



AWI ARCHITECTURAL
WOODWORK
INSTITUTE

Architectural Woodwork Institute Partner Program

46179 Westlake Drive, Suite 120
Potomac Falls, VA 20165
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AWI PARTNER PROGRAM

The AWI Partner Program provides you with access to Manufacturers, Suppliers, Specifiers and Design Professionals throughout the year. Partners reach prospective customers through a variety of association vehicles based on their level of participation.

All AWI Partners receive ongoing visibility through regular AWI communications, including *Design Solutions* magazine, AWI e-briefs and NewsBriefs, and AWI meetings and events.

For over 50 years, the Architectural Woodwork Institute has been a not-for-profit organization of manufacturers of architectural woodwork, suppliers to the industry, and design professionals located throughout the world.

Our members are devoted to:

- Improving industry standards
- Promoting fine architectural woodwork
- Developing new and better materials and methods for engineering, fabricating, finishing and installing

Currently, AWI's membership is comprised of 1,700 members, including 1,000 manufacturing members, 200 supplier members and 500 affiliate design professional members and subscribers.

There are five levels of Partnership with AWI - Premier, Platinum, Gold, Silver and Bronze. Membership is included with all levels.

AWI PARTNER PROGRAM BENEFITS

	PREMIER	PLATINUM	GOLD	SILVER	BRONZE
Membership Benefits					
Annual AWI Membership Dues	■	■	■	■	■
Signage at all Events	■	■	■	■	■
Promotional Item Recognition	■	■	■	■	■
Partner E-blasts to Members (quarterly)	Full Page	Full Page	Full Page	Shared Page	Shared Page
Testing Service Discount	20% off	15% off	10% off	6% off	4% off
Education Benefits					
Sponsor and Deliver Industry Education webinar (1)	■				
Annual Cost of Doing Business Survey	■	■	■		
Design Solutions Benefits					
Four-color ad in 4 issues	Full Page	Full Page	Half Page	Half Page	Quarter Page
NewsBriefs / e-briefs and Monthly Mailings Benefits					
Monthly Mailing Insert	12 Inserts	6 Inserts	3 Inserts	1 Insert	
Recognition in 12 issues of AWI NewsBriefs	■	■	■	■	■
200 word article in AWI NewsBriefs (1)	■	■	■		
Press Releases in e-briefs	■	■	■	■	■
Calendar Events in e-briefs	■	■	■	■	■
Recognition in all editions of e-briefs	■	■	■	■	■
Online Benefits					
Logo and link on AWI website	■	■	■	■	■
Social Media Posts (monthly)	■	■	■		
Ad (secondary page)	■	■	■		
Spring Leadership Benefits					
Recognition During Event	■	■	■	■	■
Logo displayed on Event Signage	■	■	■	■	■
Company Name on Participant Item	■	■	■	■	■
One Complimentary Attendee Registration	■	■	■		
Commercial Shown during Event	2 Minute	2 Minute	90 Seconds	60 Seconds	30 Seconds
Annual Convention Benefits					
Tabletop display and Registrations	3 Attendees	3 Attendees	2 Attendees	2 Attendees	2 Attendees
First choice of location at Product Fair	■	■	■	■	■
Attendee List prior to the show	■	■	■	■	■
Recognition During Event	■	■	■	■	■
Commercial Shown during Event	2 Minute	2 Minute	90 Seconds	60 Seconds	30 Seconds
Logo displayed on Event Signage	■	■	■	■	■
20% Discount on Convention Sponsorships	■	■	■	■	■
Value Partner Pricing					
	\$35,000	\$22,000	\$16,500	\$11,000	\$8,250

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