

A'21 MN

AIA Minnesota

The Minnesota Conference
on Architecture

Virtual Programming
October 27 & November 3

November 10-11 at the
Minneapolis Convention
Center



Your annual opportunity to engage with architects, engineers, contractors, designers and more

This year, we are hosting a hybrid conference, with 2 days of virtual programming followed by 2 days of in-person programs and events. We will have an Exhibit Hall with as many as 200 in-person exhibiting companies and a total of 70+ seminars.

A'21 MN is the single largest annual event in the Midwest for architects.

Minnesota architects, engineers, contractors, designers and building industry professionals attend the annual Conference to learn about trends and new technologies in building products, earn continuing education credits, and network with state-of-the-art exhibiting companies. Don't miss this opportunity to showcase your products and services here.

Book your space today!

[Click here to register now >](#)



A'21 MN BY THE NUMBERS:

1,750+
Attendees

70+
Seminars

250+
Exhibiting
companies

27,400
Square feet of
exhibit space

WHO ATTENDS?

67%
Architects
+ Designers

13%
Contractors/
Engineers

5%
Landscape
Architects

5%
Interior
Designers

10%
Other



**Network,
connect,
sponsor, and
showcase your
products
at A'21 MN—**
Minnesota's
largest annual
event for
architects.

A'21 MN – a Hybrid Event

VIRTUAL CONFERENCE SCHEDULE: Wed, October 27 & Wed, November 3

VIRTUAL SPONSOR OPPORTUNITIES:

PLATINUM SPONSOR: 2-DAY VIRTUAL SPONSOR \$5000

Featured and mentioned at each daily opening event, listed prominently in program, showcased on website. Prime exposure each day including promo at start of the program and on website. Opportunity to email a company promo piece to attendees. Free exhibit booth on virtual floor plan with exhibitor profile, company description, product photos/videos, contact info/link. (value \$500) Link to your exhibitor profile. Full page ad in digital program at no charge. (value \$995) Full registration included for up to 5 attendees.

GOLD SPONSOR: 1-DAY/KEYNOTE SPONSOR \$3000

Opening event exposure on select day – OCT 27 OR NOV 3
Put your company in front of a large audience. Logo on screen/waiting page. Listed prominently in the program, showcased on website. Link to your exhibitor profile (if you are an exhibitor.) Introduction as sponsor including promo at start of the program. Opportunity to post a company flyer of product info on keynote web page. Half page ad included in the digital program at no charge. (value \$495). Full registration included for up to 5 attendees.

VIRTUAL PROGRAM SPONSOR \$400

Align your company/product with a specific program. Logo on waiting/opening page. Introduction as sponsor at start of program. Listed as sponsor in the program with link to your exhibitor profile or website. Opportunity to attach a company flyer or product info to program link.

VIRTUAL BREAK-TIME SPONSOR \$400

We will have up to 30-minute breaks between programs that could be sponsored events. Logo/Name on sponsored event. Options to consider:

- Sponsor entertainment or game
- 3-5 min product feature or demo or live video chat
- Static Logo on Screen
- Climate action trivia game
- Sponsored yoga/stretch session

VIRTUAL SOCIAL HOUR SPONSOR \$400

Logo on screen. Company mention & introduction. Opportunity to email a message in advance of the event with a drink recipe, company promotion, special offer, etc.

VIRTUAL EXHIBIT BOOTH: \$200 + in-person booth fee

Offered for \$200 additional as an add-on to an in-person booth



ALIGN WITH US!

Virtual Daily Schedule: 8:00 am – 5:00 pm

8 am: Welcome and
Convening Remarks

Program Options

Virtual Exhibit Hall

Program Options

Keynote Address

Virtual Exhibit Hall

Program Options

4 pm: Networking Social

.....

In-Person Booth Information



EXHIBIT SCHEDULE

Booth Set Up

Tuesday, November 9
9:00 a.m. – 4:00 p.m.

Exhibit Hall Open

Wednesday, November 10
8:00 a.m. – 5:00 p.m.

Thursday, November 11
8:00 a.m. – 2:00 p.m.

Booth Move-Out

Thursday, November 11
2:00 p.m. – 5:00 p.m.

QUESTIONS?

Contact Pam Nelson
612-767-1744
or nelson@aia-mn.org

In-Person Schedule: November 10 & 11

Exhibit Hall Open Wednesday 8am–5pm & Thursday 8am–2pm

What's Included with your Booth

Booth Materials

Booth ID sign, perimeter pipe and drape
(Electrical & furnishings not included.)

Company Listing

Your organization will be listed in the conference program as well as in AIA MN e-newsletter and conference communication to our attendees.

Free Conference Seminars

Your booth attendants are able to attend programs at no charge. (Some exceptions that include meals.)

First Right to Reserve a Booth

As an exhibitor, you will have the first right to renew your booth at next year's conference.

Exhibitor Lounge

Access to the exhibitor lounge to make calls or take a break.

Booking Your In-Person Booth

Pricing

Book by **June 30h** for Early Bird pricing.

All booths are assigned in the order that they are received.

Virtual Booth:

For a \$200 additional fee, exhibitors will receive a booth in our virtual exhibit hall as an add-on to your in-person exhibit booth purchase.

Register online

Register online with credit card due in full at www.aia-mn.org/misc-event/exhibit-space-reservation/.

If you prefer to pay by check, contact Pam Nelson to reserve your booth: nelson@aia-mn.org.

[Click here to register now >](#)

Booth size (ft)	Early Bird (By June 30)	Regular (After June 30)
10x10 single inside	\$1,245	\$1,300
10x10 single corner	\$1,295	\$1,345
10x20 double inside	\$2,315	\$2,370
10x20 double corner/inside	\$2,370	\$2,420
10x20 double corner/end cap	\$2,420	\$2,470
20x20 island (4 corner booths)	\$4,620	\$4,670

For an additional \$200, exhibitors can have a virtual exhibit booth.

Note: Booth pricing does not include electricity or furnishings.

These items can be rented separately through our service provider. Info to come 4-6 weeks prior to the conference to order.

In-Person Sponsorship Opportunities

For Exhibitors

BREAKFAST SPONSOR

\$600/day

Be the host of our continental breakfast that we be available each morning in the exhibit hall. You will have signage at the food stations and company recognition in the printed materials.

LUNCH SPONSOR

\$600/day

Be the company to host our lunch served daily in the exhibit hall. You will have signage at the food stations and company recognition in the printed materials.

MID-MORNING COFFEE SPONSOR

\$500/day

Host the coffee station during morning hours in the exhibit hall. Sponsor signage will be prominently displayed. You have the option to have attendants hosting the coffee. Option to provide branded items.

PUNCH CARD - PLAY TO WIN

\$300 per box

You can drive additional traffic to your booth with your company logo and booth number on our card. This game offers only 20 exhibitors the opportunity to participate. Attendees must visit all participating booths to collect stamps for for a chance



to win prizes. Attendees who complete the punch card will be entered to win a prize from AIA Minnesota.

RECEPTION SPONSOR

\$3,000

We will host a member reception on Wed, November 10 at 5pm. As the host, you will receive recognition on signage, in the program schedule, and in-person recognition at the event.

CE PROGRAM SPONSOR

(in-person program)

\$500

Your company logo will be on the opening slide, on signage, and sponsorship mention in the program.

ELECTRONIC SIGNAGE SPONSOR

\$1,000

Your company will be recognized for sponsoring electronic signage where we will post the daily schedule of events at the convention center.

CONFERENCE PROGRAM ADS

We publish a digital Conference program pdf that will be emailed to all attendees. It will outline the various programs and schedule for each day of the conference. It also includes the directory of exhibitors, floor plans, events, and more. We offer advertising to exhibitors and sponsors only.

Net Rates

Inside Front Cover	\$995
Page 1 or 2	\$995
Full Page	\$895
Half Page	\$495

Ad deadline Oct 1.

Dimensions and format will be provided.

For Exhibitors & Non-Exhibitors

IN-PERSON KEYNOTE SPONSOR

\$3,000 Limit 1 opportunity

Your company will be showcased as the single sponsor of our in-person keynote speaker session through signage, an introduction at the start of the session, and promotional materials. Your company name/image will be on screen at the start of the event. VIP seating reserved for your attendees. Materials could be distributed.

WIFI SPONSOR

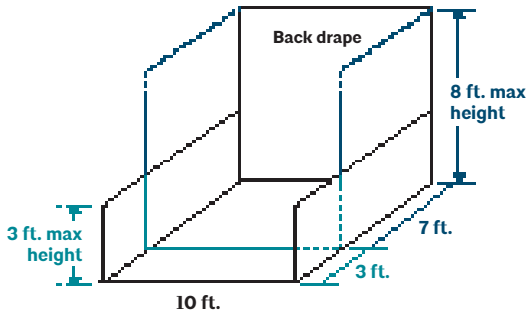
\$4,000

Be the company that everyone will see when they log in to the wifi. Your logo will appear every time an attendee connects to the wifi.

Booth Sizes & Setup

To ensure an quality show experience for our attendees and to be fair to all exhibitors, please adhere to the booth configurations diagrammed here. If you have challenges configuring your display work within these specifications, please contact Pam Nelson at nelson@aia-mn.org.

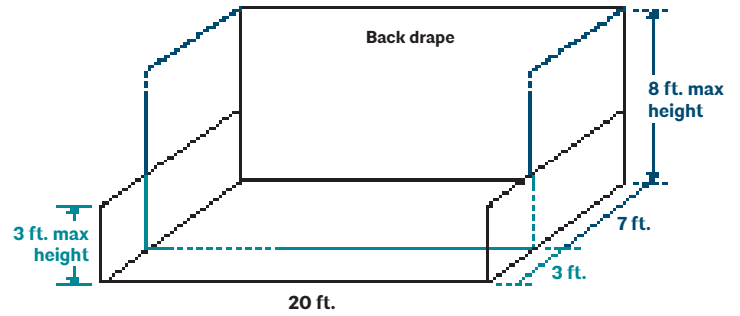
10'x10' Single Inside/Corner



Height limits:

- 3-foot height limit for the first 3 feet from the aisle.
- 8-foot height limit for the remaining 7 feet to the back wall.

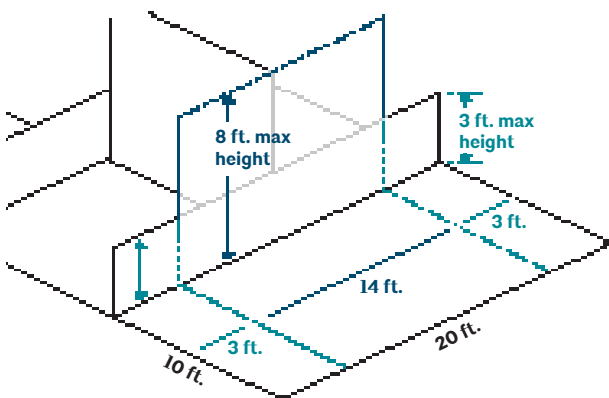
10'x20' Double Inside/Corner



- 3 feet from the aisle.
- 8-foot height limit for the remaining 7 feet to the back wall.

10'x20' Double Corner/End Cap

Two adjacent booths at the end of a row



Height limits:

- 3-foot height limit for the first 3 feet from the aisle.
- 8-foot maximum height limit for 14 feet wide.

Island (4 corner booths)

Height limits:

- Full use of the floor plan is permitted.
- Exhibit features exceeding 12 feet in height must have drawings available for review by conference management.

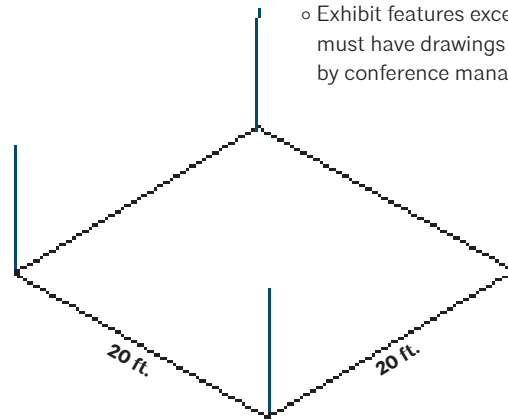
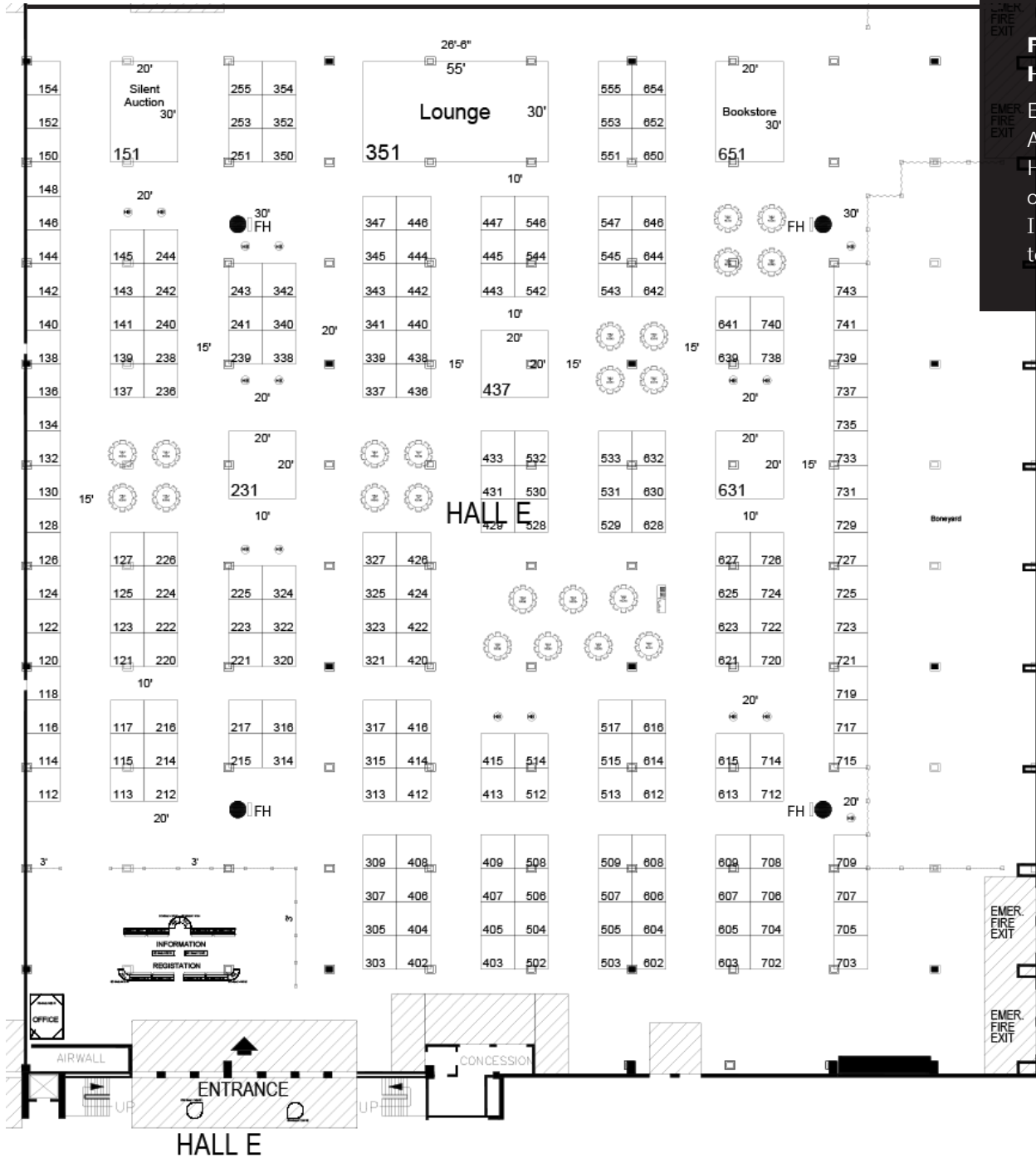


Exhibit Hall Floor Plan - Hall E

Minneapolis Convention Center, Hall E
1301 2nd Avenue South, Minneapolis

Reserve your booth

Contact Pam Nelson, 612-767-1744 or nelson@aia-mn.org, or visit www.aia-mn.org/misc-event/exhibit-space-reservation/ to register today!



FREE EXHIBIT HALL ADMISSION!

Entrance to the A'21 MN Exhibit Hall is free and open to the public. Invite your clients to visit your booth!

2019 Exhibiting Companies

A

Acuity Brand/Davis & Associates	712
Adolfson & Peterson Construction	530
Advanced Masonry Restoration	411
AEC Resources	604
Aerotek Architecture & Engineering	832
AKF Group	510
All Seasons Fireplace	646
Allegion	532
AluSpec, Inc.	334
Amcon Concrete Products, LLC	406
American Artstone Company	404
American Council of Engineering Companies of MN (ACEC/MN)	833
American Hydrotech	337
American Masonry Restoration	408
Americlad Quality Metalcrafts	235
Anchor Block Company	419
Andersen Windows	537
ArchCon, LLC	207
Architectural Polymers Inc.	609
Ardex Americas	825
Astro Metal Craft	614
ATG USA	519
Axel H. Ohman Concrete & Masonry	416

B

Bachman's Wholesale	350
Bayer Built Woodworks	328
Bell Structural Solutions	727
Benjamin Moore & Co.	632
Boral Building Products	539
Borgert Products Inc.	538
Bradley Washroom/WJ Schelp	218
Brand ink	223
Building Enclosure Council of Minnesota	348

C

Cain Thomas Associates, Inc.	746
Central States Group	828
Chateau Global LLC	450
Clark Engineering	433
ColdSpring	511
Commercial Aquatic Engineering	327
Construction Specifications Institute (CSI)	837
Continuum Companies	528
Cooper Lighting Solutions	718
Coronet Lighting/ Davis & Associates	708
Cosentino	531
Cost Planning and Management International, Inc. (CPMI)	803
County Materials Corp.	418

D

D.J. Kranz Company	617
DaVinci Roofscapes	735
Davis & Associates	710
Diamond Kote Building Products/Wausau Supply	805
Doran Companies	439
dormakaba	211
Dunham Associates	517
Dunwoody College of Technology	224
Dynamic Homes, LLC	325
Dyson, Inc.	219

E

EDCO Products Inc.	726
Emanuelson-Podas	515
Empirehouse, Inc.	627
Enercept, Inc.	650
Energy Panel Structures	429
Enscape, Inc.	346
Evonik Corporation	446

F

Fabcon Precast	442
FINA Stoneworks, LLC	317
Fluid-Aire Dynamics	233
ForeverLawn Minnesota, Inc.	816
Franz Reprographics	343
Fullerton Building Systems	513

G

G&J Awning and Canvas, Inc.	709
GAF	206
Georgia-Pacific Gypsum	612
GlassArt Design	305
GRAEF	647
Great Lakes Stone Supply	238
Gree Dot Sign	841
Greiner Construction	344
GS Direct	426

H

H Window Company, LLC	723
H+U Construction	804
H2I Group	643
HAHN Plastics (North America) Ltd.	316
Hedberg Supply	815
Heritage Construction Companies, LLC	607
Heritage Window and Door	213
Hillesheim Architectural Products	230
Hohmann & Barnard, Inc.	324
Huber Engineered Woods	743
Huffcutt Concrete	336
HySecurity	236

I

I Got a Guy LLC	309
IMEG Corp.	310
Impact Lighting/Davis & Associates	706
In-Focus Systems	831
Innovative Architectural Products (IAP)	422
Inspec, Inc.	806
Intectural / Arbor Wood	738
International Masonry Institute	409

J

James Hardie Building Products	836
JTH Lighting Alliance	205

K

Kafka Granite, LLC	529
Kasota Stone Fabricators, Inc.	722
Key Resin Co/Flowcrete	246
Kline-Johnson & Associates	240
Knutson Construction	312
Kolbe Windows and Doors	747
Konik PrimeStaff	729
Kraus-Anderson	628
Kraus-Anderson Insurance	630

L

Larson Engineering Inc.	822
Laurentian Monument, Granite & Stone	351
Loeffler Construction & Consulting	431
Locks	509
LP Building Products	637
LS Black Constructors	625

M

M3Sixty / FunderMax North America	516
M.G. McGrath, Inc.	514
MagicPak/AmerStandard	818
Major Industries, Inc.	332
Marcus Construction	711
Marvin	631
Masonite International Corp.	613
McCaren Designs	644
McElroy Metal, Inc.	724
McGough	202
MEP Associates	819
Mercury Mosaics	308
Meteeq Supply	719
Midland Door Solutions/ Midland Garage Door Mfg.	243
Minnesota Brick and Tile	414
Minnesota Concrete & Masonry Contractors Assoc.	412
Minnesota Construction Association	834
Minnesota Design Team	234
Minnesota Minority Goods and Services Association	232
Minnesota Screens	829
Minnesota State Historic Preservation Office	227
Mlazgar Associates	506
Molin Concrete Products	322
Mortarr	315

N

NanaWall Systems, Inc.	618
Navy Island, Inc.	817
Nelson-Rudie & Associates, Inc.	239
Nor-Son Construction	737
North Country Distributors	220
Northern Technologies, LLC	705

O

Obermiller Nelson Engineering	639
Onestep Construction Services	347
Ortal Fireplace Products	247

P

PAC-CLAD/Petersen, a Carlisle Co.	615
Parex USA	742
Peikko USA	714
Pella Windows and Doors	331
Philip Daniel Stained Glass	611
Porcelanosa	436
Powerlift Hydraulic Doors	739
Pulse Products	718

R

Record Automatic Doors, Inc.	226
Reigstad Engineers	507
Renlita Custom Opening Solutions	208
Rise Modular	744
Roof Spec Inc.	823

Rose-Fleischaker Associates	808
Rulon International	217

S

SagePresence	809
Scenic Sign Corporation	311
Schluter Systems	451
Schuler Shook	623
SchuMarketing/Bobrick Washroom Equipment	839
Scranton Products	610
Sentinel Structures, Inc.	216
Settled Lounge	
Sherwin-Williams Company	306
Sierra Pacific Windows	319
Simpson Strong-tie	237
Siplast	209
Smart Cabinetry/Galaxy Sales, Inc.	338
Solar Midwest/Designer Specialty Products	821
Sonus Interiors	826
Stabek Sales and Marketing	533
STEP Warmfloor	733
Sto Corp.	225
Stoneworks Architectural Precast/Cast Stone	407
Summit Fire National Consulting	448
Sun Control of Minnesota	214
Surfacing Solution	813
Synergy Products, LLC	437

T

T.Fin Building Solutions	810
Tee Jay North, Inc.	339
TEKTON Engineers	619
Terra Construction	606
Terracon Consultants, Inc.	415
Thermo-Tech Windows, LLC	444
TMI Systems Corp.	512
TNEMEC/Coating Resources, Inc.	608
Tremco Barrier Solutions	229
Tremco Roofing & Building Maintenance	204
Tymetal Corp.	616

U

University of Minnesota Press Lounge	
University of Minnesota School of Architecture	827
Urban Sketchers - Twin Cities Lounge	
U.S. CAD	323

V

Valley Hardwoods	222
Vetrotech Saint-Gobain	228
Vetter Stone Co.	318
Viracon, Inc.	736
Vitro Architectural Glass	345

W

W.L. Hall Company	605
Weinberg Erickson & Associates	645
Wells Concrete	518
Western Red Cedar Lumber Association	842
Woodstone, Inc.	438
WSB	313

X

Xcel Energy	717
-------------	-----

Exhibitor Information

Payment

To reserve a booth, register & make payment in full online at www.aia-mn.org/misc-event/exhibit-space-reservation/. If you prefer to pay by check, mail your check to the AIA MN office, Attn: Pam Nelson, 105 5th Avenue S. #485, Minneapolis, MN 55401. Any booths not paid in full by the start of the Convention (October 27) will NOT be allowed to set up.

Cancellations/Refunds (Exhibitor requested)

Requests for cancellation, either full or partial, must be made in writing and sent either by registered mail or email. Phone cancellations will not be accepted. Requests received prior to July 31, 2021 will receive a 40% refund. Requests received between August 1 and September 30 will receive a 30% refund. No refunds will be made for requests received on or after October 1, 2021. No refund will be given for space that is unused during all or part of the exhibition. Should space remain unoccupied at the opening of the exhibit, AIA Minnesota may rent or use it without obligation or refund.

Cancellations/Refunds (AIA Minnesota)

Should AIA Minnesota cancel A'21 MN Minnesota Conference on Architecture because of public health mandates or for other reasons, AIA Minnesota will fully refund exhibitors for their booth reservation cost.

Liability

AIA Minnesota, A Society of the American Institute of Architects; Show decorator; the Minneapolis Convention Center; and the City of Minneapolis do not guarantee the exhibitors against loss, damage, delay or theft of any kind during the course of the show, including move-in and move-out. The exhibitor shall indemnify any agents and employees from any cause or claim whatsoever. It is recommended that exhibitors obtain insurance.

Security

Security will be provided during the course of the show from move-in on Tuesday November 9, through move-out on Thursday, November 11.

Fire Regulations

Booth decorations and construction must conform to fire regulations of the City of Minneapolis and the exhibit facility. Combustible or explosive materials and substances may not be used. Cloth and other flammable materials must be flameproof. Packing containers, excelsior, wrappings and similar materials must be removed from the exhibit area and not stored under tables or behind displays.

Music In Exhibit Booths

Because of aggressive enforcement laws related to copyrighted music, we must ask our exhibitors either (1) not to play live or recorded music that is subject to licensing by BMI, ASCAP, or any other organization authorized to license copyrighted music, or (2) to obtain themselves, at their sole expense, the proper license from the copyright holder. If an exhibitor plays music that is subject to licensing, and AIA Minnesota is obligated to pay any copyright holder, all costs of the copyright license, and the incidental costs to AIA Minnesota in conjunction with the licensee, shall be paid by the exhibitor as an additional booth charge. Music in exhibitor booths is restricted to those exhibit hall sessions that don't feature live music.

Shipments/Booth Furnishings

We have a show decorator who is the official handler and service contractor for this show. There is no obligation to use them if you have your own personnel. The service contractor will email complete information about rental of booth furnishings, drayage, etc., to confirmed exhibitors prior to the show. Completed forms must be returned to our show decorator directly. Rental information concerning electricity, water, cleaning, catering, etc., is available through the **Minneapolis Convention Center** (612-335-6000). For shipments arriving prior to the show, arrangements for storage must be made with our show decorator.

AIA Minnesota Communications to Confirmed Exhibitors

#1 – An email to confirm your booth number and receipt of payment. This will be sent to the show contact person.

#2 – An email will be sent to complete a form with the company and product information for the exhibitor directory.

#3 – Information packet containing the following: preregistration for booth staff, map of the convention center area, hotel information, and the convention program which lists all seminars and exhibit times. REMEMBER seminars are free to exhibitors (meals are additional).

#4 – Service Kits, including electricity & furnishing rentals, will be emailed directly to you from our service provider, 4-6 weeks before the show.

Late Booth Set Up/Early Tear Down

Setting up a booth late or tearing down early disrupts the consistency of the exhibit hall and detracts from neighboring booths. For this reason, NO ONE is allowed to set up after official exhibitor move-in or tear down earlier than exhibitor move-out times. Exhibit hall hours are clearly stated in this prospectus. As a result, please make travel & move-in/move-out plans accordingly. We reserve the right to assess a penalty for late set up or early teardown.

Booth Regulations

- No portion of any exhibit may extend over the assigned space. You will be asked to alter your exhibit should you extend past the size requirements. We will making exceptions on an individual booth basis prior to set up date.
- The maximum height allowed is 8 feet.
- Side height limits are 3 feet high for the first 3 feet in from the aisle. Thereafter, an exhibit may go up to 8 feet high for the remaining 7 feet to the back wall (applies to in-line booths, not endcap booths).
- End-cap booths: two adjacent booths at the end of a row. Eight foot maximum height allowable for 14 feet wide. The 3-foot height limit must be observed for the first 3 feet in from the aisle.
- Display materials exposing an unfinished surface to neighboring booths are strictly prohibited.
- Unusual signage requests must be reviewed and approved by AIA Minnesota show management.
- We expect that your booth will be staffed during all open exhibit hall hours but please do step out from your booth and mingle with us!

Exhibitor Move-In

TUESDAY, NOVEMBER 9
9:00 a.m. – 4:00 p.m.

Exhibitor Move-Out

THURSDAY, NOVEMBER 11
2:00 p.m. – 5:00 p.m.

A'21 MN

A'21 MN

The Minnesota Conference
on Architecture

IMPORTANT DATES

Early Bird pricing deadline:

June 30, 2021

Exhibitor move-in:

November 9, 2020 9:00 a.m.–4:00 p.m.

Exhibit Hall days:

November 10 & 11, 2021

Exhibitor move-out:

November 11, 2021 2:00 p.m.–5:00 p.m.

[Click here to register now >](#)



The American Institute of Architects Minnesota, founded in 1892, is the professional association for architects in the state of Minnesota. As a state component of AIA National, with three local chapters, AIA Minnesota has over 2,300 members and a staff of nine professionals. AIA Minnesota provides services to all chapters, produces a regional conference, publishes the award-winning magazine *Architecture MN*, lobbies on behalf of the profession at the state legislature, and delivers continuing education to all members.

www.aia-mn.org

Mission

Advancing a vital profession, vibrant communities, and architecture that endures.

Core Values

Integrity

Soundness. Wholeness and unity. The quality of being honest and fair.

Passion

Boundless enthusiasm. Determination. Intense, driving conviction.

Inclusion

Ensuring openness. Creating environments in which anyone can feel welcomed, respected, and valued.

Empathy

Understanding another's situation. Being aware of and sensitive to others' feelings, thoughts, and experiences.