



OAA/RAIC 2007 CONFERENCE  
& FESTIVAL OF ARCHITECTURE  
SHERATON CENTRE TORONTO  
HOTEL · TORONTO · MAY 9 - 12

We are pleased to invite your company to participate in the 2007 OAA/RAIC Conference and Festival of Architecture being held, May 9 - 12, 2007 at the Sheraton Centre Toronto Hotel.

The theme for the conference this year is: *The next 100 years: Healthy Buildings, Healthy Communities*

Architects are ideally positioned to take the lead in creating healthier buildings and better communities. We are in a unique position to dramatically reduce human contributions to climate change through the design of buildings and communities.

The next 100 years, the second century for the Royal Architectural Institute of Canada, will be critical for mankind and our civilization. Architects as visionaries, leaders, and designers of buildings and communities, will prepare a "blueprint" for Canada.

The Conference will engage architects to debate and propose a blueprint that will:

- Improve the quality of life for Canadians
- Achieve sustainability
- Contribute to and enrich Canadian culture and heritage
- Promote innovation, research and improve building technology

Architects across Canada are designing over \$10 billion worth of public buildings, housing projects and community infrastructure each year. This influential group of decision-makers and building product specifiers will be most interested in the products and services that you can showcase.

Conference education sessions will focus on Sustainable Healthy Communities, Regulation, Practice and Business Development, Technology and Design.

The Ontario Association of Architects and Royal Architectural Institute of Canada greatly value the support of Corporate Sponsors in our efforts to deliver a high quality educational program. The conference will bring together architects, intern architects, students and building industry representatives from across Ontario and Canada. The program is wide-ranging and topical with several networking functions and social events.

Opportunities for sponsorship are presented in the enclosed kit. As a Sponsor, you will receive name and/or company recognition and other acknowledgements commensurate with the level of sponsorship you choose. Please complete the sponsorship application at your earliest convenience to reserve your selection and ensure that your firm is identified in all printed conference materials and on the OAA and RAIC Web sites.

This sponsorship campaign is being administered by Absolute Conferences & Events Inc. They will be in touch in the coming weeks to follow up with you directly. If additional information or clarification regarding the enclosed material is required, please contact Jacqui Sullivan at (416) 595-1414 ext #222 or by e-mail at [jacqui@absolutevents.com](mailto:jacqui@absolutevents.com).

We look forward to your involvement and support.

Yours sincerely,

David D. Craddock, Architect  
B.Sc. (Penn.), B.Arch., OAA  
OAA President

Vivian Manasc, FRAIC, Architect  
RAIC President



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## SPONSORSHIP OPPORTUNITIES



### **Who is the Ontario Association of Architects (OAA)?**

The Ontario Association of Architects is a self-regulating organization governed by the *Architects Act*, which is a statute of the Government of Ontario. The Association is dedicated to promoting and increasing the knowledge, skill and proficiency of its members, and administering the *Architects Act*, in order that the public interest may be served and protected. Membership includes 2,500 licensed architects, 1,200 intern architects, and 750 associates (honorary, life, retired, and student associates). There are 1,325 architectural practices in Ontario.

Ontario architects are highly trained professionals bound by regulations made under the *Architects Act*, a public statute. To be licensed as an architect, an individual must gain a minimum of three years practical experience, pass extensive examinations, and attend the OAA Admission Course. Following licensure all architects must participate in a continuing education program. The annual conference is one vehicle that architects can use to maintain their licence through continuing education.

### **Who is the Royal Architectural Institute of Canada (RAIC)?**

The Royal Architectural Institute of Canada, established in 1907, is a voluntary national association representing more than 3,500 architects as well as faculty and graduates of accredited Canadian Schools of Architecture from every region of the country. The RAIC is the voice for architecture and its practice in Canada. It provides the national framework for the development and recognition of architectural excellence.

The RAIC provides services and programs for architects including: an Honours and Awards program with over 80 honours and awards conferred each year; Practice Support including the development of standard contract documents and national Professional Development courses; Membership services; and the facilitation of research and relationships with a wide range of organizations. In addition, the RAIC, as the voice for architecture, advocates on behalf of the architecture profession through events and communications including publications, media and government relations.

2007 is the first centennial year for the RAIC.

### **New Opportunities for 2007 OAA/RAIC Conference and Festival of Architecture**

New and exciting prospects have been developed for the 2007 OAA/RAIC Conference and Festival of Architecture, with a wide range of sponsorship opportunities. Pre-designed packages are available in a range from \$500 to \$20,000. A customized sponsorship program can also be developed to fit your goals and budget. The OAA and RAIC would appreciate your support through sponsorship of the 2007 conference.

This sponsorship campaign is being administered by Absolute Conferences & Events Inc. Please contact Jacqui Sullivan to discuss the enclosed package or a customized sponsorship option at (416) 595-1414 x222 or by e-mail at [jacqui@absolutevents.com](mailto:jacqui@absolutevents.com). She will be in touch over the next couple of weeks to discuss the sponsorship program with you.

We look forward to welcoming you as a sponsor this year!

## PATRON LEVEL

\$20,000

### Patron Level Opportunities

The Patron Level Sponsorship is the highest level of sponsorship and recognition available. This excellent opportunity offers two organizations the honour of sponsoring the RAIC Convocation during this Centennial celebration on Thursday, May 10, 2007!

#### RAIC Convocation

This exceptional opportunity includes:

- **Keynote Speaker at RAIC Convocation**
- **Post-Convocation Reception**

Be part of this special evening which includes the Convocation Address being delivered by Lord Foster, Hon. FRAIC. During the Convocation the Sponsor will have the opportunity to thank the Speaker. The Sponsor will also receive eight complimentary tickets for the Convocation and Post-Convocation Reception. The Post-Convocation Reception Sponsor will receive a formal thank you at the event. Your organization's name and logo will be printed on event specific signage.

### Patron Level Sponsors receive the following benefits

#### Pre-Conference

- Acknowledgement on OAA and RAIC Web sites as a Sponsor at the Patron Level with a link to the Sponsor Web site home page, or web page of your choice
- Acknowledgement of Patron Level Sponsorship in the Conference Program
- Promotion of the Sponsor's Hospitality Suite on the Web site. Please note that all arrangements and costs are the sole responsibility of the Sponsor
- Acknowledgement of sponsorship in OAA and RAIC electronic newsletters. (distribution to 4,000 OAA e-mails + 3500 RAIC e-mails)

#### During the Event

- Signage at the Conference Registration desk indicating sponsorship level

- Acknowledgement in the Conference Pocket Guide
- Option to provide materials and/or business cards to be placed on a handout table in the registration area
- Two tickets to the Opening Lunch and Keynote Speaker – Thursday, May 10, 2007
- Two tickets to the Presidents' Reception/Celebration of Excellence – Friday, May 11, 2007
- Option to place one promotional material piece in the Conference bag
- Option to have a Sponsor display area of 10' (w) x 8' (d) at the hotel. Each booth area to contain an 8' table, 2 chairs and electrical outlet. Sponsor is responsible for set-up and tear-down.
- Opportunity to place one piece of additional signage at the sponsored event at an approved location. Please note that Sponsor is responsible for the production, erection and removal of the signage. (Specification of signage to be pre-approved by RAIC)
- Acknowledgement in general Media Release
- Sheraton Centre Toronto Hotel is offering a corporate rate of \$255 for a single or double room and \$315 for a club room (per night + taxes) for Sponsors staying at the hotel. Arrangements to be made by the Sponsor (must identify booking under the OAA Room Block). The official final date for booking under the corporate rate is April 16, 2007.

#### Post-Conference

- Acknowledgement in Post-Conference Report on the OAA Web site
- Acknowledgement in electronic OAA Annual Report and RAIC Annual Report for 2007 (on-line Spring 2008)
- Acknowledgement of sponsorship in OAA/RAIC electronic newsletters. (distribution to 4,000 OAA e-mails + 3500 RAIC e-mails)
- One set of OAA Practice Mailing list labels (or EXCEL spreadsheet) – 1,400 listings on request and one set of RAIC Mailing labels (1250 individual members who have provided requisite permission)

## PLATINUM LEVEL

\$15,000

### Platinum Level Opportunities

Platinum Level Sponsorship offers an outstanding opportunity for leading organizations! Select from one of the following high profile Conference events:

#### Opening Lunch and Keynote Speaker

Sponsoring of the Opening Lunch and Keynote Speaker ensures that your organization is highly visible and provides you with the opportunity to reach the entire delegation. A formal "thank you" will be given during the lunch.

#### Networking Reception

The Opening Reception is the premier networking opportunity at the Conference. This kick off event brings together members, building industry representatives and allied associations in a casual meet and greet setting.

#### Presidents' Reception/Celebration of Excellence Awards Ceremony and Dinner

Your sponsorship will provide the opportunity to be involved with one of the social highlights of the Conference. A formal "thank you" and acknowledgement will be given during the evening.

### Platinum Level Sponsors receive the following benefits

#### Pre-Conference

- Acknowledgement on OAA and RAIC Web sites as a Sponsor at the Platinum Level with a link to the Sponsor Web site home page
- Acknowledgement of Platinum Level Sponsorship in the Conference Program
- Promotion of the Sponsor's Hospitality Suite on the Web site. Please note that all arrangements and costs are the sole responsibility of the Sponsor
- Acknowledgement of sponsorship in OAA/RAIC electronic newsletters. (distribution to 4,000 OAA e-mails + 3500 RAIC e-mails)

#### During the Event

- Signage at the Conference Registration desk indicating sponsorship level
- Acknowledgement in the Conference Pocket Guide
- Option to provide materials and/or business cards to be placed on a handout table in the registration area
- Eight tickets to the specific event sponsored and two tickets to each of the remaining Platinum level events
- Option to place one promotional material piece in the Conference bag
- Option to have a Sponsor display area of 10' (w) x 8' (d) at the hotel. Each booth area to contain an 8' table, 2 chairs and electrical outlet. Sponsor is responsible for set-up and tear-down
- Placement of advertisement and/or promotional favour at each place setting or central location of sponsored event. Piece to be provided by Sponsor with approval from OAA
- Acknowledgement in general Media Release
- Sheraton Centre Toronto Hotel is offering a corporate rate of \$255 for a single or double room and \$315 for a club room (per night + taxes) for Sponsors staying at the hotel. Arrangements to be made by the Sponsor (must identify booking under the OAA Room Block) The official final date for booking under the corporate rate is April 16, 2007.

#### Post-Conference

- Acknowledgement in Post-Conference Report on the OAA Web site
- Acknowledgement in electronic OAA Annual Report and RAIC Annual Report for 2007 (on-line Spring 2008)
- Acknowledgement of sponsorship in OAA/RAIC electronic newsletters. (distribution to 4,000 OAA e-mails + 3500 RAIC e-mails)
- One set of OAA Practice Mailing list labels (or EXCEL spreadsheet) – 1,400 listings on request and one set of RAIC Mailing labels (1250 individual members who have provided requisite permission)

## GOLD LEVEL

\$7,500

### Gold Level Opportunities

Gold Level Sponsorship offers an array of excellent opportunities to showcase your company. Select from the following:

#### Conference Bag – One Opportunity Only

The OAA/RAIC will be distributing Bags with each registration kit in 2007. This opportunity has been reserved for one Sponsor only on a first come, first served basis to have your company logo on the Conference Bag. The OAA/RAIC Conference logo will appear on the reverse side. If your company would like promotion well after the event is over, be sure to contact us early to confirm your interest in this opportunity.

#### Neck Wallets – One Opportunity Only

Neck wallets make it easy for attendees to wear their name badges and keep other small items with them, including business cards and pen. Your organization's logo will be printed on the front flap of the wallet and will be seen by the Conference attendees throughout the Conference. This is an exclusive opportunity and is available on a first come, first served basis.

#### Continuing Education Sessions – Several Opportunities Available

One of the most important aspects of the Conference is education, and sponsoring a continuing education session will ensure that your organization is highly visible. Acknowledgment will be provided through event specific signage and the Sponsor of each session will receive one complimentary ticket to the Sponsored Continuing Education session.

#### Plenary Breakfast – One Opportunity Only

New this year to the joint conference is a Plenary Breakfast on Friday May 11 which is open to all conference attendees. The theme of this breakfast is "2030 Challenge". As an added bonus you may place a promotional favour at each place setting (a mug with your logo for example). Piece is to be provided by Sponsor with approval from OAA.

### Gold Level Sponsors receive the following benefits:

#### Pre-Conference

- Acknowledgement on OAA and RAIC Web sites as a Sponsor at the Gold Level with a link to the Sponsor Web site home page

- Acknowledgement of Gold Level Sponsorship in the Conference Program
- Promotion of the Sponsor's Hospitality Suite on the Web site. Please note that all arrangements and costs are the sole responsibility of the Sponsor
- Acknowledgement of sponsorship in OAA/RAIC electronic newsletters. (distribution to 4,000 OAA e-mails + 3500 RAIC e-mails)

#### During the Event

- Signage at the Conference Registration desk indicating sponsorship level
- Acknowledgement in the Conference Pocket Guide
- Option to provide materials and/or business cards to be placed on a handout table in the registration area
- Two tickets to the Opening Lunch and Keynote Speaker – Thursday, May 10, 2007
- Two Tickets to the Presidents' Reception/Celebration of Excellence – Friday, May 11, 2007
- Option to place one promotional material piece in the Conference bag
- Option to have a Sponsor display area of 10' (w) x 8' (d) at the hotel. Each booth area to contain an 8' table, 2 chairs and electrical outlet. Sponsor is responsible for set-up and tear-down
- Sheraton Centre Toronto Hotel is offering a corporate rate of \$255 for a single or double room and \$315 for a club room (per night + taxes) for Sponsors staying at the hotel. Arrangements to be made by the Sponsor (must identify booking under the OAA Room Block) The official final date for booking under the corporate rate is April 16, 2007.

#### Post-Conference

- Acknowledgement in Post-Conference Report on the OAA Web site
- Acknowledgement in electronic OAA Annual Report and RAIC Annual Report for 2007 (on-line Spring 2008)
- Acknowledgement of sponsorship in OAA/RAIC electronic newsletters. (distribution to 4,000 OAA e-mails + 3500 RAIC e-mails)

## SILVER LEVEL

\$4,500

### Silver Level Opportunities

#### RAIC Annual General Meeting

Take advantage of sponsorship of the Annual General Meeting breakfast being held during the joint Conference. Your company's name and logo will be printed on event signage and a formal thank you will be given at the event.

#### Décor at the Celebration of Excellence Awards Ceremony and Dinner

This is an excellent opportunity to showcase your organization at this prestigious event. The Celebration of Excellence Awards Ceremony and Dinner is one of the social highlights of the Conference. Formal acknowledgement will be given during the evening.

#### Master of Ceremonies at the Celebration of Excellence Awards and Dinner

A high profile Emcee makes the Awards Ceremony a memorable event. Formal acknowledgement of your sponsorship will be given during the evening.

### Silver Level Sponsors receive the following benefits

#### Pre-Conference

- Acknowledgement on OAA and RAIC Web sites as a Sponsor at the Silver Level
- Acknowledgement of Silver Level Sponsorship in the Conference Program
- Acknowledgement of sponsorship in OAA/RAIC electronic newsletters. (distribution to 4,000 OAA e-mails + 3500 RAIC e-mails)

#### During the Event

- Signage at the Conference Registration desk indicating sponsorship level
- Acknowledgement in the Conference Pocket Guide
- Option to provide materials and/or business cards to be placed on a handout table in the registration area
- Two tickets to the Presidents' Reception/Celebration of Excellence – Friday, May 11, 2007
- Sheraton Centre Toronto Hotel is offering a corporate rate of \$255 for a single or double room and \$315 for a club room (per night + taxes) for Sponsors staying at the hotel. Arrangements to be made by the Sponsor (must identify booking under the OAA Room Block) The official final date for booking under the corporate rate is April 16, 2007.

#### Post-Conference

- Acknowledgement in Post-Conference Report on the OAA Web site
- Acknowledgement in electronic OAA Annual Report and RAIC Annual Report for 2007 (on-line Spring 2008)
- Acknowledgement of sponsorship in OAA/RAIC electronic newsletters. (distribution to 4,000 OAA e-mails + 3500 RAIC e-mails)

## BRONZE LEVEL

\$1,000

### Bronze Level Opportunities

#### Tours

Tours are always a popular part of the Conference. The Silver Level offers you the opportunity to Sponsor one of 15 tours taking place during the Conference. As a Sponsor, you will also receive one complimentary ticket to the sponsored tour. Your organization's name will be printed on event specific signage placed on the buses and tour guide signs.

#### Refreshments at the OAA AGM

Take advantage of sponsorship exposure during the Annual General Meeting being held during the joint Conference by sponsoring the refreshment table. Your company's name and logo will be printed on event specific signage placed by the refreshment tables.

#### Refreshment Breaks

You have the opportunity to take advantage of sponsorship exposure at the refreshment breaks between continuing education sessions throughout the Conference. Select from one of seven opportunities where your organization's name will be printed on event specific signage placed on the refreshment break table.

### Bronze Level Sponsors receive the following benefits

#### Pre-Conference

- Acknowledgement on OAA and RAIC Web sites as a Sponsor at the Bronze Level
- Acknowledgement of Bronze Level Sponsorship in the Conference Program
- Acknowledgement of sponsorship in OAA/RAIC electronic newsletters. (distribution to 4,000 OAA e-mails + 3500 RAIC e-mails)

#### During the Event

- Signage at the Conference Registration desk indicating sponsorship level
- Acknowledgement in the Conference Pocket Guide
- Option to provide materials and/or business cards to be placed on a handout table in the registration area
- Two tickets to the Opening Lunch and Keynote Speaker – Thursday, May 10, 2007
- Sheraton Centre Toronto Hotel is offering a corporate rate of \$255 for a single or double room and \$315 for a club room (per night + taxes) for Sponsors staying at the hotel. Arrangements to be made by the Sponsor (must identify booking under the OAA Room Block). The official final date for booking under the corporate rate is April 16, 2007.

#### Post-Conference

- Acknowledgement in Post-Conference Report on the OAA Web site
- Acknowledgement in electronic OAA Annual Report and RAIC Annual Report for 2007 (on-line Spring 2008)
- Acknowledgement of sponsorship in OAA/RAIC electronic newsletters. (distribution to 4,000 OAA e-mails + 3500 RAIC e-mails)

## SUPPORTER LEVEL

\$500

### Supporter Level Opportunities

Your company's name will be recognized as a Sponsor of this prestigious event. Supporter funding will be used to underwrite the overall costs associated with the Conference, as well as assist with providing affordable rates for students and interns to attend the event.

### Supporter Level Sponsors receive the following benefits

#### Pre-Conference

- Acknowledgement on OAA and RAIC Web sites as a Sponsor at the Supporter Level
- Acknowledgement of Supporter Level Sponsorship in the Conference Program

#### During the Event

- Signage at the Conference Registration desk indicating sponsorship level

#### Post-Conference

- Acknowledgement in Post-Conference Report on the OAA Web site
- Acknowledgement in electronic OAA Annual Report and RAIC Annual Report for 2007 (on-line Spring 2008)
- Acknowledgement of sponsorship in OAA/RAIC electronic newsletters. (distribution to 4,000 OAA e-mails + 3500 RAIC e-mails)