SPONSORING & ADVERTISING OPTIONS

2020

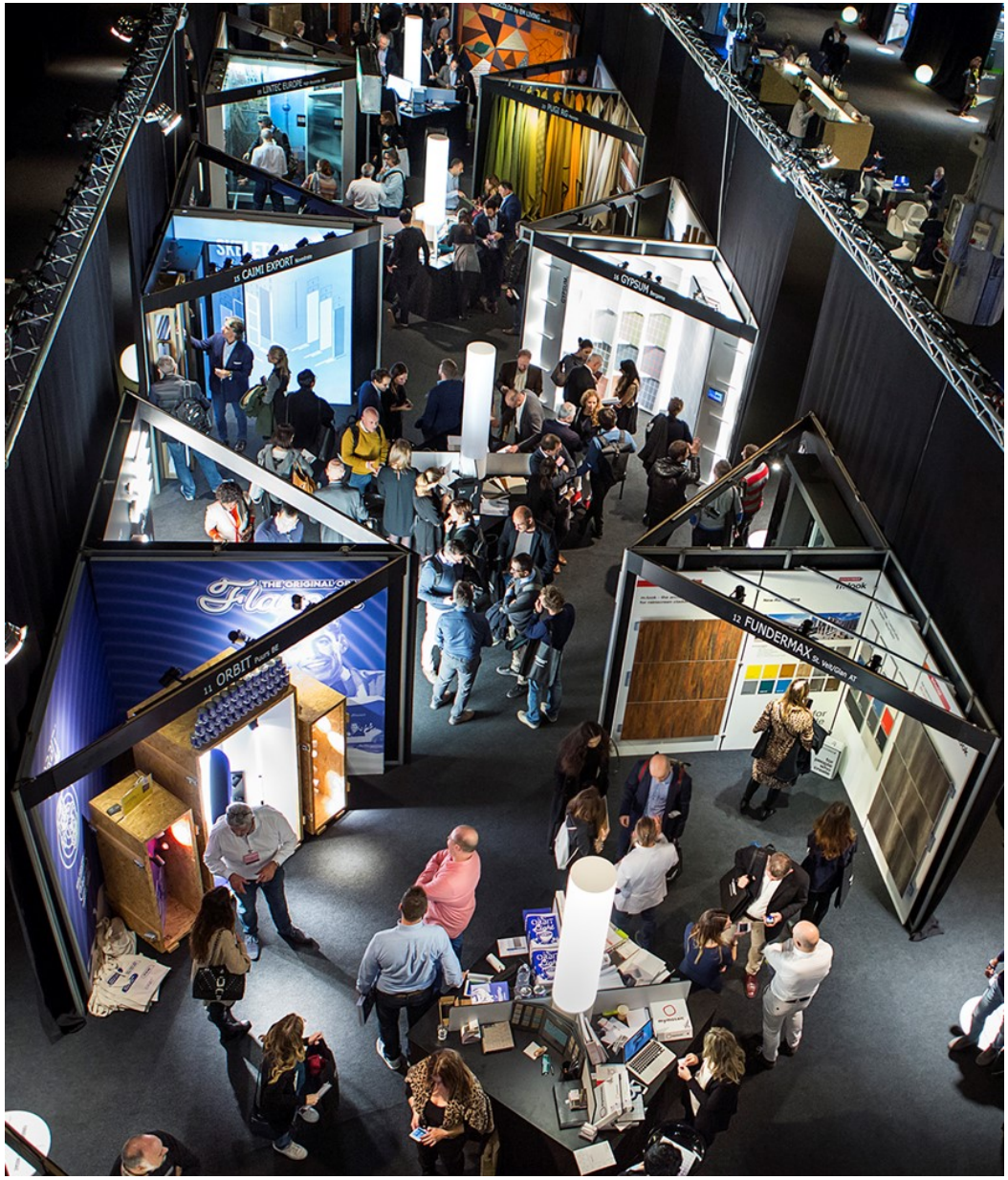
ARCHITECT@WORK

An exclusive event for architects, interior designers and other planners with a focus on product innovations

ARCHITECT@WORK already has many fans, and there are more and more. The exclusive trade fair format brings the latest to its visitors in a completely different way to other trade fair organizers. This is the secret of their success, which allows them to grow from event to event - both in the number of visitors and in the number of exhibitors who appreciate the atmosphere and the good opportunity to network.

The format of ARCHITECT@WORK goes far beyond that of a classic trade fair and not only presents single products to the public , but also provides an interesting, first-rate seminar programme with lectures and exhibits full of valuable food for thought, new views and topics of conversation. It brings the industry together in one place – to exchange ideas in the best productive and informative way.

In this brochure you will find a few new sponsorship options to put your presence at ARCHITECT@WORK even more in the spotlight. We are also always open to suggestions. Just let us know if you would like to be a sponsor!



1. SPONSORING PACKAGES

UPDATE!

SUPPORTER *As a sponsor of A@W you will be included in our print and online campaign with your logo and news about your novelty.*

FRIEND *The Friend sponsor package means extra visibility at the visitor‘s entrance and an article in the brand new A@W Newsletter.*

EXCLUSIVE *As an Exclusive sponsor, you have the most prominent place of all sponsors and receive extra visibility on our online media channels.*

2. ADDITIONAL ADVERTISING

NEW!

ONSITE *Put your participation at A@W more in the spotlight with extra visibility onsite.*

NEW!

ONLINE *Digital advertising tools enhance your participation before and after the event.*

PRINT *Go for extra visibility in our event catalogue.*

1. SPONSORSHIP PACKAGES

	SUPPORTER	FRIEND	EXCLUSIVE
Your logo			
On our website	✓	✓	✓
In our catalogue	✓	✓	✓
On the paper invitation cards	✓	✓	✓
At the visitor's entrance	✓	✓	✓
In the visitor flyer	✓	✓	✓
In each visitor confirmation e-mail		✓	✓
On each visitor badge			✓
Social media post about your approved product			
Tweet	1	2	2
LinkedIn post	1	1	2
Instagram post	1	1	2
Facebook post	1	1	2
Article in the newsletter		✓	✓
Interview in the A@W after movie			✓
Prices before VAT	2.250 EUR	3.500 EUR	4.900 EUR

Every exhibitor can apply for a sponsorship package.

A maximum of 8 Supporter, 3 Friend and 1 Exclusive sponsors per German edition.

Sponsorship packages can only be confirmed after approval of the innovations.

2. ADDITIONAL ADVERTISING

	Prices before VAT
ONSITE	
Keynote Sponsoring	2.500 EUR
Candy Bar	2.750 EUR
Ice Cream Bar	4.500 EUR
Waffle Bar	4.500 EUR
Photobox	3.555 EUR
Early Morning Yoga	2.150 EUR
Battery charging station	1.200 EUR
Toilets	950 EUR
Bar lighting	1.500 EUR
ONLINE	
Article in the A@W newsletter	~~2.250 EUR~~ **=> 1.350 EUR**
Online Promotion Package powered by Archello	750 EUR
PRINT	
Extra insert in the catalogue	250 EUR
1/1 page in the catalogue	1.000 EUR
Inside cover of the catalogue	1.150 EUR
Back cover of the catalogue	1.300 EUR

NEW!

NEW!

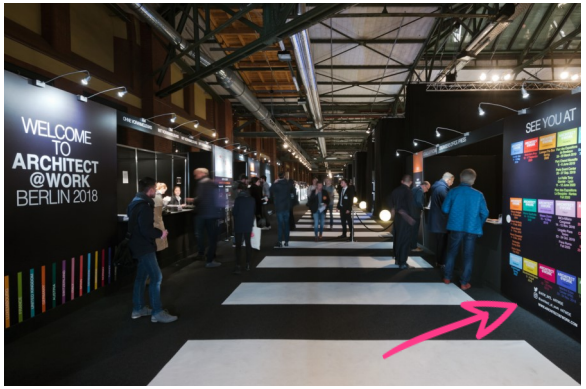
TEMPORARY DISCOUNT –40%!!

The above advertising opportunities can be purchased upon request to your Exhibition Support.

YOUR LOGO

In the event catalogue

At the visitor‘s entrance

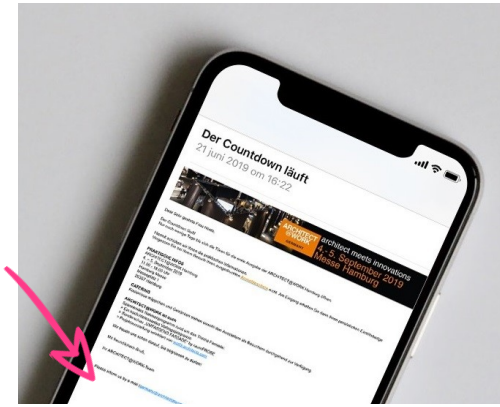


On the visitor badge

On the website

On the invitation cards

In the visitor flyer and in the visitor confirmation e-mail

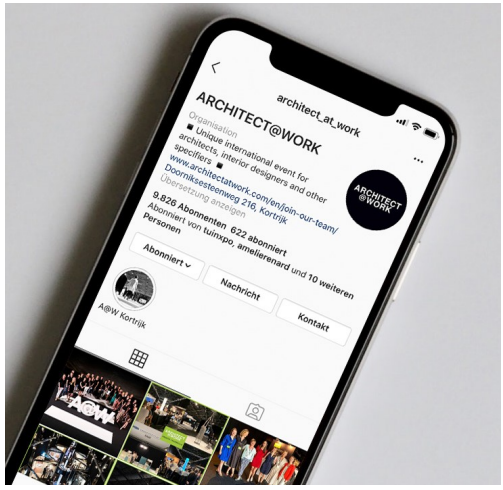


SOCIAL MEDIA POSTS
about an approved innovation

Twitter

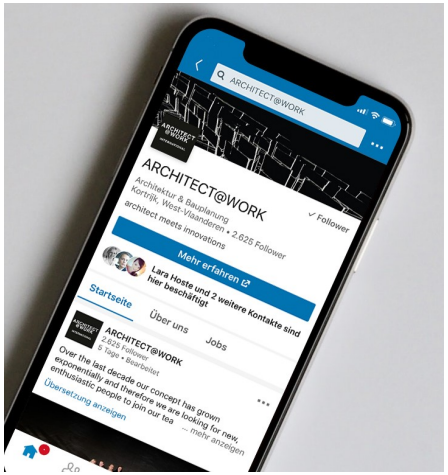
@ATW_INTL #ATW

Instagram



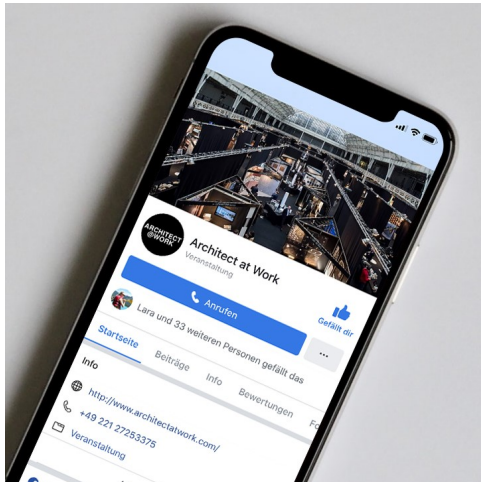
@architect_at_work #ATW

LinkedIn



ARCHITECT@WORK #ATW

Facebook



@architectatworkintl #ATW

We use the versatile possibilities of social media as a mouth-piece for ARCHITECT@WORK. In this way, we not only enable our visitors to take a look behind the scenes, but also appeal to new visitors through a target group-oriented strategy. Nowadays, the Internet is the number one source of information!

Sponsors provide us with social media texts and pictures about their new innovation and we provide the posts on our channels.

ARTICLE IN THE NEWSLETTER

NEW!!!

INTERVIEW IN THE AFTER MOVIE

As a Friend and Exclusive Sponsor, you are entitled to an article in the A@W Newsletter (**see also p. 18****).**
The Exclusive Sponsor also receives a brief interview in the A@W after movie.

ONSITE

Keynote Sponsoring

Candy Bar

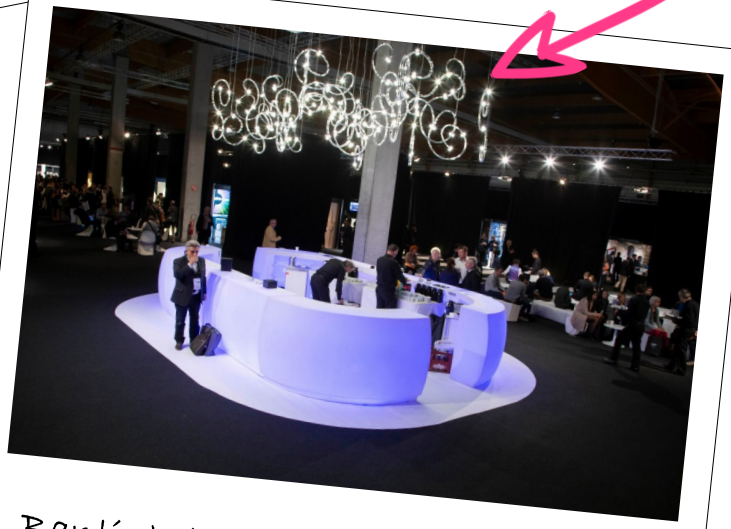
Waffle Bar

Photobox

Early morning yoga

Battery charging station

Toilets



Bar lighting

Keynote Sponsoring

The popular ARCHITECT@WORK series of talks invites renowned thinkers and pioneers from the German architecture scene to each edition. You may sponsor the speaker via the keynote sponsorship. The speaker will be mentioned in connection with your company name on our website, in the trade fair catalogue and on the programme posters, (*John Smith* powered by *your company*). The speaker may also be introduced at the beginning of the presentation, by a high-ranking employee from your company.

PRICE: 2.500 EUR

Included:

⇒ In all communication: XXX powered by XXX

⇒ Projection of your logo on the screen during waiting time

⇒ You may announce the speaker with an introduction before the seminar

⇒ Announcement on our social media channels and website

⇒ Your logo in our catalogue and on our invitations

⇒ Article in the A@W newsletter

⇒ Interview in the A@W aftermovie

Not included:

⇒ Costs for the seminar of the speaker himself
Choice of the speaker in coordination with A@W and our partner world-architects

Candy / Ice Cream / Waffle Bar

A sugar-sweet idea to be seen, because no-one can pass by a Sweets, Ice-cream or Waffle Stall without stopping. Your logo will be shown on the stall which will be announced on our website. Your logo will also be printed on the napkins at the Waffle Stall and on the pots at the Candy/Ice Cream Stall.

There can only be 1 stall per event.

PRICE:

Candy Bar: 2.750 EUR

Ice Cream Bar: 4.500 EUR

Waffle Bar: 4.500 EUR

Included:

- ⇒ Rent of the stall
- ⇒ Staff during both event days
- ⇒ All equipment and power supply
- ⇒ Panel onsite with your logo
- ⇒ Social media post
- ⇒ Announcement on our website (Practical information -> Catering)
- ⇒ Sweets/Ice Cream Stall: Your logo printed on the pots
  Waffle Stall: Your logo printed on the napkins

Photobox

Our photo-booth is a real eye-catcher. You can rent this for the duration of ARCHITECT@WORK.

Visitors can take unlimited photos and print them immediately. You can define the layout of the print-outs. It's also possible to brand the photo-booth itself.

PRICE: 3.555 EUR

Included:

⇒ Rent and branding* of the photo-booth

⇒ Branding* of the print-outs' layout

⇒ Unlimited print-outs during the event (flat rate)

⇒ Power supply

⇒ Social media post

* Branding in coordination with the A@W designer

Early Morning Yoga

We also offer the opportunity to support a yoga class before ARCHITECT@WORK open its doors. Ideal for visitors who have always wanted to try yoga once, but also for those who have been practicing for while. An experienced yoga teacher will be present.

Of course, we will communicate extensively before and during our yoga class on social media - we hope you will do so, too. The price is a bargain. In addition, we can also have yoga mats printed with your logo. Visitors can register beforehand.

PRICE: 2.150 EUR

Included:

- ⇒ 1 hour yoga session during both event days with yoga teacher (max. 30 participants per session)
- ⇒ Panel onsite with your logo
- ⇒ Yoga mats with your logo
- ⇒ Announcement on our social media channels and website
- ⇒ Announcement in the visitor registration system
- ⇒ Announcement before or after the event in the A@W newsletter

Battery charging station

Nowadays, we all want to be online all the time - so a battery charging station is vital at ARCHITECT@WORK. Take this opportunity to link your company to "Power". Your logo will be placed on the charging station. Also, the charging station is indicated on the floor plan in the catalogue and, in the hall itself, arrows indicate where it is situated.

PRICE: 1.200 EUR

Included:

⇒ 2 battery charging stations at the event

⇒ Stickers with your logo

⇒ Power supply

⇒ Indication on floor plan onsite

⇒ Announcement on our social media channels and website

Toilets

Your advert will be placed in the advertising frames on each toilet door. You can upgrade the restroom however you like. Contact us for the exact possibilities - as these vary from one exhibition hall to the other!

PRICE: 950 EUR

Included:

⇒ Posters of your company in the restroom

⇒ Bathroom accessories (soap, hand lotion)

⇒ Plants

⇒ Social media post

Bar lighting

If you are a lighting company and would like to give your suspended lighting fixtures a very special platform, then our bar lighting is the right place to put your product in the limelight. We provide the support and electricity, you provide your lights. You will also be mentioned as our "Lighting Partner" with your logo next to the bar.

PRICE: 1.500 EUR

Included:

⇒ Truss

⇒ Power supply

⇒ Production costs (cherry picker)

⇒ Assistance from an electrician

⇒ Panel onsite with your logo

⇒ Social media post

ONLINE

An article in the newsletter (DACH region)

The brand new A@W newsletter offers a broad spectrum of current topics and is designed to pick up on current trends and to tell you about "the story behind the scenes".

The newsletter is sent monthly* to all past registrants/visitors of our editions in Germany, Austria and Switzerland (in accordance with GDPR legislation).

The database contains over 50.000 subscribers: architects and interior designers

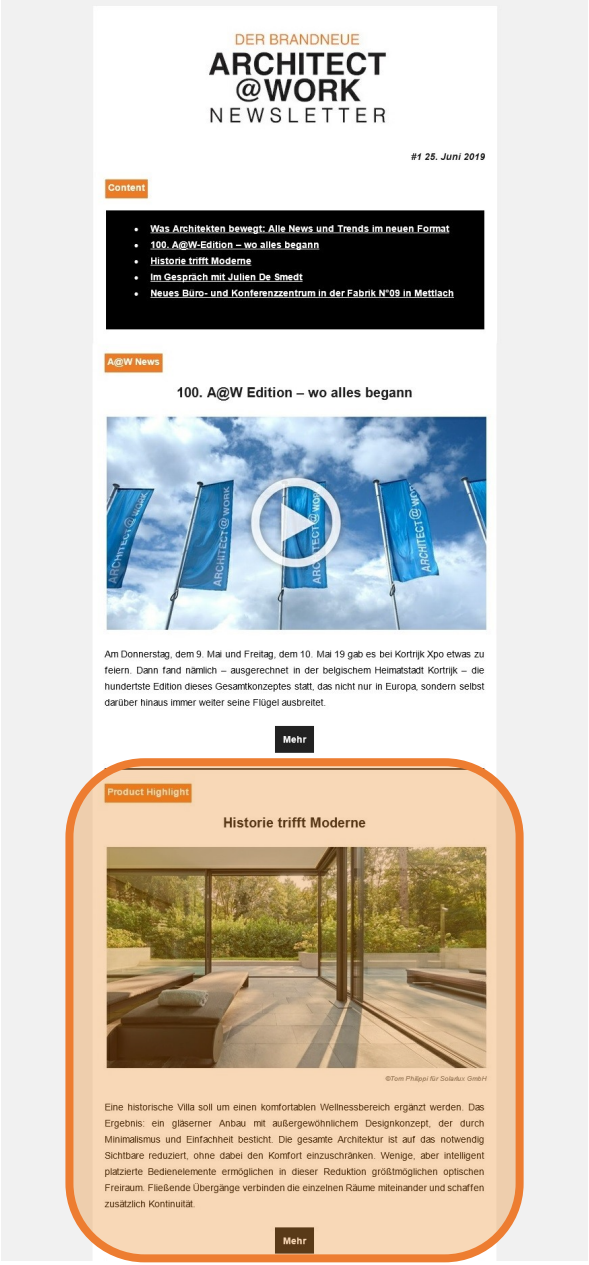
No banners, logos or advertisements, but only **articles rich in content** can be booked by exhibitors. The articles should deal with exclusive "Exhibitor Stories" or insights into the making of a product. Our in-house journalist will write your article, you deliver texts and pictures.

If you book an article, you will receive a block in the newsletter (see right column). The article will then be linked to our website, where the entire contribution appears.

PRICE: ~~2.250 EUR~~

PROFIT NOW FROM THE TEMPORARY 40% DISCOUNT = 1.350 EUR !!

**Our editorial staff will choose the month in which the article will be published.*



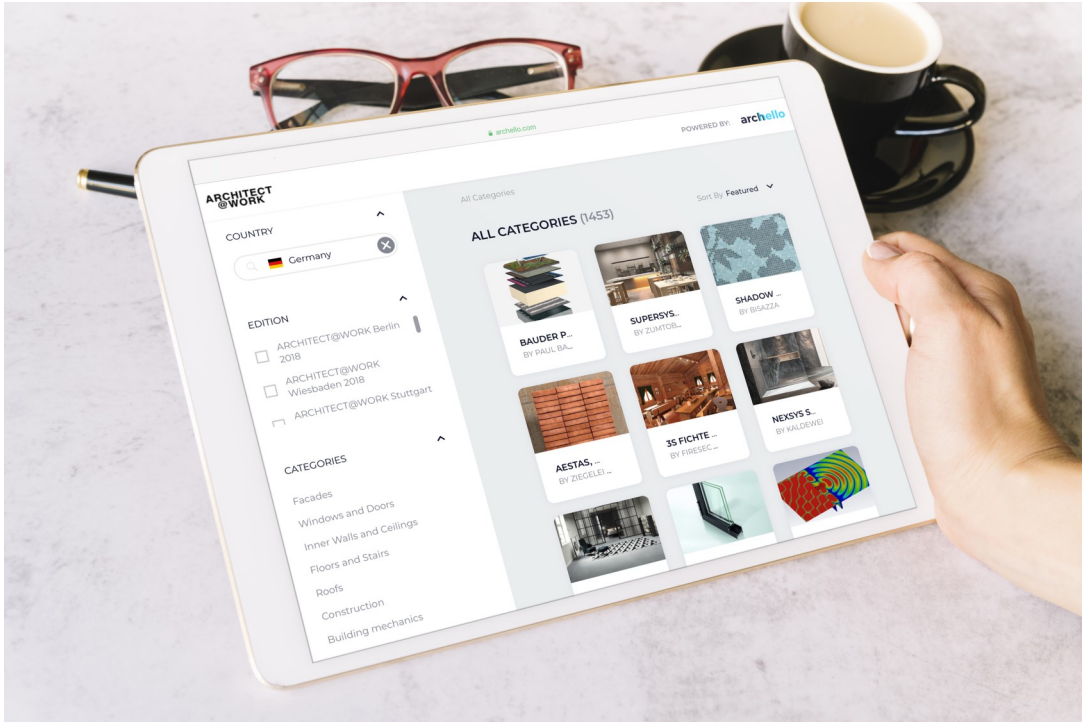
The Online Promotion Package

The Online Product Directory of Archello aims to unite online all the innovations presented at the A@W.

This directory will be published after the event. Each exhibitor can add up to 3 approved novelties. Draw even more attention to your innovations and book an Online Promotion Package. With this package, an approved novelty with picture and link will be included in:

- The A@W Product Directory Newsletter (will be sent to all visitors after the event)
- The social media of Archello (Facebook / Twitter / Pinterest) - a total of 1,000,000 followers).
- And the novelty appears as one of the first in the Online Product Directory of the A@W

PRICE: 750 EUR



PRINT

The event catalogue

Our colour catalogue will be handed out to A@W visitors free of charge. Each exhibitor will be listed in this catalogue with an insert about a their approved innovation.

You can book an **extra entry** in our event catalogue, that will be given to each visitor of ARCHITECT@WORK.

Each exhibitor is already entitled to 1 free entry (included in the participation fee).

PRICE: 250 EUR

Or book a full page advert in our catalogue H 210 mm x W 165 mm).

1/1 Full page
PRICE: 1.150 EUR

Inside cover
PRICE: 1.000 EUR

Back cover
PRICE: 1.300 EUR