About the AIA
The American Institute of Architects has been the leading professional membership organization for licensed architects, emerging professionals, and allied partners since 1857.

New Jersey Members: 1,936
New York Members: 9,700
Pennsylvania Members: 2,708

Breaking Ground
Breaking Ground is a three-day conference offering an Expo, Continuing Education Seminars, Networking Events and the 2019 Tri-State Design Awards presentation.

This exciting multi-state event is the second collaboration of AIA New Jersey, AIA New York State, and AIA Pennsylvania that collectively have a membership of more than 13,000 members.

Thursday, October 17- Saturday, October 19, 2019
Expo: October 17, 2019 – October 18, 2019

October 17th | 7:00 PM Opening Reception on Expo Floor

October 18th | 8:00 AM – 3:00 PM

Schedule October 17th
7:00 AM.........................Great Lakes moves in
2:00 PM – 6:00 PM ........Exhibitor move in
7:00 PM.........................Opening reception on Expo Floor

Schedule October 18th
9:30 AM – 11:00 AM......Opening Break/Exclusive Expo time
12:30 PM – 2:00 PM ......Lunch on the Expo floor/Exclusive Expo time
3:00 PM.........................Close of Expo
3:30 PM – 7:00 PM ........Exhibitor Move Out
7:00PM - 10:00 PM........Tri-State Design Awards & Reception, Empire State Plaza
Opened in March 2017, the Albany Capital Center boasts a beautiful glass structure that offers space from 1,000-50,000 square feet and can accommodate 10 to 5,000 people. Housing 22,500 square-feet of ballroom/exhibit space, 6 meeting rooms with 9,200 square feet of space, and 13,500 square-feet of pre-function space. The venue is connected via an enclosed walkway to the Renaissance Albany, as well as other spaces around the city. This historic property sits across the street from the New York State Capitol.

**Where**

**Located in Historic Albany, NY**

New York’s Albany Capital Center

**Why**

Seize a unique opportunity to build connections and business with key decision makers hailing from New Jersey, New York and Pennsylvania. Breaking Ground promises to bring together architects, design professionals, and industry experts from the Northeast’s hotbed of construction. Exhibitors and sponsors will have built-in access throughout the conference to interact with key decision makers from New Jersey, New York, and Pennsylvania.

**How**

Read on to learn about the targeted exhibitor and sponsor packages

Reserve early for your choice of exhibit space, sponsorship, and advertising opportunities.
## Exhibitor Packages

**Build Strong Connections**

**With One of Our **Exhibitor Packages**

**All Booths Include The Benefits Listed Below**

<table>
<thead>
<tr>
<th>Exhibitor Packages</th>
<th># Conference Tickets</th>
<th>Printed On-Site Advertising</th>
<th>Digital Promotional Brochure Ad</th>
<th>Additional On-Site Promotion</th>
<th>Spec Academy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deluxe $2,100</td>
<td>Two (2) exhibit hall tickets*&lt;br&gt;Two (2) Thursday night opening reception tickets&lt;br&gt;Two (2) Friday Night Design Award tickets</td>
<td>Full page, black and white ad</td>
<td>Full-page, color ad</td>
<td>Promotional meeting bag insert**</td>
<td>One (1) hour presentation in the Spec Academy***</td>
</tr>
<tr>
<td>Limit Nine (9)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premium $1,700</td>
<td>Two (2) exhibit hall tickets*&lt;br&gt;Two (2) Thursday night opening reception tickets&lt;br&gt;One (1) Friday Night Design Award ticket</td>
<td>Half-page, black and white ad</td>
<td>Half-page, color ad</td>
<td>Promotional meeting bag insert**</td>
<td>-</td>
</tr>
<tr>
<td>Limit 30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard $1,400</td>
<td>Two (2) exhibit hall tickets*&lt;br&gt;Two (2) Thursday night opening reception tickets</td>
<td>Listing in Program</td>
<td>-</td>
<td>Promotional meeting bag insert**</td>
<td>-</td>
</tr>
<tr>
<td>Limit 38</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Includes two (2) Booth Representatives. Additional fee is required for more than two representatives.

** Estimated quantity of 500 items. Items must be received by September 15, 2019. Promotional item limited to a one page flyer, tri-fold brochure, or small promotional item (pen, usb drive, etc.).

Please ship to AIA New York State, 50 State Street, 5th Floor, Albany, NY 12207

*** The Specification (Spec) Academy is an exclusive benefit for nine (9) first come, first serve deluxe exhibitors. Don’t miss your opportunity to present an education program in a classroom setting. Sessions must be approved for CE credit and content by the AIA Tri-State CE Planning Jury of architects. AIA Tri-State staff to assign the date and time of presentation.
## Exhibitor & Sponsor Packages

**Optimize Your Exposure with Dual Exhibitor & Sponsor Packages**

*Includes Standard 8’ Deep X 10’ Wide Exhibit Booth In Exhibit Hall*

<table>
<thead>
<tr>
<th>Dual Packages</th>
<th># Conference Tickets</th>
<th>Unique On-Site Promotion Opportunity</th>
<th>Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platinum Sponsor</strong> $10,000</td>
<td>Two (2) Full Conference Registrations</td>
<td>Island display near registration and session rooms (replaces booth on tradeshow floor) 5 minute speaking opportunity during conference welcome Interior &amp; exterior digital displays Display cling inside entry door</td>
<td>Full-page color, inside cover program ad Full-page color digital ad Entranceway signage during conference welcome Company and logo listed on webpage One (1) advertising insert in conference attendees’ welcome bag</td>
</tr>
<tr>
<td><strong>Wi-Fi Sponsor</strong> $5,000 One (1) Available</td>
<td>One (1) Full Conference Registration</td>
<td>Wi-Fi password set to company name*</td>
<td>Half-page, black &amp; white program ad Half-page, color digital ad Company logo displayed throughout conference where Wi-Fi is advertised Company and logo listed on webpage</td>
</tr>
<tr>
<td><strong>Design Awards Reception Sponsor</strong> $5,000 Three (3) Available</td>
<td>One (1) Full Conference Registration</td>
<td>Company logo imprinted on napkins used at the Design Awards Reception</td>
<td>Half-page, black &amp; white program ad Half-page, color digital ad Company and logo listed on webpage</td>
</tr>
<tr>
<td><strong>Thursday Night Reception Sponsor Trade Expo</strong> $2,500 Three (3) Available</td>
<td>One (1) Full Conference Registration</td>
<td>Company logo imprinted on napkins used at the Thursday Night Reception</td>
<td>Half-page, black &amp; white program ad Half-page, color digital ad Company and logo listed on webpage</td>
</tr>
<tr>
<td><strong>Expo Floor Sponsor</strong> $5,000 One (1) Available</td>
<td>One (1) Full Conference Registration</td>
<td>Banner with company name/logo hung in expo hall **</td>
<td>Half-page, black &amp; white program ad Half-page, color digital ad Company and logo listed on webpage</td>
</tr>
</tbody>
</table>

* Character restrictions may apply

** Banner must be provided by sponsor and given to staff at registration on Thursday, October 17. AIA is not responsible for any damages. Banner must be picked up from registration by Saturday, October 19, at 10:00 AM. Depending on the size of banner, additional charges may apply per the venue.

Note: All sponsor sales are first come first served.
All Dual Exhibitor & Sponsor Packages as Listed on Page 6 Include:

1. Digital Pre-Event Promotion
   - Hyperlinked logo on digital pre-event promotional piece
   - Digital Conference Promotional Brochure
   Deadline: July 10, 2019

2. Printed On-Site Directory Advertising in Conference Program
   - Exhibitor directory listing in on-site printed program with booth number, company name, company description (40-character limit) and website URL
   - Full or half page black & white advertisement in on-site program
   Deadline: September 2, 2019

3. On-Site Meeting Bag Insert
   - Promotional items limited to a one-page flyer, tri-fold brochure, or small promotional item (pen, usb drive, etc.).
   - Estimated quantity of 500 items.
   Deadline: September 15, 2019
   Please ship all materials to:
   AIA New York State, 50 State St., 5th Floor, Albany, NY 12207

4. Standard 8’d x 10’w Exhibit Booth In Exhibit Hall
   - Conference attendee list provided pre-conference.
   - 8’ high pipe and drape back and 3’ high pipe and drape side rails.
   - One (1) skirted 6’ table with two (2) chairs, One (1) wastebasket and One (1) ID sign.
   - Promotional insert in registrant bags.
   - Includes two (2) Booth Representatives.
     (Additional fee is required for more than two representatives)

5. Website Listing
   - Company and logo listed on conference website
## Sponsor Packages

### Stand Out with Exclusive Sponsor Packages

<table>
<thead>
<tr>
<th>Sponsor Packages</th>
<th># Conference Tickets</th>
<th>Unique On-Site Promotion Opportunity</th>
<th>Printed On-Site Advertising See Page 6</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Charging Station Sponsor</strong>&lt;br&gt;$1,500&lt;br&gt;One (1) Available</td>
<td>One (1) full conference registration</td>
<td>Literature table displayed next to charging station  &lt;br&gt;Cling decal with your company logo</td>
<td>Half-page, black &amp; white program ad  &lt;br&gt;Half-page, color digital ad  &lt;br&gt;Company and logo listed on conference website</td>
</tr>
<tr>
<td><strong>Tour Bus Sponsor</strong>&lt;br&gt;$500&lt;br&gt;Five (5) Available</td>
<td>-</td>
<td>Company name and logo on bus tour sign  &lt;br&gt;Opportunity to greet guests on the bus &amp; provide handouts*&lt;br&gt;<em>Bus schedule will be advertised</em></td>
<td>Quarter-page, black &amp; white program ad  &lt;br&gt;Quarter-page, color digital ad  &lt;br&gt;Company and logo listed on conference website</td>
</tr>
<tr>
<td><strong>Expo Lunch Sponsor</strong>&lt;br&gt;$2,000&lt;br&gt;Two (2) Available</td>
<td>One (1) full conference registration</td>
<td>Company logo imprinted on lunch napkins and cups</td>
<td>Half-page, black &amp; white program ad  &lt;br&gt;Half-page, color digital ad  &lt;br&gt;Company and logo listed on conference website</td>
</tr>
<tr>
<td><strong>Meeting Bag Sponsor</strong>&lt;br&gt;$2,000&lt;br&gt;One (1) Available</td>
<td>One (1) full conference registration</td>
<td>Company logo imprinted on all meeting bags</td>
<td>Half-page, black &amp; white program ad  &lt;br&gt;Half-page, color digital ad  &lt;br&gt;Company and logo listed on conference website</td>
</tr>
<tr>
<td><strong>Lanyard Sponsor</strong>&lt;br&gt;$2,500&lt;br&gt;One (1) Available</td>
<td>One (1) full conference registration</td>
<td>Company name imprinted on all lanyards</td>
<td>Half-page, black &amp; white program ad  &lt;br&gt;Half-page, color digital ad  &lt;br&gt;Company and logo listed on conference website</td>
</tr>
<tr>
<td><strong>Thursday General Session Sponsor</strong>&lt;br&gt;$2,500&lt;br&gt;One (1) Available</td>
<td>One (1) full conference registration</td>
<td>2-minute speaking opportunity during general session</td>
<td>Half-page, black &amp; white program ad  &lt;br&gt;Half-page, color digital ad  &lt;br&gt;Company and logo listed on conference website</td>
</tr>
<tr>
<td><strong>Friday General Session Sponsor</strong>&lt;br&gt;$2,500&lt;br&gt;One (1) Available</td>
<td>One (1) full conference registration</td>
<td>2-minute speaking opportunity during general session</td>
<td>Half-page, black &amp; white program ad  &lt;br&gt;Half-page, color digital ad  &lt;br&gt;Company and logo listed on conference website</td>
</tr>
<tr>
<td><strong>Saturday General Session Sponsor</strong>&lt;br&gt;$2,500&lt;br&gt;One (1) Available</td>
<td>One (1) full conference registration</td>
<td>2-minute speaking opportunity during general session</td>
<td>Half-page, black &amp; white program ad  &lt;br&gt;Half-page, color digital ad  &lt;br&gt;Company and logo listed on conference website</td>
</tr>
</tbody>
</table>
All **Sponsor Packages** as Listed on Page 8 Include:

1. **Digital Pre-Event Promotion**
   - Hyperlinked logo on digital pre-event promotional piece
   - Digital Conference Promotional Brochure
   
   **Deadline: July 10, 2019**

2. **Printed On-Site Directory Advertising in Conference Program**
   - Exhibitor directory listing in on-site printed program with booth number, company name, company description (40-character limit) and website URL
   - Full or half page black & white advertisement in on-site program

   **Deadline: September 2, 2019**

3. **On-Site Meeting Bag Insert**
   - Promotional items limited to a one-page flyer, tri-fold brochure, or small promotional item (pen, usb drive, etc.).
   - Estimated quantity of 500 items.

   **Deadline: September 15, 2019**

   Please ship all materials to:
   AIA New York State, 50 State St., 5th Floor, Albany, NY 12207

4. **Website Listing**
   - Company and logo listed on conference website
## Sponsor Packages

### Guaranteed Exposure with These Entertainment & Education Sponsor Packages

<table>
<thead>
<tr>
<th>Sponsor Package</th>
<th># Conference Tickets</th>
<th>Unique On-Site Promotion Opportunity</th>
<th>Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee Break Sponsor $1,750 Limit Four (4)</td>
<td>One (1) ticket to the expo</td>
<td>Company logo imprinted on napkins used at AM coffee breaks inside the exhibit hall</td>
<td>Quarter-page, color program ad Logo on conference website</td>
</tr>
<tr>
<td>Education Session Sponsor $500</td>
<td>Admittance to program</td>
<td>Choose any session in any track to sponsor Logo displayed on site during education session Opportunity to introduce the session speaker</td>
<td>Signage Noting Session Sponsorship Handout Material Following Close of Session</td>
</tr>
</tbody>
</table>

### Advertising

#### On-Site Printed Program and Other Advertising Opportunities

<table>
<thead>
<tr>
<th>à la carte Program Advertisement Options</th>
<th>Ad or Cling Size</th>
<th>Bleed (Full Only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page $350</td>
<td>7.25”W x 10”H</td>
<td>8.75”W x 10.75”H</td>
</tr>
<tr>
<td>Half page (horizontal) $250</td>
<td>7.25”W x 4.25”H</td>
<td></td>
</tr>
<tr>
<td>Half page (vertical) $250</td>
<td>3.25”W x 10”H</td>
<td></td>
</tr>
<tr>
<td>Quarter page $150</td>
<td>3.25”W x 4.75”H</td>
<td></td>
</tr>
<tr>
<td>Clings displayed on glass siderail going up to the Expo Floor $300 Limit Six (6)</td>
<td>4’ x 3.5’</td>
<td></td>
</tr>
</tbody>
</table>

All advertisements should be submitted to Laura Slomka at lslomka@njpsi.com in high resolution .pdf, .eps, or .tif file format by September 2, 2019 to ensure inclusion in the on-site printed program.
PAYMENT | Booths paid in full by August 30, 2019 will be listed in the on-site Program. Booths paid after this date will be listed in the conference wrap up publications, web updates and newsletters forwarded to all AIA Tri-State members. All booths must be paid in full by October 1, 2019.

BOOTH COST INCLUDES | 8’ deep x 10’ wide booths, 8’ high back drape with 2-3’ high side rails, consisting of pipe and flame-proof 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. The booth cost does NOT include electricity, rental of furnishings, etc. Great Lakes Events will contact confirmed exhibitors directly one to two months prior to conference.

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-in times. As a result, please make travel/move-in/move-out plans accordingly.

CANCELLATIONS/REFUNDS | Requests for cancellations must be made in writing and sent via email to David Hodgkinson at dhodgkinson@aianys.org. Phone cancellations are NOT acceptable. Requests received prior to October 1, 2019 will receive a fifty percent refund. No refunds will be made to requests received on or after October 1, 2019. 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 Tri-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 (2) representatives shall be in the booth at any one 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’. Side height limits are 3’ high for first 3’ in from the aisle. Thereafter, an exhibit may go up to 8’ high for the remaining 7’ 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. 8’ maximum height allowable for 14’ wide. The 3’ height limit must be observed for the first 3’ in from the aisle. Display material exposing an unfinished surface to neighboring booths is strictly prohibited. Unusual signage requests must be reviewed and approved by AIA Tri-State show management.

SHIPMENTS | Great Lakes Events is the official handler and service contractor for this show. There is no obligation to use them if you have your own personnel. The decorator will mail complete information about rental of booth furnishings, drayage, etc., to confirmed exhibitors once the full balance has been paid. Completed forms must be returned to Great Lakes Events. Rental information concerning electricity, cleaning, etc., is available through Great Lakes Events. Shipments will be accepted up to three days prior to the first day of the event (Monday, October 14, 2019). Arrangements for storage must be made with Great Lakes Events. Contact Great Lakes Events at 100 Bickford Street, Rochester, NY 14606, phone: (585) 458-2200.

SECURITY | 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. Please contact us if you have any questions regarding the playing of music (live or recorded) in your exhibit booth.

LIABILITY | AIA Tri-State (AIA New Jersey, AIA New York State, AIA Pennsylvania) state component organizations of the American Institute of Architects; Albany Capital Center, 55 Eagle Street, Albany, NY 12207, and SMG, the Albany Convention Center Authority (“Authority”), the State of New York 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. Please refer to insurance requirements.

FIRE REGULATIONS | Booth decorations and construction must conform to fire regulations of the City of Albany 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 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 three months out from event.

INSURANCE | At all times during exhibitors 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 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 or injury or death to persons and loss or damage to property and shall contain no exclusion with respect to property of the premises or AIA Tri-State. The aforesaid policies shall be issued by a carrier satisfactory to AIA Tri-State, authorized to do business in New York State; be primary regardless of any coverage maintained by AIA Tri-State and provide at least forty five (45) calendar days’ prior written notice to AIA Tri-State 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 AIA New York State Inc., AIA Pennsylvania, AIA New Jersey, c/o AIA New York State Inc. 50 State Street, 5th Floor, Albany, NY 12207, as additional insureds. 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 AIA Tri-State and the premises, its directors, officers, employees or agents.

FORCE MAJEURE | Neither party shall be liable in damages or have the right to terminate the 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 of cancellation of any export or other necessary license), wars, insurrections and/or other cause beyond the reasonable control of the party whose performance is affected.

ELIGIBILITY | AIANJ, AIANYS & AIAPA reserve the right to accept, reject or condition acceptance, based on our sole discretion, for any reason, which need to be disclosed to the applicant. Booth space will not be assigned until such application is approved by the AIANJ, AIANYS & AIAPA.
How to Purchase Your Booth & Reserve Your Sponsorship

1a Pay by Credit Card

- Visit www.cvent.com/d/m6qhhr and follow the prompts.
- Please disregard the manual application at the end of this prospectus.
- Proceed to step 2.

1b Pay by Check

- Complete the sponsor and exhibitor application on page 14 and if applicable the exhibitor application on page 15.
- Then, mail a copy of the completed application and check payable to: AIA New York State Inc., at 50 State Street, Suite 5, Albany, NY 12207, no later than September 17, 2019 and preferably ahead of September 1, 2019 to take advantage of pre-event exposure.
- Please e-mail a copy your application to Dave Hodgkinson at dhodgkinson@aianys.org, ahead of your check mailing.
- Please ensure your application is typed or printed clearly.

2 Send Your Company Logo and or Program Advertisement

- If applicable, e-mail your logo or ad to Laura Slomka at lslomka@njpsi.com in pdf, jpg, or tif format.
- Please submit your files by July 15, 2019 to ensure inclusion in the majority of digital pre-conference promotions, and by September 2, 2019 to ensure inclusion in the on-site printed program.
- If you do not receive a confirmation e-mail, please call Laura at 609.393.5690.

Questions? Contact Laura Slomka at lslomka@njpsi.com or 609.393.5690.
## Exhibitor & Sponsor Application

### Company/Organization Information

- Company/Organization: 
- Contact: 
- Title: 
- E-mail: 
- Street Address: 
- City: ____________ State: ____________ Zip: ____________ 
- Phone: 
- Fax: 
- Company/Organization Website URL: 
- Booth Personnel: 

### Sponsor Packages

**See page 8 for breakdown**

- **Charging Station Sponsor (limit 1)**: $1,500 x QTY 1 = $ ________________
- **Tour Bus Sponsor (limit 5)**: $500 x QTY 1 = $ ________________
- **Expo Lunch Sponsor (limit 1)**: $2,000 x QTY 1 = $ ________________
- **Meeting Bag Sponsor (limit 1)**: $2,000 x QTY 1 = $ ________________
- **Lanyard Sponsor (limit 1)**: $2,500 x QTY 1 = $ ________________
- **Thursday General Session Sponsor (limit 1)**: $2,500 x QTY 1 = $ ________________
- **Friday General Session Sponsor (limit 1)**: $2,500 x QTY 1 = $ ________________
- **Saturday General Session Sponsor (limit 1)**: $2,500 x QTY 1 = $ ________________
- **Coffee Break Sponsor (limit 4)**: $1,750 x QTY 1 = $ ________________

### Exhibitor Packages

**See page 5 for breakdown**

- **Deluxe (limit 9)**: $2,100 x QTY 1 = $ ________________
- **Premium (limit 30)**: $1,700 x QTY 1 = $ ________________
- **Standard (limit 38)**: $1,400 x QTY 1 = $ ________________
- **Additional Booth Representatives**: $90 x QTY 1 = $ ________________

### Dual Sponsor & Exhibitor Packages

**See page 6 for breakdown**

- **Platinum Sponsor (limit 2)**: $10,000 x QTY 1 = $ ________________
- **Wi-Fi Sponsor (limit 1)**: $5,000 x QTY 1 = $ ________________
- **Design Awards Reception Sponsor (limit 3)**: $5,000 x QTY 1 = $ ________________
- **Thursday Night Reception Sponsor Trade Expo (limit 3)**: $2,500 x QTY 1 = $ ________________
- **Expo Floor Sponsor (limit 1)**: $5,000 x QTY 1 = $ ________________

### On-Site Program Advertisement Packages

**See page 10 for breakdown**

- **Full page**: $350 x QTY 1 = $ ________________
- **Half page (horizontal)**: $250 x QTY 1 = $ ________________
- **Half page (vertical)**: $250 x QTY 1 = $ ________________
- **Quarter page**: $150 x QTY 1 = $ ________________
- **Cling**: $300 x QTY 1 = $ ________________

### Total Amount Due

- **Total sponsor packages**: QTY 1 = $ ________________
- **Total on-site program advertisement packages**: QTY 1 = $ ________________
- **Total exhibitor packages**: QTY 1 = $ ________________
- **Total dual sponsor & exhibitor packages**: QTY 1 = $ ________________
- **Total sponsor, advertisement, exhibitor packages**: QTY 1 = $ ________________
**Exhibitor Application**

**Exhibitor Booth Contact Information**  
Exhibitor staff attendee names must be provided by October 2\textsuperscript{nd} to Laura Slomka at lslomka@njpsi.com or 609.393.5690.

Contact Name  
Title  
E-mail  
Company  
Street Address  
City  
State  
Zip  
Phone  
Fax

**Booth Preference**  
Please select your booth preference. Booths will be assigned on a first come, first serve basis. Booth assignments will be finalized by AIA Tri-State staff on September 15\textsuperscript{th}.

1\textsuperscript{st} booth choice:  
2\textsuperscript{nd} booth choice:  
3\textsuperscript{rd} booth choice:  
Indicate any company/products you would prefer not to be placed near:  

**Exhibitor Directory Listing Information**  
Enter the information below exactly as you would like it to appear in the on-site program directory.

Contact Name  
Title  
E-mail  
Company  
Street Address  
City  
State  
Zip  
Phone  
Fax  
Company website URL  
Product/service category  
Company description/tagline (40 character limit)  

