

10th Annual Design on the Delaware Exhibitor Opportunities

Conference Dates: November 14, 15, & 16, 2012 · Philadelphia, PA
Contact: Deb Shapiro, Program Coordinator
AIA Philadelphia, 1216 Arch Street, Philadelphia, PA 19107
(215) 569-3186 x106 · deb@aiaphila.org

Exhibit Hall Dates: November 14 & 15, 2012 at the Sheraton Philadelphia Downtown Hotel

Conference Overview

AIA Philadelphia and our collaborating partners are pleased to present the 10th annual Design on the Delaware conference. Every year Design on the Delaware brings architects, landscape architects, planners, engineers, contractors, product and service providers together for three days of professional education and networking, and a two-day trade show. This year's 10th annual conference promises to bring nearly 500 building design professionals from across the Philadelphia and Delaware Valley region to participate in over 45 accredited continuing education programs and tours. Design on the Delaware draws speakers from the top of their fields and nationally acclaimed keynote presenters.

Participants

Design on the Delaware is a collaborative conference of 23 professional associations and organizations in the region, which offers accredited continuing education programs for architects, landscape architects, planners, engineers and contractors. More than 80% of attendees are architects and 50% of attendees are principals or senior staff at their firms.

Marketing

Design on the Delaware is promoted through mail and email marketing to members of AIA Philadelphia, ASLA Pennsylvania and Delaware Chapter; American Planning Association Pennsylvania Chapter; General Building Contractors Association; Engineers Club of Philadelphia; Urban Land Institute Philadelphia; and the Associated Builders and Contractors Eastern Pennsylvania. These and our collaborating partners represent a membership of more than 10,000 design professionals from Eastern Pennsylvania, New Jersey, and Delaware.

Trade Show

Exhibit hall hours span the first two days of the conference, with a total of seven hours dedicated exclusively to the tradeshow. Exhibit hall hours will be Wednesday, November 14, 11:45am – 2:15pm, 3:15pm-3:45pm, and Thursday, November 15, 11:45am – 2:15pm. No other conference programs will be planned during those hours. Lunch for attendees will take place in the exhibit hall.

Booth Reservations

Booths will be assigned based on the availability of unreserved space. Every effort will be made to assign an exhibitor to one of their preferred booths; however, we reserve the right to make the final space assignments

Booth Rates:

Premium aisle booth*	\$1050 for AIA Philadelphia Affiliates	\$1350 for non-members
Premium corner/end*	1250 for AIA Philadelphia Affiliates	1550 for non-members
Non-premium	950 for AIA Philadelphia Affiliates	1100 for non-members



Presented by AIA Philadelphia in collaboration with AIA Bucks County; AIA Central Pennsylvania; AIA Delaware; AIA Eastern Pennsylvania; AIA New Jersey; American Institute of Graphic Arts; American Planning Association Pennsylvania Chapter; American Society of Heating, Refrigerating and Air Conditioning Engineers; American Society of Landscape Architects Pennsylvania Delaware Chapter; Associated Builders & Contractors, Inc; Community Design Collaborative; Construction Management Association of America; Delaware Valley Green Building Council; Electrical Association of Philadelphia; Engineers Club of Philadelphia; General Building Contractors Association; Industrial Design Society of America; International Interior Design Association; Philadelphia National Organization of Minority Architects; Society for Marketing Professional Services; and the Urban Land Institute Philadelphia

Rates Include:

- One 8 foot high, pipe and drape back wall, and two 3 foot side drapes
- Booth ID sign
- Electric hook-up (two outlets)
- 6 foot draped table
- Two lunches each day of show
- Listing on designonthedelaware.com
- Listings in the conference brochure and conference guide
- Mailing list of 2012 attendees after the show

Current availability can be found online

www.designonthedelaware.com/exhibitors/become-an-exhibitor.php

Send payment and completed registration form to:

AIA Philadelphia
1218 Arch Street
Philadelphila, PA 19107

Fax: 215-569-9226
Email: deb@aiaphila.org

Payment Terms

A 50% non-refundable deposit due is due at time of registration to secure your space. The remaining balance must be paid within 30 days. All booths must be paid in full by October 14, 2012. Exhibitors registering after October 14 must pay in full at time of commitment.

Exhibit Hall Schedule

Booth Set Up: Wednesday, November 14th
7:00am – 11:00am

Exhibit Hall Hours:

Wednesday, November 14, 11:45am – 2:15pm
Wednesday, November 14 3:15pm-3:45pm
Thursday, November 15, 11:45am – 2:15pm

Tear Down:

Thursday, November 16 after 2:30pm

Cancellations

In the event that an Exhibitor cancels or withdraws from the show before October 14th, 2012, any amount paid exceeding the 50% deposit will be refunded. No deposits will be refunded and no refunds will be made on cancellations made after 10/14/2012.

Booth Regulations

No portion of any exhibit may extend over the assigned space. Booth decorations and construction must conform to fire regulations of the City of Philadelphia and the Sheraton Philadelphia Downtown Hotel

Booth Rentals, Shipping, and Set-up

General Exposition Services, Inc. is the official handler and service contractor for Design on the Delaware. There is no obligation to use their services if you have your own personnel and furnishings. General Exposition will be available to assist exhibitors during set-up on November 14. Additional electrical outlets and wireless internet access will be available for order through the Sheraton Hotel.

Advertising Opportunity

Reach attendees at the show by placing an advertisement in the Conference Guide. Ads will be accepted until October 26, 2012.

Ad rates:

- inside front or back cover*.....\$1,200
- full page.....600
- half page.....350
- quarter page.....250

*subject to availability

For information about this and other promotional opportunities, contact Pat Gourley at 215-569-3186 or pat@aiaphila.org

Sponsorship Opportunities

Promote your company to the attendees of Design on the Delaware

Sponsorship levels:

- Conference Sponsor.....\$10,000
- Tradeshow and exhibit reception Sponsor.....7,500
- Opening Sessions Keynote Sponsor.....5,000
- Luncheon Sponsor.....4,000
- Tour Transportation Sponsor.....3,500
- Conference Bag Sponsor.....2,500
- Conference Supporting Sponsor.....2,250
- Lanyard Sponsor.....2,000
- Seminar Room Sponsor.....1,500
- Refreshment Break Sponsor.....1,000
- Bus Tour Sponsor.....750

10th Annual Design on the Delaware Exhibitor Reservation Form

Exhibit Hall Dates: November 14 & 15, 2012 · Philadelphia, PA
 Contact: Deb Shapiro, Program Coordinator
 AIA Philadelphia, 1216 Arch Street, Philadelphia, PA 19107
 215-569-3186 x 106 · deb@aiaphila.org

Contact Name: _____ Title: _____

Email: _____ Phone: _____ Fax: _____

Company (exhibiting as): _____

Address: _____

City: _____ State: _____ ZIP: _____

Website: _____ Product/Service Category: _____

	Booth Numbers	AIA Philadelphia Affiliate Members	Non-Members
Premium aisle	302, 304, 310, 312, 404, 402, 410, 412, 508, 510, 512, 602, 604, 610, 612	\$1050	\$1350
Premium corner/end	206, 204, 208, 300, 306, 308, 314, 400, 406, 408, 414, 506, 514, 606, 608, 600, 614	\$1250	\$1550
Non-premium	202, 102-118, 700-716, 802	\$950	\$1100

Booth Selections (in order of preference): _____ Total Amount Due: \$ _____

For current availability, visit www.designonthedelaware.com/tradeshows/exhibitors.php or call 215-569-3186 x106

Payment Terms (check one):

Full Amount Enclosed

50% non-refundable deposit due with contract. Remaining balance due within 30 days of reservation. All booths must be paid in full by October 14, 2012. Exhibitors registering after October 14 must pay in full at time of commitment.

Method of Payment: Visa MasterCard American Express Check enclosed

Billing Information: Amount Enclosed: \$ _____ (make checks payable to AIA Philadelphia)

Card Number _____ Expiration Date: _____

Name as it appears on card: _____

Cancellation Policy: In the event that an Exhibitor cancels or withdraws from the show before 10/14/2012, any amount paid exceeding the 50% deposit will be refunded. No refunds will be made on cancellations made after 10/14/2012.

AIA Philadelphia will not be held liable for refunds or any other liabilities for the failure to fulfill this agreement due to any of the following: (a) by reasons of the building or grounds in which the show is to be produced being, before or during the show, destroyed or damaged by fire or any other calamity; (b) by an act of God, public enemy, strikes, ordinances or any other legal authority, or (c) by any other cause beyond the control of AIA Philadelphia

Signature: _____ Date _____