



AIA Middle Pennsylvania Chapter
A Chapter of The American Institute of Architects

**RE: 2011 AIA Middle Pennsylvania Chapter Symposium
Sponsor and Exhibitor Opportunities**

Dear Friend:

As a trusted name in the building materials industry, I invite you to join us as an exhibitor and/or sponsor at the 2011 AIA Middle Pennsylvania Chapter Symposium, **scheduled for Thursday, October 20 from 8:30 am – 5:00 pm** at the **Frank J. Pasquerilla Conference Center** in historic downtown Johnstown. An optional evening reception, dinner and presentation will cap off the day.

This one-day event gives you up-close time to showcase your products and services to decision-making architects and engineers in a way that's hard to replicate during a typical office-based sales call.

This year's Symposium will highlight trends and innovations that are reshaping the industry, from design changes to every day business practices. More than 400 architects, engineers and construction professionals will be invited to attend.

As an exhibitor, here's what you can expect from your investment:

- ▣ **More than four hours of valuable networking time** with existing and potential clients;
- ▣ **Increased visits to your booth**, driven in part by the success of our "passport" program which encourages and rewards guests to spend time with exhibitors;
- ▣ **Complimentary breakfast and lunch**, and free attendance at any of our daytime presentations; and
- ▣ **Discounted booth fees** for event sponsors, as outlined in the attached overview.

To secure your exhibit space and/or sponsorship, please complete Forms A and B and email the documents to Anne McGrath at annefmcgrath@verizon.net. You may also mail them to Anne at **409 Luzerne Street, Johnstown, PA 15905**. A limited number of hotel rooms have been reserved at the Holiday Inn for October 19 and 20, 2011 at a special group rate of \$114.99 per night (single occupancy plus tax). Reservations can be made by calling 814.535.7777 and referencing The American Institute of Architects Symposium. The group rate expires September 19, 2011. After that, the current rate will apply.

If you have any questions or need additional information, please do not hesitate to contact conference planner Anne McGrath at 814.539.1317 or annefmcgrath@verizon.net. You may also visit our web site at www.aiamiddlepa.org for electronic copies of the materials.

On behalf of the AIA Middle Pennsylvania Chapter, I thank you for your interest and look forward to seeing you on October 20.

Sincerely,

Thomas M. Columbus, Jr., AIA
Chair, AIA Middle Pennsylvania Chapter 2011 Symposium