



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

To whom it may concern:

Our organization, Chicago Architecture Today LLC is planning its first Global Conference and Expo on Architecture scheduled to take place on April 15-17, 2010. Chicago Architecture Today is an online publication comprised of professionals, freelancers and students committed to voicing our community's concerns, opinions, achievements and activities pertaining to Chicago's built environment.

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 exposition, a product exhibition, a design college and university connection event, a seminar series, a professional and mock firm competition and concludes with the first ever Amazing Architectural Race.

We are hoping that our event might be of interest to you as an opportunity to promote your products and company through a sponsorship arrangement. We can offer a variety of sponsorship methods to suit your budget. Please feel free to mention other ideas that you would like to discuss with us. One of the great advantages of partnering with a local company is the ability to be flexible. Could we arrange a meeting or a telephone call to talk through some ideas? We would also love to give you an update on our plans for this event in order that you might see for yourself the great steps forward that we have already made. We hope that this event will promote and extend this vision to relevant partners in the field of design, development, and education.

Sincerely,

Darrell L. Jones  
President | Founder  
Chicago Architecture Today  
P.O. Box 3714  
Chicago, IL 60654

Tel                773 410 1314  
Fax                773 304 2929  
Email             djones@chicagoarchitecturetoday.com  
Web                www.chicagoarchitecturetoday.com

# SPONSORSHIP OPPORTUNITIES

## *Events, Venues, & Awards Targeted for Sponsorship*

Main sponsor of the Global Convention and Exposition on Architecture  
Exposition Event & Hall  
Mock Firm Competition and Award  
Professional Competition and Award  
Most Outstanding Architectural Engineering Solution 2009  
Global Impact Awards Ceremony/Presentation  
Amazing Architectural Race  
Architectural Colleges Exposition  
Midwest Creative Architecture Competition  
FORWARD Scholarship Foundation  
GCEA Opening Reception Dinner  
GCEA Complimentary Lunch  
GCEA Event Program Booklet

## *Branding & Advertising Options*

Event Titling  
Banner Signage  
Video Broadcast at Award Ceremony  
Program Ad (full page, half page, quarter page)  
Logo inclusion on Program and/or Tote Bag  
Exhibition Space at Expo  
Corporate Description in all Convention-Specific Press Releases  
Ad with Link placed on Convention Website  
Opportunity to Participate in Award Presentation  
Award Branding  
Badges, Maps, etc. Branding  
Logo placement in other publications utilized for Convention  
Entry to all Events for 4 company representatives at Convention & Exposition



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

## SPONSORSHIP DETAILS

### *Target Communities and Consumers*

- Design software users
- Computer and electronic media users
- Art supplies & materials users
- Current & future homeowners
- Building materials users
- Users of print & published materials
- Academic & business travelers
- Environmentally-conscious consumers

### *Profile of Anticipated Attendees*

- Professionals from Architecture, Engineering, and Construction
- High school sophomores, juniors, and seniors and parents
- High school instructors
- College students and parents
- College faculty and administration
- Architecture enthusiasts

Estimated attendees: 300 – 600

Estimated market audience reached: 100,000 – 500,000

Estimated marketing period: 3 months



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

## SPONSORSHIP PACKAGES & LEVELS

### ***Platinum (\$25,000)***

Includes Eight Full Conference Registrations plus Two Booth Personnel, an enlarged Exhibition Space, and customized premier recognition as a main event sponsor including ad with link on convention web site and corporate recognition in all convention-specific press releases; a full page ad in the Conference program-inside front cover or placement; also includes company logo slides in all general sessions. The benefits of this package may be customized or mixed and matched to suit your company's needs.

### ***Gold (\$20,000)***

Includes Six Full Conference Registrations plus Two Booth Personnel, an enlarged Exhibition Space; and recognition as a key conference sponsor including ad with link on convention web site and corporate recognition in all convention-specific press releases; a full page ad in the Conference program; also includes company logo slides in all general sessions.

### ***Silver (\$10,000)***

Includes Four Full Conference Registrations plus Two Booth Personnel, a standard size Exhibition Space; recognition as a conference sponsor including ad with link on convention web site and corporate recognition in all convention-specific press releases; a half page ad in the Conference program; also includes company logo slides in all general sessions.

### ***Bronze (\$5,000)***

Includes Two Full Conference Registrations plus Two Booth Personnel, a standard size Exhibition Space; recognition as a conference sponsor including ad with link on convention web site; a half page ad in the Conference program; also includes company logo slides in all general sessions.

### ***Copper (\$1,000)***

Includes Two Full Conference Registrations; recognition as a conference sponsor on convention web site; a quarter page ad in the Conference program; also includes company logo slides in all general sessions.

Various other sponsorship opportunities are also available and we can accommodate smaller contributions. If none of these packages fit your need, please feel free to mention any other ideas you would like to discuss with us.



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

## AMAZING ARCHITECTURAL RACE

Our featured event for sponsorship is the Amazing Architecture Race. The Race will give Chicago-visitors as well as Chicago-natives a chance to experience the city in a whole new way.

Using any available means of transportation, participants will navigate through the city to find and visit Chicago's architectural landmarks and complete challenges along the way. More than just a tour, the Race provides a unique opportunity to discover the city's most famous architecture and neighborhoods all in one day. The proceeds from the Race help to fund our FORWARD Scholarship which aids college-bound seniors majoring in architecture.

The Race is run in teams of two. This event is scheduled to begin at 10am Saturday April 17, 2010.

We would welcome any sponsorship as well as volunteers to assist with the Race.



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

# TENTATIVE SCHEDULE FOR GCEA APRIL 15-17

## Thursday, April 15

10:00am – 12:00pm	Architectural Tour
1:00am – 1:50pm	Lunch
2:00am – 3:30pm	Professional or Local Tour

## Friday, April 16

8:30am – 9:00am	Set-up for Mock Firms Design Competition <i>Buckingham Room   Congress Hotel</i>
8:30am – 9:00am	Juror Briefing & Coffee
9:00am – 12:00pm	Judging of Mock Firms Competition Projects <i>Buckingham Room   Congress Hotel</i>
9:30am – 10:15pm	Seminar Session 1: <i>Preservation or Progress: Are They Mutually Exclusive in Architecture? Jonathan Fine, Exec. Director of Preservation Chicago</i>
10:30am – 11:15am	Seminar Session 2: <i>Innovations in Secondary Architecture Education. Barbara Nikoo-Manesh, Environmental Design Facilitator, Olathe East H.S., Olathe, Kansas</i>
11:30am – 12:15pm	Seminar Session 3: <i>Global Outlook for Tall Buildings in 2010. Jan Klerks, Council on Tall Buildings and Urban Habitats</i>
12:00pm – 1:00pm	Lunch
1:00pm – 5:30pm	Academic & Professional Expo <i>Windsor Room   Congress Hotel</i>
5:30pm – 6:30pm	Dinner
6:30pm – 8:00pm	Awards Presentation <i>Windsor Room   Congress Hotel</i>

## Saturday, April 17

10:00am – 2:30pm	Amazing Architecture Race <i>Peristyle   Wrigley Square   Millennium Park</i>
------------------	---



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

## VENUE INFORMATION

**The Congress Plaza Hotel & Convention Center**  
520 South Michigan Avenue, Chicago, Illinois 60605  
312.789.9606  
[www.congressplazahotel.com](http://www.congressplazahotel.com)

The conference will be held at the Congress Plaza Hotel & Convention Center which was originally designed and built in 1893 to accommodate visitors to the World's Columbian Exposition. It has catered to our nation's Presidents, foreign dignitaries, opera, stage and movie celebrities, and a multitude of conventions, business travelers, and folks who love coming to Chicago with families and friends.

The Congress' convenient location is a major attraction. The Art Institute of Chicago, Millennium Park, Buckingham Fountain, Orchestra Hall, Willis (Sears) Tower, Shedd Aquarium, Adler Planetarium, shopping, restaurants and nightlife are all within walking distance. The Congress Plaza Hotel & Convention Center is located across from Grant Park where jazz, blues, gospel bands, outdoor opera and symphonies help make Chicago's lakefront one great promenade of wonderful things to do and see.

### EVENT VENUES

*The Windsor Room:* Collegiate and Professional Exposition  
*The Buckingham Room :* International Mock Firms Competition Finals  
*The Oxford Room (tentative):* GCEA Seminars

### ROOM ACCOMMODATIONS

The Congress Plaza Hotel has 871 guestrooms: Guest room rates for single or double occupancy are \$119.00 + 15.4% tax, Quadruple occupancy rate is \$159.00 + tax or \$20/person)

Additional lodging venues are available in the vicinity including the Hostelling International Chicago located at 24 East Congress Parkway, Chicago, Illinois 60605  
Web: [www.hichicago.org](http://www.hichicago.org), Telephone: +1 (312) 360-0300.



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

## VENUE INFORMATION CONT.

### TRANSPORTATION AND PARKING

**O'Hare and Midway Airports:** just 30 minutes away

Use Airport Express (888.284.3826) One way from O'Hare \$27.00, \$49.00 round trip,  
One way from Midway \$22.00, \$37.00 round trip

**Car Parking:** located just ½ a block from the hotel.

Park One Parking (312.663.0979) has 2 entrances: 525 South Wabash and 63 East Congress.  
Day rate: self-parking car: \$14, van: \$17, Overnight: self-parking car: \$28, van: \$33  
Alternate parking venues are also available in the immediate vicinity.

**Bus Parking:** Bus Park-Loop Auto Park (312.922.1499), located at 524 S. Wabash Avenue  
24-Hour Rate: \$45.00, RSVP please.

**Chicago Transit Authority (CTA):** (312-836-7000) One way to/from airport \$2.50

*From O'Hare:* Take the Blue Line to Jackson & Dearborn and exit train station. Walk south 2 blocks to Congress Parkway, and then walk 3 blocks east to Michigan Avenue where you can enter the hotel at the Congress and Michigan entrance.

*From Midway:* Take the Orange Line to Van Buren & Wabash and exit train station. Walk 1 block to Congress Parkway, and then walk ½ blocks east to Michigan Avenue where you can enter at the Congress and Michigan entrance.

### VENUE SHIPPING GUIDELINES

- Shipment must arrive at the Congress Hotel no more than one (1) week prior to the event. Please inform the hotel as to the number of boxes and their approx. weight to be shipped.
- No storage fee will be charged for groups who have reserved storage space in the hotel.
- You have two (2) business days to finalize and arrange for pick-up of your shipments from the hotel after the conclusion of your event. After the 2-day window, a storage fee of \$5.00 per box per day will be charged on all packages stored by the hotel.
- The front desk will be happy to assist with all shipping arrangements.
- All shipments must be prepaid (No collection shipments)
- Each group is responsible for the pickup of its property from the hotel at the conclusion of its event. Carrier to be chosen by group.
- Ascending rates apply to receive materials according to weight. Please contact the Congress for rates
- The shipping label for inbound packages to the hotel should read:

Name of client

Congress Plaza Hotel  
520 South Michigan Ave.  
Chicago, IL 60605

Hold for (Name of guest & group, meeting dates)



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