

2012 Knowledge Sponsorship Opportunities

aecKnowledge produces the highest quality online continuing education for the AEC community. Architects, engineers and students rely on aecKnowledge's experts to gain knowledge, elevate their careers and meet mandatory licensing requirements. Every course engages professionals with a proven interest in your product or service.

As a Knowledge Sponsor, you **gain visibility**, **reach decision makers** and leaders and **position your company on the cutting-edge** of knowledge sharing.

About aecKnowledge

aecKnowledge transforms how members of the architectural, engineering and construction communities share knowledge and learn from one another.

aecKnowledge's Web-based platform targets the more than 6 million professionals and trades-people throughout the AEC industry and provides sponsors with a venue for strengthening their presence with those responsible for improving the built environment.

www.aecKnowledge.com

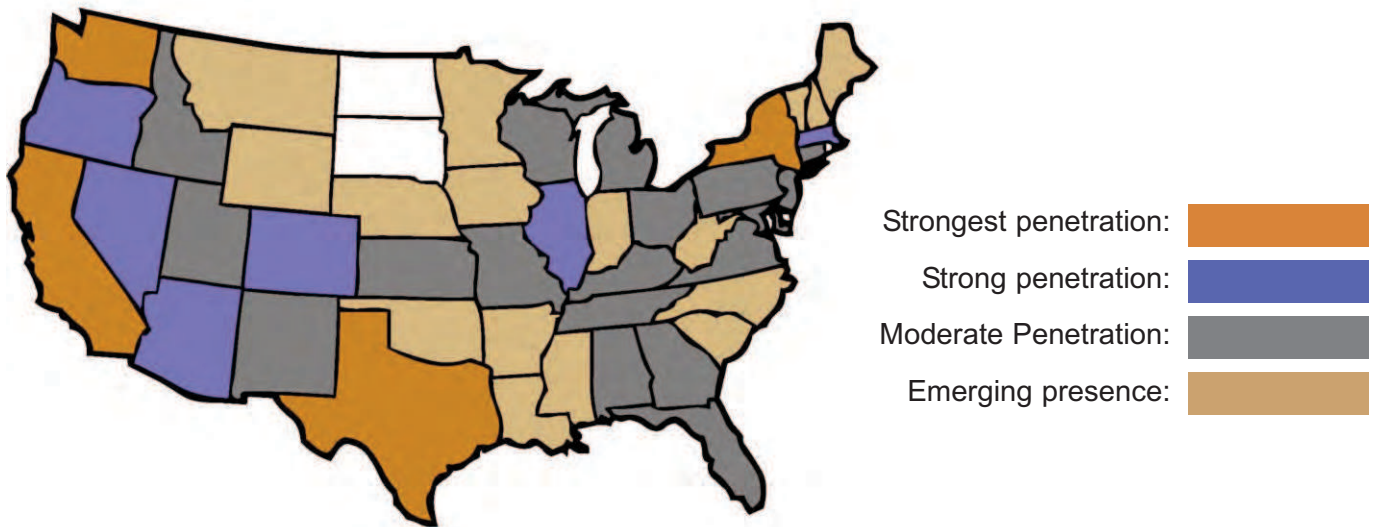
aecKnowledge's vibrant continuing education programs deliver distilled, relevant and unbiased knowledge spanning key interest areas:

- **Accessibility:** Provides essential knowledge about universal design
- **Codes, Standards and Guidelines:** Informs about the latest standards
- **Design:** Inspires and discusses innovative solutions
- **Leadership Effectiveness:** Teaches essential leadership skills
- **Practice Management:** Builds management skills
- **Risk Management:** Protects firms from costly mistakes
- **Sustainability and Building Performance:** Provides advanced sustainability training

Established Network of Knowledge Partners

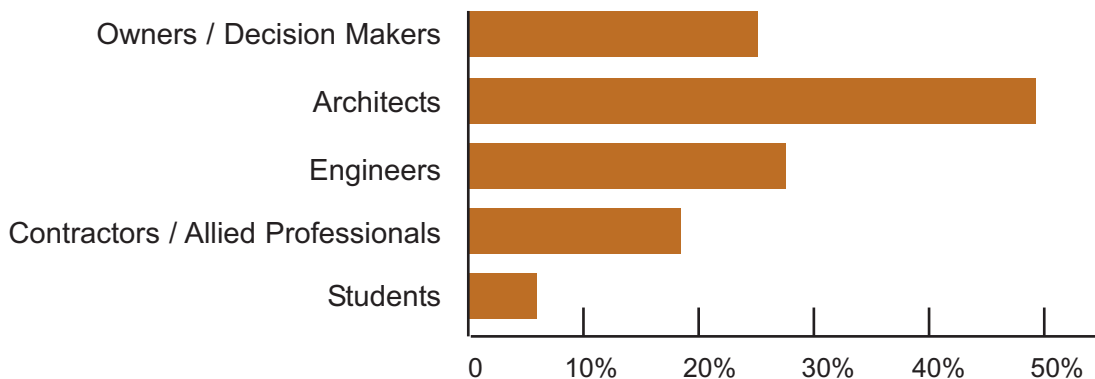
56,000 professionals. Our active outreach program, including partnerships with state and local chapters of professional organizations, reaches professionals throughout the architecture, engineering, construction and urban planning industries, officials from public agencies; decision makers from Fortune 500 firms; students and educators.

Active Users Span the United States



Registered users also from Alaska, Hawaii, Guam, Puerto Rico, Bahamas, Canada, China, Egypt, England, Finland, France, Germany, Hong Kong, India, Ireland, Italy, Japan, Jordan, Mexico, Philippines, Singapore, Switzerland and Thailand

Primary Roles of aecKnowledge Users



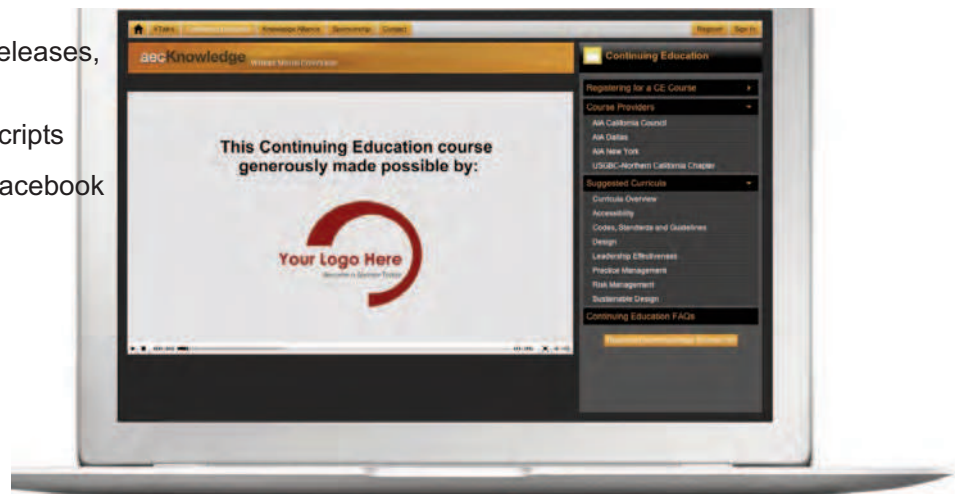
Based on user registration information as of May 15, 2012.
 (Some users fit more than one category)

Targeted Outreach

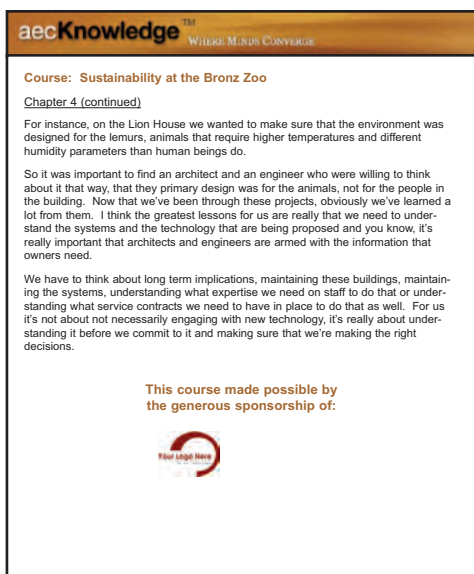
As we expand our reach, you expand yours. Unlike more general online and print advertising, your message will be delivered to a highly targeted set of professionals interested in your product or service, which improves your return on investment.

As a **Continuing Education Sponsor**, you gain exposure through vehicles such as:

- **Customized video messages** before each course begins
- **Logo and link** on our home page
- **Prominent placement** in our press releases, eblasts and special announcements
- **Special recognition** on course transcripts
- **Social media** including Twitter and Facebook



Sample sponsor introduction of a continuing education course, followed by customized message about your product or service



Sponsor shown on course transcript

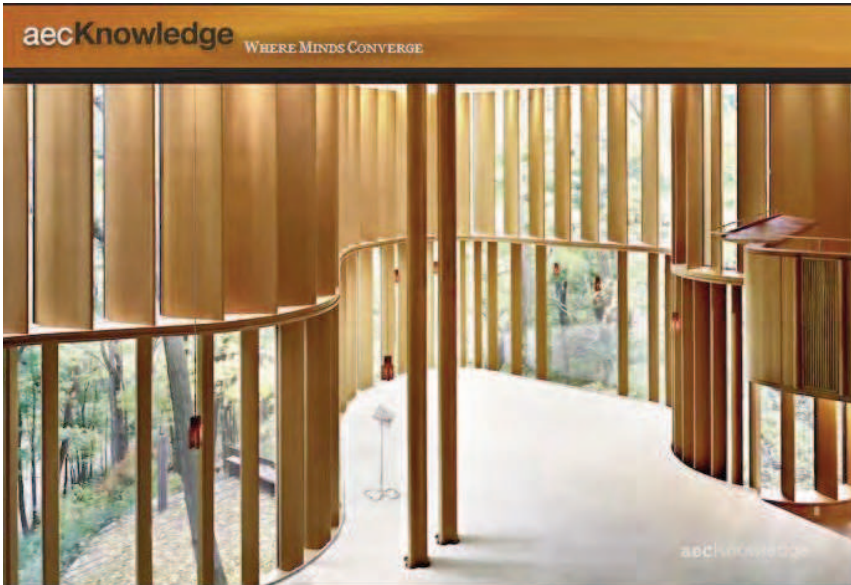
Broad User Base

aecKnowledge targets members of numerous professional organizations and educational institutions, including:

American Institute of Architects (AIA)
 American Council of Engineering Companies (ACEC)
 American Society of Civil Engineers (ACSE)
 ASHRAE
 Associated General Contractors of America (AGC)
 American Society of Mechanical Engineers (ASME)
 American Society of Landscape Architects (ASLA)
 American Society of Interior Designers (ASID)

Construction Specifications Institute (CSI)
 Design Build Institute of America (DBIA)
 International Interior Design Association (IIDA)
 National Society of Professional Engineers (NSPE)
 Society for Marketing Professional Services (SMPS)
 US Green Building Council (USGBC)
 Urban Land Institute (ULI)

Valuable Touchpoints, Ongoing Exposure



From the Brigitte Shim, Hon. FAIA, course *Linking Light and Landscape*, presented at the AIA California Council's Monterey Design Conference

Your message appears next to content **directly related** to your product or service.

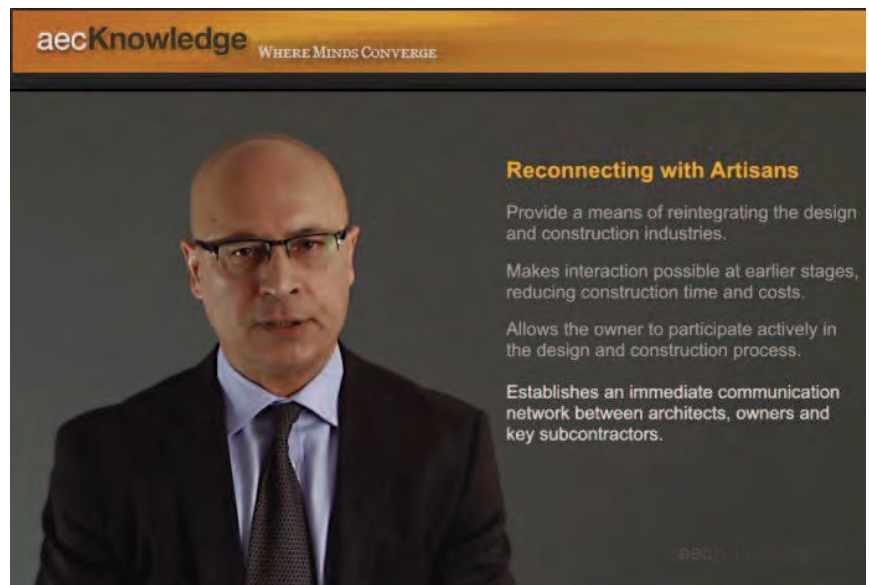
- Reach highly targeted professionals responsible for **specifying your products** and **buying your services**
- Create a strong brand presence throughout **highly fragmented industries**
- Introduce **students and emerging professionals** to your company, product or service
- **Get noticed time and again**, unlike one-time advertisements in print media
- **Associate your brand with high-quality education**

Meets Top Purchase Drivers*

aecKnowledge's platform and curricula meet AIA members' top continuing education purchase drivers:

- ▶ Taught by **expert peer/practitioner**
- ▶ Provides **best information** on the topic
- ▶ **New or cutting-edge content**
- ▶ **Convenient schedule**
- ▶ **Convenient location**
- ▶ **Credibility of the organization** providing the education

* Source: AIA 2011 CES Needs Assessment



From AIA California Council's course *Risk Management Best Practices*

Sponsorship Option 1: aecKnowledge Continuing Education Courses

aecKnowledge Continuing Education Courses

(Sponsor individual courses
or a bundle of courses)

Quarterly: Beginning at \$1,500

Annually: Beginning at \$4,500

4-Course Bundle: 20% discount

Expected Outreach: 50,000 +

Includes:

- 25-30 second video message before course begins (production costs included)
- Logo and link on course description page
- Logo and link on downloadable course transcript
- Prominent placement in e-blasts and other outreach materials
- Ongoing social media

Sponsor any 4 courses and also receive:

- A 20% discount
- Logo and link on aecKnowledge home page (permanent position)
- News release highlighting your sponsorship

Choose from aecKnowledge's current catalog of advanced courses, covering such in-demand topics as Sustainability and Building Performance, Leadership Effectiveness, Codes and Standards, Practice Management, Risk Management and, of course, Innovative Design.



*From Jeanne Gang's keynote lecture at
AIACC's 2011 Monterey Design Conference*

Watch excerpts from our course offerings at
www.aecknowledge.com/videos/CE_Course_Excerpts

Browse the current curriculum of online courses at
www.aecknowledge.com/curricula/overview

Sponsor a single course or an entire curriculum
Exclusive sponsorships also available (limited supply)

ACT SOON TO LOCK IN AN EXCLUSIVE SPONSORSHIP
RESERVE YOUR ADVERTISING SPACE TODAY: 415.383.7011 or Sponsors@aecKnowledge.com

Sponsorship Option 2: AIA California Council Accessibility Courses

AIA California Council Accessibility Courses

(Sponsor an individual course
or the entire 4-part series)

Quarterly: \$4,500 (per course)

Annually: \$15,000 (per course)

4-Part Series: 20% discount

Expected Outreach: 40,000 +

Includes:

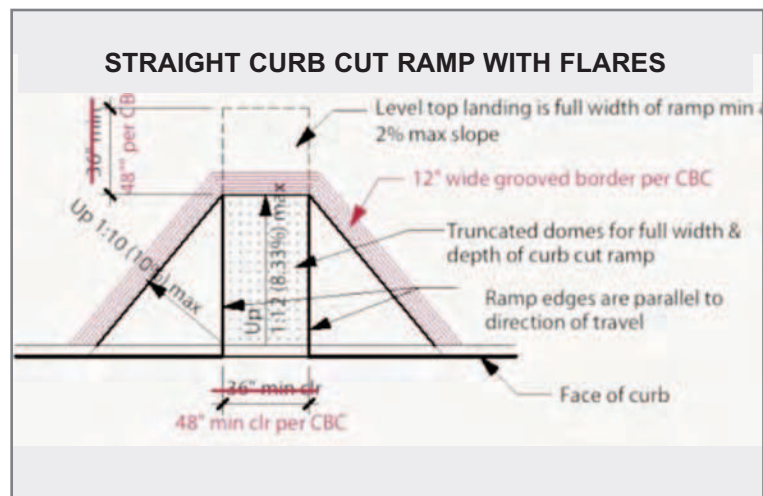
- 25-30 second video message at the beginning of each course (production costs included)
- Logo and link on course description page
- Logo and link on downloadable course transcript
- Prominent placement in e-blasts and other outreach materials
- Ongoing social media

Sponsor the series and receive:

- Logo and link on aecKnowledge home page
- Horizontal banner on AIACC's *Relevance* electronic newsletter
- News release highlighting your sponsorship

Created in partnership with the AIA California Council, this series is the premiere online source for meeting accessibility requirements in California and Texas, and HSW requirements throughout the nation. The 2012 / 2013 series will feature four courses:

- Existing Buildings
- Path of Travel
- Multi-Family Dwellings
- Theaters and School Modernizations



From AIA California Council's 2010/2011 accessibility series, with more than 12,500 courses delivered.

38 states' firm leaders, decision makers and emerging professionals took our accessibility courses in 2010 / 2011

40% of California licensed architects viewed these courses in 2010 / 2011

41 states accept these courses for mandatory HSW licensing requirements

2012 / 2013 four-part series will cover accessibility codes and guidelines relevant in all states, **thereby reaching a national audience**

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Sponsorship Option 3: AIA San Francisco “Growing a Small Firm” Series

AIA San Francisco’s “Growing a Small Firm” Series

(Sponsor an individual course
or the entire 13-part series)

Annually: \$3,200 (per course)

13-Part Series: 30% discount

Expected Outreach: 20,000 +

Includes:

- 25-30 second video message at the beginning of each course (production costs included)
- Logo and link on course description page
- Logo and link on downloadable course transcript
- Prominent placement in e-blasts and other outreach materials
- Ongoing social media

Sponsor the series and receive:

- Logo and link on aecKnowledge home page
- News release highlighting your sponsorship

The 13-part “Growing a Small Firm” series, created by AIA San Francisco, will be launched late January, 2013. Each of the 75-90 minute panel discussions, moderated by Mark Cavagnero, FAIA, are specially designed to help architects and allied professionals who have recently branched out on their own, have a growing firm or are considering starting their own business. These best practice lectures will bring together some of San Francisco’s leading architects, engineers, contractors, and other design professionals for focused conversations and invaluable insights. Courses include:

- Marketing for Growing Firms
- Cultivating Repeat Clients
- Public Design Opportunities
- Elevating the Role of Women
- Teaming with Larger Firms
- Collaborating with Other Design and Construction Professionals
- Entering New Markets and Diversifying Your Practice
- Interior Architecture Opportunities
- Successful Partnerships with Other Small Firms
- Architects as Community Leaders
- Leveraging Online Media and Social Networking
- Keys to Managing Small and Mid-Sized Firms
- Financial Management for Small Firms

Watch excerpts at www.aecknowledge.com/courses

Sponsor a single course or the entire curriculum
Exclusive sponsorships also available (limited supply)

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Sponsorship Option 4: Customized Continuing Education Courses

Customized Continuing Education Courses

(Produced by aecKnowledge
based on content specific
to your company)

Beginning at \$40,000 annually
(Includes full production services)

Expected Outreach: 50,000 +

Includes:

- 25-30 second video message before course begins (production costs included)
- Logo and link on course description page
- Logo and link on downloadable course transcript
- Dedicated email blast regarding course 1x / quarter (4 total)
- Ongoing social media
- News release highlighting your course

Each customized course will be offered for free to encourage as many professionals as possible to view your course.

aecKnowledge will produce a custom continuing education course specifically for your company's or industry association's area of interest. Sponsors of customized courses will participate in all facets of course development, including topic selection, faculty selection and content development.



From: Creating Healthy Places Through Design
Sponsored by AIA NY and the New York City Department of Health

Develop the course content with our team of writers, editors and video producers

Highlight advanced knowledge aimed at professionals who will purchase or specify your services or product

Distribute free access to your course as we feature it in our online offerings and extensive outreach material

Sponsorship Option 5: aecKnowledge Website and Outreach

Website and Outreach Sponsorships

Select from any of the options below based on your desired medium and outreach frequency.

aecKnowledge Home Page

Permanent position: \$3,500/qtr.

Revolving position: \$1,000/qtr.

Logo and link on home page
(limited availability)

Annually: 20% discount

Knowledge Talk (kTalk) Sponsor

\$500 per kTalk

"Presented by" at beginning of kTalk

\$1,000 per kTalk

"Presented by" at beginning of kTalk

15-second video with your
targeted message at end of kTalk

Email Blast Sponsor

Exclusive Sponsor: \$2,500

Non-Exclusive: \$750

Logo on one email blast
to all registered users

Whether you create an ongoing presence on aecKnowledge's home page, sponsor a specific knowledge talk or associate your brand with high quality education through our eblasts, your message will reach highly targeted professionals and decision makers.



From kTalk by John Messner, Assoc. Professor, Penn State University
Planning the implementation of BIM Through the Project Lifecycle

Home Page viewed by over 6,000 unique visitors per month, aecKnowledge.com is the top site professionals visit to learn from thought leaders

kTalks are free to watch and regularly highlighted in our outreach, which reaches over 56,000 professionals and their colleagues

eBlasts highlight specific continuing education courses and kTalks. Place your logo and link next to a topic closely associated with your product or service

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Sponsorship Order Form

(We will contact you shortly after receiving this form to coordinate your sponsorship material.)

YOUR INFO

NAME (please print) _____

COMPANY _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____

FAX _____

EMAIL _____

PAYMENT

Visa Mastercard AMEX

CARD NUMBER _____

EXPIRATION DATE _____

CVV (3 or 4 digit code on back of card) _____

NAME ON CARD (please print) _____

BILLING ADDRESS STREET _____

STREET ADDRESS LINE 2 _____

BILLING CITY _____

BILLING STATE AND ZIP _____

\$ _____

TOTAL ADVERTISING AMOUNT _____

SIGNATURE _____

Option 1: aecKnowledge Continuing Education Courses

Per Course

Quarterly - \$1,500 (designate desired course) _____

Annually - \$4,500 (designate desired course) _____

Bundle of any 4 courses (20% discount)

Quarterly - \$4,800 (designate any 4 courses) _____

Annually - \$14,400 (designate any 4 courses) _____

Option 2: AIA California Council Accessibility Series

Per Course

Quarterly - \$4,500 (designate desired course) _____

Annually - \$15,000 (designate desired course) _____

4-Part Accessibility Series (20% discount)

Quarterly - \$14,400 Annually - \$48,000

Option 3: AIASF "Growing a Small Firm" Series

Per Course

Annually - \$3,200 (designate desired course) _____

13-Part Series as **Exclusive Sponsor** (40% discount - one slot available)

Through 12/2014 - \$24,500

Option 4: Customized Continuing Education Course

Please contact me to discuss (indicate phone number and best time to call)

Option 5: Website and Outreach Sponsorships

Home Page

Revolving Position - Quarterly \$1,000 Permanent Position - Quarterly \$3,500

Revolving Position - Annually \$3,200 Permanent Position - Annually \$11,200

kTalk (designate desired kTalk) _____

"Presented by" - \$500 "Presented by" and 15-second video - \$1,000

Email Blast Sponsor Non-exclusive Sponsor - \$750 Exclusive Sponsor - \$2,500

SEND ORDER FORM AND LOGO ARTWORK TO:

By mail: aecKnowledge, Inc., 142 Almonte Blvd., Mill Valley, CA 94941

By email: Sponsors@aecKnowledge.com

For questions or to place your order by phone, call 415.383.7011