THE PINNACLE EXPERIENCE

2027 Partnership Prospectus

Connect with leaders.
Join the conversation.
Shape what's next.

The Pinnacle Experience brings senior AEC leaders together to explore the challenges and opportunities shaping their firms. Position your organization alongside the people driving the industry forward.

smps

Connect with the leaders shaping what's next for AEC.

The Pinnacle Experience brings together **senior AEC leaders** for an intimate experience centered on the conversations, challenges, and opportunities shaping their firms and the industry.

Unlike traditional conference sponsorship, a Pinnacle partnership isn't built around exhibit space or high-volume impressions. It provides an opportunity to position your organization alongside an **experienced audience of AEC decision-makers** and engage with them in an environment designed for meaningful conversation and connection.

Why Partner with Pinnacle?

Access a senior-level audience. Connect with experienced AEC leaders responsible for influencing strategy, growth, operations, and the future direction of their firms.

Be part of the experience, not outside of it. Pinnacle does not include an exhibit hall. Partners participate alongside attendees, creating opportunities for more natural interaction and relationship-building.

Build visibility in an intimate environment. With a focused audience and a limited number of partners, your organization receives meaningful recognition without competing against a crowded sponsor marketplace.

Put a representative in the room. Your partnership includes registration to The Pinnacle Experience, allowing a company representative to participate in the program and networking alongside attendees.

Pinnacle Leadership Partner

$3,500 *($2,500 Strategic Partner rate)*

Limited to five Leadership Partners

Position your organization alongside the senior leaders participating in The Pinnacle Experience.

- **One complimentary registration** to The Pinnacle Experience.
- **Recognition** as an official Pinnacle Leadership Partner.
- **Logo recognition** on the Pinnacle website and in the conference app.
- Prominent recognition on **Pinnacle signage** and presentation screens.
- Recognition in applicable pre-event **attendee communications**.
- **Verbal acknowledgment** during the program.
- Opportunity for one company representative to **address the Pinnacle audience** for up to five minutes.
- Opportunity to provide an approved resource or **takeaway for attendees**.
- Participation in **Pinnacle networking** experiences included with registration.
- Post-event **attendee list** including first name, last name, job title, and company name, subject to applicable attendee permissions and SMPS data policies.

Pinnacle Networking Experience Sponsor

$5,000 *($3,500 Strategic Partner rate)*

Exclusive opportunity

Put your organization at the center of one of Pinnacle's most valuable elements: the opportunity for senior leaders to connect with one another.

- **Exclusive recognition** as the Pinnacle Networking Experience Sponsor.
- **Pinnacle Leadership** Partner status.
- One **complimentary registration** to The Pinnacle Experience.
- **Naming recognition** for the designated Pinnacle networking experiences.
- **Prominent logo** recognition and signage within the networking experiences.
- Recognition on the Pinnacle **website and conference app**.
- Recognition in applicable **pre-event communications**.
- **Verbal acknowledgment** during the program
- Opportunity for one company representative to provide a **brief welcome of up to five minutes**.
- Opportunity to incorporate an approved **branded element into the networking experience**.
- Opportunity to provide an approved **attendee resource or takeaway**.
- Post-event **attendee list**, subject to applicable attendee permissions and SMPS data policies.

A Different Kind of Sponsorship

No exhibit hall. No booth. No transactional experience.

Pinnacle partnerships are intentionally limited and designed to integrate partners into the experience. Your representative joins the conversations, participates in the program, and builds relationships alongside the senior leaders Pinnacle was created to serve.

Already an SMPS Strategic Partner?

SMPS Strategic Partners already receive one complimentary registration to The Pinnacle Experience as part of their year-round partnership. Strategic Partners may elevate their Pinnacle presence through preferred pricing on Leadership Partnership and the exclusive Pinnacle Networking Experience sponsorship.

Opportunity	Public Rate	Strategic Partner Rate
Pinnacle Leadership Partner	$3,500	$2,500
Pinnacle Networking Experience Sponsor	$5,000	$3,500

Strategic Partner pricing note: *Preferred rates reflect benefits already included through the year-round SMPS Strategic Partnership and do not duplicate complimentary registrations or other existing benefits.*

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Important Details

- *Partnership opportunities are subject to availability.*
- *Partner remarks, resources, giveaways, and branded elements are subject to SMPS approval.*
- *Final program timing, production specifications, deadlines, attendee data policies, and fulfillment details will be included in the partnership agreement.*