

2012 Knowledge Sponsorship Opportunities

aecKnowledge provides architecture, engineering, construction and land use planning professionals with distilled, practical and peer-reviewed online continuing education delivered by knowledge experts.

As a Knowledge Sponsor, you **gain visibility**, position your company on the **cutting-edge of knowledge sharing** and reach **highly targeted** thought leaders, professionals and decision makers throughout the AEC industries.

Targeted Touchpoints, Ongoing Exposure

- Reach highly targeted design and construction professionals searching for information **directly related to your organization, products or services**
- Increase your visibility with members from allied organizations with **over 800,000 professional members**
- Create a strong brand presence throughout **four highly fragmented industries**
- Introduce **students and emerging professionals** to your company, product or service
- Create **valuable touchpoints** with those responsible for specifying your products and buying your services
- **Get noticed time and again**, unlike one-time advertisements in print media
- **Associate your brand with high-quality education**

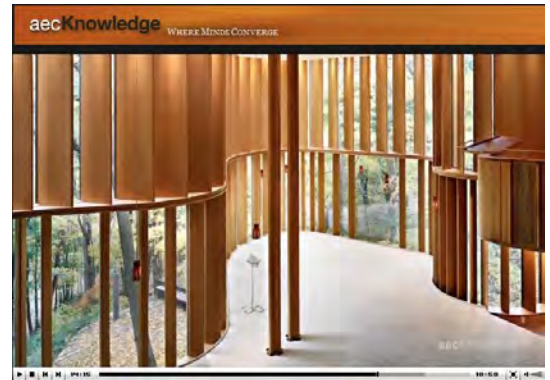
Established Network of Knowledge Partners:

aecKnowledge's user base comprises professionals from throughout the architecture, engineering, construction, urban planning and allied professions. Users include design and construction professionals from throughout the **United States, North America, South America, Europe and Asia**, officials from public agencies and building approval departments, decision makers from Fortune 500 firms, students and educators from colleges and universities, developers, urban planners and allied professionals.

Our active outreach program, including our partnerships with state and local chapters of professional organizations, touches **over 56,000 professionals and their colleagues**.

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

- AIA Regional, State and Local Components (80,000+ members)
- ACEC (5,500 member firms with over 147,000 members)
- ACSE (144,000 members)
- AGC (33,000 members)
- ASHRAE (51,000 members)
- ASLA (17,000 members)
- ASID and IIDA (72,000 members)
- ASME (127,000 members)
- CSI (14,000 members)
- DBIA (5,800 members)
- NSPE (40,000 members)
- SMPS (7,000 members)
- USGBC (25,000 members)
- ULI (32,000 members)



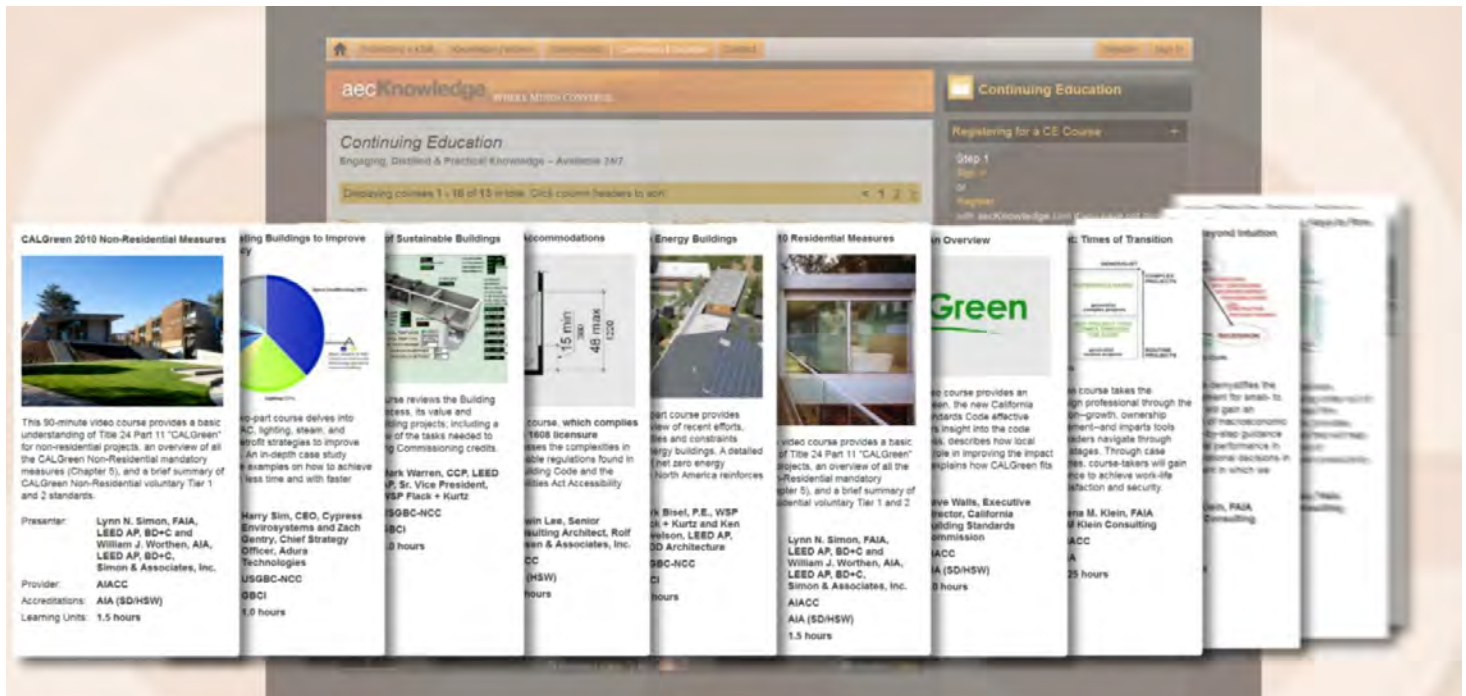
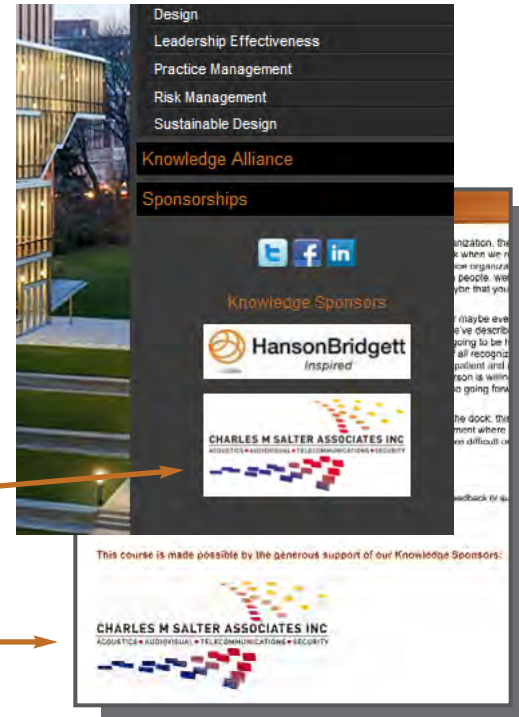
To discuss sponsorship opportunities, contact Janine Aurichio at 415.383.7011 or Janine@aecKnowledge.com

Knowledge Sponsor Benefits

As we expand our reach, you expand yours. As an aecKnowledge sponsor, you capture the attention of industry thought leaders, decision makers, professionals, emerging professionals and students. And unlike more general online and print advertising, your message will be delivered to a highly targeted audience interested in your product or service, which improves your return-on-investment.

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

- Targeted video messages before each course begins
- Logo and link on our home page
- Prominent placement in our outreach material
- Special recognition on course transcripts



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Knowledge Sponsorship Investment Options

aecKnowledge offers a range of opportunities to meet sponsors' marketing and financial goals. No matter which option you choose, your targeted message reaches professionals and decision makers interested in topics relevant to your product or service.

AIA California Council Accessibility Series

Our accessibility series, created in partnership with the AIA California Council, is the premiere online source for meeting accessibility licensing requirements, delivering accessibility courses to more than 40% of California's licensed architects.

Sponsorship opportunities are available for individual courses or for the complete 4-part series, which will be released to a national audience in July, 2012.

SPONSORSHIP LEVELS PER COURSE:

Quarterly, beginning at \$6,200

Annually, beginning at \$22,000

aecKnowledge Course Curriculum

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

Sponsorship opportunities are available for individual courses or for entire curricula.

SPONSORSHIP LEVELS PER COURSE:

Quarterly, beginning at \$8,000

Annually, beginning at \$28,000

Customized Continuing Education Courses

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.

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

SPONSORSHIP LEVELS:

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

About aecKnowledge

Transforming how architects, engineers, contractors, urban planners, allied professionals, vendors, fabricators and students collaborate with and learn from each other.



Photo: aecKnowledge, Inc.

aecKnowledge is an established web-based, peer-reviewed knowledge sharing platform for the AEC industries that enables design and construction professionals to leverage their collective intellectual capital.

aecKnowledge targets the more than 6 million professionals and tradespeople throughout the AEC industry and provides sponsors a venue for strengthening their presence with those responsible for improving our built environment. Its vibrant continuing education program delivers distilled, relevant and unbiased knowledge spanning the following areas:

- Codes, Standards and Guidelines
- Design
- Leadership Effectiveness
- Practice Management
- Risk Management
- Sustainability and Building Performance

CONTACT

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