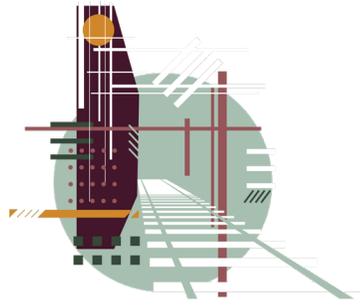


**REVITALIZE**

**AIAS MIDWEST QUAD CONFERENCE**

OCTOBER 2020



**WHAT IS AIAS? 03**

**WHAT IS A QUAD? 04**

**OUR COMMUNITY 05**

**CONFERENCE 07**

**SPONSORSHIP 10**

**CONTACT US 12**

## **WHAT IS AIAS?**

THE AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS IS AN INDEPENDENT, NONPROFIT, STUDENT-RUN ORGANIZATION DEDICATED TO PROVIDING UNMATCHED PROGRESSIVE PROGRAMS, INFORMATION, AND RESOURCES ON ISSUES CRITICAL TO ARCHITECTURE AND THE EXPERIENCE OF EDUCATION.

### **WE PROMOTE EXCELLENCE IN ARCHITECTURE EDUCATION, AND TRAINING:**

Architectural practice is constantly evolving and we understand that a large part of this evolution begins within education. The AIAS strives to be ahead of the curve; providing our members with invaluable experiences that will prepare them for entering the profession and beyond.

### **WE FOSTER AN APPRECIATION OF ARCHITECTURE, DESIGN AND DISCIPLINES:**

Our events and programs are geared towards encouraging students to discover and ignite their true passions. Each AIAS opportunity is developed to appeal to students of varying backgrounds, experience levels, and interests.

### **WE ENRICH COMMUNITIES IN A SPIRIT OF COLLABORATION:**

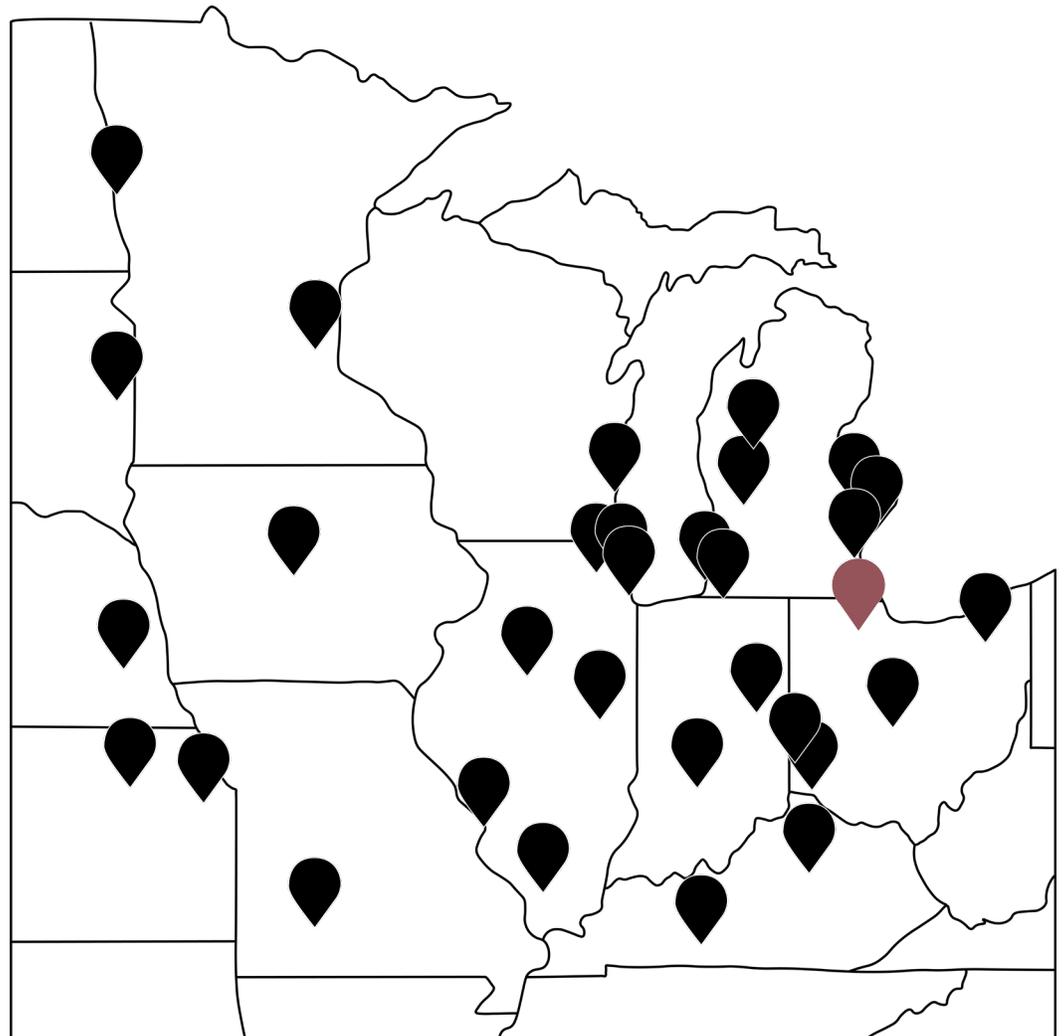
Through the Freedom by Design program and other community outreach, we empower our members and students as a whole to be good citizens on their campuses and in their communities.

### **WE ORGANIZE STUDENTS AND COMBINE THEIR EFFORTS TO ADVANCE THE ART AND POLICY OF ARCHITECTURE:**

We are the sole student voice in the collateral discussion and decision-making process that include The American Institute of Architects (AIA), The Association of Collegiate Schools of Architecture (ACSA), The National Council of Architectural Registration Boards (NCARB) and The National Architectural Accrediting Board (NAAB).

## WHAT IS A QUAD?

Each year, regional conferences take place annually in the Northeast, South, Midwest and West Quadrants. These gatherings, known as Quad Conferences, are hosted by local chapters who have been selected to organize the event by their Quad. Themes vary based on the city, local culture, and architectural topic of choice. The AIAS Quad is the largest architecture conference in the Midwest quadrant of the United States, offering students the opportunity to learn about issues facing architectural education and the profession, to meet and network with other students and professionals with common interests, and to interact with today's leading architects. This year, BGSU is honored to be hosting the conference for the first time.



## OUR CITY

Bowling Green is a small town in North West Ohio that emphasizes community and creativity everywhere you go. These attributes are seen all over the city and university, and over the last few years have spread rapidly throughout the architecture program. The studio culture at the School of the Built Environment is major factor of what has made our program and our AIAS chapter so successful.

## OUR CHAPTER

With approximately 200 students in the recently accredited architecture program, 60 of those are registered members of AIAS. AIAS is a fundamental element of the architecture program at BGSU. At department meetings, AIAS always has a seat at the table and has a voice in all department discussions. Our chapter has a strong presence in our building, with 30% of students registered. Registered membership has nearly doubled over the last year, and that can be accredited to an extremely dedicated executive board. Our students are also dedicated to AIAS beyond BGSU, with 5 of 12 executive board members on national AIAS committees. Last year, we had the honor of funding hotel and transportation for our members to the 2019 Midwest Quad, and the experience inspired many students, in many ways. Over the past few years, AIAS has become much more than a student organization here at BGSU. We are a team and a family, and each and every one of our members is dedicated to coming together in support of the Fall 2020 Midwest Quad Conference.

**VISIT [AIASBGSU.COM](https://aiasbgsu.com) TO LEARN MORE!**

# OUR TEAM



**Baili Null**  
CHAIR



**Haley Rogers**  
CHAPTER LIAISON



**Chris Fletcher**  
MARKETING DIRECTOR



**Gabriella Spatz**  
SPONSORSHIP AND FUNDING  
DIRECTOR



**Bradley Butler**  
EVENT PLANNING



**Jack Collins**  
EVENT PLANNING



**John Kent**  
EVENT PLANNING

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## WHAT IS REVITALIZE?

Located in the heart of the Rust Belt, the architecture surrounding Bowling Green embodies a decline in industrialization. The “Rust Belt” refers to a region within the Midwest that faced a rapid decline in what used to be known as the Manufacturing Heartland. Because of economic decline, industry rapidly left the Midwest and their booming cities. This caused population to decrease and communities to become bare.

With the reduction of industrialization comes abandoned buildings, and an opportunity for architectural revitalization. With a focus on restoring and repurposing historical projects, the future of architecture in our region can begin to be reimagined through the past. The goal of this theme is to educate students on the ways in which architecture can become the solution to urban decay, and how we can collectively make a difference in these communities, and in the built environment as a whole.

Revitalize is about understanding the real problems in our cities and thinking in different ways as both designers and public servants. Many communities within the Midwest are often undervalued, and they already have the infrastructure they need to flourish. We don't need to rebuild our urban neighborhoods, we just need to reimagine what's already there.

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## TRACKS

The solution to the problem presented by the “Rust Belt” across the Midwest is architecture. Architecture can use **design**, knowledge on the **environment**, and an understanding on **civic** issues to Revitalize the Midwest and create vibrant communities once again!

### DESIGN

Looking at architectural design as a medium for innovate and imaginative solutions to reviving areas of any scale. Architects can use these tools to reuse and adapt cities that have suffered due to the fall of industrialization.

### ENVIRONMENT

Through creative solutions such as adaptive reuse, the exploration of the connection between the environment and the city can further our communities and our planet simultaneously.

### CIVIC

As industrialization fell, communities were hurt culturally, economically, and socially. Civic considerations and impact should be a driving force in the revitalization of our urban communities.

# SCHEDULE

	THU	FRI	SAT	SUN
				8a
		ENVIRONMENT KEYNOTE		
			DESIGN KEYNOTE	9a
		TOLEDO FIELD TRIP		10a
			BREAKOUT SESSIONS	BREAKFAST
				11a
			LUNCH	12p
		LUNCH	BREAKOUT SESSIONS	1p
REGISTRATION		BREAKOUT SESSIONS		2p
		BREAKOUT SESSIONS	BREAKOUT SESSIONS	3p
		BREAKOUT SESSIONS	BREAKOUT SESSIONS	4p
		CIVIC KEYNOTE	REVITALIZE PANEL	5p
			6p	
PARK AVENUE SOCIAL				7p
				8p
		DOWNTOWN BG	BEAUX ARTS BALL	9p
			11p	
			12a	

## SPONSORSHIP

In order to host this conference, we rely on the support of our generous partners. We have six levels of sponsorship, but all sponsors and donors will receive recognition. As one of the five collaterals of architecture, we will ensure that your brand is represented to a global network of designers who will be inspired to make a difference. We will promote your brand across our platform and distinguish it as one that is leading our discussion on problem solving, community development, environmental sustainability and architectural creativity. This is a chance to showcase your dedication to the revitalization of your communities, AIAS, the next generation of architects, and the future of the profession.

SPONSORSHIP BENEFITS	PLATINUM PARTNER \$2,000	PARTNER \$1,500	PLATINUM SPONSOR \$1,000	PREMIUM SPONSOR \$500	PROFESSIONAL SPONSOR >\$250	SPONSOR ≤\$250
LOGO ON T-SHIRTS	●					
TITLE CONFERENCE PARTNER	●	●				
10 MINUTE PRESENTATION SLOT	●	●	●			
SOCIAL MEDIA SPOT-LIGHT	●	●	●			
TABLE SET-UP BETWEEN SESSIONS	●	●	●	●		
LOGO IN PROGRAM	●	●	●	●		
LOGO ON WEBSITE	●	●	●	●	●	
COMPLEMENTARY REGISTRATION	●	●	●	●	●	●
NAME ON WEBSITE	●	●	●	●	●	●
NETWORKING WITH STUDENTS	●	●	●	●	●	●

## ADDITIONAL PARTNERSHIP OPPORTUNITIES

These opportunities are additional options for sponsorship of specific conference features. Businesses or persons who sponsor these events or items will have exclusive promotion on the schedule and website with these events as well as the benefits of their respective sponsorship tier on page 10.

### EVENT SPONSORSHIPS

\$2000

#### Toledo Field Trip

The Toledo field trip will take the entire conference attendance to Downtown Toledo where students will see the Toledo Museum of Art, participate in a firm crawl, and tour Promedica Headquarters, an example of revitalization.

\$1500

#### Beaux Arts Ball

One of the honored traditions of AIAS conferences is the Beaux Arts Ball. Attendees unwind after a long weekend of exploring architectural opportunities in our communities, while networking with students from other Midwest chapters.

\$800

#### T-Shirts (2 AVAILABLE)

T-Shirt sponsorships will allow us to provide conference branded shirts to our attendees that will serve as a souvenir and provide continued promotion for few select sponsors. T-shirt sponsors will have their logo printed on the shirts.

\$500

#### Beaux Arts Ball Entertainment

The Beaux Arts Ball Entertainment sponsorship would fund hors d'oeuvre decor activities and music for the annual event.

\$500

#### Conference Venues (3 AVAILABLE)

This opportunity allows you to be the sponsor of a general session. You will be able to speak briefly about your company to the entire conference and introduce the keynote speaker.

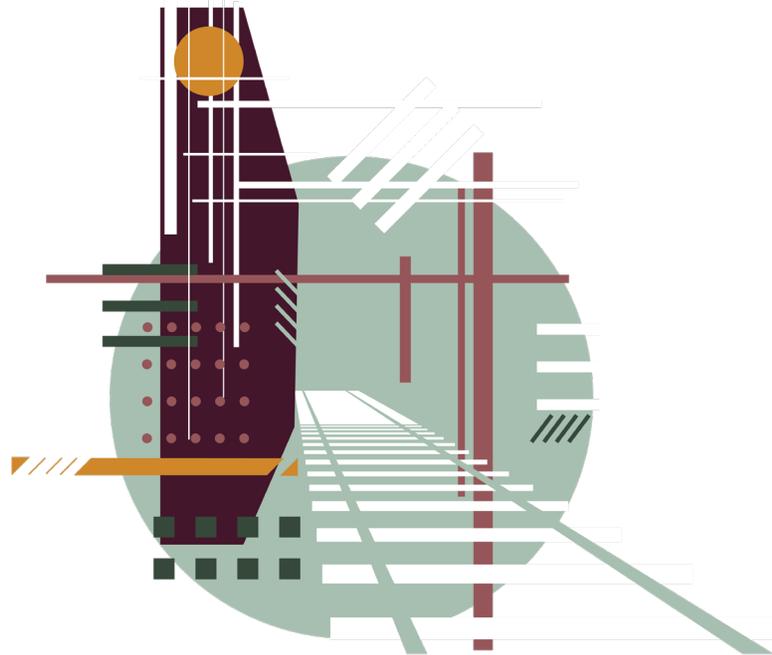
\$100

#### Registration "Swag" Bags (20 AVAILABLE)

Conference attendees will receive a registration bag containing the conference program and promotional items. This bag will contain various goods pertaining to architectural studio, the environment, and everyday life. Bag sponsors can either provide items with their branding or make a contribution to our swag bag fund.

## CONTACT US

Thank you for your interest in supporting REVITALIZE: AIAS Midwest QUAD conference 2020. We will be hosting this event in Bowling Green, Ohio from October 22nd-25th. We'd love to hear back from you before September 1st, so we can fulfill marketing needs for the conference and ensure we are fully representing each and every one of our sponsors. If you are ready to support the conference, please fill out the form below. If you have any questions feel free to reach out at anytime.

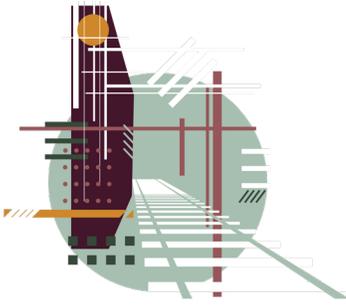


**THE AMERICAN INSTITUTE  
OF ARCHITECTURE STUDENTS**

**STAY UP TO DATE!**

[www.revitalizeMWQ.com](http://www.revitalizeMWQ.com)

 @revitalize.mwq



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DATE

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Please notify the committee chair at [bnnull@bgsu.edu](mailto:bnnull@bgsu.edu) when mailing checks  
Write checks payable to The American Institute of Architecture Students  
Address: BGSU Arch Department 103 Park Avenue, Bowling Green, Ohio, 43403  
Contact for alternative payment methods