smps

Connect with the people driving AEC growth.

Partnership & Sponsorship Opportunities

Build visibility.
Share expertise.
Create relationships.

SMPS offers organizations multiple ways to engage with the AEC marketing and business development community, from individual advertising and thought leadership opportunities to event sponsorships and a comprehensive year-round Strategic Partnership.

Choose the level of engagement that aligns with your goals, whether you want to reach the SMPS audience through a single activation, build a presence at a signature event, or maintain meaningful visibility throughout the year.



Connect with the People Driving AEC Growth

SMPS is the leading association dedicated to marketing and business development professionals in the AEC industries. Our community connects the professionals influencing how firms position themselves, pursue work, build client relationships, and grow.

7,400+
members

58
chapters
(U.S. and Canada)

72%
senior and mid level professionals

100,000+
annual visitors to smps.org

20,500+
linkedin followers

Our membership includes **engineering, construction, architecture, marketing consulting**, and other organizations supporting the built environment.



Choose How You Want to Engage



À La Carte

Ideal for a **focused campaign**, thought leadership placement, or advertising need.

- *Webinars*
- *Sponsored content*
- *Marketer advertising*



Event Partnerships

Ideal for organizations seeking **in-person visibility** and engagement with a specific SMPS audience.

- *Amplify AEC*
- *AEC.AI*
- *The Pinnacle Experience*
- *Chapter Leadership Symposium*



Strategic Partnership

Ideal for organizations seeking a **consistent, year-round relationship** and premium presence across SMPS.

- *$35,000 annual investment*
- *Year-round visibility*
- *Event presence*
- *Preferred access and pricing*



À La Carte Opportunities

Not every organization needs a year-round partnership. SMPS offers individual opportunities to reach the AEC marketing and business development community through education, thought leadership, advertising, and content.

Sponsored Webinar — $3,000

Share your expertise with the SMPS community. Host a dedicated educational webinar focused on a topic relevant to AEC marketing, business development, or firm growth. Sponsored webinars provide an opportunity to demonstrate expertise, deliver valuable content, and connect your organization with the SMPS audience.

Sponsored Blog Post on smps.org — $1,500

Extend your thought leadership beyond a single moment. Publish an approved sponsored blog post on smps.org that shares your organization's expertise, perspective, or insights with the SMPS community. Each sponsored blog post is accompanied by a promotional post on the SMPS LinkedIn channel to extend its reach and drive readers to the content.

Advertise in Marketer

Reach SMPS members and AEC growth professionals through advertising in Marketer, SMPS's digital magazine published every other month.

Ad Unit	Placement & Description	Specifications	Rate
Inline Banner	Static or animated image placed mid-article after the third paragraph. Renders responsively on mobile.	728 x 90 desktop	$500/banner
Full-Page ad	Click-to-continue ad appearing between articles with 100% share of screen. Ideal for bold creative or lead generation.	1080 x 1920 vertical or 1200 x 627 landscape	$950/ad
Embedded Video	Muted autoplay video placed mid-article, up to 30 seconds, with a clickable call-to-action button.	16:9; max 1920 x 1080	$1,200/video



Event Sponsorship & Exhibiting

Meet the SMPS community in person. SMPS offers sponsorship, exhibiting, and experiential opportunities across its national events. Each event has its own audience, objectives, and sponsorship inventory.

AMPLIFY A|E|C

SMPS's flagship conference for AEC marketing and business development professionals. Opportunities include exhibiting, event partnerships, networking experiences, attendee amenities, and premium brand activations.

AEC.AI™

A focused experience for AEC executives, growth professionals, technology leaders, and innovators **exploring how AI is changing the way firms operate**, compete, market, sell, and lead.

THE PINNACLE EXPERIENCE

An intimate experience for **AEC senior leaders** (VPs, CMOs, Principals, etc)."Partnership value is centered on access, visibility, and meaningful engagement rather than exhibit-hall volume.

CLS
CHAPTER LEADERSHIP SYMPOSIUM

A two-day experience for incoming chapter presidents representing SMPS's **58 chapters across the United States and Canada**, creating an opportunity to begin relationships that may continue at the chapter level.



SMPS Foundation Research Partnership

Invest in the Intelligence Shaping AEC's Future

The SMPS Foundation advances the AEC industry through independent research and intelligence that **helps professionals and firm leaders understand what is changing**, what it means, and how organizations can prepare for what comes next.

Organizations can invest directly in the development and expansion of this work through the SMPS Foundation Research Partnership Program. Research Partners help underwrite independent research addressing consequential issues affecting AEC marketing, business development, client experience, technology, talent, and business growth.

Research Partnership Opportunities

Opportunity	Recommended Investment	Best For
Lead Research Partner	$30,000–$40,000+	Organizations making a **significant investment in a major Foundation research initiative**. May include prominent recognition, advance briefings, appropriate research-framing discussions, and opportunities to extend the reach of published findings.
Research Partner	$15,000–$25,000	Organizations **helping underwrite a significant Foundation research initiative**. May include recognition within the research, advance briefings on published findings, and resources for sharing the research through the organization's network.
Research Supporter	$5,000–$10,000	Organizations **supporting the continued development and dissemination of SMPS Foundation intelligence**, with appropriate recognition and resources to share published findings.

Independent Research. Industry-Supported. Foundation-Led.

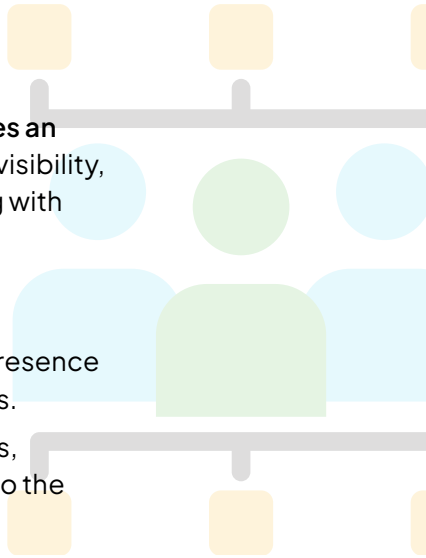
Research Partners support the work and the SMPS Foundation retains authority over research priorities, methodology, data collection, analysis, findings, conclusions, editorial direction, and publication.

Distinct from SMPS Strategic Partnership. **Research Partnership supports the Foundation's research mission and does not automatically include advertising,** event sponsorship, exhibiting, complimentary event registrations, or other commercial partnership benefits.

SMPS Strategic Partnership

$35,000 annual investment

For organizations that want more than a single activation, **Strategic Partnership creates an ongoing relationship with SMPS**. Strategic Partners receive a year-round package of visibility, thought leadership, audience reach, event presence, and access opportunities, along with priority access and preferred pricing on select premium event sponsorships.



Why Partner Year-Round?

Stay visible year-round. Move beyond a single event or campaign with a consistent presence across SMPS education, communications, digital channels, and signature experiences.

Build credibility through thought leadership. Share expertise through SMPS webinars, sponsored content, publications, and other opportunities designed to provide value to the AEC community.

Connect beyond impressions. Create opportunities to build relationships with SMPS leaders, members, and decision-makers throughout the year.

Maximize your event investment. Receive a premium presence at designated SMPS events, plus priority access and preferred pricing on select sponsorships and activations.

Year-Round Visibility + Recognition

- Year-round recognition as an SMPS Strategic Partner on smps.org, including an enhanced partner profile.
- Strategic Partner recognition at the beginning and end of SMPS HQ education programs.
- Strategic Partner recognition on signage at SMPS HQ signature events.
- One dedicated LinkedIn post on behalf of the Strategic Partner.
- Two complimentary SMPS memberships.
- $2,000 of the Strategic Partnership investment supports the SMPS Foundation, with the company recognized as a donor.

Thought Leadership + Audience Reach

- One dedicated sponsored webinar — $3,000 retail value.
- One dedicated sponsor email to the SMPS audience.
- One sponsored thought leadership article/blog post on smps.org, accompanied by SMPS LinkedIn promotion — $1,500 retail value.
- Monthly advertising in the Society's newsletter — up to 12 placements annually.
- Advertising in Marketer — up to 6 placements annually.

Strategic Partner Event Presence

Strategic Partners receive an included premium presence at designated SMPS signature events.

Event	Included Presence	Registrations	Additional Included Benefits
AMPLIFY AIEIC	10×20 exhibit booth	3	Branded meterboard; attendee list; 2 Leadership Reception invitations; priority exhibit placement; Strategic Partner recognition
AEC.AI™	10×10 exhibit space	2	Attendee list; priority exhibit placement; Strategic Partner recognition
THE PINNACLE EXPERIENCE	No exhibit	1	Strategic Partner recognition; access to preferred pricing on eligible Pinnacle partnership opportunities
CLS	10×10 exhibit space	1	Attendee list; Strategic Partner recognition



Elevate Your Event Presence

Strategic Partners looking to make an even greater impact receive an advance selection period and preferred pricing on select premium event sponsorships and activations. Premium and exclusive sponsorships are not included in the $35,000 Strategic Partnership investment.

Preferred Event Pricing for Strategic Partners

Strategic Partners receive preferred pricing on designated premium sponsorships across Amplify AEC, AEC.AI, The Pinnacle Experience, and other eligible SMPS programs.

Examples include reception and meal sponsorships, Wi-Fi and lanyard sponsorships, networking experiences, conference app messages, customer sessions, and other limited event activations.

Because inventory and pricing vary by event, current opportunities and Strategic Partner rates are detailed in each event's partnership prospectus. Strategic Partners receive an advance selection period before eligible inventory is released to the general market.

Preferred Strategic Partner rates apply only to designated opportunities. Highly limited or premium inventory may remain at full price. All sponsorships are subject to availability, venue restrictions, production deadlines, and final benefit specifications.

Premium Event Sponsorship Opportunities

AMPLIFY A|E|C

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.
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.
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.
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.
The SMPS Foundation Emerging Trends Roundtable Sponsor	1	$3,500	$2,000	Exclusive sponsorship of the Emerging Trends Roundtable. (200+ Attendees including Pinnacle) Includes 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.
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.
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.
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

AEC.AI™

Opportunity	Number Available	Standard Rate	Strategic Partner Rate	Activation
AEC.AI Welcome Reception Sponsor	1	$5,000	$3,500	Official sponsorship of the opening reception, with naming recognition, prominent event signage, and a branded experience or activation.
AEC.AI WiFi Sponsor	1	$5,000	$3,500	High-frequency recognition wherever conference Wi-Fi information appears, with custom network/password or login-page branding when permitted by the venue.
AEC.AI Lanyard Sponsor	1	$3,000	$1,750	Exclusive co-branded conference lanyards worn throughout the event by attendees.
Networking Break Sponsor	1	$3,500/break	$2,000/break	Recognition as the official sponsor of a designated networking break, with enhanced signage, digital recognition, and an opportunity for branded food-and-beverage touches or attendee takeaway.
Dedicated Conference App Push Notification	4	$1,000/message	$500/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.



THE PINNACLE EXPERIENCE

Opportunity	Number Available	Standard Rate	Strategic Partner Rate	Activation
The Pinnacle Experience Leadership Partner	5	$3,500	$2,000	Position your organization alongside senior AEC leaders as an official Pinnacle Leadership Partner. Includes recognition on the Pinnacle website, conference app, signage and presentation screens; verbal recognition during the program; opportunity for one company representative to address the audience for up to five minutes; and an approved attendee resource or takeaway.
The Pinnacle Experience Leadership + Networking Sponsor	1	$5,000	$3,500	Exclusive sponsorship of a dedicated Pinnacle networking experience. Includes naming recognition, prominent signage and digital recognition, verbal acknowledgment, and an opportunity for one company representative to welcome attendees for up to five minutes. Sponsor may also incorporate an approved branded element into the experience.



Strategic Partner Event Presence

Your Goal	Best Fit	Starting Investment	Why
Share expertise with the SMPS audience	Sponsored Webinar or Blog Post	$1,500	Focused thought leadership without a year-round commitment
Advertise in SMPS content	Marketer Advertising	$500	Targeted digital visibility around SMPS editorial content
Meet a specific event audience	Event Sponsorship or Exhibiting	Varies by event	In-person visibility and engagement tied to a specific audience
Build a consistent national presence	Strategic Partnership	$35,000 annually	Year-round recognition, thought leadership, event presence, and preferred access/pricing
Advance independent AEC research	SMPS Foundation Research Partnership	$5,000–$40,000+	Support Foundation-led research and intelligence while maintaining research independence

Why Strategic Partnership?

Organizations planning to engage with SMPS throughout the year may find greater value through Strategic Partnership. Rather than purchasing each opportunity as a one-time transaction, Strategic Partners combine year-round visibility, thought leadership, advertising, and event presence into one annual relationship.

Next Steps

Choose a single opportunity, build an event-specific presence, or talk with SMPS about a year-round Strategic Partnership. Availability, inventory, placement, deadlines, and final benefit specifications will be confirmed in the applicable agreement.

SMPS Partnership Contact
Nandi Rice
Chief Growth & Marketing Officer
nandi@smps.org

