

# ACADIA 2021

## SPONSORSHIP PROSPECTUS

NOVEMBER 3-6, 2021 // REALIGNMENTS: TOWARD CRITICAL COMPUTATION



2021 marks the 40<sup>th</sup> anniversary of the Association for Computer-Aided Design in Architecture (ACADIA) serving and connecting the computational design community. This summer we are aiming to raise funds to support this fall's ACADIA conference **Realignments: Toward Critical Computation**. As a nonprofit association with an all-volunteer leadership and Board of Directors, ACADIA has a small overhead relative to many other academic organizations. Our vision for this year's online conference is to use the opportunity of a fully digital event to: expand ACADIA's audience globally; make the event free for students; further develop ACADIA's initiatives to support diversity, equity, and inclusion; develop an innovative and engaging conference platform that will create a "place" for the intuitive and playful discovery of conference content, serendipitous encounters, and access to conference talks; and use the keynote events to open up timely conversations that foreground questions which critically address questions of emancipation, intersectionality and our computational publics in relation to design practices and computation. Autodesk has been a longtime official sponsor to ACADIA and over the years we have built a productive partnership that supports the conference's impact and reach while also providing a unique opportunity to showcase your company's leadership role and value in the profession.

With your company by our side for the upcoming ACADIA conference, we are sure to achieve the goal to make this a memorable conference and serve the ACADIA community and expanded global audience. Please find below our Sponsorship Prospectus for 2021. Thank you for your consideration, and we look forward to hearing from you!

Please direct all sponsorship inquiries to:

Matias del Campo, ACADIA Development Officer: [development@acadia.org](mailto:development@acadia.org)

For 2021 conference details, visit: <http://2021.acadia.org>

## ACADIA 2021 – REALIGNMENTS: TOWARD CRITICAL COMPUTATION

At the convergence of social, political, and environmental crises and a global pandemic, *ACADIA 2021* reflects on realigning our practices to allow for alternative and constructive ways of knowledge and world-making to address these issues. Computational systems have enabled creative solutions and innovations that benefit societies and demonstrate the ingenuity of the design community. However, left unchecked, they can also exacerbate inequality, bias, access, and perpetuate methods and histories that may harm rather than help. With these entanglements of technology, power, and society as a backdrop, *ACADIA 2021, Realignments: Toward Critical Computation*, asks us to question our current practices and priorities to address the urgency of the now. This conference provides a platform to engage with conversations, tools, and methodologies that include knowledge and communities currently missing to enable realignments toward inclusive and critical practices in architecture, urban and computational design. How can the computational design community critically address questions of emancipation, intersectionality, and our computational publics?

***Realignments: Toward Critical Computation*** invites contributions of recent and emerging work in computational design. We encourage conceptualizations of emancipatory computation, computational diversity, and experiments in collaboration, participation, and empowerment.

ACADIA 2021 will be an entirely virtual event, featuring peer-reviewed, juried, and curated content, published proceedings, as well as live discussions and activities that aim to radically open up the conversation around computational design and its critical dialogues.

The conference theme, ***Realignments: Toward Critical Computation***, offers an opportunity for the ACADIA community to consider our work in the context of the new realities of the post-COVID-19 world. The event will feature keynotes by recognized leaders in the field as well as new and provocative voices, talks by recipients of ACADIA's annual awards program, online exhibitions of both curated and peer-reviewed work, and peer-reviewed paper and project presentations of cutting-edge research showcasing the innovative application of computational practices in architecture and design. The conference leadership team includes members of ACADIA's Board of Directors from across North America; serving as co-chairs are Biayna Bogosian, Behnaz Farahi, Jane Scott, Stefana Parascho, Kathrin Doerfler, Jose Luis Garcia del Castillo y Lopez, June Grant, and Vernelle A. Noel

Building upon the success of the 2020 conference, where we had almost 2000 international students, over 300 full attendees, and the initiation of our partnership and award program with NOMA, we are expanding the DEI message of ACADIA to allow for a larger population to participate in the conversations on the impact of advanced technologies on the theory and design of contemporary architecture. The support of Autodesk would allow us to improve our efforts in becoming a more inclusive conference.

**CONFERENCE WEBSITE:** <http://2021.acadia.org/>

**DATES & LOCATION:** ACADIA 2021 will take place in a virtual format on November 03-06, 2021.

## EVENT STRUCTURE

Workshops: 2 Days

Conference: 4 Days

- 12+ Workshops (including curated, sponsored, and open call)
- 10-15 Moderated Paper Sessions (70-80 papers total)
- 4 Keynote Events
- 5 ACADIA Awardee Talks
- Online Project Exhibition & Opening Panel
- Workshop Showcase Event & Panel
- Special Paper Session for Autodesk ACADIA Emerging Research Awardees

## ATTENDANCE

Typically the annual in-person ACADIA conference attracts 250-350 attendees, drawn from academia, practice, and industry. The online conference 2020 attracted over **2300** attendees from all over the world. Access is being facilitated by reducing registration costs. Through the support of our sponsors, our ambition is to make the event free for all students, to maximize access for a global audience that typically may not be able to participate in the annual conference otherwise.

Due to the online nature of the conference, we expect to host an inclusive audience from all parts of the world. Many of whom might be first-time attendees, fostered by the reduced general fees, and the free attendance for students.

Our attendees include leading academic researchers, faculty, and students from some of the most important institutions in the world including MIT, Harvard GSD, Cornell, U. Michigan, PennDesign, USC, Architectural Association, ETH Zurich, UCL Bartlett, ICD Stuttgart, Tongji, Tsinghua, amongst many more.

Our attendees include leaders and decision-makers in design technology at some of the leading design and engineering practices in the world including ZHA, UN Studios, SOM, Perkins + Will, NBBJ, HKS, HDR, Woods Bagot, Aedes, Walter P Moore, Thornton Tomasetti, Arup and many more.

## CONTACTS

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ASSOCIATION FOR COMPUTER AIDED DESIGN IN ARCHITECTURE

## **INTRODUCTION**

The Association for Computer-Aided Design in Architecture (ACADIA) has been at the forefront of the discourse on information technologies and their relationship to architecture for three decades, through the presentation of cutting-edge research, intensive workshops on emerging digital techniques and tools, exhibitions featuring the work of both established and emerging design professionals and world-renowned keynote speakers. The ACADIA community brings together researchers and educators from universities all over the world, design professionals from some of the most innovative and thought-provoking international firms, and an emerging group of future innovators. The event offers a fantastic opportunity for showcasing and sharing new ideas in the realm of digital technologies. Your support is both essential to the success of the conference and an opportunity to involve and integrate your company in the shaping of tomorrow's most advanced research into the fields of computation and design. Your generous contribution will drive the development of an inspiring program of events and create or strengthen your relationships with researchers, faculty members, students, and professionals who will be shaping the future of design all over the world.

## **ORGANIZATION**

ACADIA has been North America's leading organization for the promotion of research in the area of information technology and architecture for many years. It has achieved a considerable measure of influence among researchers, companies, academics, and practitioners worldwide. Each year our annual conference produces a body of knowledge and exchange that is global in its impact. By promoting the sharing and distribution of this body of research, ACADIA has a crucial role in enabling collaboration and development towards new innovative research into the expanding potentials of computation and design. Many recent advances in software, hardware, digital manufacturing and processes, and emerging tools for design are presented exclusively to or for the first time at this conference, giving this institution a dominant role in establishing the trajectory of research in advanced computation relative to architecture.

**WEBSITE:** <http://acadia.org>

**ACADIA 2021**

## **SPONSORSHIP LEVELS + OPPORTUNITIES**

ACADIA 2021 is welcoming sponsorship on all levels. In return, the conference provides a venue to promote opportunities, services, and products in many formats and media. Your support will greatly assist in our efforts and be appreciated by the ACADIA 2021 conference chairs, steering committee, and membership. We are expecting researchers, professionals, faculty, and students from all over the world to participate in online workshops, lectures, and research presentations. ACADIA is also partnering with the National Organization of Minority Architects (NOMA) and Schools of Architecture in Mexico City to provide scholarships for students to attend the ACADIA workshops and conference. Support from Bronze level sponsors and up will go toward this scholarship program

Immediate benefits of ACADIA sponsors include:

- The opportunity to showcase a company's abilities and products
- Exposure of their brand in the media
- Alignment to internal initiatives and values, or external messaging (i.e., Excellence, Innovation, Teamwork, Diversity, Equality, and Inclusion)
- Desire to be seen by the community as supporting advanced design and technological innovation.
- Access to contacts within other businesses in the industry
- Access to the best students – the first opportunity at identifying and hiring the most promising students
- Providing their products for use by the team, so students may become early adopters of technology and use and advocate the product through their professional career

Those interested in helping the cause of this organization and contributing beyond the following prescribed levels of support are welcome to contact the ACADIA Board of Directors Development Officer ([development@acadia.org](mailto:development@acadia.org)) directly for opportunities and discussions. ACADIA is a 501(c)(3) non-profit organization, and all contributions are tax-deductible.

### **Media**

The event will be covered and promoted by our media partners and on our social media channels and sponsors will be cross promoted in all of our PR material leading up to the event.

### **Networking & Promotion**

Depending on the sponsorship level, sponsors can have an opportunity to present the work of their companies in a short video insert before or after sessions. (these will be also permanently accessible on the conference website)

Sponsors are invited to host a virtual exhibition reception or break room. This part of the virtual event is being designed to not only allow sponsors and attendees to showcase their work - but also provide a venue for networking and discussion. We expect it to be a great opportunity to generate interest in your work, as well as recruit talent

**PLATINUM SPONSOR:** \$20,000 (or more)

Conference sponsorship options at Platinum level (choose one):

1. Keynote event sponsor

2. Virtual exhibition reception sponsor
3. An opportunity to run one workshop (depending on availability)
4. Recognition towards DEI cause.

Benefits (all included):

- Acknowledgment as a Platinum Sponsor in Conference Publications & Website.
- Verbal recognition during the introduction of a sponsored event
- Verbal recognition during conference opening and closing remarks
- Logo on the exhibition website
- An opportunity to present your company in a 3-minute video insert before or after a session.
- Logo on Conference website with logo prominence reflective of sponsorship level
- Inclusion in Social Media posts promoting the event
- Conference proceedings co-sponsor
- Student scholarship co-sponsor (for workshops)
- 5 complimentary tickets to the virtual conference

### **GOLD SPONSOR : \$10,000**

Conference sponsorship options at Gold level (choose one):

1. Awardee speaker sponsor
2. An opportunity to present your company in a 2-minute video insert before or after a session
3. Conference Panel Discussion sponsor (depending on availability)
4. Virtual Exhibition Reception sponsor (depending on availability)
5. An opportunity to run one Workshop (depending on availability)

Benefits:

- Acknowledgment as a Gold Sponsor in Conference Publications & Website
- Verbal recognition during conference opening remarks and closing remarks
- Verbal recognition during the introduction of sponsored event
- Logo on Conference website with logo prominence reflective of sponsorship level
- Inclusion in Social Media posts promoting the event
- Conference proceedings co-sponsor
- Student scholarship co-sponsor
- 4 complimentary tickets to the virtual conference

### **SILVER SPONSOR: \$5000**

Conference sponsorship options at Silver level (choose one):

1. Awardee Speaker sponsor
2. Conference Plenary Session sponsor
3. Conference Discussion Panel sponsor (depending on availability)

Benefits (all included):

- Acknowledgment as a Silver Sponsor in Conference Publications and Website
- Verbal recognition during conference opening remarks and closing remarks
- Verbal recognition during the introduction of sponsored event
- An opportunity to present your company in a 30-second video insert before or after a session

- Inclusion in Social Media posts promoting the event
- Conference proceedings co-sponsor
- Student scholarship co-sponsor
- 3 complimentary tickets to the virtual conference

**BRONZE SPONSOR: \$2,500**

Conference sponsorship options at Bronze level (choose one):

1. Conference Plenary Session sponsor
2. Conference Virtual Breakout Room sponsor

Benefits:

- Acknowledgment as a Bronze Sponsor in Conference Publications and Website
- Verbal recognition during conference closing remarks
- Verbal recognition during the introduction of sponsored event
- An opportunity to present your company in a 20-second video insert before or after a session
- Inclusion in Social Media posts promoting the event
- Student scholarship co-sponsor
- Two complimentary tickets to the virtual conference

**SPONSOR: \$1000**

Conference sponsorship benefits at \$500 Sponsor level:

- Acknowledgment as a Sponsor in Conference Publications and Website
- Verbal recognition during conference closing remarks
- Inclusion in Social Media posts promoting the event
- Inclusion in Social Media posts promoting the event
- One complimentary ticket to the virtual conference

**TECHNOLOGY SPONSOR: \$TBD**

We invite companies to consider the benefits of promoting their products at the conference via digital means during the conference. We are open to individual discussions on how we might best incorporate a company's technology into the conference or workshops. Please contact the Conference Chair directly for opportunities and discussions.

The previously offered packages are available for a wide variety of marketing objectives within this international event. However, if there are other ways in which your organization would like to be involved, we welcome the opportunity to discuss such potential ideas with you.

**RECENT CONFERENCE SPONSORS**



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