

2019 NATIONAL PARTNERSHIP PROGRAM

Brand-Profiling Opportunities and Options
for Engagement at 116 WoodWorks Events across the US
(including 7 Wood Design Symposiums)

Reasons to become a WoodWorks National Partner

<p>Help WoodWorks Grow the Market for Wood</p> <p>The main reason to consider National Partnership is that your support allows WoodWorks to help project teams design wood buildings. Together we can grow the overall market for the industry by making wood a common structural material choice in all segments of commercial and multi-family construction.</p> <p>WoodWorks plans to deliver more than 350 constructed influenced or converted projects in 2019 — which means we’ll assist on over 1,000 projects in design.</p> <p>WoodWorks has field staff supporting projects in 12 regions and five technical staff assisting via the Help Desk. These resources are available to National Partners in support of their own project conversions.</p>	<p>Exhibit at Workshops and Seminars</p> <p>In addition to Wood Design Symposiums, WoodWorks will host more than 100 workshops and seminars that include exhibit space for National Partner booths and/or tabletop displays.</p> <ul style="list-style-type: none"> • \$50K and above National Partners receive 10 free exhibits • \$15K National Partners receive five free exhibits <p>Workshops and seminars are held in every major US city and cover a wide range of topics—from architectural design to in-depth technical subjects that are crucial to the design of quality wood buildings.</p> <p>National Partners receive a monthly newsletter with advanced notice about upcoming events.</p>
<p>Speak at Symposiums and (New for 2019) Workshops</p> <p>The main difference between the two levels of partnership is the speaking benefit. For 2019, there are two new benefits:</p> <ul style="list-style-type: none"> • More speaking opportunities – Partners at the \$50K level can now select four speaking slots each year. Partners at the \$15K level can purchase up to four speaking slots for \$10K each. • Workshop speaking slots – We’ve added workshops to the list of available speaking slots and increased the impact by creating an exclusive opportunity for one National Partner to deliver a 30-minute, AIA-approved presentation per event. Workshops allow you to geotarget your message while selecting groups of mainly architects, mainly engineers or a mix. They’re typically 3–4 hours and occur in series, traveling to multiple cities in one week. Attendance varies by market, but averages 50 design and construction professionals. <p>The four speaking slots are split between Symposiums (up to three) and Workshop (one or more). Other combinations are included.</p>	<p>Exhibit at Wood Design Symposiums</p> <p>For 2019, WoodWorks will host seven Wood Design Symposiums:</p> <ul style="list-style-type: none"> • Birmingham, AL – February 26 (100 attendees) • Dallas, TX – April 23 (125 attendees) • Denver, CO – May 16 (150 attendees) • Seattle, WA – June 19 (200 attendees) • Philadelphia, PA – September 19 (150 attendees) • Portland, ME – early October (150 attendees) • Long Beach, CA – November 13 (125 attendees) <p>National Partners will receive a table top exhibit at these events.</p> <p>Note: Because space is limited in Dallas and Denver, \$50K and above National Partners can exhibit at both locations. However, \$15K National Partners choose between Dallas and Denver (only one exhibit between these two locations).</p>

WOODWORKS PARTNERSHIP BENEFITS



Program Funders	National Partners		Event Sponsors/Exhibitors
	Level 1 Manufacturers of Wood Products (Panels, EWP, CLT/Mass Timber)	Level 2 Support Companies (Hardware/Accessory Mfrs, Software Companies, Small Manufacturers)	Other Industry Companies and Vendors
	Based on Production or Flat Rate Min (full partner benefits)	Based on Flat Rate (entry partner benefits)	
>\$500K	\$500K to \$50K	\$15K	A la carte

Quarterly highlights document	X	X	X	X
Market summaries and intelligence	X	X		
Quarterly funding reports	X			

Brand-Profiling - Included with Partnership				
WoodWorks website (listed on partner page)	X	X	X	
Recognition in WDA video (over 1,100 views each year)	During opening intro	During opening intro	During closing credits	
Recognition in every monthly webinar (average audience of 1,100 per month)	X	X		
Recognition in every eblast (approximate 4 million deliveries)	X	X		
Recognition in every printed promotion (64,000 mailers and programs each year)	X			
Recognition at every WoodWorks presentation (over 400 events a year reaching an audience of 30,000+)	X			

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	\$500K to \$50K	\$15K	A la carte

Event Recognition - Included with Partnership

Listed in symposium program and symposium introduction presentation	Logo	Logo	Listed when participating	Listed when participating
Symposium Exhibit (booth/table top depending on venue)	Free exhibit at every event (one per company; other business segments can buy an exhibit a la carte)	Free exhibit at every symposium (one per company; other business segments can buy an exhibit a la carte)	Free exhibit at symposiums (one per company; other business segments can buy an exhibit a la carte) Note: Because space is limited in Dallas and Denver, However, \$15K National Partners choose between Dallas and Denver (only one exhibit between these two locations)	1 @ \$1,500 2 @ \$1,400 3 or more @ \$1,300
Product literature included in Symposium folder (one 8x10 double sided marketing sheet)	X	X		
Advanced notice of Workshops and Lunch Seminars	X	X	X	
Workshop and Lunch Seminar table top	Up to 20 Workshop or Lunch Seminar table tops included	Up to 10 Workshop or Lunch Seminar table tops included	Up to 5 Workshop or Lunch Seminar table tops included	Workshop \$500 each Lunch Seminar \$350 each

Additional Branding Opportunities

Symposium Speaking Opportunity	Speaking slot at WSF when available (no charge)	Up to four speaking opportunities at Symposiums or Workshops when available (no charge) The four speaking slots are split between Symposiums (up to three) and Workshops (one or more). Other combinations are included. Symposium: 1 hr AIA CEU Workshop: 0.5 hr AIA CEU (2-3 cities in a week)	Speaking slot at Symposiums or Workshops when available (\$10,000 for one speaking slot, limit four) The four speaking slots are split between Symposiums (up to three) and Workshops (one or more). Other combinations are included. Symposium: 1 hr AIA CEU Workshop: 0.5 hr AIA CEU (2-3 cities in a week)	
Wood Design Award Sponsorship	Primary sponsor of Wood Design Awards	Wood Design Award sponsorship (\$1,000 per category)	Available after December 1, Wood Design Award Sponsorship (\$2,500 per category)	Available after January 1, \$3,500
Symposium Room Sponsorship	Logo on event signage and literature already	Logo on room poster and literature table at back of room (\$500)	Logo on room poster and literature table at back of room (\$750)	



WoodWorksTM
WOOD PRODUCTS COUNCIL