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# residential architect's 2010 Reinvention Symposium

December 6-8, 2010  
Ritz Carlton  
New Orleans, LA



Hanley Wood, LLC  
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# 2010 Reinvention Symposium

**Date:** December 6-8, 2010

**Place:** Ritz Carlton, New Orleans

## **The Architect and the Client: Exploring the delicate tension between art and service.**

After the dark days of the recession, most architects feel lucky to have any kind of a commission to call their own. But once the relief abates, they must determine whether they have a customer, a client, or a patron signing the check. Each requires a different strategy to engage, service, and satisfy. And now more than ever, they all insist upon a higher level of attention and a stronger emphasis on value. Added to the mix is the silent partner everyone must address with every project: Mother Earth.

How do you deliver on their greater expectations while still creating work that challenges your mind, heart, and soul? The seventh annual Reinvention Symposium examines the broad range of contradictions and synergies in the architect/client/environment relationship.

### **Possible Session Topics:**

- The Patron, the Client, and the Customer
- What Clients Really Think About You
- Considering the Silent Client: The Environment
- Negotiating for Success
- Make It Well: Answering the Needs and Desires of Affordable Clients

## **Reinvention Symposium Overview**

The Reinvention Symposium is a high-level design and management conference where residential architects gather with to learn how to improve their practices, update their knowledge of industry trends and network with peers from around the nation.

During this two-and-a-half day event, industry leaders focus on the newest design techniques and strategies for improving their practices. Symposium attendees



include Leadership award winners, Congress of Residential Architecture representatives, and architects and designers from the top residential architecture firms across the nation.

### **Annual Housing Tour: New Orleans' Finest**

Reinvention's annual housing tour is one of the most unique and popular features of the Symposium. Kicking off the event, the housing tour takes attendees to some of the finest homes in New Orleans. Space is limited and always sells out with a waiting list of eager attendees ready to spend the day learning about truly magnificent New Orleans residences.

### ***residential architect* Leadership Awards**

The Leadership Awards are *residential architect* magazine's most prestigious awards, honoring individuals who exemplify outstanding achievements. Each year, the editors at *residential architect* choose winners in three categories; Hall of Fame, Top Firm and Rising Star. These winners are honored in the Leadership Awards issue (Sept/Oct 2010) and at Reinvention during the Leadership Awards Luncheon.

### **Special Design Charrette: The New Shotgun House**

This architectural think tank gives attendees the opportunity to brainstorm, collaborate and find solutions to a real world challenge.

### **Congress of Residential Architecture**

CORA, the Congress of Residential Architecture, an independent organization of residential practitioners is dedicated to improve the quality of residential architecture through promoting dialogue among home owners, builders, and designers. CORA's annual meeting convenes immediately following Reinvention 2010, hosting its panel discussion and brainstorming session on Wednesday, December 8<sup>th</sup>. Attendance is open to all Reinvention attendees and CORA members.

### **Attendees**

Reinvention attracts on average 200 of the most influential architects and designers each year, and provides an invaluable opportunity for suppliers and manufacturers to network with some of the best prospects and most forward-thinking specifiers in the industry. Returning attendees find Reinvention to be the only outlet focusing exclusively on residential architects.



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**Architects** – Architects from around the country specializing in custom and production single-family houses, multifamily housing and mixed use projects

**Building industry leaders** – Builders, designers, developers and land planners from the residential construction industry

**Thought leaders** – Distinguished professionals and academics with expertise in architecture or residential building



## Attendee Education Credit

Attendee's will earn up to 16 continuing education credits from AIA. AIA/CES Health, Safety and Welfare (HSW) and Sustainable Design (SD) Registered Seminars are available.



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## Marketing Plan

The 2010 Reinvention Symposium marketing program includes a coordinated schedule of advertising, direct mail, email and the Web, to increase your exposure to top architects. Along with your sponsorship at the conference, this marketing effort reinforces your support of and value to this essential customer base.

### Print Advertising

PRINT ADVERTISING		
	RESIDENTIAL ARCHITECT	CUSTOM HOME
May/June	Full Page Ad	
July/August	Spread Ad	Full-Page Ad
September/October	Full Conference Agenda	Spread Ad

### Direct Mail

DIRECT MAIL		
	Format	Quantity
Effort 1	Letter to past attendees	1,400 (approx.)
Effort 2	Full conference brochure mailing; sponsor logo included on full brochure	20,000 (approx.)
Effort 3	Email blasts; sponsor logo and URL link included in HTML	60,000 (approx.)

### Online Advertising

ONLINE	
<i>residential architect</i> Online	Conference information posted, June-December
Reinvention Symposium site	Conference information posted, June-January



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## Sponsorship Opportunities

The following benefits are offered to all event sponsors of the Reinvention Symposium	
<b>PRINT ADVERTISING/DIRECT MAIL</b>	
<b>Direct-Mail Piece Logo</b>	Sponsor logos will be displayed on all marketing and promotional materials. Includes direct marketing campaign (approximately 20,000 architects)
<b>Post-Event Mailings</b>	Sponsors may use Reinvention Symposium attendee list to conduct a one-time marketing effort after the conference that references the Reinvention Symposium. This campaign must be conducted through a third-party mailhouse.
<b>ON-SITE EXPOSURE</b>	
<b>Prominent On-Site Signage</b>	Your company's logo will be featured on all sponsored event signage.
<b>General Session Presence</b>	Your company's logo will be featured on the Main Stage before and after each session.
<b>General Session Mentions</b>	Your company's sponsorship of the Reinvention Symposium will be acknowledged and thanked from the Main Stage to kick off the conference.
<b>Company Profile</b>	Your company will be featured in the Sponsor Section of the Symposium Workbook.
<b>INTERNET</b>	
<b>Online Promotions</b>	Sponsor logos will be included in promotion emails. Sponsor logo will link to desired Web site. These emails will direct architects to the Reinvention Symposium Web site and includes links to additional symposium information.
<b>Company Logo &amp; Link</b>	Your company's logo and link will be prominently displayed on the Reinvention Symposium Web site from the date the contract is signed through the conference.
<b>ON-SITE EXPOSURE</b>	
<b>Exhibition Space</b>	Sponsors will have a 6' by 3' table to showcase their marketing materials. The space will be located in the same location as one of the evening receptions, all coffee breaks and breakfasts. Sponsor setup must follow guidelines outlined in the sponsor packet.



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## Sponsorship Levels

DIAMOND LEVEL HOUSE TOUR SPONSORSHIP		
Event	# Available	Cost
House Tour & Box Lunch Event Sponsor	1	\$35,000 net
<p><u>House Tour</u></p> <ul style="list-style-type: none"> <li>Housing tour visits New Orleans' finest residential architectural homes.</li> <li>Event kicks off Reinvention Symposium - Coach buses begin leaving morning of Monday, December 6</li> <li>Tour sells out every year with a waiting list</li> <li>Sponsorship of house tour and box lunch event</li> <li>Sponsor logo on all house tour signage</li> <li>Sponsor cards placed on each bus seat</li> <li>Sponsor video loop on buses provided by sponsor</li> </ul> <p><u>Sponsor Premium</u></p> <ul style="list-style-type: none"> <li>Opportunity to distribute sponsor premium at registration</li> <li>Premium provided by sponsor and approved by Hanley Wood</li> </ul> <p><u>Exclusive Sponsor Dinner</u></p> <ul style="list-style-type: none"> <li>Sponsor dinner on 1<sup>st</sup> night with <i>residential architect</i> Editor, Claire Conroy; Publisher, Jeff Calore; and 3 select architects</li> <li>Organized and paid for by Hanley Wood.</li> </ul> <p><u>Podium Time</u></p> <ul style="list-style-type: none"> <li>1-2 minutes of podium time</li> </ul> <p><u>CEU'S (Continuing Education Units)*</u></p> <ul style="list-style-type: none"> <li>Distribution of 2 sponsor courses given to all attendees via memory stick</li> <li>Sponsor educational materials displayed at Hanley Wood University table</li> </ul> <p>* Must be Hanley Wood University client to receive CEU distribution and promotion.</p> <p><u>Advertising in <i>residential architect</i></u></p> <ul style="list-style-type: none"> <li>Full page 4 color ad in September/October "Leadership Awards" issue of <i>residential architect</i></li> </ul> <p><u>Complimentary Registration</u></p> <ul style="list-style-type: none"> <li>3 complimentary company registrations; 2 full customer registrations</li> </ul>		



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SYMPOSIUM PARTNER/ LEADERSHIP AWARDS LUNCHEON SPONSORSHIP		
Event	# Available	Cost
Symposium Partner/Awards Luncheon Event Sponsor	1	\$37,500 net
<p><u>Leadership Awards Luncheon</u></p> <ul style="list-style-type: none"> <li>Leadership Awards Luncheon honors three influential architects each year</li> <li>Acknowledgement/Thank you from main stage during opening general session</li> <li>Sponsor logo given equal treatment to <i>residential architect</i> logo on symposium Web site and all symposium promotions</li> <li>Sponsor logo on Awards Luncheon signage</li> <li>Sponsor logo on Awards Luncheon slide presentation</li> </ul> <p><u>Sponsor Premium</u></p> <ul style="list-style-type: none"> <li>Opportunity to distribute sponsor premium at registration</li> <li>Premium provided by sponsor and approved by Hanley Wood</li> </ul> <p><u>Exclusive Sponsor Dinner</u></p> <ul style="list-style-type: none"> <li>Sponsor dinner on 2<sup>nd</sup> night with <i>residential architect</i> Editor, Claire Conroy; Publisher, Jeff Calore; and 3 select architects</li> <li>Organized and paid for by Hanley Wood</li> </ul> <p><u>Podium Time</u></p> <ul style="list-style-type: none"> <li>1-2 minutes of podium time at start of Luncheon</li> </ul> <p><u>CEU'S (Continuing Education Units)*</u></p> <ul style="list-style-type: none"> <li>Distribution of 2 sponsor courses given to all attendees via memory stick</li> <li>Sponsor educational materials displayed at Hanley Wood University table</li> </ul> <p>* Must be Hanley Wood University client to receive CEU distribution and promotion.</p> <p><u>Advertising in <i>residential architect</i></u></p> <ul style="list-style-type: none"> <li>Full page 4 color ad in September/October "Leadership Awards" issue of <i>residential architect</i></li> </ul> <p><u>Complimentary Registration</u></p> <ul style="list-style-type: none"> <li>4 complimentary company registrations; 5 full customer registrations</li> </ul>		



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GOLD LEVEL EVENT SPONSORSHIP		
Event	# Available	Cost (each)
<b>Welcome Reception Event Sponsor (Opening Night)</b>	1	\$17,500 net
<b>Cocktail Reception Event Sponsor (Second Night)</b>	1	\$17,500 net
<b>Breakfast Event Sponsor</b> <ul style="list-style-type: none"> <li>• Monday, 12/6 - "Coffee &amp; Donuts To Go" Breakfast</li> <li>• Tuesday, 12/7 – Session Kickoff Breakfast</li> <li>• Wednesday, 12/8 – Final Day Breakfast</li> </ul>	<b>3</b> <ul style="list-style-type: none"> <li>• Mon. 12/6</li> <li>• Tues. 12/7</li> <li>• Wed. 12/8</li> </ul>	<b>\$15,000 net</b> <b>\$17,500 net</b> <b>\$17,500 net</b>
<b>Coffee Break Event Sponsor</b> <ul style="list-style-type: none"> <li>• Tuesday, 12/7 – Morning Coffee Break</li> <li>• Tuesday, 12/7 – Afternoon Coffee Break</li> <li>• Wednesday, 12/8 – Morning Coffee Break</li> </ul>	<b>3</b> <ul style="list-style-type: none"> <li>• Tues. 12/7 - AM</li> <li>• Tues. 12/7 - PM</li> <li>• Wed. 12/8 - AM</li> </ul>	<b>\$15,000 net</b>
<b>CORA Lunch Event Sponsor</b>	1	\$15,000 net
<b>Design Charrette Session Sponsor*</b>	1	\$15,000 net
<b>ALL GOLD LEVEL SPONSORS RECIEVE THE FOLLOWING SPONSOR PACKAGE</b>		
<u>Signage</u> <ul style="list-style-type: none"> <li>• Sponsor logo on all sponsored event signage</li> </ul> <u>CEU'S (Continuing Education Units)*</u> <ul style="list-style-type: none"> <li>• Distribution of 1 sponsor course given to all attendees via memory stick</li> <li>• Sponsor educational materials displayed at Hanley Wood University table</li> </ul> * Must be Hanley Wood University client to receive CEU distribution and promotion.		
<u>Advertising in <i>residential architect</i></u> <ul style="list-style-type: none"> <li>• Full page 4 color ad in September/October "Leadership Awards" issue of <i>residential architect</i></li> </ul>		
<u>Complimentary Registration</u> <ul style="list-style-type: none"> <li>• 2 complimentary company registrations</li> </ul>		
<b>*IN ADDITION TO THE ABOVE, THE FOLLOWING ARE SPECIFIC TO THE DESIGN CHARRETTE SESSION SPONSOR ONLY</b>		
<u>Podium Time</u> <ul style="list-style-type: none"> <li>• 1-2 minutes of podium time at start of Charrette</li> </ul>		



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## PAST ATTENDEE LIST

**Sandra Aberstein**  
Aberstein Architecture LLC

**Rebecca Alexis**  
President  
HIVE Architecture, LLC

**Sandra Abenstein**  
Abenstein Architecture,  
LLC

**Jeffrey Abrams**  
Architect  
Jeffrey K. Abrams Architect  
P.C.

**Anne Adams**  
Taconic Builders

**Bryce Allison**  
Divergent Architecture,  
LLC

**Bob Anderson**  
Owner  
PlanSolutions Architects

**Brian Arnold**  
Taconic Builders, Inc

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Austin Design

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Chairman of the Board  
Balzer and Associates, Inc.

**Peter Becker**  
Peter Becker Architect

**Jim Bodoia, AIA LEED  
AP**  
Principal  
Mithun

**Henry H. Brennan**  
H. H. Brennan, AIA

**Gary Brewer**  
Partner  
Robert A.M. Stern  
Architects

**John Brown**  
Principal  
Housebrand

**Robert Cain**  
Owner  
Robert M. Cain, Architect

**Diane Carawan**  
Principal  
Carawan Architecture

**Joseph Chance**  
Architect, Director of  
Housing  
Kwan Henmi  
Architecture/Planning, Inc.

**Adeline Chang**  
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LCRA

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Owner  
Ross Chapin Architects

**Kirk Christianson**  
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**Debi Chung**  
Project Manager  
Richfield Investment

**Mahlon Clements**  
Principal  
Bumgardner

**Perry Cofield, AIA**  
Principal  
Design Ways & Means

**D. Michael Collins**  
Principal  
D. Michael Collins  
Architects

**Amanda Comeau**

**John Connell**  
Director of Design  
2morrow Studio & Connor  
Homes

**Amy Conner-Murphy**  
Principal  
ACM Design PA

**Bernard Corday**  
Seattle Sales Manager  
Artemide

**Leslie Davidson**  
President

**L. Barry Davidson**  
Architects AIA  
Incorporated

**Alfredo de Vido**  
Alfredo de Vido Architect

**Bernard Decosse**  
President  
Bernard Decosse Architect  
Inc.

**John DeForest**  
Principal  
DeForest Architects

**Karen DeLucas**  
Ross Chapin Architects

**Michele Dempsey**  
DxDempsey: Architecture

**William Denny**  
Partner  
Denny & Svetlik Architects,  
PLLC

**Marcus DiPietro**  
Marcus DiPietro, Architect

**Paul Doerner**  
Owner  
Lawrence Group

**Chris Dorman**  
Principal  
Dorman Associates, Inc.

**Peck Drennan**  
Principal  
Peck Drennan Architects

**Andres Duany**  
Principal  
Duany Plater-Zyberk & Co.

**Jeremiah Eck**  
Architect  
Eck MacNeely Architects

**Lisa Egger**  
Lisa Egger, AIA

**John Eggleston**  
Eggleston | Farkas  
Architects

**Patricia Emmons**  
Partner  
Curtis & Emmons  
Architects

**Steve Falk**  
Architect  
Steve Falk A.I.A. Architect



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**Allan Farkas**  
Eggleston | Farkas  
Architects

**Bruce Frasier**  
President  
Bruce Frasier Architects  
P.C.

**Bob Frew**  
Bob Frew Architect

**Jim Gandy**  
Jauregui Inc.

**Phil Gavosto**  
Architect  
Gavosto Associates

**Utkarsh Ghildyal**  
Project Manager  
Renaissance 3 Architects

**Steve Glenn**  
CEO/Founder  
LivingHomes

**Marcus Gleysteen**  
Principal  
Gleysteen Design LLC

**Wayne Good**  
Principal  
Good Architecture, PC

**Joe Greene**  
Greene Partners

**Nancy Greene**  
Greene Partners

**Michael Griffith**  
Michael Griffith Architect

**Michael Hamilton**  
Michael Hamilton  
Architects

**Todd Hansen**  
Principal  
Albertsson Hansen  
Architecture, Ltd.

**Don Harris**  
Architect  
Dement Harris | Design

**Jim Henshaw**  
Principal  
Herlong & Associates

**Jessica Hindman**  
Studio H

**William J Hirsch, Jr.**  
Architect  
William J Hirsch, Jr Inc

**Mitch Hodge**  
Architect  
S. Mitchell Hodge, AIA

**Neal Hodgson**  
Architect  
Hodgson Architects

**Rex Holbein**  
Owner  
Rex Holbein Architects

**Scott Hommas**  
Principal  
Gelotte Hommas  
Architecture

**Robert Hull**  
Partner  
The Miller|Hull Partnership

**Robert Humble**  
Principal  
Hybrid Architecture

**Joseph Hurley**  
Joseph Hurley Architects

**Mark Hutker**  
President  
Hutker Architects

**Susan Ingham**  
Principal  
KASA Architecture

**Gianni Intili**  
Principal  
GI Design Studio

**John Isch, AIA, LEED AP**  
Principal  
RWA Architects, Inc.

**Michael Jacobson**  
Product Development  
Manager  
Homes By Avi

**Luis Jauregui**  
Jauregui Inc

**Susan Jauregui**  
Jauregui Inc

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President  
Taylor Jones Architects  
and Assoc. Inc.

**Samuel Kachmar**  
Architect  
HKT Architects

**Tom Kaiser**  
Owner  
J. Thomas Kaiser and  
Associates

**Georgie Kajer**  
Owner  
Kajer Architects

**Michelle Kaufmann**  
Founder  
Michelle Kaufmann Studio

**Todd Kegerreis**  
Greene Partners

**Malcolm Kelley**  
Partner/Architect  
Timmons/Kelley Architects

**Jane Kittner**  
Architect  
Kittner & Pate Design  
Associates

**Ryland Koets**  
Koets Architects

**Jeffrey Krausse**  
Principal  
Jeffrey Krausse Architect

**William H. Kreager, FAIA**  
Principal  
Mithun

**Joseph Kreski**  
Co-Owner  
Cramer Kreski Designs

**John Kuhn**  
President  
Kuhn Riddle Architects

**Tom Kundig**  
Principal  
Olson Sundberg Kundig  
Allen Architects

**R. Scott LaBenz AIA,  
LEED AP**  
Principal  
Grouparchitect

**Thomas Lawton**  
Thomas Lawton Architect  
PLLC

**Stuart Leipziger**  
Architect  
Lawrence Group

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## Conference Prospectus



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**Erik Lerner**  
Architect Real Estate  
Broker  
RealEstateArchitect

**Kent Lineberger**  
Owner  
Kent Lineberger  
Architecture

**Tamara Long**  
Partner  
Red3 Group

**William Long**  
Principal  
Kwan Henmi Architecture

**Jay Madden**  
Jay Madden Architect

**Fernando Mata**  
Architect  
Mata-Villarreal-Garcia  
Design Group

**John Matthews**  
President  
Mitchell/Matthews  
Architects

**Michael Mauch, AIA,  
LEED AP**  
Principal  
RWA Architects, Inc.

**Mark McInturff**  
Owner  
McInturff Architects

**Irene Mees**  
Principal  
Irene Mees architecture

**Drew Miller**  
Gerald Lee Morosco  
Architects, PC

**Judy Miller**  
Michael Griffith Architect

**David Miller**  
Partner  
The Miller|Hull Partnership

**Joeb Moore**  
Member  
Joeb + Partners Architects,  
LLC

**Steven A. Moore**  
Bartlett Cocke Regents  
Professor of Architecture  
and Planning  
The University of Texas,  
School of Architecture

**Jerry Morosco**  
Gerald Lee Morosco  
Architects, PC

**Chris Moulder**  
Owner/Principal  
Dubbe Moulder Architects

**Matthew North**  
Principal  
Housebrand

**Douglas Oberst**  
Principal  
BCRA

**Jameson O'Donnell**  
Gerald Lee Morosco  
Architects, PC

**Charles Orr**  
Principal  
Hutker Architects

**Ivan Oviedo**  
Project Architect  
Kajer Architects

**Peter Pfeiffer, FAIA**  
Principal  
Barley & Pfeiffer Architects

**Michelle Plotnik**  
Architect  
Michelle Plotnik, AIA

**Van Pond**  
Design Studio Director  
Pond|Wills

**Julian Prossor**  
Principal  
Inhabit LLC

**Roxanne Sherbeck**  
Principal  
Bohlin Cywinski Jackson

**John Sigrist**  
Owner  
Architectural Innovations,  
P.C.

**Zach Provonchee**  
Zinc

**Michael Pyatok**  
Architect  
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**Steven Rainville**  
Olson Sundberg Kundig  
Allen Architects

**Greg Robinson**  
Architect - Design  
Department Manager  
Cascade Joinery

**Thomas Roedoc**  
Owner  
Architectural House Plans

**Christopher Rose**  
AIA, ASID  
Christopher Rose  
Architects, PA

**Kenneth Routh**  
Architect, AIA  
Routh & Company

**Jon Saylor**  
President/Architect  
Jon R. Saylor Architect AIA

**Andrew Schaub**  
V.P., Director of Design  
ArchitectsPlus

**Lori Schneider**  
Owner  
Studio Blue Design, LLC

**Jack Scott**  
Architect  
Winter Park Design

**John Senhauser**  
Owner  
John Senhauser Architects

**Catherine Sewell**  
Architect  
Platform Architecture  
Design

**Leo Smith**  
President  
Leo Smith Architects, Inc.

**Stanley Smith**  
Manager  
Stanley F Smith, Architect,  
LLC

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## Conference Prospectus



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**Liz Smith**  
Owner  
Liz Smith Design

**C. Morris Stafford**  
Manager  
The Loggia Group PLLC

**Caroline Stark**  
Designer  
Design Simple

**Kirk Stathes**  
Architect/Owner  
Kirk Stathes Architect

**John Stewart**  
Principal Architect  
Stewart Associates

**Bill Styczynski**  
President  
Styczynski Walker &  
Associates

**Catherine Svercl**  
Architect  
Design Freedom, Inc.

**Steven Svetlik**  
Partner  
Denny & Svetlik Architects,  
PLLC

**James Tanner**  
President  
TannerHecht Architecture

**Kathryn Tart**  
Kate Tart Architecture

**Randall Thompson**  
President/CEO  
AgeWave Solutions, Inc.

**Donna Tiemann**  
Barley & Pfeiffer Architects

**Joseph Tovar**  
Planning Director  
City of Shoreline,  
Washington

**Boyce Tucker**  
BLTarchitect

**Carina Van Olm Brown**  
Principal  
Housebrand

**Marc Vassallo**  
Schultz Miller

**Jeff Visser**  
Owner  
JVisser Design

**Philip Volkmann**  
Owner / Partner  
Barry & Volkmann  
Architects

**Wade Weissmann**  
President  
Wade Weissmann  
Architecture Inc.

**Jeff Williams**  
Williams | Partners  
Architects

**Scott Witt**  
Barley & Pfeiffer Architects

**Lowell Wynn**  
Lowell Thomas Wynn  
Architect

**Richard Youngblood**  
Youngblood Architecture

**Joseph Zinger**  
Yossi Zinger AIA

Contract



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Please check the appropriate sponsorship opportunities (all costs are net):

- Housing Tour & Boxed Lunch: \$35,000
- Breakfast, Mon. 12/6: \$15,000
- Symposium Partner/Awards Luncheon: \$37,500
- Breakfast, Tues. 12/7: \$17,500
- Welcome Reception Night 1: \$17,500
- Breakfast, Wed. 12/8: \$17,500
- Cocktail Reception Night 2: \$17,500
- Coffee Break, Tues. 12/7 AM: \$15,000
- CORA/AIA-CRAN Session: \$15,000
- Coffee Break, Tues. 12/7 PM: \$15,000
- Design Charrette \$15,000
- Coffee Break, Wed. 12/8 AM: \$15,000

Date: December 6-8, 2010  
Place: Ritz Carlton, New Orleans, LA

I hereby reserve our company's sponsorship of the 2010 Reinvention Symposium\*. I understand that no private functions with attendees outside conference programming are allowed. Sponsorship of the 2010 Reinvention Symposium cannot be canceled.

\_\_\_\_\_  
Sponsoring Company Name

\_\_\_\_\_  
Key Contact Name

\_\_\_\_\_  
Key Contact Address

\_\_\_\_\_  
Key Contact Telephone

\_\_\_\_\_  
Key Contact Fax

\_\_\_\_\_  
Key Contact E-mail

\_\_\_\_\_  
Authorized by (please print your name)

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date



# Additional Platform Opportunities – Packages & Programs

## ***residential architect* Leadership Awards: RA TV on residentialarchitect.com Exclusive Sponsorship**

- On-site interviews with the *residential architect* Leadership Award winners and their acceptance speeches from the awards luncheon will be presented on RA TV on residentialarchitect.com in a January 2011 episode. (two camera shoot, edited).
- The sponsor will receive their 15 second pre- and post-roll video or logo on video players as well as the additional benefits below

### **Sponsorship Promotions**

#### **TV Player Console**

- Sponsor logo and link fixed on TV player console
- Sponsor medium rectangle ad unit (300x250)
- Sponsor advertorial unit including up to 500 characters of text and multiple links

#### **Home Page promotion**

- Fixed promotional box, top right, for two weeks
- Video image linking to video player console
- Sponsor's logo linking to sponsor's Web site

#### **Dedicated promotion to e-Newsletter subscribers**

- Sponsor ad (same as standard e-Newsletter sponsorship) includes 180x150 image, 500 characters for headline and text
- Video image linking to video player console
- Sponsor's logo linking to sponsor's Web site
- Delivered to 38,000 residential architect's per episode



### e-Newsletter promotion

- Twice Monthly promotion to run in 2 e-Newsletter issues
- Delivered to 38,000 residential architect's per issue
- Sponsor logo and link included

**SPONSORSHIP RATE: \$10,000 net**

(includes one month of RA TV on residentialarchitect.com)

### Supplier Leadership Video Series

- On-site video interviews at Reinvention of sponsor leaders answering a series of questions: 4 will be questions from Hanley Wood, 2 will be custom questions sponsor would like to answer that demonstrate how they are serving the needs of the residential architect.
- Segments would be 30 seconds long and assembled into a single stream.
- Promotion includes:
  - Video linked web page (contains all articles and videos from Reinvention)
  - Logo on Reinvention page and all stories linked from it (300x100)
  - ROS promo (300x100 including logo)
  - All series sponsor videos promoted in a dedicated email blast
  - Video archived on RA TV hosted on residentialarchitect.com pages for 6 months
  - DVD of video sent to sponsor

**SPONSORSHIP RATE: \$7,000 net**

### Hanley Wood University: Special CEU course creation offer for Reinvention Sponsors

For 2010 Reinvention Symposium sponsors, Hanley Wood University is providing special, discounted pricing for the creation of one new, AIA certified continuing education course (CEU) for the residential architect segment. Offer available for new Hanley Wood University customers only and pricing is for development and hosting of first new course only.

Client CEU course will be hosted on Hanley Wood University online learning portal, architectCES, for one year and includes promotion package across Hanley Wood's network of media brands serving the architect community.

**SPECIAL REINVENTION SPONSOR RATE: \$24,000 net**



hanley▲wood

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**TERMS & CONDITIONS:****USE OF SPACE**

The space contracted for is to be used solely for the Sponsor whose name appears on the Contract, and it is agreed the Sponsor will not sublet nor assign any portion of same without the written consent of Hanley Wood. Sponsor agrees to exhibit only products which it manufactures, represents or distributes. All exhibits shall display products or services in a tasteful manner.

**EXHIBIT GUIDELINES**

Diamond, Platinum and Gold Event Sponsors will be provided with a 3' x 6' exhibit table, with exception of non-attending sponsors. Displays must fit completely on the 3' x 6' table.

Distribution of samples and promotional material is restricted to the exhibit table. Each Sponsor agrees to exhibit only products which it manufactures, represents or distributes. All exhibits shall display products or services in a tasteful manner. Any and all advertising distribution must be made from Sponsor's booth space. Flashing lights, balloons and stickers are prohibited in the exhibit area. (Handouts with gummed backing that adhere or cause adhesion are considered stickers.) Moving advertisements outside of a Sponsor's exhibit space are not permitted.

**SECURITY**

Sponsors are responsible for their own displays and materials. Neither the Reinvention Symposium, nor The Fairmont Olympic will take responsibility for unattended items, so please safeguard valuables as necessary.

**OUTSIDE EXHIBITS/HOSPITALITY SUITES**

Sponsors may not, without express written approval from Hanley Wood display products/services and/or other advertising material in areas outside their booth space such as, but not limited to, parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc., as well as unauthorized facility tours. Sponsors also agree not to operate hospitality suites during hours in which the Event is open or when any Hanley Wood-sponsored activities are being held. Sponsors hosting hospitality functions may not hold those activities during official Event hours.

**SOUND DEVICES**

The use of devices for mechanical reproduction of sound or music is not permitted.

**REJECTED EXHIBITS**

The Sponsor acknowledges and agrees that the exhibit shall be admitted and shall be permitted to remain in the conference only upon continued compliance by the Sponsor with the terms and conditions of this agreement and the Standards. No portion of the fee shall be returned if rejection or removal occurs upon violation of this agreement.

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