AMPLIFY A|E|C

Put your brand at the center of the AEC growth community.

Partnership Prospectus

Build visibility.
Share expertise.
Create relationships.

Amplify A|E|C brings together marketing, business development, and firm leaders from across the AEC industries for education, connection, and ideas shaping the future of firm growth.

smps

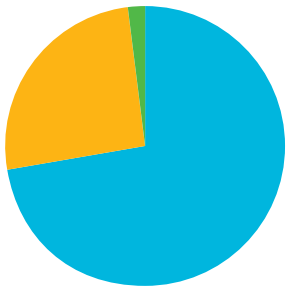
Why Partner with Amplify?

- **Reach AEC marketing, business development, and firm leaders** in one concentrated environment.
- **Build visibility** before and throughout the conference through digital, on-site, and experiential opportunities.
- **Move beyond logo placement** with opportunities tied to the moments attendees use, experience, and remember.
- **Choose the level of presence that fits your goals**, from exhibiting to tiered partnerships to exclusive conference experiences.

2027 Audience Statistics

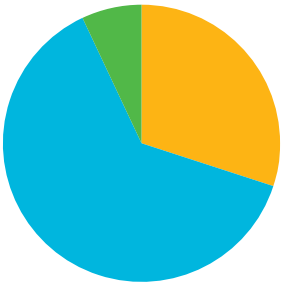
875 total registrants

Attendees by department



- 73% Marketing
- 26% Business Development
- 2% Other

Attendees by experience



- 63% Manager, Director, VP or C-Suite
- 30% Emerging professionals
- 7% Other

Conference Partnership Opportunities

Choose a partnership level based on how your organization wants to show up at Amplify A|E|C. Premium conference experiences may be added separately, allowing partners to customize their visibility.

Premier Partner – $25,000

- Limited availability
- 10' x 20' premium exhibit space with prime booth placement
- Three complimentary full-conference registrations
- Three invitations to the SMPS Leadership Reception
- Conference attendee list that includes first name, last name, company name and title
- Premier Partner recognition throughout the conference
- Recognition on select conference signage
- Recognition in pre and post-event communications
- Dedicated social media recognition
- One complimentary meterboard advertisement
- One dedicated conference app push notification
- Opportunity to provide an approved attendee giveaway or resource
- Priority selection of available premium event activations

Signature Partner – $12,500

- 10' x 20' exhibit space
- Three complimentary full-conference registrations
- Two invitations to the SMPS Leadership Reception
- Conference attendee list that includes first name, last name, company name and title, subject to applicable attendee permissions and SMPS data policies
- Logo recognition on the conference website and in the conference app
- Recognition on sponsor signage and general session sponsor slides
- One dedicated social media recognition
- One complimentary meterboard advertisement
- Priority access to available premium event activations

Supporting Partner – $7,500

- 10' x 10' exhibit space
- Two complimentary full-conference registrations
- Conference attendee list, subject to applicable attendee permissions and SMPS data policies
- Logo recognition on the conference website and in the conference app
- Recognition on sponsor signage and general session sponsor slides
- Social media recognition
- Opportunity to purchase available premium event activations

Emerging Trends Roundtable

Presenting Sponsor – $5,000

- Exclusive opportunity
- Recognition as Presenting Sponsor of the Emerging Trends Roundtable
- Sponsor recognition in applicable pre-event communications
- Two registrations to the Roundtable
- One complimentary registration to Amplify A|E|C
- Brief welcome or acknowledgment at the opening
- Prominent on-site signage
- Recognition in presentation materials where appropriate
- Opportunity to provide an approved resource or attendee takeaway
- SMPS Foundation recognition where appropriate

Exhibit Opportunities

Standard Exhibit Booth – $3,500

- 10' x 10' exhibit space
- Two complimentary full-conference registrations
- Table and two chairs
- Electricity
- Exhibitor listing on the conference website and/or app
- Conference attendee list that includes first name, last name, company name and title, subject to applicable attendee permissions and SMPS data policies

Expanded Exhibit Booth – $4,500

- 10' x 20' exhibit space.
- Two complimentary full-conference registrations.
- Table and two chairs.
- Electricity.
- Exhibitor listing on the conference website and/or app.
- Conference attendee list that includes first name, last name, company name and title, subject to applicable attendee permissions and SMPS data policies.

Go Beyond the Booth

Put your brand behind the moments attendees will experience, use, remember, and talk about throughout Amplify. Premium activations may be purchased as stand-alone sponsorships or added to an eligible partnership package. Exhibitors receive a 10% discount off the standard rate for each activation.

Opportunity	Number Available	Standard Rate	Strategic Partner Rate	Activation
Amplify A|E|C Welcome Reception Sponsor	1	$7,500	$5,000	Official sponsorship of the opening reception, with naming recognition, prominent event signage, and a branded experience or activation.
SMPS Awards Lunch Sponsor	1	$7,500	$5,000	Official sponsorship of the SMPS Awards Lunch at Amplify A|E|C, including mainstage recognition and a 60–90 second sponsor video to open the lunch program.
Amplify A|E|C Wi-Fi Sponsor	1	$7,500	$5,000	High-frequency recognition wherever conference Wi-Fi information appears, with custom network/password or login-page branding when permitted by the venue.
Amplify A|E|C Hotel Key Card Sponsor	1	$6,000	$4,500	Exclusive custom key-card artwork for the conference hotel room block, subject to hotel availability and production requirements.
Amplify A|E|C Lanyard Sponsor	1	$7,500	$5,000	Exclusive branded conference lanyards worn throughout the event by attendees.
Specialty Coffee Experience	2	$6,000/day	$4,000/day	A hosted specialty coffee experience featuring barista service or an enhanced coffee station, with branded cups, sleeves, napkins, signage, and sponsor presence where feasible.
Conference Notebook Sponsor	1	$5,000	$3,500	Co-branded (SMPS and Sponsor) attendee notebook with sponsor recognition and an opportunity for a sponsor message on an interior cover or designated page.

Breakfast Sponsor	1	$5,000	$3,500	Be the brand that starts the day. Welcome AEC.AI attendees with an exclusive sponsorship of a designated conference breakfast. With extended visibility during one of the day's first gathering points, your organization has an opportunity to create a memorable presence before education begins.
The SMPS Foundation Emerging Trends Roundtable Sponsor	1	$5,000	$3,500	Exclusive sponsorship of the Emerging Trends Roundtable. (200+ Attendees including Pinnacle) I ncludes recognition as Presenting Sponsor in applicable pre-event communications, prominent on-site signage and presentation materials, two Roundtable registrations, verbal recognition, and an opportunity for one company representative to provide a brief welcome at the opening. Sponsor may also provide an approved attendee resource or takeaway and receives appropriate SMPS Foundation recognition.
Networking Sponsor	1	$3,500	$2,000	Align your brand with one of the moments specifically designed for attendees to step away from the program, recharge, and connect. Your organization receives prominent recognition throughout a designated networking break, creating visibility in a relaxed, high-traffic environment
Pre Conference Customer Session	3	$2,500	$1,000	Host your own customer or prospect experience before the official conference program begins. SMPS provides access to a designated breakout room for an approved pre-conference session, giving your organization dedicated space to host clients, prospects, or invited attendees. Sponsor is responsible for all food and beverage.
Dedicated Conference App Push Notification	6	$2,000/ message	$1,000/ message	One dedicated push notification sent through the official conference app to attendees who have enabled app notifications. Sponsor may use the message to promote its booth, activation, resource, or conference-related call to action. Message content and deployment time are subject to SMPS approval and availability. Limited inventory.

Already an SMPS Strategic Partner?

SMPS Strategic Partners receive an included premium presence at Amplify A|E|C as part of their year-round partnership with SMPS, including exhibit space, registrations, priority booth placement, and additional benefits. Strategic Partners also receive priority access and preferred pricing on select Amplify sponsorships and activations.

> View all of the Strategic Partner pricing and benefits.

Important Details

- Sponsorship and exhibit opportunities are subject to availability
- Prime exhibit placement and other limited inventory are assigned according to applicable partnership priority and contract date
- All sponsor creative, messaging, videos, giveaways, and activations are subject to SMPS approval and applicable venue requirements
- Final production specifications, deadlines, attendee data policies, and fulfillment details

Next Steps

Choose a single opportunity, build your Amplify presence, or reach out about a year-round strategic partnership. Availability, inventory, placement, deadlines, and final benefit specifications will be confirmed in the applicable agreement.

SMPS Partnership Contact
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