



LET AIA HELP YOU ACHIEVE YOUR BUSINESS GOALS

Become an AIA corporate partner



Connect your brand to AIA

Put your products, services, and knowledge in front of **98,000+** architects and design professionals looking to improve their practice, advance the profession, and boost their bottom line.

With AIA as your business partner, we'll work with you to understand your needs and tailor year-round sales and marketing strategies to achieve your goals and grow your business.



Showcase your leadership & expertise

Position your brand as a valuable resource and your products as important solutions to project challenges with articles in AIA Architect—the industry's premier e-newsletter.

- 90,000+ readers, including firm leaders and specifiers
- 30% unique open rate—higher than the industry average
- Prime positioning in the editorial section
- Content carefully reviewed by AIA's editorial team to ensure it resonates with AIA members
- Additional coverage on AIA's social channels to drive further engagement

From **brand awareness** to **thought leadership** and market insight, we'll connect you to and help you understand the architect community.

With AIA as your business partner, you'll have:

- Unmatched access to architects
- A qualified audience that trusts and prefers content from AIA partners
- Custom programs and packages to meet your needs
- High-touch consulting and personalized support

Let AIA customize a package tailored to your business needs and objectives. Partnership packages include branding and logo usage rights, an annual CES subscription, and access to all AIA surveys and data. Explore opportunities to add to your package below.

Partnership levels

STRATEGIC PARTNERS

\$200,000+
investment

INNOVATION PARTNERS

**\$120,000 –
\$199,000**
investment

COLLABORATION PARTNERS

**\$60,000 –
\$119,000**
investment

CORNERSTONE PARTNERS

**\$40,000 –
\$59,000**
investment

Build meaningful, in-person relationships



AIA CONFERENCE ON ARCHITECTURE & DESIGN

The premier AEC industry event is your opportunity to connect with—and sell to—**thousands of architectural and design decision-makers** looking for technical expertise, new products, and project solutions.



VIBE

Connect one-on-one with **hand-selected leading architects** in tune with your product lines—hear their challenges, discuss product solutions, and build stronger relationships.



WOMEN'S LEADERSHIP SUMMIT

Forge valuable connections, gain visibility, and tap into the **AEC industry's largest network of women of leaders** dedicated to supporting and empowering businesses like yours.



KNOWLEDGE COMMUNITY (KC) EVENTS

Nearly all [21 AIA Knowledge Communities](#) hold an annual event focused on their area of interest—including COTE (Committee on the Environment), CRAN (Custom Residential Architects Network), and AAH (Academy of Architecture for Health); sponsorship opportunities vary across events.



AIA LEADERSHIP SUMMIT

Build relationships at the local level at the **largest gathering of AIA chapter leaders** and the foremost gathering for leadership and advocacy training in the architecture profession.

Leverage custom market insights

PERSONALIZED RESEARCH

Make faster, more informed business decisions with a custom study from AIA's unparalleled research team. They will build, deploy, and analyze a personalized study on AIA Architect members based on your unique business challenges.

ADVISORY GROUPS

Get feedback and insights on your products, business, and sales and marketing strategies directly from specifiers. AIA will create an advisory group of AIA Architect members based on your company's desired demographic and vertical market focus with at least one in-person and three virtual meetings.

FAMILIARIZATION TOUR

Host an in-person tour with architectural decisionmakers at your manufacturing or R&D facility. We'll collaborate with you to connect your products with six to eight design professionals, reflecting the demographic priorities identified by your needs and goals.

Expand your reach

Improve your brand awareness and engagement with AIA’s comprehensive social program that puts partner content directly in front of AIA’s active followers.

OUR AUDIENCE			
192k	167k	243k	87k
Twitter/X	Facebook	LinkedIn	Instagram

AVERAGE IMPRESSIONS/REACH PER POST			
2,051	3,026	10,109	2,862
Twitter/X	Facebook	LinkedIn	Instagram

Increase your brand recognition

AIA will recognize your company online and at AIA events with logo placement and other recognition elements appropriate to your level of partnership.

Your company will be authorized to use the applicable AIA partner logo in any of its advertising, marketing, and promotional materials and vehicles.



See proven results

Did you know AIA partners average **2.7x more leads** than non-partners?

From brand awareness to thought leadership, product specification, and market insights, we'll connect you to and help you understand the architect community.

WITH AIA AS YOUR BUSINESS PARTNER, YOU'LL HAVE:

- Unmatched access to architects
- A qualified audience that prefers and trusts content from AIA and partners
- Exclusive industry research to inform your strategies
- Extensive resources to improve your ROI
- Custom programs and channels to meet your business needs

You're in good company!

Join companies like **Andersen Windows & Doors**, **Rockwool**, **Sherwin-Williams**, and **Oldcastle BuildingEnvelope**, which rely on AIA to help them achieve their business goals.



Let's collaborate & find solutions!

Contact us to create a
partnership package
customized to your business.



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