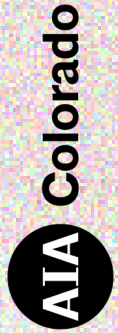


CONFERENCE **PROSPECTUS**



ENGAGE

PRACTICE + DESIGN CONFERENCE

NOV. 15-17, 2023

KEYSTONE, CO

2023

WELCOME

We value your design industry support and invite you to continue reaching hundreds of professionals statewide through AIA Colorado collaboration.

AIA Colorado

Reach Colorado Architects

AIA Colorado—the Colorado Chapter of the American Institute of Architects—is the voice of the architecture profession in Colorado. Through advocacy, leadership development, education, and resources for architects, the organization supports architecture professionals in designing a better world where we all can live, work, and play. Our statewide network of 2,500 members includes architects, those working toward licensure, and allied industry colleagues.

The 2023 Practice + Design Conference is AIA Colorado's signature educational event. It affords the opportunity for design and construction industry professionals to gain skills and foster relationships to advance their career and enhance the built environment.

In November 2022, our conference enjoyed over 500 attendees and sold out every Expo Hall sponsorship and educational opportunity. Join us this November!



Sheva Willoughby, AIA
Conference Committee Chair



Mike Waldinger, Honorary AIA
CEO, AIA Colorado

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PRACTICE + DESIGN CONFERENCE

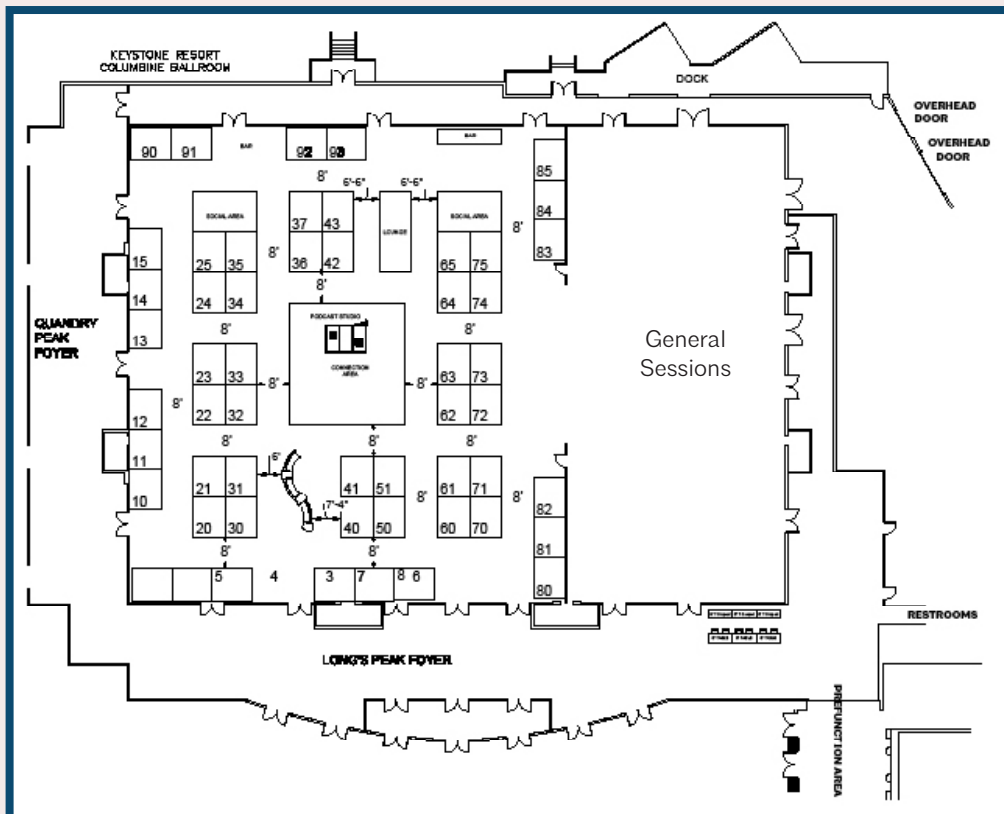
NOVEMBER 15 - 17, 2023
KEYSTONE CONFERENCE CENTER & RESORT

Join us for a kick-off reception and two full days of in-person education and dedicated exhibit hall time.



It's really been great. I can honestly say this is the most I've interacted at a conference. The speakers have been terrific, the changes to the floor and how we interact with all of the vendors and [product] reps has been great. I've really enjoyed it, I've needed this.

Shane Martin, AIA, Principal, Arrow B Architecture
2022 Practice + Design conference attendee



EXPO HALL BOOTH

- > INVESTMENT: \$2500
- 1:1 face time with Colorado architects
- New! 54 booths available
- Early sign up for [Premier Partners](#) and [Allied Members](#)

SPECIAL EVENT SPONSOR

- > INVESTMENT: \$2500
- Choice of:*
 - Welcome Reception (Wednesday evening)
 - Industry Happy Hour (Thursday evening)

EDUCATIONAL PRESENTATION

- > INVESTMENT: \$2500
- Be a featured expert during a one-hour breakout seminar
- Limited spots available

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Expo Booth

> INVESTMENT: \$2500

Reserve your space. Display your products. Market your Services.

Exclusive Expo Hall Hours

Enjoy a redesigned floor plan that offers excellent sight lines to booths and activities throughout the Expo. The Expo Hall is an important part of the Conference providing an educational hub where design and construction professionals can gain valuable AIACES learning unit hours, talk to experts like you, and find the answers to design challenges.

Amenities

To make the most of your booth, AIA Colorado has built in several features to bolster your experience.

- > digital listing on the Conference website, with an interactive floor plan and directory
- > upgraded floor plan options to maximize your visibility
- > two full conference registrations
- > table, two chairs
- > one of three included traffic builders

Open Floor Plan

We're maximizing site lines by designing an open floor plan. Open Sight Line Booths feature 3-foot high pipe and drape. If you have a tall display or backdrop, booths along the perimeter can accommodate your needs.

Lodging

AIA Colorado has negotiated special pricing at Keystone Lodge and Keytone Condos. Reserve a room by calling (855) 332-1601. Room block cut off date is Wednesday November 1st.



EXPO HALL

Booth Traffic Builders

The Expo floor plan includes food, entertainment and lounge areas. But more importantly, it includes you! To help facilitate conversation in your booth, we hope you participate in a traffic building station (included with booth).

Education Station

15-minute informative mini-seminars are hosted in your booth, focused on one learning objective, and typically highly targeted and needs-based. These quick knowledge sessions will be scheduled to repeat three or more times during expo hours to allow for maximum attendance. Course content must be unbiased and may not market a presenter's products or services to meet requirements for AIA Continuing Education. And AIA Colorado manages the AIA CES reporting.

Team Activity Station

Attendees will be participating in an interactive team activity.

Fuel Station

Host special food or beverages at your booth. This may include drink tickets or a special dessert depot coordinated with AIA Colorado and Keystone Catering.

Live Podcast Booth

Throughout the conference, live podcast recording will be taking place featuring keynote presenters, AIA Colorado Board Members, and industry professionals. Join in the fun and share your expertise!



“

The Vendor Village [at the Practice + Design Conference] was the social center. The design was particularly good and there was a variety of interaction. The vendors were very conversational. I loved it.

Scott Rodwin, AIA, President of Rodwin Architecture
2022 Practice + Design conference attendee

”

SPECIAL EVENT SPONSORSHIPS

Unique opportunities to showcase your company brand and expertise.

Special Event Sponsor

> INVESTMENT: \$2500

Choice of:

- Welcome Reception (Wednesday evening)
Connect with industry colleagues at this opening reception
- Industry Happy Hour (Thursday evening)

Recognition

- Onsite signage and event recognition
- Promotional materials
- Post-conference coverage

Includes two full conference registrations. We'll need your logo and a short description of your company.

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Educational Presentation

> INVESTMENT: \$2500

- Be a featured expert during a one-hour Learning Lab seminar on Friday, November 17.
Course must address health, safety, and welfare (HSW) topics according to AIACES standards.
- Limited spots are available – please call for details

Recognition

- Featured speaker and sponsoring company recognition on conference website
- Promotional materials
- On-demand seminar (recorded separately) opportunity for extended audience
- Exclusive content exposure. We'll need a program title, short description, four learning objectives, speaker headshot and bio.



Practice + Design Conference Agenda

November 15 [Wednesday]

TBD	Exhibitor set up
2:00 PM	Registration Desk opens
3:00 – 5:00 PM	Pre-Conference Deep Dive (2 HSW)
2:00 – 5:00 PM	Board Meeting [Board Room]
5:00 PM	VIP welcome [Longs/Quandary]
5:30 – 7:30 PM	Welcome Reception [Longs/Quandary]

November 16 [Thursday]

7:00 AM	Yoga [Quandary Foyer]
7:30 – 8:30 AM	Industry Breakfast [Longs/Quandary]
8:30 – 10:00 AM	Opening Keynote Session I (1 CES) [Grays]
10:00 – 11:00 AM	Breakout Series I X4 (1 CES PER SESSION) [Torreys/Crestone]
11:00 AM – 1:00 PM	Solutions Showcase and Lunch (1 HSW) [Longs/Quandary]
1:00 – 2:30 PM	Keynote Session II (1 CES) [Grays]
2:30 – 4:30 PM	Solutions Showcase and refreshment break (1 HSW) [Longs/Quandary]
4:30 PM– 5:30 PM	Keynote Session III (1 CES) [Grays]
5:30 PM – 6:30 PM	Industry Happy Hour [GREYS]

November 17 [Friday]

7:00 AM	Run
7:30 – 8:30 AM	Peer Group Breakfast [Longs/Quandary]
8:30 – 10:00 AM	Keynote Session IV (1 CES) [Grays]
10:00 – 11:00 AM	Breakout Series II X4 (1 CES) [Torreys/Crestone]
11:00– 11:15 AM	Snack/Coffee break [Longs/Quandary]
11:30 PM– 12:30 PM	Keynote Session V (1 CES) [Grays]
12:30 PM – 1:00 PM	Grab & Go food and beverage with prize collection [Longs/Quandary]
1:00 PM	Exhibitor Tear Down with VIP thank you
2:00 PM	Kindred Tour at River Run (1 HSW)
2:00 PM	Registration Desk closes



MAKE CONNECTIONS

Make connections by attending sessions, joining conversations, and participating in the fun.

Booth contracts include up to two full conference registrations.

Booth Dimensions and Amenities

Each 8 ft deep X 10 ft wide booth will be set with 3' high black side dividers. Booths along the Expo perimeter will have 8' high black back drape; center island booths will have a 3' high black back drape. The booth package will consist of one 6' white topped and black skirted table, and two padded banquet chairs provided by the conference center if requested at the time of contract.

Exhibit Booth Layout

Every effort is made to accommodate exhibitor preferences as availability of exhibit space permits. Booth space is assigned on a first-paid basis. AIA Colorado reserves the right to adjust the expo floor plan and relocate booths at any time for the betterment of the event.

Materials Rental

Freeman is the official show decorator. Rental of additional or alternate tables, chairs and booth amenities are to be ordered through their online ordering system. Ordering information will be provided at the time of booth confirmation.

Electrical Hookup/Services

Electrical Hookup is provided at an additional fee from Keystone Conference Center. Ordering information will be provided at the time of booth confirmation.

Conference Registration

Two Conference Passes included with each exhibit hall contract. Additional registrations may be purchased. Current

AIA Colorado Allied Members enjoy member rate.

Loading/Unloading

Delivery and loading shall only take place at designated loading areas and docks. Vehicles left unattended at loading docks for an excessive period will be subject to being ticketed & towed.

Parking

Parking is available on site in surface lots.

Booth Co-op

Contracting companies are responsible for coordinating cooperative agreements within booths and may not subcontract space or opportunities offered by AIA Colorado.

Eligibility

AIA Colorado reserves the right to determine the eligibility of any company, product and promotion, or part thereof, that in their opinion is not in keeping with the character and purpose of the Practice and Design Conference. Exhibits that detract from the character of the show; including persons, conduct or printed matter may be evicted by AIA Colorado. In the event of an eviction AIA Colorado is not liable for refunds.

Booth Height limitations and Allowable Displays and Signage

Materials within selected booths must be freestanding and may not exceed the allotted space (height, depth and width). The maximum height of the displays against each backwall of an exhibit booth may not interfere/impede

the view of neighboring exhibits or displays. Only perimeter booths along the walls can accommodate displays over 3 feet in height. All interior booths must respect open site lines by complying with 3-foot height limitation intended to maximize networking and visibility of all booths on the expo floor. Materials may not be affixed, taped, nailed, pinned, or otherwise fastened to any ceiling, floor, posts, permanent drapery, painted surface or wall of the conference center. Glitter, decals, gum, confetti, balloons and stickers may not be distributed or affixed inside the facility. Microphones with speakers are not allowed, however speakers at booths approved to offer min-CES may wear a wireless portable amplifier/portable microphone headset designed for presentation use (recommended but not provided by AIA Colorado).

Traffic Builder Options

AIA Colorado reserves right to confirm final assignment of all traffic builder selections. If requesting mini-CES at your booth, you must submit mini-course description and one learning objective within 5 business days following your requested assignment and booth payment. Locations of all traffic builder options are determined by AIA Colorado staff to maximize attendee flow and avoid overcrowding/sound conflicts in any area of the expo hall.

Food and Beverage

Keystone Resort is the exclusive caterer. Food and beverage samples given out or sold for consumption will not be allowed

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without prior consent from Keystone Resort. No food or beverages shall be served or brought onto the premises except through the caterer. This includes but is not limited to alcohol, prepackaged food and beverages, and specialty and homemade food and beverages.

Fire Codes / Smoking

Exhibitors, service contractors and event promoters must comply with all federal, state, and local fire codes which apply to places of public assembly. All exhibitor materials must be flame proof. Exhibitors are responsible for any floor damage caused by spillage of fuels, oils, or similar substances. Smoking is not permitted in the building.

Americans with Disabilities Act

Aisles and exits must be kept clean and free of obstructions. All exit signs must always remain unobstructed. Easels, signs, etc. may not be placed beyond the booth area. If exhibitor has additional ADA compliance requests, please contact rylee@aiacolorado.org.

Health & Safety

The Practice + Design Conference will be conducted in accordance with all applicable public health orders and/or guidelines and operating procedures provided by the Resort, which may include but are not limited to, requirements for guests to provide valid proof of full COVID-19 vaccination to access the Resort and face covering mandates. Guests may be required to wear face coverings in certain areas including in indoor resort facilities. The wearing of face

masks, and frequent use of hand sanitizer is encouraged.

All AIA Colorado Practice + Design Conference Attendees including registrants, presenters, volunteers, exhibitors, sponsors, and set-up crews must agree to the AIA Colorado TERMS/Waiver and Release of Liability for Communicable Disease.

Liability and Insurance

The Resort and AIA Colorado are not responsible for the security of the exhibit or meeting spaces, or exhibits displayed therein. Exhibitors shall hold Resort and AIA Colorado harmless from any damage, destruction, or loss to exhibits. Exhibitors are encouraged to insure, through its insurance carrier, any exhibits exhibitor deems valuable. Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury from or damage to their displays, equipment and other property and shall indemnify, hold harmless and defend AIA Colorado, Keystone Resort, Conference Center, the City and their officers, officials, employees, and agents from all such losses, damages, and claims.

Exhibitor shall be fully responsible to pay for any and all damages to property owned by The Vail Corporation, including without limitation, its parent and subsidiary corporations, agents, employees, officers or directors and affiliates and insurance companies (the Released Parties”) which results from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless the Released Parties from any damages or charges resulting from or arising from or out of the exhibitor’s use of Resort and its property. Exhibitor’s liability shall include all losses, costs, damages, or

expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of exhibitor’s occupancy and/or use of the exhibition premises, the Resort, or any part thereof. The exhibitor understands that Resort does not maintain insurance covering the exhibitor’s property and that it is the sole responsibility of the exhibitor to obtain such insurance.

Payment and Refunds

Payment in-full by card or ACH is required to secure a booth. Promotion of Exhibitor participation will be activated on confirmation of booth selection and within five business days of receipt of payment.

Cancellation of booth participation must be received in writing 60 days prior to move-in for partial (50%) refund consideration. Cancellations received after August 31, 2023, may request that the 2023 exhibit booth fee be reallocated to 2023 conference sponsorship recognition.

Expo services contracted through third party vendors are subject to their terms and conditions.