



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

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**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](mailto: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](mailto:annefmcgrath@verizon.net). You may also visit our web site at [www.aiamiddlepa.org](http://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



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PO Box 158 Vintondale, PA 15961-0158

**Trends & Innovations -  
*Strategies for 2012 and Beyond***

2011 AIA Middle Pennsylvania Symposium  
Thursday, October 20, 2011  
Frank J. Pasquerilla Conference Center  
Historic Downtown Johnstown, Pennsylvania

**Tentative Schedule of Events**

7:00 am – 8:30 am	Exhibitor Set-Up – Exhibition Area
8:30 am – 9:30 am	Exhibitor Fair, Guest Registration and Continental Breakfast - Exhibition Hall
9:30 am – 9:45 am	Welcoming Remarks
9:45 am – 10:45 am	Session 1
10:45 am – 11:15 am	Exhibitor Fair – Exhibition Hall
11:15 am – 12:15 pm	Session 2
12:15 pm – 2:00 pm	Buffet Lunch in Exhibition Hall
2:00 pm – 3:00 pm	Session 3
3:00 pm – 3:30 pm	Exhibitor Fair - Exhibition Hall
3:30 pm – 4:30 pm	Session 4
4:30 pm – 4:45 pm	Closing Remarks
5:00 pm – 6:00 pm	Optional Cocktail Reception City View Bar and Grill, atop the Historic Johnstown Inclined Plane
6:00 pm – 7:30 pm	Optional Dinner, followed by a special guest presentation City View Bar and Grill, atop the Historic Johnstown Inclined Plane

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*For more information, contact conference planner Anne McGrath at  
[annefmcgrath@verizon.net](mailto:annefmcgrath@verizon.net) or 814.539.1317.*



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## **Trends and Innovations – *Strategies for 2012 and Beyond***

2011 AIA Middle Pennsylvania Symposium  
Thursday, October 20, 2011  
Frank J. Pasquerilla Conference Center  
Historic Downtown Johnstown, Pennsylvania

### *Presentations and Seminars – At A Glance*

- **Mario Zacharjasz**  
PZS Architects - Philadelphia  
*Topic: Management trends – How a mid-sized firm weathered the recent economic storm*
  
- **Irvin R. Spoonhour**  
ICC Master Code Professional  
Approved Code Services, Inc.  
*Topic: Regulatory and code trends, including 2012 changes to ADA regulations*
  
- **Wayne Baumgardner and John Thompson**  
Greater PA Regional Council of Carpenters – Duncansville  
*Topic: Construction trends and their relationship to the architectural and design industry*
  
- **Maureen Guttman – INVITED**  
Executive Director, Governor's Green Government Council  
*Topic: Perspectives from Harrisburg*
  
- **William Bates**  
Senior VP, Real Estate and Facilities  
Eat 'n Park Hospitality Group  
*Topic: Green trends - The Greening of Eat 'n Park – Dinner Presentation at City View Grille*

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For more information, please contact Anne McGrath at [annefmcgrath@verizon.net](mailto:annefmcgrath@verizon.net) or 814.539.1317.



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## **Trends & Innovations - Strategies for 2012 and Beyond**

2011 AIA Middle Pennsylvania Symposium  
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Historic Downtown Johnstown, Pennsylvania

### **Sponsorship Opportunities**

**Each Sponsor Receives At Least:**

- Discounted Exhibition Booth fees
- Recognition in promotional materials, including:
  - Invitation/guest registration materials
  - Event Signage
  - AIA Middle Pennsylvania Web Site [www.aiamiddlepa.org](http://www.aiamiddlepa.org)
- Program
- Media Materials
- Bi-monthly Chapter newsletter

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☞ <b>Guest Registration</b> (10% discount on Exhibition Booth fee)	\$ 375
☞ <b>Continental Breakfast</b> (10% discount on Exhibition Booth fee)	\$ 375
☞ <b>Buffet Luncheon</b> (10% discount on Exhibition Booth fee)	\$ 375
☞ <b>Continuing Education Session</b> ( <i>four are available</i> ) (10% discount on Exhibition Booth fee and the opportunity to address guests for up to five minutes at the beginning of the session)	\$ 500
☞ <b>Reception</b> (10% discount on Exhibition Booth fee and the opportunity to address guests for up to five minutes at the beginning of the session)	\$ 500
☞ <b>Dinner Presentation</b> (Complementary Exhibition Booth and the opportunity to address guests for up to five minutes during the gathering)	\$1,000
☞ <b>Symposium Scholarships</b> <b>for Penn State University Architectural Students</b> ( <i>unlimited number</i> ) (10% discount on Exhibition Booth fee)	\$ 375
☞ <b>Friends of AIA-Middle Pennsylvania Chapter</b> ( <i>unlimited number</i> )	\$ 100

For more information, contact conference planner Anne McGrath at [annefmcgrath@verizon.net](mailto:annefmcgrath@verizon.net) or 814.539.1317.



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

PO Box 158 Vintondale, PA 15961-0158

2011 AIA Middle Pennsylvania Symposium **(FORM A)**

Thursday, October 20, 2011

Frank J. Pasquerilla Conference Center – Historic Downtown Johnstown

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Exhibit Staff Names: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-Mail: \_\_\_\_\_ Fax: \_\_\_\_\_

**Cost per Booth: \$395**

Exhibitors will receive a complimentary breakfast and lunch, and are invited to attend Symposium workshops at no cost. Multiple booth reservations are available up to three booth spaces. Please mark your first, second and third choices for booth space on the attached layout. While we will do our best to honor your request, please note that booths will be reserved on a first-come, first-served basis. Booth cost includes a non-refundable \$100 deposit.

**Number of Booths:** \_\_\_\_\_ (Booths measure 8' x 8') **Booth Choices:** \_\_\_\_\_

**Booth Needs:** *Chairs* \_\_\_\_\_ (number) *Electricity:* Yes / No *Internet:* Yes / No *Other:* \_\_\_\_\_

One (1) six-foot table with table cloth and skirting will be provided per booth. Additional charges for electricity and wired Internet service (recommended for intensive presentations) as outlined on Form B. Free wireless Internet service is available for routine access.

**Decorations, Signs, Furniture and Related Items**

All exhibitors can equip their booth with furniture, lamps, potted plants and flowers or other items provided that they are in keeping with the general decorative scheme and do not obstruct the general view of guests.

**Booth Set-Up and Tear-Down**

Exhibitors are responsible for their booth set-up and tear-down. Exhibitor set-up is scheduled for **Thursday, October 20** from **7:00 am – 8:30 am**. Tear-down is scheduled for **Thursday, October 20 beginning anytime after 5:45 pm**. Exhibitors who join us for the post-event reception and dinner are asked to tear down their exhibit by 8:00 pm on October 20.

*Please note – The Pasquerilla Conference Center cannot provide shipping materials or overnight shipping services.*

**Liability**

It is agreed that exhibitors will assume all responsibility for damage to the exhibition hall and will not hold the Frank J. Pasquerilla Conference Center or the AIA Middle Pennsylvania Chapter responsible for any damage which might ensue from any cause whatsoever. Any damage to the exhibition hall is the sole responsibility of the exhibitor causing the damage or defacement.

In consideration of the acceptance of this application, the undersigned, intending to be legally bound for myself, my heirs, personal representatives and assigns do hereby waive and release the AIA Middle Pennsylvania Chapter, all sponsors and/or their employees, agents or representatives from any and all rights and claims for any injuries, loss or damages that the undersigned might sustain to the fullest extent permitted by law.

**Please make checks payable to: AIA Middle Pennsylvania Chapter**

Please send checks and registration forms to:

Anne McGrath, Event Coordinator  
409 Luzerne Street  
Johnstown, PA 15905  
[annefmcgrath@verizon.net](mailto:annefmcgrath@verizon.net), 814.539.1317

Signed:

\_\_\_\_\_ (Name) \_\_\_\_\_ (Date)

\_\_\_\_\_ (Organization)



**AIA Middle Pennsylvania Chapter**  
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2011 AIA Middle Pennsylvania Symposium **(FORM B)**

Thursday, October 20, 2011

The Frank J. Pasquerilla Conference Center – Historic Downtown Johnstown

**Company and Billing Information**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Amount Due:**

- Sponsorship Total** .....\$ \_\_\_\_\_
  - Guest Registration (1).....\$375
  - Continental Breakfast (1).....\$375
  - Buffet Luncheon (1).....\$375
  - Scholarships for PSU Students (unlimited) .....\$375
  - Continuing Education Session (4) .....\$ 500
  - Reception (1).....\$ 500
  - Dinner (1) .....\$1,000
  - Friend of AIA-MPC (unlimited) .....\$ 100

- Booth Fee (per booth)** .....\$ \_\_\_\_\_
  - Non-sponsors and Friends of AIA-MPC \$395.00
  - Guest Registration (10% discount) \$355.50
  - Continental Breakfast (10% discount) \$355.50
  - Continuing Education Session (10% discount) \$355.50
  - Buffet Luncheon (10% discount) \$355.50
  - Reception (10% discount) \$355.50
  - Symposium Scholarships for Penn State Architectural Students (10% discount) \$355.50
  - Dinner (Complementary booth space) \$ -0-

**Electrical Fee (\$25 per booth)** .....\$ \_\_\_\_\_

**Wired Internet Access Fee (\$30 per booth)** .....\$ \_\_\_\_\_  
*Recommended for intensive computer-based presentations. Free wireless Internet service is available through the Frank J. Pasquerilla Conference Center for routine Internet access.*

**Evening Reception and Dinner** ..... \_\_\_\_\_ guests @ \$35.00 pp \$ \_\_\_\_\_

**TOTAL** ..... \$ \_\_\_\_\_

**Method of Payment:**

- My check is included. (Check made payable to: **AIA Middle Pennsylvania Chapter**)
- Please invoice my company at the address listed above.
- I have completed and enclosed **Form A and Form B**
- Please mail or email to: Anne McGrath  
409 Luzerne Street  
Johnstown, PA 15905  
[annefmcgrath@verizon.net](mailto:annefmcgrath@verizon.net)

*Thank you. We look forward to working with you and seeing you on Thursday, October 20, 2011!*



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[annefmcgrath@verizon.net](mailto:annefmcgrath@verizon.net) or (814) 539-1317

2011 AIA Middle Pennsylvania Symposium  
Thursday, October 20, 2011

Frank J. Pasquerilla Conference Center – Historic Downtown Johnstown

The following booths have been reserved as of June 1, 2011. All efforts will be made to update booth reservation information on a timely basis.

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| Booth 7  | Booth 33 |
| Booth 12 | Booth 34 |
| Booth 13 | Booth 41 |
| Booth 20 | Booth 43 |
| Booth 21 | Booth 44 |
| Booth 26 |          |
| Booth 27 |          |

