



2010 Sponsorship Opportunities

The AWI Annual Sponsorship program provides you with access to manufacturers, suppliers, specifiers and design professionals throughout the year. Sponsors reach prospective customers through a variety of association vehicles based on their level of participation.

All AWI sponsors receive ongoing visibility through regular AWI communications, including *Design Solutions* magazine, *AWI e-Briefs and NewsBriefs*, and AWI meetings and events.

For over 50 years, the Architectural Woodwork Institute has been a not-for-profit organization of manufacturers of architectural woodwork, suppliers to the industry, and design professionals located in the United States and Canada. Our members are devoted to:

- The improvement of industry standards
- Technical help for design professionals and
- Research into new and better materials and methods for engineering, fabricating, finishing and installing fine architectural woodwork.

Currently, AWI's membership is comprised of 2,500 members, including 1,200 manufacturing members, 250 supplier members and 1,100 affiliate design professional members.

Design Solutions magazine offers suppliers the opportunity to target more than 25,000 specifiers and design professionals who ultimately are responsible for the use of specific hardware, veneers, doors, panels, finishes and a host of other building materials incorporated into fine architectural woodwork.

If you would like to become an AWI Sponsor, Exhibitor or to advertise in *Design Solutions*, please contact Cheryl Stratos at 703-212-7737 or adsales@awinet.org.

Annual Sponsorship Benefit

\$25,000 – Sustaining Sponsorship

- Your logo on an AWI annual give-away item
- Annual AWI Membership Dues
- Your company brochure inserted in 4 monthly AWI mailings
- Link from Sponsor Ad in digital version of *Design Solutions*
- Tracking reports from digital version *Design Solutions*
- Full-page, four-color ad in 4 issues of *Design Solutions*
- Full-page, four-color ad in the *Annual AWI Membership Resource Directory*
- Inclusion on sponsor-recognition page in *Design Solutions*
- Inclusion on sponsor-recognition page in the *Annual AWI Membership Resource Directory*
- Recognition in 12 issues of *AWI NewsBriefs*
- Recognition in each edition of *AWI e-Briefs*, a bi-monthly electronic newsletter
- One supplied 200-300 word feature article in an issue of *AWI NewsBriefs*
- Your education and industry events displayed on AWI website
- AWI Membership mail list on Excel spreadsheet format
- 2 registrations for the Spring Professional Development Seminar
- 2 registrations for Fall Convention
- Logo displayed at AWI events during the year including larger logos on sponsorship signs
- Special Thank You announcements during convention events
- Your company brochure inserted in all Event registration packages
- Logo displayed at sponsored events
- Tabletop display at the Fall Convention and Spring Professional Development Seminar
- Sponsor supplied item in Spring Professional Development Seminar Registration Pack
- Promotion at all AWI meetings and tabletop space when available
- One Representative on AWI Supplier Council
- Company Name on AWI Tote Bag

\$20,000 - Major Sponsorship

- Annual AWI Membership Dues
- Your company brochure inserted in 4 monthly AWI mailings
- Link from Sponsor Ad in digital version of *Design Solutions*
- Tracking reports from digital version *Design Solutions*
- Full-page, four-color ad in 4 issues of *Design Solutions*
- Full-page, four-color ad in the Annual *AWI Membership Resource Directory*
- Inclusion on sponsor-recognition page in *Design Solutions*
- Inclusion on sponsor-recognition page in the Annual *AWI Membership Resource Directory*
- Recognition in 12 issues of *AWI NewsBriefs*
- Recognition in each edition of *AWI e-Briefs*, a bi-monthly electronic newsletter
- One supplied 200-300 word feature article in an issue of *AWI NewsBriefs*
- Your education and industry events displayed on AWI website
- AWI Membership mail list on Excel spreadsheet format
- 2 registrations for the Spring Professional Development Seminar
- 2 registrations for Fall Convention
- Logo displayed at major convention event including larger logos on sponsorship signs
- Special Thank You announcements during convention events
- Your company brochure inserted in all Event registration packages
- Logo displayed at on sponsorship signs
- Tabletop display at the Fall Convention and Spring Professional Development Seminar
- Sponsor supplied item in Spring Professional Development Seminar Registration Pack
- Promotion at all AWI meetings and tabletop space when available
- One Representative on AWI Supplier Council
- Company Name on AWI Tote Bag

\$15,000 – Level 2

- Annual AWI Membership Dues
- Your company brochure inserted in 2 monthly AWI mailings
- Link from Sponsor Ad in digital version of *Design Solutions*
- Tracking reports from digital version *Design Solutions*
- Half-page, four-color ad in 4 issues of *Design Solutions*
- Inclusion on sponsor-recognition page in *Design Solutions*
- Half-page, four-color ad in the Annual *AWI Membership Resource Directory*
- Inclusion on sponsor-recognition page in the Annual *AWI Membership Resource Directory*
- Recognition in 12 issues of *AWI NewsBriefs*
- Recognition in each edition of *AWI e-Briefs*, a bi-monthly electronic newsletter
- One supplied 200-300 word feature article in an issue of *AWI NewsBriefs*
- Your education and industry events displayed on AWI website
- AWI Membership mail list on Excel spreadsheet format
- 2 registrations at the Spring Professional Development Seminar
- 2 registrations at the Fall Convention
- Your company brochure inserted in all Event registration packages
- Logo displayed on sponsorship signs
- Tabletop display at the Fall Convention and Spring Professional Development Seminar
- Sponsor supplied item in Spring Professional Development Seminar Registration Pack
- Promotion at all AWI meetings and tabletop space when available.
- One Representative on AWI Supplier Council
- Company Name on AWI Tote Bag

\$10,000 – Level 3

- Half-page, four-color ad in 2 issues of *Design Solutions*
- Your company brochure inserted in 1 monthly AWI mailings
- Link from Sponsor Ad in digital version of *Design Solutions*
- Tracking reports from digital version *Design Solutions*
- Inclusion on sponsor-recognition page in *Design Solutions*
- Half-page, four-color ad in the Annual *AWI Membership Resource Directory*
- Inclusion on sponsor-recognition page in the Annual *AWI Membership Resource Directory*
- Recognition in 12 issues of *AWI NewsBriefs*
- Recognition in each edition of *AWI e-Briefs*, a bi-monthly electronic newsletter
- One supplied 200-300 word feature article in an issue of *AWI NewsBriefs*
- Your education and industry events displayed on AWI website
- AWI Membership mail list on Excel spreadsheet format
- 2 registrations at the Spring Professional Development Seminar
- 2 registrations at the Fall Convention
- Sponsor supplied item in Spring Professional Development Seminar Registration Pack
- Your company brochure inserted in all Event registration packages
- Logo displayed on sponsorship signs
- Tabletop display at the Fall Convention and Spring Professional Development Seminar
- Promotion at all AWI meetings and tabletop space when available.
- One Representative on AWI Supplier Council
- Company Name on AWI Tote Bag

\$7,500 – Level 4

- Quarter-page, four-color ad in 4 issues of *Design Solutions*
- Quarter-page, four-color ad in the Annual *AWI Membership Resource Directory*
- Link from Sponsor Ad in digital version of *Design Solutions*
- Tracking reports from digital version *Design Solutions*
- Inclusion on sponsor-recognition page in *Design Solutions*
- Inclusion on sponsor-recognition page in the Annual *AWI Membership Resource Directory*
- Recognition in 12 issues of *AWI NewsBriefs*
- Recognition in each edition of *AWI e-Briefs*, a bi-monthly electronic newsletter
- One supplied 200-300 word feature article in an issue of *AWI NewsBriefs*
- Your education and industry events displayed on AWI website
- AWI Membership mail list on Excel spreadsheet format
- Your company brochure inserted in all Event registration packages
- 2 registrations at the Spring Professional Development Seminar
- 2 registrations at the Fall Convention
- Logo displayed on sponsorship signs
- Tabletop display at the Fall Convention and Spring Professional Development Seminar
- Promotion at all AWI meetings and tabletop space when available.
- One Representative on AWI Supplier Council
- Company Name on AWI Tote Bag

Publication Sponsorship Opportunities

Design Solutions

In print form *Design Solutions* magazine offers suppliers the opportunity to target more than 25,000 specifiers and design professionals.

Deadlines

Winter Issue
Spring Issue
Summer Issue
Fall Issue

Space

December 18
February 15
May 14
August 16

Ad Materials

December 28
February 22
May 21
August 20



Design Solutions Online

Design Solutions is now available online so you can reach an unlimited audience. Ad Materials online are directly linked to your website and hits can be tracked at all times.

Additional Online Advertising Opportunities include -

- *Loading Page Sponsorship
- *Header Logos and Banner Ads
- *Integrated Media (audio, video, or Flash)

*Pricing Available on Request

AWI Membership Resource Directory

Deadlines

AWI Directory

Space

March 15

Ad Materials

March 19

AWI Monthly Mailing Sponsorship - \$2,500

Sponsors logos are printed on the front of the AWI Envelopes used for your sponsored mailing. This is a great opportunity for you to promote to the entire membership.

AWI sends a members mailing to 2,700. The mailing includes the AWI *NewsBriefs* along with information on various association projects and programs. Rate includes labor, printing of envelope, and postage for up to a four-page insert. Deadline is the 15th of the month prior to your mailing month.

NewsBriefs Monthly Mailing Inserts – end of month prior to issue date/ mailing.



Event Sponsorship Opportunities

Spring Professional Development Exhibitor - \$1,000

The 2010 AWI Spring Professional Development Seminars will be held April 29 - May 1 in the Los Angeles, California. The courses will be geared towards Member & Prospective Member Manufacturing Firms, Design Professionals, Facility Managers, Project Managers, Estimators, Drafters & Drafting Supervisors. This is an opportunity to exhibit to those who use and evaluate products on a daily basis.

Benefits include:

- Tabletop space at Product Fair
- 2 registrations
- Logo and link on seminars section of the website
- Logo and link in email promotion
- Exhibitor supplied, one-page insert in Member Mailing
- Onsite sponsor recognition signage
- Company listing in Training Manual as sponsor

IWF Reception – \$500 (Available to 6 sponsors)

At the IWF Reception on August 26th in Atlanta, Georgia you will reach not only existing AWI firms but also prospective firms ready to network with industry leaders.

Benefits include:

- Thank you Recognition during opening remarks
- Onsite recognition signage
- Sponsor supplied, give-away item distributed at reception
- Logo and link on reception information section of the website

AWI Annual Convention Exhibitor - \$1,200

The 2010 AWI Annual Convention will be held October 27-30, 2010 in Denver, Colorado. This conference features both seminars and workshops on top industry subjects. Attendees will include all levels of Managers and Executives, Marketing and Financial Officers. The Product Fair will span two days with many opportunities dazzle your consumers.

Benefits include:

- Tabletop space at Product Fair
- 2 registrations

Annual Convention Item Sponsorship

In addition to your Tabletop during the Fall Product Fair, you have the opportunity to promote your company and products by sponsoring attendee items and events at various prices.

These include:

All Sponsor provided give-a-way items, Class and Program Signs (non sponsor listed signs), Meal Sponsorship, President's Hospitality Suite and Transportation Sponsorship.

Benefits Also include:

- Company Name/Logo and link on event section of the website
- Sponsor supplied, one-page promotional piece on display table
- Onsite sponsor recognition signage
- Thank you recognition at General Session
- Recognition on Item you are sponsoring



General Information and Deadlines

AWI Product Fair Information

AWI Product Fairs held during our Spring Professional Development Seminar and the Fall Convention provide an exclusive opportunity to build professional relationships and promote your products to AWI members in a low-key, congenial setting and talk shop with architectural woodwork professionals who have the budgets and the authority to make major purchases.

Tabletop Guidelines for AWI Meetings

- Tables are 72 inches by 30 inches, skirted and draped
- Displays can be no higher than 42 inches above table
- Exhibits are limited to a tabletop surface

AWI Annual Sponsor Tote Bag

February 1 - Must sign up as Annual Sponsor to be included on Bag

Spring Professional Development Exhibitors and Annual Sponsors

February 15 Sign up Date to be Listed in Member Mailing and *NewsBriefs* article
February 15 Insert needed at DigiLink (*Address Below*) to include with Member Mailing
April 5 High Resolution Logo (300 dpi) needed for Seminar Signs
April 28 Exhibitor display arrives at Seminar Site

IWF Reception Sponsors

July 24 High Resolution Logo (300 dpi) needed for Reception Signs

Fall Convention Sponsors and Annual Sponsors

May 3 Sign up to be included in Convention Brochure
July 1 Insert needed at DigiLink (*Address Below*) to include with Brochure Mailing
Oct 4 High Resolution Logo (300 dpi) needed for Convention Signs
Oct 11 Brochure for Registration Pack arrives at AWI

Design Solutions

<u>Deadlines</u>	<u>Space</u>	<u>Ad Materials</u>
Winter Issue	December 20	December 29
Spring Issue	February 15	February 22
Summer Issue	May 15	May 22
Fall Issue	August 15	August 22

AWI Membership Resource Directory

<u>Deadlines</u>	<u>Space</u>	<u>Ad Materials</u>
AWI Directory	March 15	March 20

NewsBriefs Monthly Mailing Inserts

Send to DigiLink (*Address Below*) end of month prior to issue date/ mailing.

Mailing Addresses

AWI
46179 Westlake Drive, Suite 120
Potomac Falls, VA 20165

DigiLink*
Philip J. Gray
12452 Cavalier Drive
Woodbridge, VA 22192
Attn: AWI

**Specify (Spring Seminar, Fall Convention or Monthly Mailing)*

