M.
September 24, 2009	Reception-Product Showcase	4:30 P.M. – 6:00 P.M.
September 25, 2009	Show Hours	8:00 A.M. – 2:00 P.M.
September 25, 2009	Breakfast-Product Showcase	8:00 A.M. -10:00 A.M.
September 25, 2009	Exhibitor Tear Down	2:00 P.M. – 6:00 P.M.

Additional Services: Internet access, telephone lines, electric, and other electronic services will be at the expense of the exhibitor.

Once your booth is confirmed, please send the following information:

1. Company logo in jpg file.
2. Company description (approximately 100 words) describing your company.
This will be used in all marketing pieces. All descriptions must be emailed as a Word document attachment to Georgi Ann Bailey, Director of Programs at gabailey@aianys.org.

For additional information on the Product Showcase please call Marthanne Gershman at 518-449-3334 or email: mgershman@aianys.org

Exhibitors are Welcome to Attend
Additional Social Events:

Advertising Opportunities for Exhibitors:

Ad Size: 1/4 Page Black & White
Horizontal: 2.125" x 7.5"
Vertical: 3.5" x 4.75"
Deadline May 1, 2009 (For ad submission and payment.)

President's Reception, Dinner and Design Awards Presentation at the Rochester Hyatt

(attached to Rochester Convention Center)

The 2009 AIANYS President's Reception & Dinner will be held Thursday, September 24, 2009. There will be a limited number of tickets available for exhibitor purchase at a cost of \$100.00.

Special Exhibitor Pricing: Pre-Convention Brochure

Digitally sent to members of collaborating organizations.
Regular Price: \$500 Exhibitor Discounted Price: \$400!

Onsite Brochure

Given to all convention attendees. Estimated attendance is 500.
Regular Price: \$400 Exhibitor Discounted Price: \$300!

Friday Night Party:

The 2009 AIANYS Host Chapter Party is Friday, September 25, 2009 at the George Eastman House. There will be a limited number of tickets available for exhibitor purchase at a cost of \$110.00.

Same Ad In Pre-Convention Brochure and Onsite Brochure ONLY \$650!

(Purchased Separately = \$700)

Please submit ad to Stephanie Quirini, Director of Communications at squirini@aianys.org by May 1, 2009.

For additional advertising opportunities, please contact Stephanie Quirini at 518-449-3334 or email: squirini@aianys.org

Please indicate number of tickets on application form.

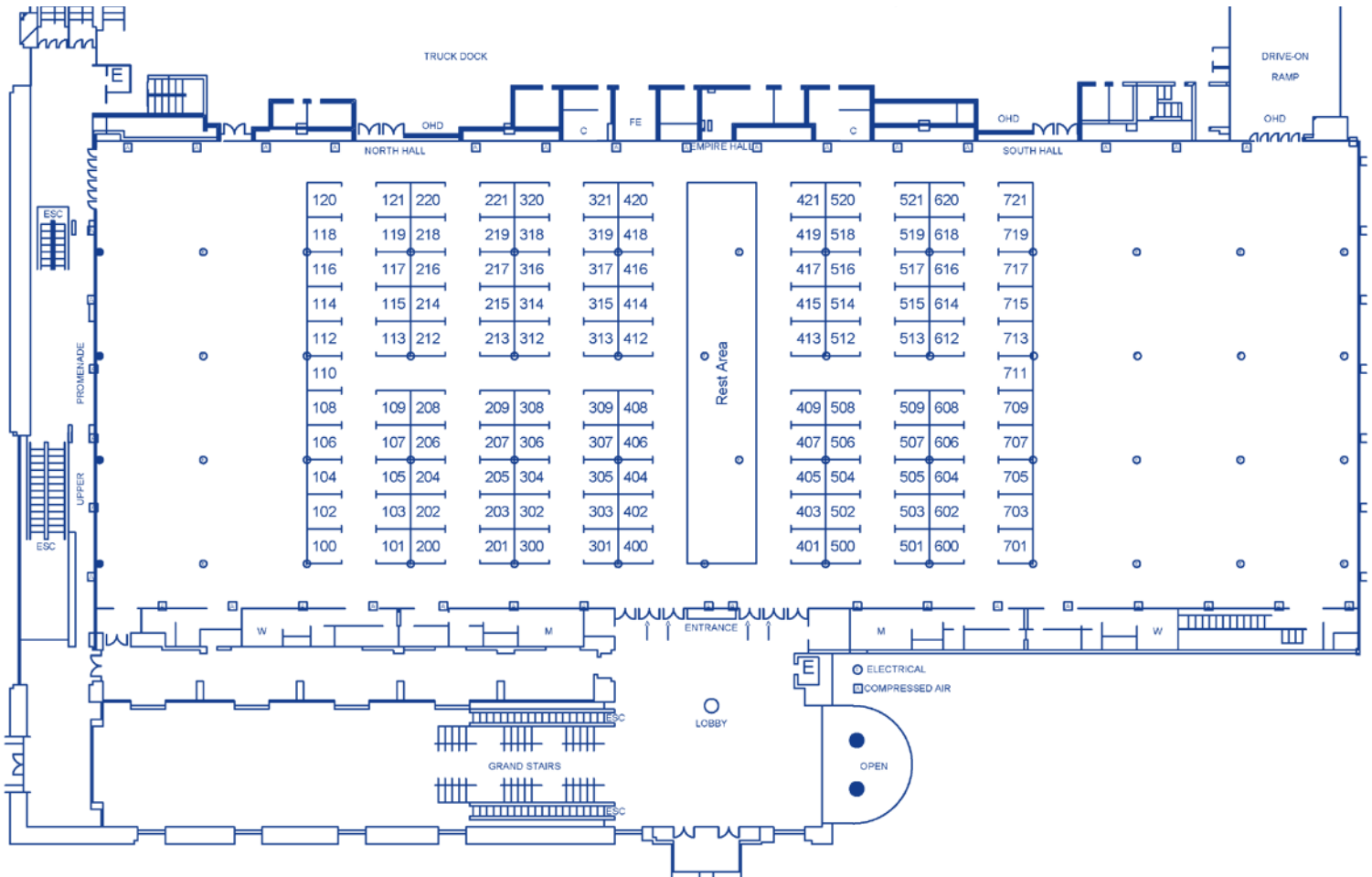


Exhibit Rules & Regulations

The 2009 Product Showcase will be held at the Rochester Riverside Convention Center over two days, Thursday, September 24 and Friday, September 25. Be sure to check the AIANYS website at www.aianys.org for convention updates!

PAYMENT

- Booths paid in full by April 1, 2009 will have a company name and booth number listed in pre-convention publications and web updates.
- Booths paid in full by July 31, 2009 will be listed in the convention wrap up publications, web updates and newsletters and forwarded to all AIANYS members.
- All booths must be paid in full by August 31, 2009.

BOOTH COST INCLUDES

Draperies for back and side walls of booth
Standard identification sign

The booth cost does NOT include electricity, rental of furnishings, etc. The service provider will contact confirmed exhibitors directly one to two months prior to convention.

LATE BOOTH SET UP/EARLY TEAR DOWN

Setting up a booth late or tearing down early disrupts the consistency of the exhibit hall and detracts from neighboring booths. For this reason, NO ONE is allowed to set up after official exhibitor move-out times. (This includes gratis booths). Exhibit hall hours are clearly stated in this prospectus. As result, please make travel/move-in/move-out plans accordingly.

CANCELLATIONS/REFUNDS

Requests for collation, either full or partial, must be made in writing and sent either by registered or certified mail. Phone cancellations are not acceptable. Requests postmarked prior to June 1, 2009 will receive fifty percent refund. No refunds will be made to requests postmarked on or after August 15, 2009. No refund may be made for space that is unused during all or part of the exhibition. Should space remain unoccupied at the opening of the exhibit, AIA New York State may rent or use it without obligation of refund.

BOOTH REGULATIONS

- Booth representatives shall be restricted to Exhibitor's employees, agents and authorized representatives. No more than two representatives shall be in the booth at anyone time. Booth representatives shall wear badge identification furnished by Management at all times. All booths must be adequately staffed by the Exhibitor during all open Exhibition hours.
- The maximum height allowed is 8 feet.
- Side height limits are 3 feet high for first 3 feet in from the aisle. Thereafter, an exhibit may go up to 8 feet high for the remaining 7 feet to the back wall (applies to in-line booths, not end-cap booths).
- End cap booths: two adjacent booths at the end of a row. Eight foot maximum height allowable for 14 feet wide. The 3-foot height limit must be observed for the first 3 feet in from the aisle.
- Display material exposing an unfinished surface to neighboring booths are strictly prohibited.
- Unusual signage requests must be reviewed and approved by AIA New York State show management.

SHIPMENTS

Great Lakes Events, LLC. Is the official handler and service contractor for this show. There is no obligation to use them if you have your own personnel. The service contractor will mail complete information about rental of booth furnishings, drayage, etc., to confirmed exhibitors prior to the show. Completed forms must be returned to Great Lakes Events, LLC. Rental information concerning electricity, water, cleaning, etc., is available through the Rochester Convention Center (585-232-7200). For shipments arriving prior to show, arrangements for storage must be made with Great Lakes Events, LLC.

SECURITY

- Security will be provided during the course of the show (Move in on Wednesday September 23, through move-out on Friday September 25).
- All exhibitors and guests must vacate the exhibit hall when the hall is closed.

No exceptions.

MUSIC IN EXHIBIT BOOTHS

Because of aggressive enforcement laws related to copyrighted music, we must ask our exhibitors either (1) not to play live or recorded music that is subject to licensing by BMI, ASCAP, or any other organization authorized to license copyrighted music, or (2) to obtain themselves, at their sole expense, the proper license from the copyright holder. If an exhibitor plays music that is subject to licensing, and AIA New York State is obligated to pay any copyright holder, all costs of the copyright license, and the incidental costs will be billed to exhibitor as an additional booth charge. Please call AIA New York State if you have any questions regarding the playing of music (live or recorded) in your exhibit booth.

LIABILITY

AIA New York State, A society of the American Institute of Architects; Rochester Convention Center, City of Rochester do not guarantee the exhibitors against loss, damage, delay or theft of any kind during the course of the show, including move-in and move-out. The exhibitor shall indemnify any agents and employees from any cause or claim whatsoever. It is recommended that exhibitors obtain insurance.

FIRE REGULATIONS

Booth decorations and construction must conform to fire regulations of the City of Rochester and exhibit facility. Combustible or explosive materials and substances may not be used. Cloth and other flammable materials must be flameproof. Packing containers, excelsior, wrappings and similar materials must be removed from the exhibit area and not stored under tables or behind displays.

ELECTRICAL REQUIREMENTS

All wiring on displays or display fixtures must conform to the applicable standards established by the applicable governmental agencies and fire inspection ordinances. All display wiring must exhibit the seal and/or such other seals of official approving agencies as may be required at the site of Exhibition.

LOTTERIES/CONTESTS

The operation of games of chance, or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and on written approval from Management.

EXHIBITOR SERVICE MANUAL

The exhibitor understands it will receive the Exhibitor Service Manual only when it has paid the full balance due. The Exhibitor Service Manual usually ships four months out from event.

INSURANCE

At all times during Exhibitor's use of the Premises, Exhibitor shall maintain: Statutory workers' compensation insurance in accordance with the laws of the State of New York; Employers' liability insurance with limits of at least five-hundred thousand dollars (\$500,000.00) per accident covering all of Exhibitor's personnel performing work at the Premises and within the Premises in connection with this Agreement; Comprehensive commercial general liability insurance with contractual indemnity coverage and combined single limits in the minimum amount of at least five-hundred thousand dollars (\$500,000.00) per occurrence for personal injury and property damage; and commercial automobile liability insurance with coverage for owned, non-owned, rented and borrowed automobiles with a combined single limit of not less than two hundred fifty thousand dollars (\$250,000.00). Such insurance policy shall provide coverage insuring against loss, damage or liability for injury or death to persons and loss or damage to property and shall contain no exclusion with respect to property of the Premises or AIANYS.

The aforesaid policies shall be issued by a carrier satisfactory to AIANYS, authorized to do business in New York State; be primary regardless of any coverage maintained by AIANYS and provide at least forty-five (45) calendar days prior written notice to AIANYS of cancellation or reduction in policy limits or coverage. Forty-five (45) calendar days prior to the Product Showcase; Exhibitor shall provide AIANYS with certificates of insurance evidencing the required coverage and, with respect to the comprehensive commercial general liability and commercial automobile liability insurance coverage referenced above, naming AIANYS and the Premises, as additional insured's. Failure of Exhibitor to comply with this provision shall not relieve Exhibitor from liability under this Agreement, nor shall such insurance requirements be construed to conflict with or otherwise limit Exhibitor's indemnification obligations contained herein. Exhibitor waives the right of recovery or subrogation against AIANYS and the Premises, its directors, officers, employees or agents.

FORCE MAJEURE

Neither party shall be liable in damages or have the right to terminate this Agreement for any delay or default in performing hereunder if such delay or default is caused by conditions beyond its control including, but not limited to Acts of God, Government restrictions (including the denial or cancellation of any export or other necessary license), wars, insurrections and/or any other cause beyond the reasonable control of the party whose performance is affected.

Application

Exhibit | Sponsorship | Advertising

Please type or print clearly on both sides of this application.

Company/Organization _____

Contact Name _____

Email _____

Title _____

Street Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____

Web _____

EXHIBITORS:

Booth Selection: (please select by booth preference-booths are assigned on a first-come, first-served basis).

1. _____ 2. _____ 3. _____.

Indicate any company/products you would prefer not to be placed near: _____

Additional On-Site Exhibitor Representatives - (For creation of Name Badges.) Your fee covers two representatives. Additional representative registration fees are \$60.00 per person. Please remember that only two (2) representatives are allowed in the booth at any one time.

Name _____ Email _____

Name _____ Email _____

Contact for all booth arrangements:

Contact Name _____

Title _____

Company _____

Street Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____

Email _____

Exhibitor acknowledges having read and accepted the terms and conditions as outlined in the Rules and Regulations included herein.

Signature of authorized representative _____

Payment Information:

Exhibitors Booth..... # _____ @ \$2,000 each = \$ _____

(10% discount on multiple booth purchases)

Additional Attendees..... # _____ @ \$ 60 each = \$ _____

President's Reception Dinner & Design Awards Presentation ... # _____ @ \$ 100 each = \$ _____

Friday Night Party # _____ @ \$ 110 each = \$ _____

Please complete both sides of this form. Thank you.

Application, continued

Exhibit | Sponsorship | Advertising

ADVERTISING:

¼ Page Advertisement – Pre-convention Brochure..... # _____ @ \$ 400 each = \$ _____
¼ Page Advertisement – Onsite Brochure..... # _____ @ \$ 300 each = \$ _____
¼ Page Advertisement – Combo # _____ @ \$ 650 each = \$ _____
(Pre-convention Brochure and Onsite Brochure)

SPONSORSHIPS:

Sponsorship - \$4,500 - _____ = \$ _____
Event

Sponsorship - \$3,500 - _____ = \$ _____
Event

Sponsorship - \$6,500 – Thursday *and* Saturday Keynote Speakers _____ = \$ _____

Sponsorship - \$2,500 – Lanyards _____ = \$ _____

Sponsorship - \$1,500 – _____ = \$ _____
Food Event(s) Selected *Note: Each item is \$1,500 to sponsor*

Sponsorship - \$1,500 – Bus Transportation to Host Chapter _____ = \$ _____

Sponsorship - \$1,000 – Booster Sponsorship _____ = \$ _____

Sponsorship - \$3,500 – Golf Tournament-Overall Sponsor _____ = \$ _____

Sponsorship - \$ 500 – Golf Tee _____ = \$ _____

Total from reverse side:

Exhibitor = \$ _____

Advertising = \$ _____

Total Purchased = \$ _____

Payment Method:

Credit Card (circle one) Visa M/C Amex

Name as it appears on card _____

Card # _____ Exp Date ____/____

Signature _____

OR: Check (Make Payable to AIANYS. Please Include Exhibitor's Name)

Return this form to **AIANYS**

**52 South Pearl Street
Albany, NY 12207**

or email form to **mgershman@aianys.org**

All information in this brochure is also available at www.aianys.org

Referred by:

- AIA New York State
- AIA Rochester
- ACEC New York
- AGC of New York State, Inc.
- NY Association of Professional Land Surveyors, Inc.
- NYS Society of Professional Engineers, Inc.
- American Society of Landscape Architects - New York Chapters

Please complete both sides of this form. Thank you.