



GLOBAL CHALLENGES:  
**ARCHITECTURAL SOLUTIONS**  
GLOBAL CONVENTION & EXPO ON ARCHITECTURE  
CHICAGO 2010

Our organization, Chicago Architecture Today LLC, is planning its first Global Conference and Expo on Architecture scheduled to take place on April 16, 2010. Chicago Architecture Today is an online publication comprised of professionals, freelancers and students dedicated to serving the architectural community of Chicago and beyond.

The Convention and Expo entitled “Chicago 2010: Global Challenges, Architectural Solutions” is scheduled to coincide with the AIA’s National Architecture Week and aims to bring many facets of the design community together. Events will include a Professional and Mock Firm competition, a professional exposition, a product exhibition, a design college and university connection event, a catered opening reception, a seminar series, and concludes with an architecture race.

It is our sincere hope that your firm will take this opportunity to interact with other design firms as well as high school and collegiate programs from all over the globe in a unique one on one environment. This event will afford participants the chance to showcase any area in which they feel they may provide a unique perspective or ability.

In addition to the general expo and conference, there are also many available opportunities for seminar speaking, competition judging and many other personalized scenarios. Please feel free to contact us with any questions after reviewing the enclosed materials.

Sincerely,

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## **NEED ANALYSIS**

### GLOBAL CONVENTION AND EXPO ON ARCHITECTURE: CHICAGO 2010

#### **Exhibition**

We are currently seeking influential architectural, engineering and design firms to participate in our open exhibition of past, present and future works.

This event will afford exhibitors the opportunity to interact with a wide audience in order to showcase their works, as well as to communicate an overall theme of theme of their firm's goals and practices.

Participating firms will receive a personal exhibit space of 5'x5' which may be personalized in order to take full advantage of a highly dynamic audience. Audio/video equipment may also be utilized in order to fully communicate the capabilities and accomplishments of exhibitors.

In addition to the aforementioned layout, there will also be multiple seminars and competitions taking place at the convention which will help to draw in spectators and promote an overall sense of education and awareness.

#### **Judging**

Chicago Architecture Today is also currently seeking judges to help establish a well rounded group of professionals for the critiquing of students work in the Mock Firm design competition.

This competition hopes to encompass all the various aspects involved in the designing of a major architectural project. These parameters include; aesthetic appeal, sustainable building practices, responsible handling of cost effective design, as well as the many other considerations which must be made when undertaking a major built project.

This opportunity for judging is open to any professionals who feel that they may help to complement a diverse need of architectural knowledge.

## **Speaking**

In order to take full advantage of the diverse audience which will be present at this convention, we are hoping to establish a wide range of architectural lectures to promote responsible design in the future.

This opportunity is also available to any participants who feel they may be able to offer a unique perspective into the ever evolving architectural landscape. This may be offered from the standpoint of architects, builders, engineers or any design professionals immersed in the current local, national or global design world.

Speakers will be allotted specific lecture hours offered in one of the large auditoriums at the Congress Hotel.

This, we believe, is a pivotal opportunity for those interested in spreading the goals and principals of their current professional endeavors.

## **Global Impact Awards**

There is also going to be a national design survey open to any firm, collegiate program, architectural organization or individual who has contributed to the field of architectural engineering in a unique and beneficial way.

This award will showcase the winner's works as well as their contribution to any specific area of design or engineering.

By participating, firms will not only gain access to this survey as a voting judge, but will also be entitled to showcase their own work in the hopes of furthering awareness about their own achievements and specialties.

### **Optional Involvement in Sponsorship Opportunities**

Those participants, who choose to, may also have involvement on a sponsorship level.

This level of participation would go a step further in exhibitor impact by promoting more of a public awareness in any particular firm's involvement in the exposition.

By choosing to be a sponsor, a firm would not only be represented in any online or newsprint publication advertising, but would also be involved in a deeper level with the organization and layout of their firm's participation in the expo itself.

If this opportunity is something that interests you, please mention it to the contact on this letter so that we may begin the discussion about your individual needs and desires.

### **Venue Information**

This event will take place at the Congress Plaza Hotel in downtown Chicago.

Participants are encouraged to engage the surrounding architectural landscape as this location affords a unique opportunity to experience all that the diverse building scene in Chicago has to offer.

Congress Plaza Hotel  
520 South Michigan Avenue  
Chicago, IL 60605  
(312) 427-3800