

LA
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MAY 13-16, 2020
LOS ANGELES

AIA LOS ANGELES
SPONSORSHIP OPPORTUNITIES



WELCOME TO LA 20/20

Dear Friends,

On behalf of the City of Los Angeles, welcome to the AIA Conference on Architecture 2020 (A'20).

The annual AIA Conference on Architecture attracts one of the largest gatherings of architects and design professionals in America. We're pleased to welcome more than 25,000 architects, designers, engineers, and real-estate professionals to the Los Angeles Convention Center.

We invite you to experience a design-driven Los Angeles that is at the forefront of technology and innovation, and there is no better place to gather, as Los Angeles is the creative capital of the world.

I send my best wishes for a memorable event and continued success.

Sincerely,



ERIC GARCETTI

Mayor, City of Los Angeles

BECOME A SPONSOR FOR AIALA PROGRAMMING

LAUNCH YOUR LASTING
RELATIONSHIP WITH THE DESIGN
PROFESSION DURING THE LARGEST
ARCHITECTURE EVENT OF THE YEAR.

THE AIA CONFERENCE ON
ARCHITECTURE, PRODUCED BY
THE AMERICAN INSTITUTE OF
ARCHITECTS, IS IN LOS ANGELES IN
2020 AND AIALA IS ORGANIZING AN
EXCITING SUITE OF TOURS, EVENTS,
AND SPECTACLES AS PART OF IT.

SPONSOR YOUR LOCAL CHAPTER'S
CONTRIBUTIONS AND THESE HIGHLY
POPULAR CONFERENCE PROGRAMS.

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BENEFITS OF YOUR SPONSORSHIP

MAKE A BOLD STATEMENT AT THE EVENT TO BE, IN THE PLACE TO BE.

REACH THOUSANDS

More than 20,000 professionals will discover your products and services as they come to Los Angeles to enjoy dynamic AIA|LA programming for the AIA Conference on Architecture (A'20).

MAKE AN IMPACT

Your brand becomes more meaningful as conference-goers engage with exclusive AIA|LA activations for the biggest architecture event of the year.

THE CHOICE IS YOURS

Select from hundreds of creative programs organized by AIA|LA: highly popular tours of extraordinary architecture, once-in-a-lifetime special events set in iconic Los Angeles spaces, and cutting-edge immersive programs.

BE SEEN

Maintain a constant presence by sponsoring reusable water bottles, tote bags, and other conference necessities.

BE AT THE FOREFRONT

Be identified with programming that demonstrates what's next in the world of architecture, design, engineering, and construction.

BE AIA|LA

Take advantage of an opportunity rarely offered in Los Angeles. As a top-level sponsor, receive additional AIA|LA annual benefits beyond the conference.

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ABOUT THE CONFERENCE

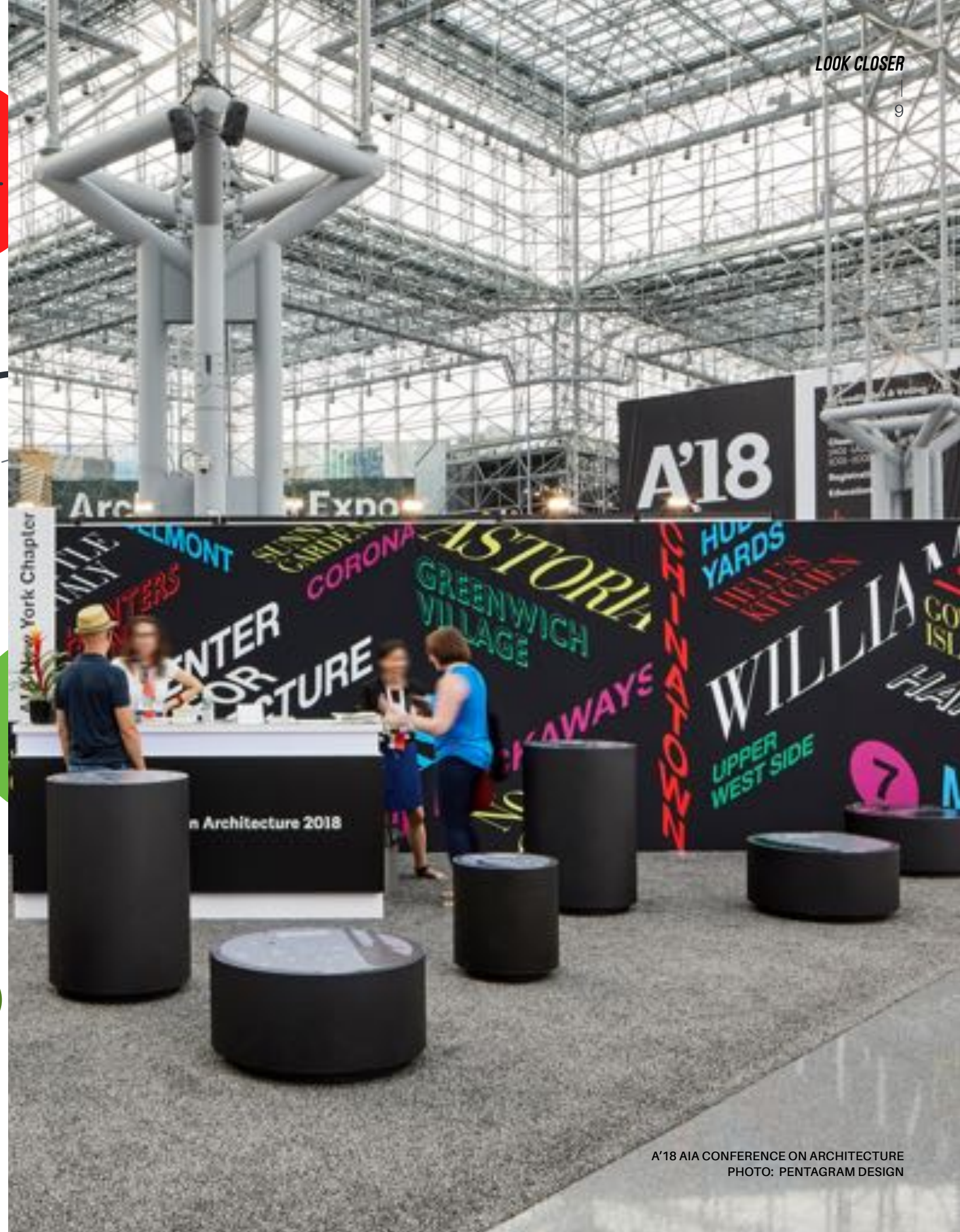
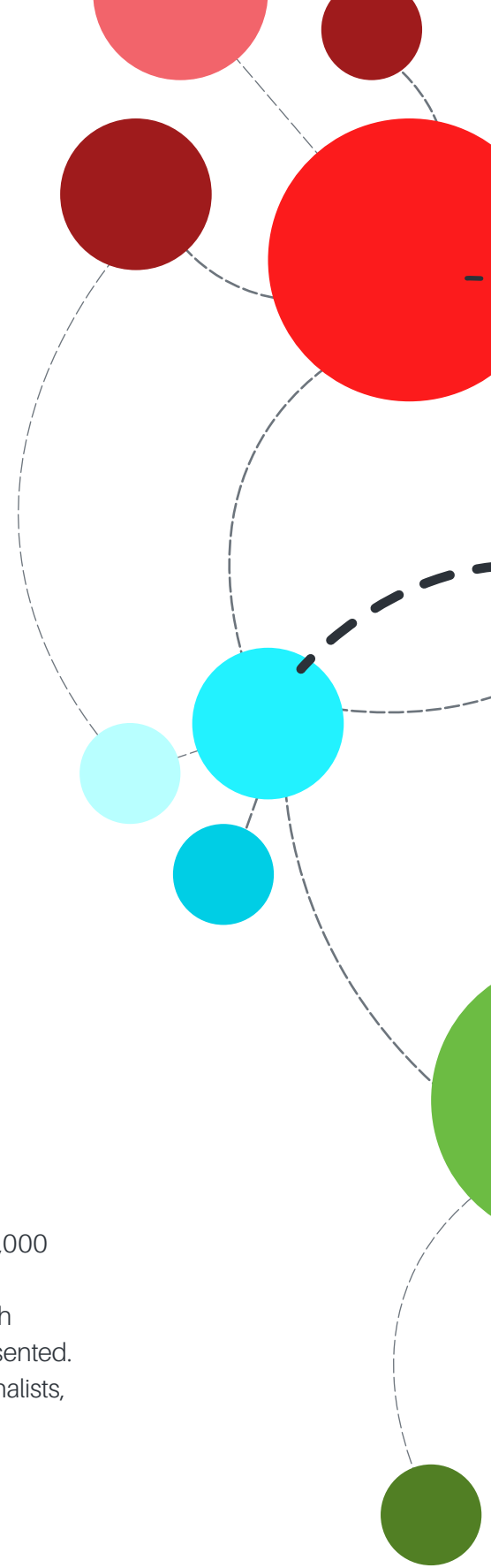
PRODUCED BY THE
AMERICAN INSTITUTE OF
ARCHITECTS, A'20 IS THE
ARCHITECTURE & DESIGN
EVENT OF THE YEAR.

JOIN US FOR AN UNFORGETTABLE WEEK

More than 500 sessions, tours, parties, and networking events will draw over 25,000 attendees from across the country and the world, representing cities large and small, and regions that vary in architecture, climate, and demographics. Although attendees are predominantly architects, interrelated industries will be well represented. Contractors, real-estate professionals, engineers, manufacturers, attorneys, journalists, and others whose professions serve the built environment actively participate in conference events.

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A'18 AIA CONFERENCE ON ARCHITECTURE
PHOTO: PENTAGRAM DESIGN

EXCITED FOR GREAT THINGS AHEAD



As the co-chairs of the AIA|LA A'20 Executive Committee, we are delighted to serve as a leadership resource to the dozens of volunteers working diligently to prepare for the A'20 AIA Conference on Architecture, which will be here at the LA Convention Center from May 14 - 16, 2020.

As the host-city chapter, AIA Los Angeles will produce 250+ tours, special events, and programs to highlight the diverse experiences of design-driven Los Angeles. These tours and programs will highlight the creative abundance of our region's architectural assets, which serve as a tapestry of inclusion, resilience, and design excellence.



In order to produce the highest caliber programs and events, we need your direct involvement. As we prepare for the conference, please consider supporting AIA Los Angeles with your time, insight, expertise and financial resources. Your leadership and involvement will allow the chapter to create a memorable experience for all of the conference attendees, many of which may be visiting Los Angeles for the first time. By getting involved as a volunteer and/or contributing as a financial sponsor, you will be enabling us to showcase LA at its best.



From the new multi-family developments along the Los Angeles River to the adaptive revitalizations in DTLA to the historic case-study homes in the Hollywood Hills, and to new transit corridors and mobility hubs throughout the city, here is our chance to highlight the design innovations of an ever-evolving Los Angeles.

To learn more about the opportunities available, please contact the AIA|LA Executive Director, Carlo Caccavale, Hon. AIA|LA, at carlo@aialosangeles.org.

Your direct contribution will ensure our success.

Yours truly,

MIKE ENOMOTO, FAIA
SCOTT HUNTER, FAIA
MARTHA WELBORNE, FAIA

AIA|LA A'20 Executive Steering Co-Chairs

WHAT'S HAPPENING

EXPERIENCE PRIVATE ENCOUNTERS
WITH ICONIC ARCHITECTURE.
DISCOVER THE NEXUS OF HIGH
DESIGN AND COSMOPOLITAN
CULTURE.

300 ARCHITECTURE TOURS

New, innovative, historic, iconic, and award-winning spaces.

45 SPECIAL EVENTS

Dining x Design culinary program, once-in-a-lifetime exclusive experiences in iconic places, "Experience LA" events curated by emerging professionals.

TECH-DRIVEN ACTIVITIES

Digital map guide, digital tours and 360-programming.

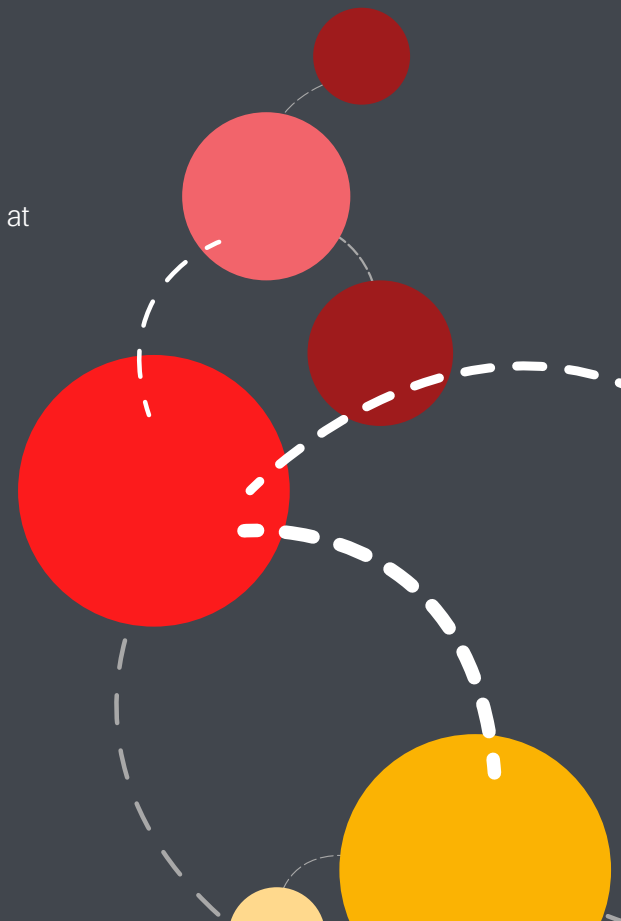
BECOME AN EXPERT ON LOS
ANGELES ARCHITECTURE AND
URBAN IDEAS.

EXHIBITS ACROSS THE CITY

2x8 Exhibition at the A+D Architecture and Design Museum, Yayoi Kusama at the Broad, and much more.

AIA|LA DIGITAL PLAYGROUND

Pop-up coffee shop and digital experiences in the Convention Center.



ROI & DEMOGRAPHICS

WE ARE A DIVERSE, INCLUSIVE
GROUP OF CREATIVES —
WE ARE AIALA.

AIA|LA LOS ANGELES AT A GLANCE

- Members of AIA Los Angeles generate an estimated \$29.4 billion in revenue annually.
- AIA Los Angeles members are represented at all of Los Angeles Business Journal's Top 50 Architecture Firms, which have a combined revenue of \$848 million.
- The Los Angeles County architecture industry has an annual purchasing power of \$2.82 billion.
- AIA Los Angeles members make up nearly 65% of Los Angeles' architecture industry, and represent more than 1100 firms and organizations.

WHAT DO OUR MEMBERS DO?

- | | | |
|-----------------|-----------------------|------------------------------|
| ● Architects | ● Insurance Providers | ● Staffing & Recruitment |
| ● Designers | ● Facade Experts | ● Real Estate Professionals |
| ● Contractors | ● Attorneys | ● Public Relations/Marketing |
| ● Consultants | ● Illustrators | ● Technology |
| ● Educators | ● Photographers | ● Architecture Students |
| ● Manufacturers | ● Artists | |
| ● Vendors | ● Acoustics | |

AIA|LA MEMBERS ARE REPRESENTED AT THE FOLLOWING SCHOOLS:

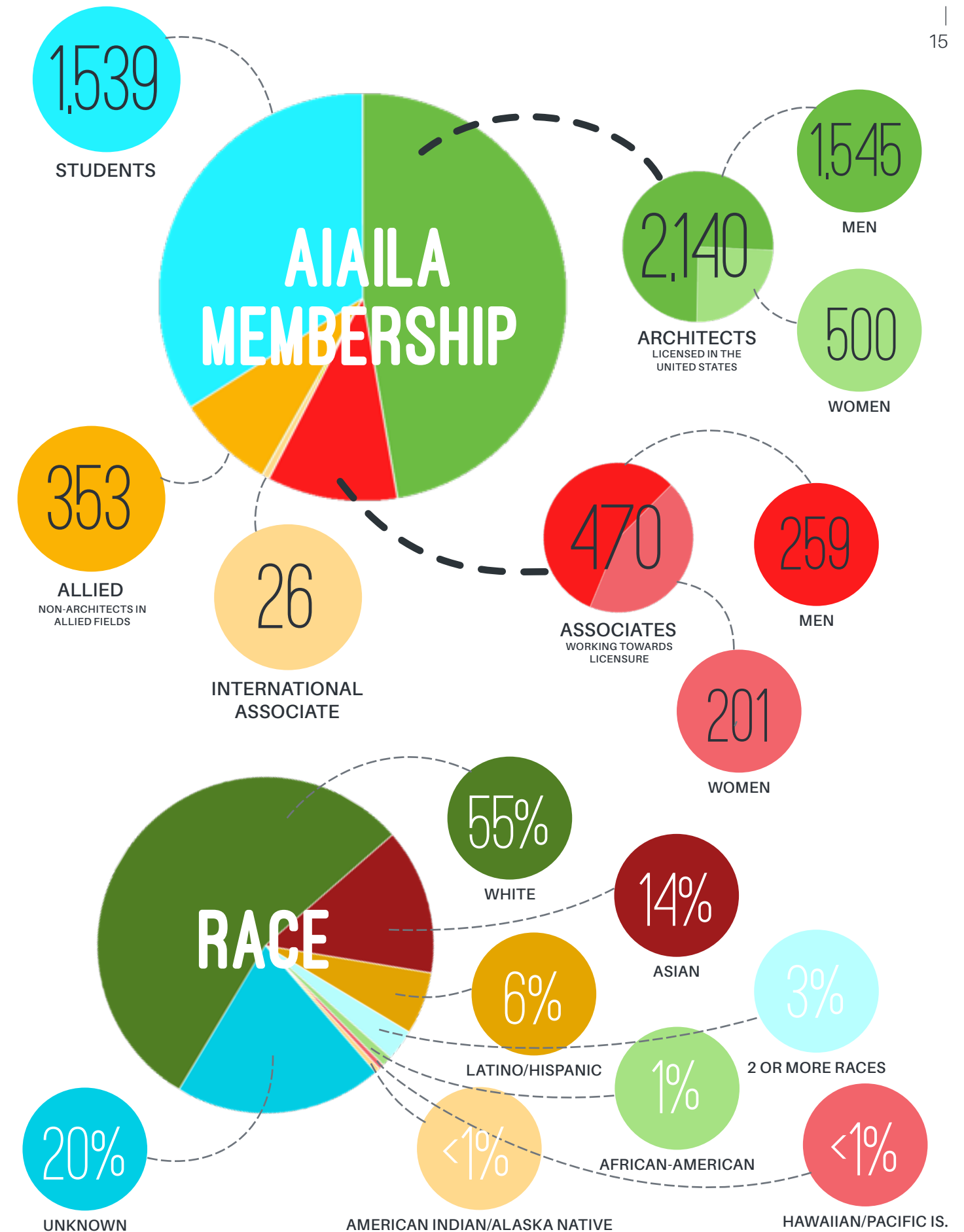
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|--|--|
| ● Cal Poly Pomona | ● UCLA Architecture & Urban Design |
| ● East Los Angeles College Dept. of Architecture | ● UCLA Extension |
| ● Los Angeles Institute of Architecture & Design | ● UCLA Capital Programs |
| ● Otis College of Art and Design | ● USC School of Architecture |
| ● Pepperdine University | ● USC Real Estate and Asset Management |
| ● SCI-Arc | ● Woodbury University |

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TOURS

WE ARE HOME TO MORE AWARD-WINNING ARCHITECTURE THAN ANY OTHER CITY.

REACH ACROSS LA

Connect your brand to photographic gems, legendary designers, breathtaking sites, and innovative and historic spaces across Los Angeles.

POPULARITY = HIGH VISIBILITY

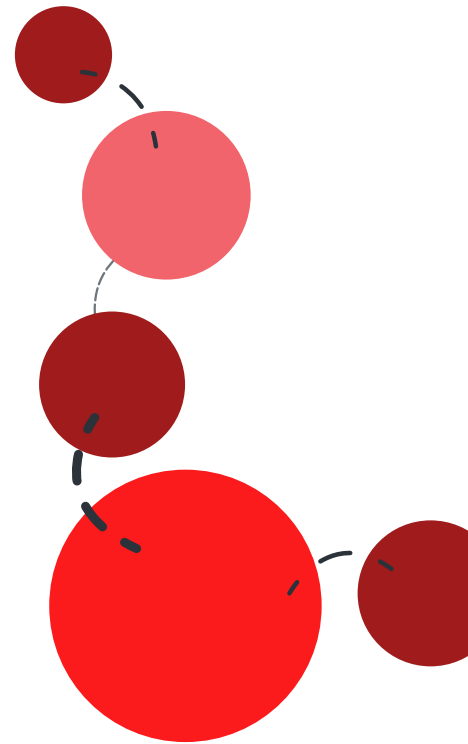
Repeatedly sold-out, conference tours are among the most popular programs of any AIA Conference on Architecture. They are opportunities for designers to see and experience buildings they've only read about, earn continuing education units required by the AIA, and explore the city up close. They also present a great opportunity to enhance your brand through our integrated, multi-media marketing. A'20 offers a unique opportunity to be identified with the world's most striking and meaningful architecture.

16 TRACKS OF 300 TOURS

Commercial, Media + Entertainment, Residential, Religion + Worship, Educational, Sports, Civic + Culture, Healthcare, Hospitality, Infrastructure + Transportation, Urban Design, Sustainability, Adaptive Reuse, Office Design, Landmarks.

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WAFFLE (VESPERTINE) (2016) DESIGNED BY ERIC OWEN MOSS ARCHITECTS
PHOTO: TOM BONNER

EXPERIENCE LA

CURATED VISITS TO LA HOTSPOTS, INSIDER FAVES, AND CITY SECRETS.

COME MEET OUR LOS ANGELES

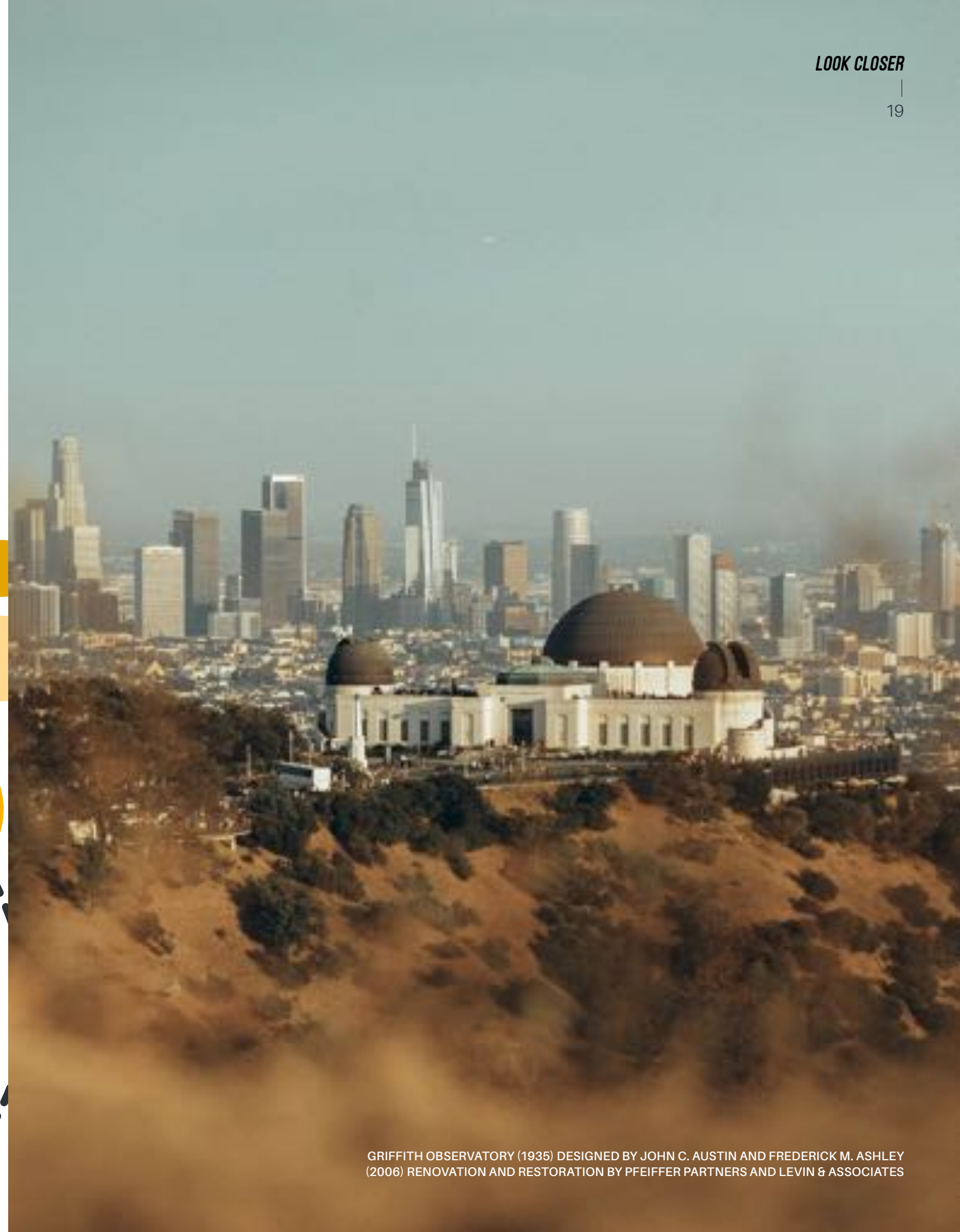
Consider LA 20/20 a concierge embedding you in a dazzling, world-class metropolis. We'll provide an inside look at Venice's Abbot Kinney, peruse the burgeoning rooftop nightlife of DTLA, take in renowned cultural institutions, and *more*.

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GRIFFITH OBSERVATORY (1935) DESIGNED BY JOHN C. AUSTIN AND FREDERICK M. ASHLEY
(2006) RENOVATION AND RESTORATION BY PFEIFFER PARTNERS AND LEVIN & ASSOCIATES

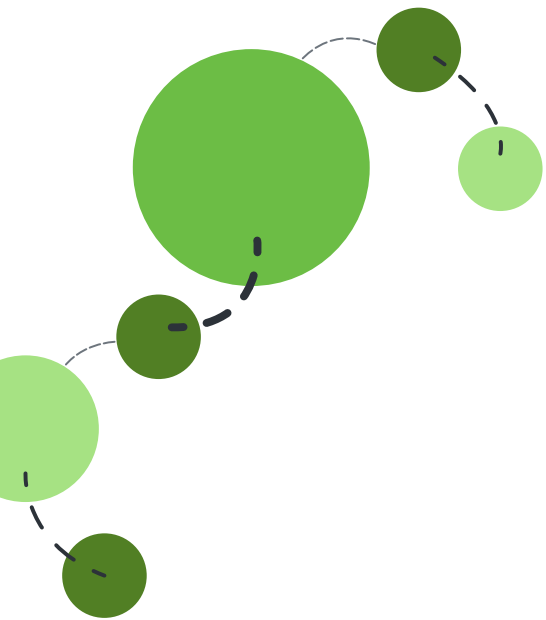
ICONIC EVENTS

TAKE YOUR BRAND OUT FOR AN UNFORGETTABLE EVENING.

LA'S MOST ICONIC SPACES OPEN THEIR DOORS

Enjoy dinner under the stars at Schindler House. Have drinks at the Bradbury Building, the backdrop of the film *Blade Runner*. Picnic at the newly restored Eames House.

These A'20 programs are rare experiences that will be remembered for a lifetime. When you help make them possible, your brand will be remembered alongside them.



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EAMES HOUSE/CASE STUDY HOUSE #8 (1949) DESIGNED BY CHARLES AND RAY EAMES
PHOTO: LESLIE SCHWARTZ, COURTESY AND © EAMES OFFICE LLC

DINING x DESIGN

AWARD-WINNING CUISINE IN AWARD-WINNING SPACES.

FOOD AS DELICIOUS AS THE ENVIRONMENT

Los Angeles is known for some of the most creative chefs in the world, who partner with innovative architects to create dazzling dining experiences. We're securing reservations at top eateries that will welcome conference-goers with great food, beautiful ambience, and fun conversations. In conjunction with A'20, we're also throwing a special opening for vendors, from vintners to restaurant suppliers.

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BE PRESENT WHERE WE'RE THE MOST PRESENT

LET US HERALD YOUR BRAND AT
THE LOS ANGELES CONVENTION
CENTER, WHERE ALL ATTENDEES
WILL SEE YOUR MESSAGE.

FEATURED OPPORTUNITIES

2,000 SF Digital Playground
Digital Exhibits
Tours Departure Hub
Volunteer Garb
Reusable Water Bottles
Water Refill Stations

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LOS ANGELES CONVENTION CENTER (1971) DESIGNED BY CHARLES LUCKMAN
CONVENTION CENTER ANNEX (1997) DESIGNED BY JAMES INGO FREED

LEVERAGE TRAFFIC AT THE TOURS DEPARTURE HUB

FROM BUSES TO TRAINS TO
CITY BIKES, THE TOURS PUSH
THE FUTURE OF MULTI-MODAL
TRANSPORTATION.

ON FOR THE RIDE

Up to 300 tours will depart and return from a node located adjacent to the Convention Center. Don't let them leave without introducing your brand to thousands of eager tour-goers.

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LOS ANGELES INTERNATIONAL AIRPORT GATEWAY (2001) DESIGNED BY
SELBERT PERKINS DESIGN AND TED TOKIO TANAKA ARCHITECTS

EXHIBITS

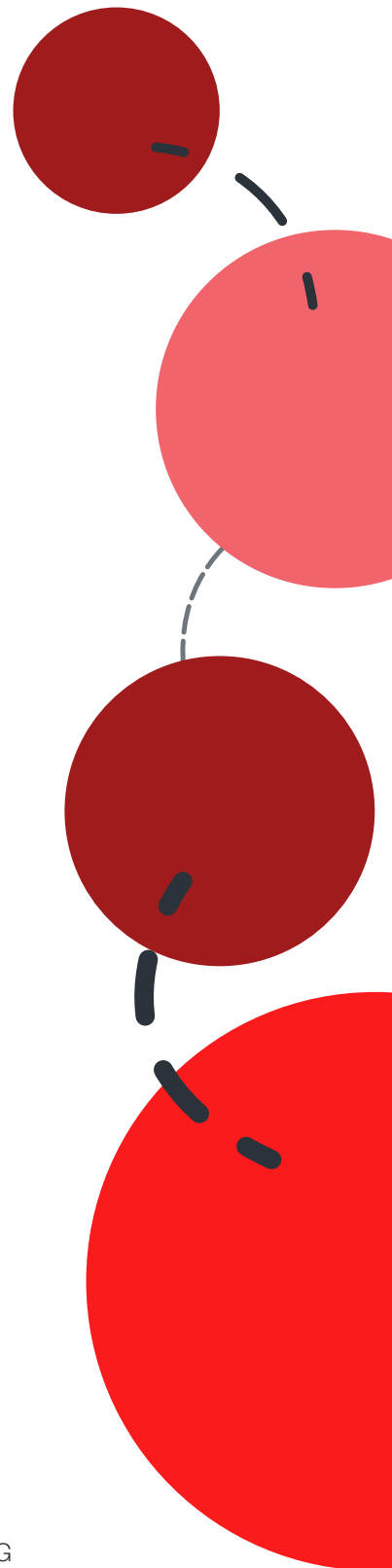
EXHIBITS WILL SHOWCASE YOUR BRAND ALONGSIDE AWARD-WINNING DESIGNS FROM PROFESSIONALS AND STUDENTS.

SHOWCASE

Learn about the innovative solutions put forward by Los Angeles architects to decrease homelessness and increase housing stock. Discover work by local artists and emerging young designers at the A+D Architecture and Design Museum. See how the upcoming 2028 Olympics in Los Angeles reflects on the city's past as it transitions toward the future.

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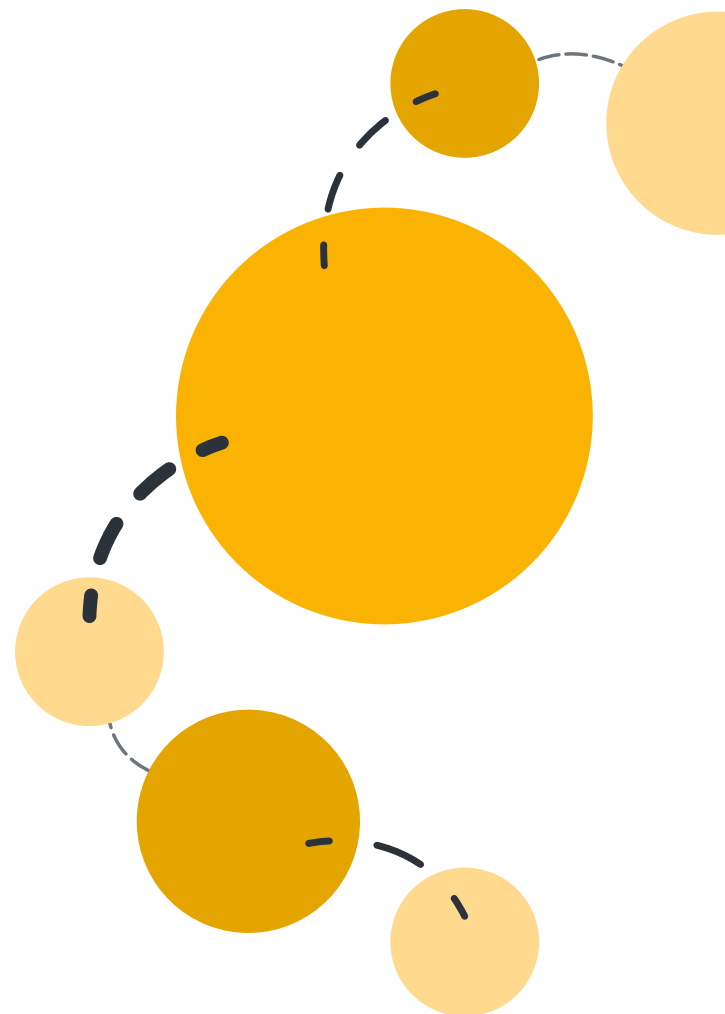
CABINET (2018) AT THE A+D ARCHITECTURE AND DESIGN MUSEUM
PHOTO: KRISTI HSIAO

TECHNOLOGY

PUSHING TECHNOLOGY TO ITS GREATEST POTENTIAL.

DRIVEN BY TECHNOLOGY

Take a tour of unbuilt works in the AR Lab. Be fully immersed on the expo floor with a 360 digital experience. Never be lost in Los Angeles with the Digital Map Guide that is always with you.



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LOS ANGELES...

THE FUTURE IS BORN *HERE.*

TECHNOLOGY-FORWARD

A full suite of technologies will turn LA 20/20 into a Digital Playground. From a dazzling digital wall illuminating a well-trafficked convention center zone, to the only official LA 20/20 digital app that provides essential way-finding for all attendees, to the Smart City exhibit that will lure visitors to the core of the expo floor, see the exciting brand opportunities on the following pages.

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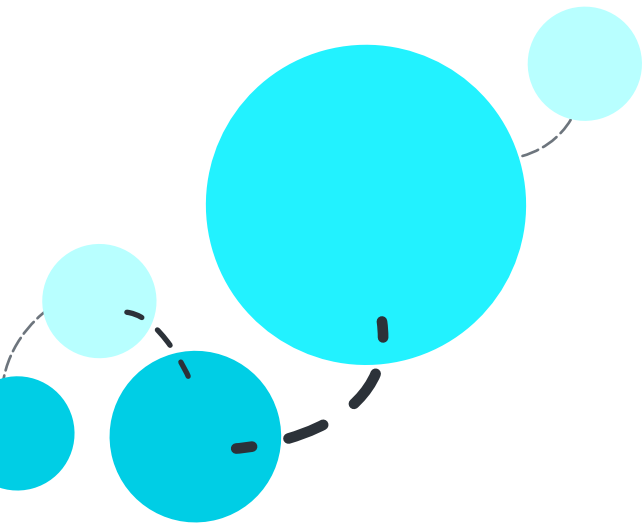
LAPD METROPOLITAN DIVISION FACILITY RENOVATION (2016) DESIGNED BY PERKINS&WILL
PHOTO: JAMES STEINKAMP

AR DIGITAL COMPONENTS

TOURS ARE ENHANCED BY AR.

PROJECTS LIKE YOU'VE NEVER SEEN THEM BEFORE

Select projects will offer an AR component that will give a visual display of design that takes place "behind the walls." Tours are guided and intend to enhance the tour experience with in-situ content. Attendees can use personal devices or sponsor-provided headsets.



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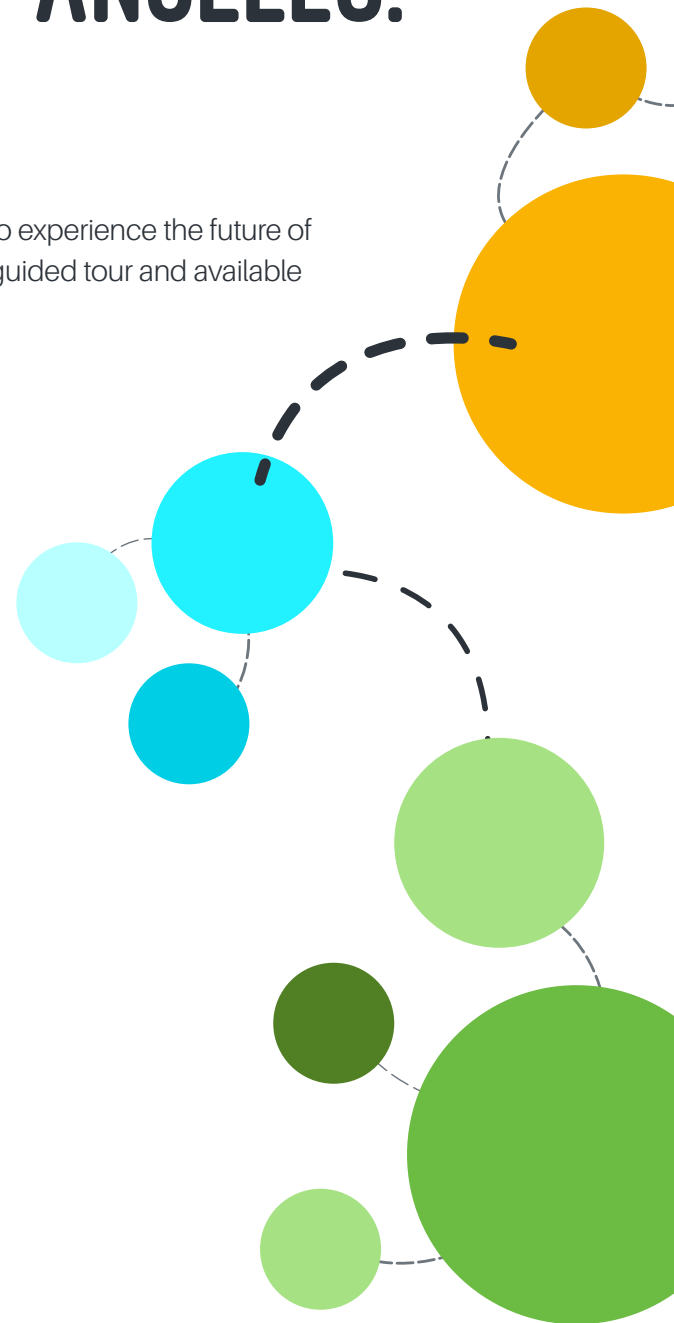
35

UNBUILT LA/AR

EXPERIENCE THE FUTURE OF ARCHITECTURE IN LOS ANGELES.

IMAGINE THE POSSIBILITIES

Have the ability to access a selection of future projects and their sites to experience the future of architecture in LA via AR. These experiences will be site-specific as a guided tour and available through the phone app or AR glasses for a multi-user experience.



DIGITAL MAP GUIDE

BRINGING GEOFENCED CONTENT RIGHT TO YOU.

AN INTERACTIVE MAP EXPERIENCE

A component of the phone map application will offer the ability to have geofenced locations throughout Los Angeles, providing app users with additional information about nearby sites based on the user's GPS location. Curated content includes award-winning projects, cultural sites, and food and entertainment options.

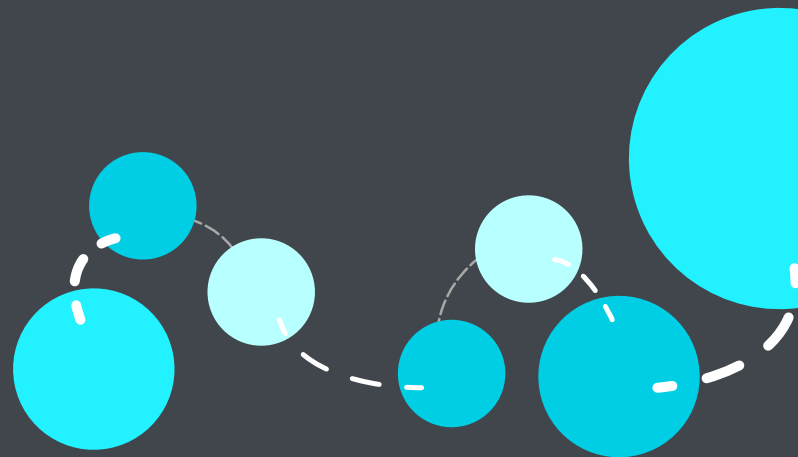


DIGITAL PLAYGROUND 2020

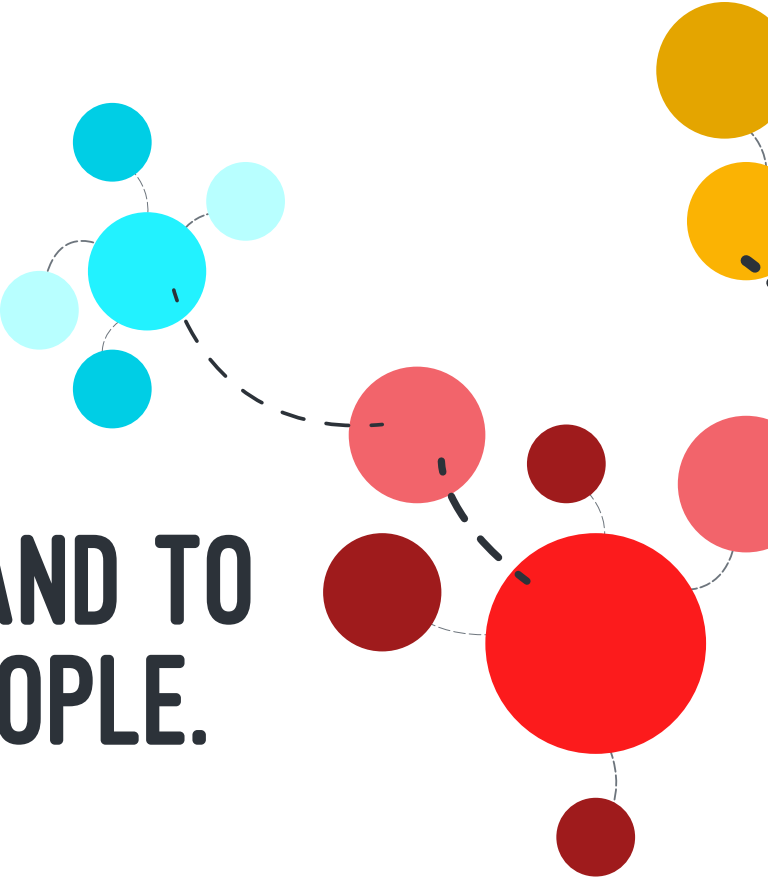
SHOWCASING SMART BUILDINGS IN A SMART CITY.

INNOVATIVE, INSPIRING, AND IMMERSIVE

The Digital Playground will be an immersive environment on the Expo Floor center point featuring the Smart City LA installation surrounded by educational, creative, and social programming. The perfect rendezvous spot for coffee and meetings. It's where *everyone* on the floor will want to be.



VOLUNTEER GARB



CONNECT YOUR BRAND TO
HAPPY, HELPFUL PEOPLE.

AIA | LA A'20 VOLUNTEERS

500

LOCATIONS ACROSS LOS ANGELES

300+



GREEN IS THE NEW BLACK

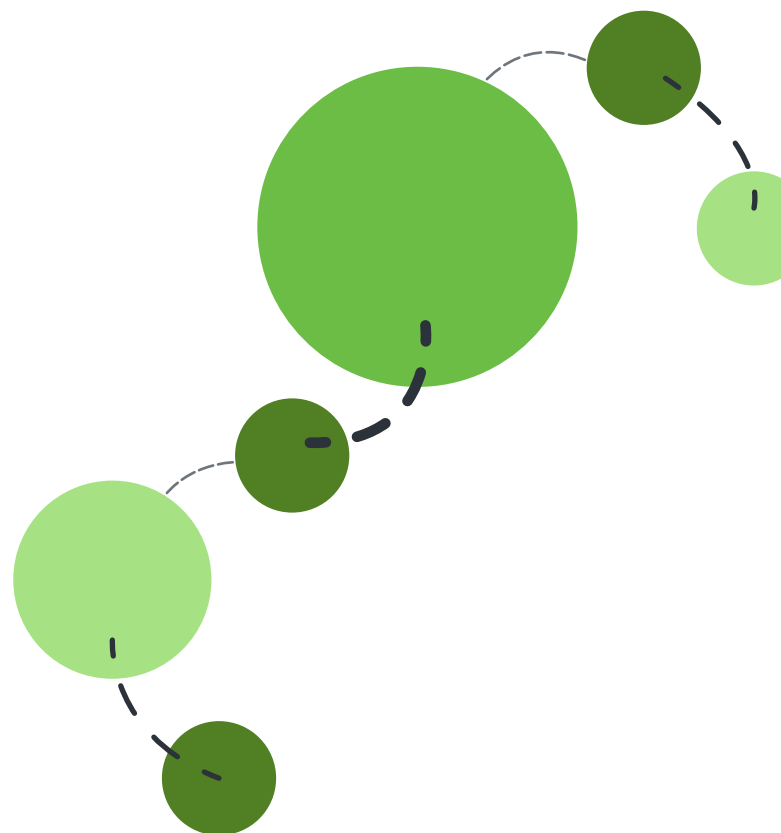
CONTRIBUTE TO A MORE SUSTAINABLE FUTURE.

REUSABLE WATER BOTTLES

To bolster the AIA's 2030 sustainability goals, reusable water bottles will be available. These keepsakes will keep conference-goers hydrated and happy.

REFILL STATIONS

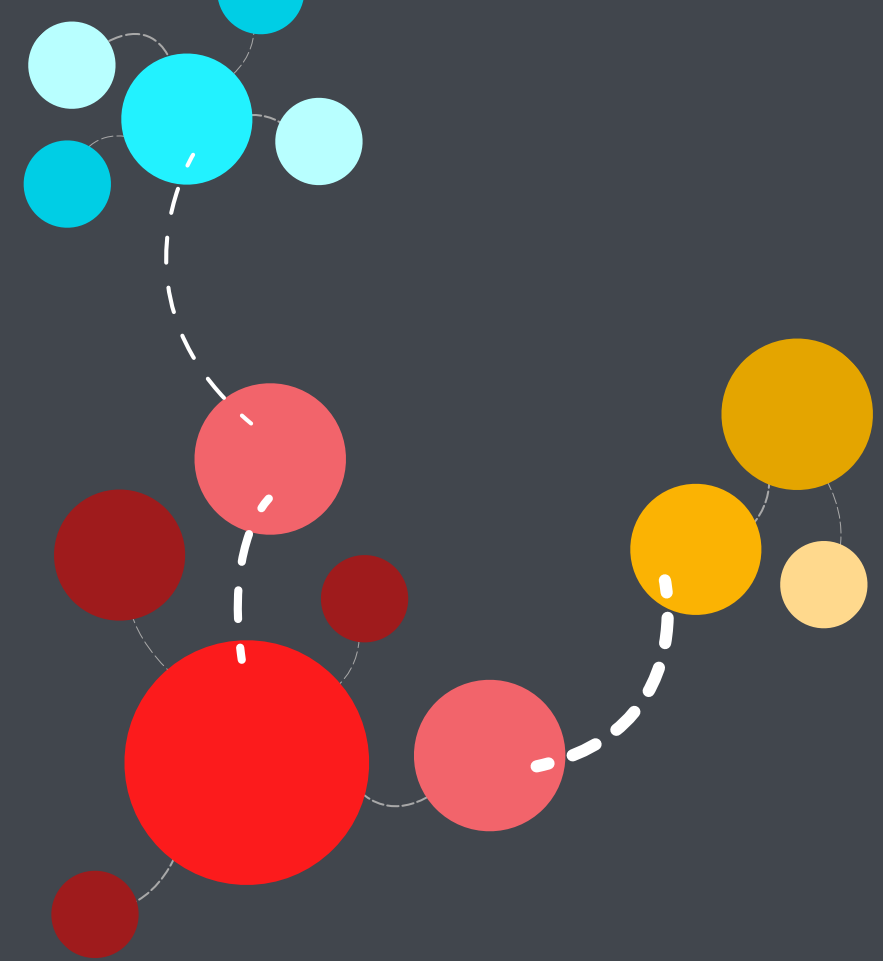
Help keep those bottles full and the planet healthy. Featured premiere location on the Expo floor.



INTRODUCE YOUR COMPANY TO AIALA'S MOST ACTIVE MEMBERS

FACILITATING AIALA OFFERINGS FOR
A'20 ARE OVER 100 AIALA MEMBERS,
RANGING FROM FIRM PARTNERS WHO
HAVE BEEN ELEVATED TO FAIA, TO
YOUNG DESIGNERS WHO WILL BE
THE NEXT

FACE OF THE AIALA. CONNECT
WITH THE DESIGN WORLD'S
MOST COMMITTED, ACTIVE, AND
RESPECTED ARCHITECTS THROUGH
YOUR SPONSORSHIP.



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Scott Hunter, FAIA	HKS Architects

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ZGF Architects

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Walt Disney Imagineering
Venice Community Housing

Nadel Architects
Studio MLA
State of California
NAC Architecture
Mass Architecture & Design
Abramson Architects
Taylor & Company
Gensler
Omgivning
RADAR, Inc.
NAC Architecture
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HGA
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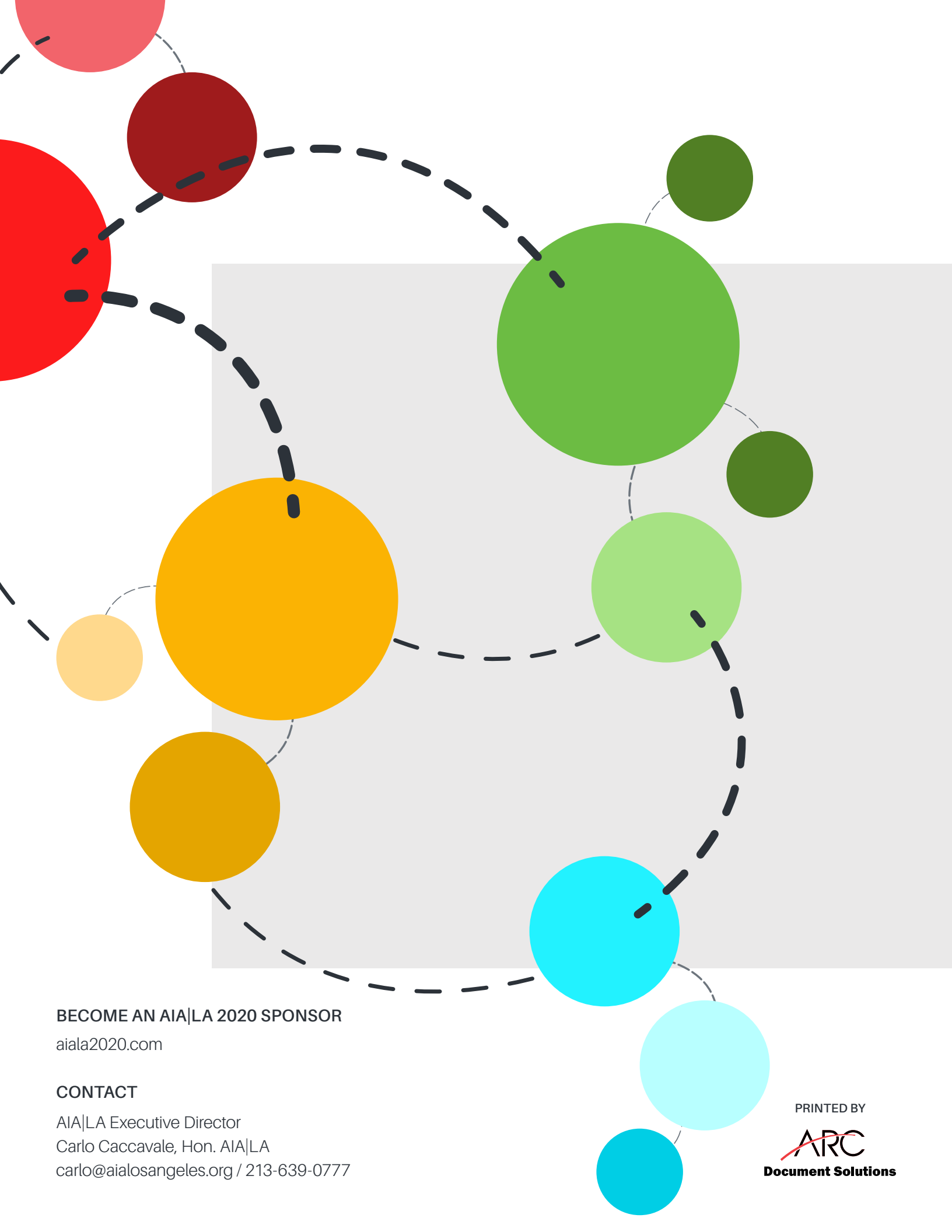
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