

Partnership Prospectus

AMPLIFYTM
A|E|C

ANNUAL CONFERENCE 2026

July 27-29 in Las Vegas, NV

amplifyaec.org



powered by **sm[®]ps**



About Amplify A|E|C

Amplify A|E|C is dedicated to elevating the future of marketing, business development, and leadership in the A/E/C industries. **The conference is the premier gathering for marketing, business development, and leadership professionals in architecture, engineering, and construction (A/E/C).** The Society for Marketing Professional Services (SMPS) brings together industry innovators, thought leaders, and rising talent to explore cutting-edge strategies, share best practices, and address the most pressing challenges facing A/E/C firms today.

Designed to empower professionals at every stage of their careers, Amplify A|E|C delivers transformative education, unparalleled networking, and actionable insights that drive real results.

Amplify Your Reach

Investing in Amplify A|E|C presents a unique opportunity to **elevate your brand and connect with the most influential marketing, business development, and leadership professionals in the A/E/C industries.** Attendees are committed to staying ahead of emerging trends and adopting new strategies, ensuring your brand is seen as a forward-thinking leader in the industry.

Your brand will gain visibility and credibility among a highly engaged audience eager to discover the latest solutions, tools, and strategies to drive their firms' success.

Key benefits include:

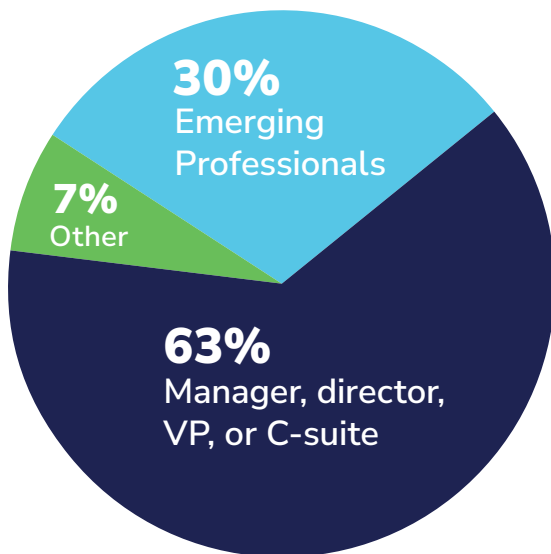
- Positioning **your brand in front of key decision-makers** and industry leaders actively seeking new solutions and partnerships in marketing, business development, and leadership.
- **Connecting directly with professionals from top A/E/C firms** across the country, opening doors to new relationships and business opportunities.
- Aligning your company with the **premier thought-leadership event in the A/E/C space**, demonstrating your commitment to advancing the industry's future.
- **Showcasing your products and services** to professionals seeking innovative solutions to drive growth and success.

By sponsoring or exhibiting at Amplify A|E|C, you'll engage directly with the leaders shaping the future of the A/E/C industries, helping your company forge lasting connections and solidify its market position.

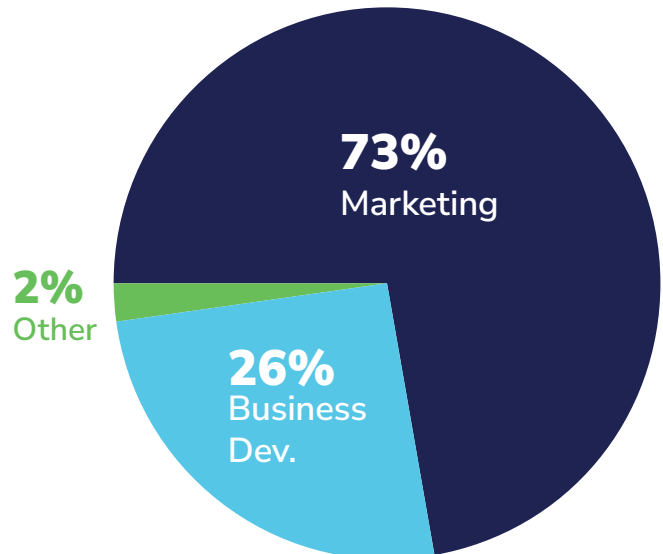
2025 Attendee Stats

860 *A/E/C professionals
attended in 2025.*

attendees by experience



attendees by department



Sponsorship Opportunities

Diamond Sponsor - \$20,000

- Recognition as a Diamond Sponsor in **all promotional materials**.
- **Prominent logo placement** on all conference promotional materials and website.
- Custom preconference and post **conference email to all attendees** (to be sent by SMPS HQ).
- Dedicated **post on social media** channels.
- **Two (2) full conference registrations**.
- **10x20 exhibit booth with a table**, two chairs, and electricity in a prime location.
- **Dedicated sponsorship ad** in the Annual Conference issue of Marketer magazine.
- **Invitation for two (2) to the SMPS Leadership reception** with SMPS Board of Directors and Committee Chairs.
- Opportunity to include a **promotional item in the conference bags**.
- **Dedicated Advertisement wall** (meterboard) at Amplify A|E|C.
- **Full conference attendee list** that includes first name, last name, job title, and company name.

Gold Sponsor - \$10,000

- Recognition as a Gold Sponsor in **all promotional materials**.
- **Prominent logo placement** on all conference promotional materials and website..
- Dedicated **post on social media** channels.
- **Two (2) full conference registrations**.
- **10x10 exhibit booth with a table**, two chairs, and electricity in a prime location.
- **Invitation for two (2) to SMPS Leadership reception** with SMPS Board of Directors and Committee Chairs.
- Opportunity to include a **promotional item in the conference bags**.
- **Full conference attendee list** that includes first name, last name, job title, and company name.

Silver Sponsor - \$7,500

- Recognition as a Silver Sponsor in **all promotional materials**.
- **Prominent logo placement** on all conference promotional materials and website.
- Dedicated **post on social media** channels.
- **Two (2) full conference registrations**.
- **10x10 exhibit booth with a table**, two chairs, and electricity.
- **Invitation for two (2) to SMPS Leadership reception** with SMPS Board of Directors and Committee Chairs.
- **Full conference attendee list** that includes first name, last name, job title, and company name.

Bronze Sponsor - \$5,000

- Recognition as a Bronze Sponsor in **all promotional materials**.
- **Prominent logo placement** on all conference promotional materials, signage, and website.
- **Two (2) full conference registrations**.
- **10x10 exhibit booth with a table**, two chairs, and electricity.
- Full conference attendee list that includes first name, last name, job title, and company name.

Exhibitor Opportunities

Standard Exhibitor Booth - \$3,000

- **10x10 exhibit space with a table**, two chairs, and electricity.
- Exhibitor **logo placement on the conference website**.
- **2 complimentary conference registrations**.
- **Full conference attendee list** that includes first name, last name, job title, and company name.

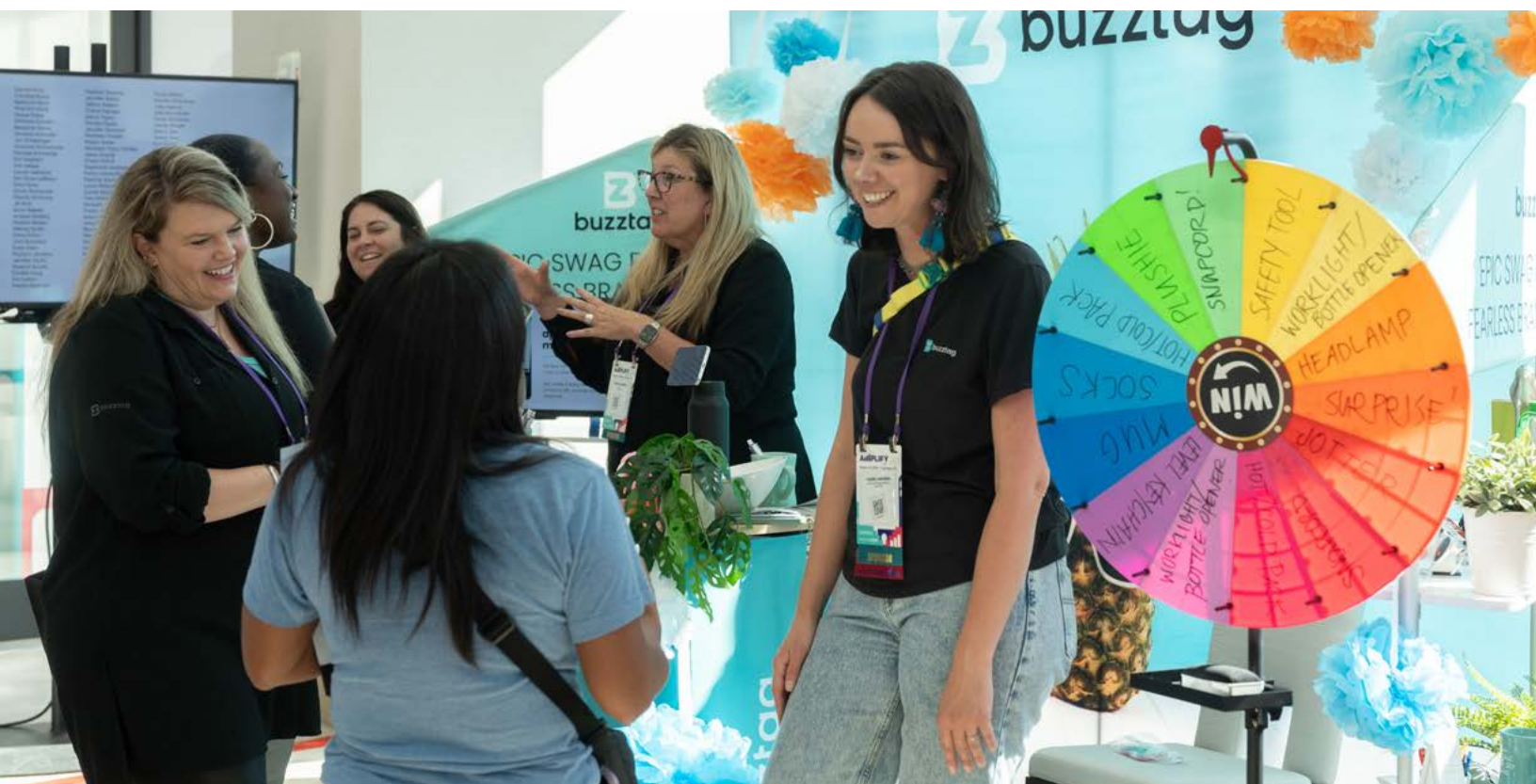
Additional Sponsorship & Advertising Opportunities

Networking Break Sponsor - \$3,000

- Sponsorship of all networking breaks.
- Logo placement on signage at the break stations.
- Opportunity to provide branded napkins or cups.

Meterboard Advertisement - \$500

- One (1) double-sided 83"x36" meter board positioned in a prime, high-traffic location for the duration of the conference.



Next Steps

Ready to secure your sponsorship? Contact us today to discuss the best package for your needs and to reserve your spot at Amplify A|E|C 2026.

Nandi Rice

Chief Growth & Marketing Officer

nandi@smpls.org

We look forward to partnering with you to make Amplify A|E|C 2026 an unforgettable experience!



powered by **smpls**