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## SPONSORSHIP PROSPECTUS

**Please direct all sponsorship inquiries to the conference co-chairs**

email: [acadia.conf.2012@gmail.com](mailto:acadia.conf.2012@gmail.com)

**For 2012 conference details visit:**

<http://2012.acadia.org/home.html>



## SPONSORSHIP PROSPECTUS

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### THEME

The conference will highlight experimental research and projects that explore the reciprocity and synergy between bits and atoms, the digital and the physical, and between digital code and material logic. The conference will bring together designers, researchers and practitioners who engage, question and aspire to stretch these boundaries. Architects, fabricators, engineers, media artists, technologists, hackers and others in related fields of inquiry are invited to participate.

**2012 CONFERENCE WEBSITE:** [www.acadia.org/acadia2012](http://www.acadia.org/acadia2012)

### LOCATION

**San Francisco** is the metropolitan center of the Bay Area. Surrounded by water and connected by spectacular bridges, the city is well known for its dramatic hills, diverse neighborhoods, world-class restaurants and its liberal minded tech-savvy citizens. Nearby attractions include Napa Valley, Muir Woods, Berkeley, Silicon Valley and more.

### VENUES

The conference will take place at neighboring institutions **CCA (California College of the Arts)** and **UCSF (University of California San Francisco)** Mission Bay Campus. **CCA San Francisco** is the hub for design innovation and experimental architecture in the Bay Area. Its downtown campus is located in a 120m long former bus depot and is home to a world-class fabrication and digital design facility adjacent to its design studio spaces. The **UCSF Mission Bay Conference Center** is centered in UCSF's new 43-acre life sciences campus for teaching and research. Located just south of downtown San Francisco, and convenient to Oakland and Berkeley, the Center is steps away from the AT&T Ballpark, shopping, premier hotels and entertainment. This stunning new building offers a world-class setting for conferences.

### SPEAKERS

In addition to paper and project presentations by our group of international participants, a number of invited Key Note presentation will be organized. Past Keynote Speakers have included: Michael Weinstock (AA London), Francois Roche (R&Sie(n)), Sanford Kwinter, Philippe Rahm, Karl Chu, Georges Teysot, Michael Speaks, Chuck Hoberman, Lisa Iwamoto (Iwamoto / Scott), Mark Goulthorpe, Aaron Betsky, Marcos Novak, Thom Faulders, Evan Douglass, Joseph Rosa. Please see the conference website for the 2012 invited speakers.

### CONTACTS

Chair, ACADIA 2012: Jason Kelly Johnson, CCA Assistant Professor \_ e-mail: [jason@future-cities-lab.net](mailto:jason@future-cities-lab.net)  
Co-Chairs: Mark Cabrinha, CalPoly SLO Assistant Professor & Kyle Steinfeld, UC Berkeley Assistant Professor  
e-mail the conference Chair and Co-Chairs: [acadia.conf.2012@gmail.com](mailto:acadia.conf.2012@gmail.com)

# ACADIA \_ ASSOCIATION FOR COMPUTER AIDED DESIGN IN ARCHITECTURE

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## 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 ACADIA 2012 annual conference will be the 32nd such conference and will mark a milestone in the evolution of the association. As such it 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 a very exciting 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 and has achieved a large measure of influence among researchers, companies, academics and practitioners worldwide. Each year their annual conferences produces a body of knowledge and exchange that is global in its influence. By promoting the sharing and distribution of this body of research, ACADIA has a key role in enabling collaboration and development towards new innovative research into the expanding potentials of computation and design. Many new 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:** [www.acadia.org](http://www.acadia.org)



# ACADIA 2012 \_ SPONSORSHIP OPPORTUNITIES

ACADIA 2012 is welcoming support on all levels, in return the conference provides an venue to promote opportunities, services and products at its conference in many formats and media. Your support will greatly assist in our efforts and be appreciated by the ACADIA 2012 conference chairs, steering committee and membership. We are expecting researchers, professionals, faculty and students from all over the world to be in attendance at the workshops, lectures and research presentations. In addition we will be hosting a special vendor presentation session as an opportunity for all sponsors to discuss and introduce their products to the attendees and local professional community.

## PLATINUM SPONSOR: \$20,000

### Conference sponsorship options at Platinum level:

1. Invited speaker sponsor
2. Installation poster session / display system - No later than August 15th
3. Dinner/Exhibition Sponsor

### Benefits:

- Acknowledgment as a Platinum Sponsor in Conference Proceedings – No Later than July 15th
- Acknowledgment as a Platinum Sponsor on the Conference Website
- Acknowledgment as a Platinum Sponsor on the Conference Welcome Banner
- Two complimentary exhibition booths situated in a prime location of the Conference
- Two complimentary Conference Registration tickets, reception
- Logo printed on Conference handouts (printed material, usb, etc.)
- Inclusion of one company brochure in conference attendee package
- Opportunity to showcase company's work/products at special vendor presentation session
- Invitation to display and promote work/products/books at a "vendor table" throughout the conference

## GOLD SPONSOR : \$10,000

### Conference sponsorship options at Gold level:

1. Invited speaker sponsor
2. Conference lunches
3. Co- Dinner/Exhibition Sponsor

### Benefits:

- Acknowledgment as a Gold Sponsor in Conference Proceedings
- Acknowledgment as a Gold Sponsor on the Conference Website
- Acknowledgment as a Gold Sponsor on the Conference Welcome Banner
- One complimentary exhibition booth situated in a prime location of the Exhibition
- Two complimentary Conference Registrations
- Logo printed on Conference handouts (program, flyers, schedule, printed material, etc.)
- Inclusion of one company brochure in conference attendee package
- Opportunity to showcase company's work/products at special vendor presentation session
- Invitation to display and promote work/products/books at a "vendor table" throughout the conference



## **SILVER SPONSOR : \$5,000**

### **Conference sponsorship options at Silver level:**

1. Invited speaker sponsor
2. Conference reception
3. Half of conference lunches and coffee breaks
4. Conference proceedings sponsor

### **Benefits:**

- Acknowledgment as a Silver Sponsor in Conference Proceedings
- Acknowledgment as a Silver Sponsor on the Conference Website
- Acknowledgment as a Silver Sponsor on the Conference Welcome Banner
- One complimentary Conference Registration
- Opportunity to showcase company's work/products at special vendor presentation session
- Invitation to display and promote work/products/books at a "vendor table" throughout the conference

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

### **Conference sponsorship options at Bronze level:**

1. Co-sponsor Invited speaker
2. Co-sponsor conference reception
3. One day's lunch
4. Co-sponsor conference proceedings

### **Benefits:**

- Acknowledgment as a Bronze Sponsor in Conference Proceedings
- Acknowledgment as a Bronze Sponsor on the Conference Website
- Opportunity to showcase company's work/products at special vendor presentation session
- Invitation to display and promote work/products/books at a "vendor table" throughout the conference

## **SPONSOR: \$1,000**

### **Conference sponsorship options at \$1,000 Sponsor level:**

1. One day's lunch
2. Conference banner

### **Benefits:**

- Acknowledgment as a Sponsor in Conference Proceedings
- Acknowledgment as a Sponsor on the Conference Website
- Invitation to display and promote work/products/books at a "vendor table" throughout the conference



## CONFERENCE PACKET INSERTS \$500

This is a very cost-effective way to promote your company, product, or service. Companies are invited to provide promotional material or one product sample, which will be included in all conference packets. Size of promotional material: We will accept an 8-1/2 x 11 flyer to a maximum of two single pages/or a DL size brochure/pamphlet. To maximize the effectiveness of this promotion, the number of inserts will be limited. Full details covering quantities required, the delivery date and address, will be provided upon receipt of written confirmation and payment.

## ADVERTISING:

We invite companies to consider the benefits of promoting their products and services in the Conference Proceedings + Book sponsoring logo + acknowledgement of company, web site, in two locations in the book, etc \_ \$1500  
+ Logo + acknowledgement of company \_ \$ 750  
+ Acknowledgement \_ \$ 500

Proceedings Circulation publication: October 2011; All material to be supplied by advertiser. Material to be supplied electronically at 300 dpi resolution through e-mail or by a CD/DVD disc. Full specifications and deadline dates will be provided to all advertisers upon receipt of written confirmation and payment.

The previous 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.

## PAST SPONSORS:



THE GOLDSTEIN MUSEUM OF DESIGN



**ACADIA 2012**

# SYNTHETIC DIGITAL ECOLOGIES

**SAN FRANCISCO // OCTOBER 18-21**

**CONFERENCE**  
 The conference will highlight experimental research and projects that explore the reciprocity and synergy between bits and atoms, the digital and the physical, and between digital code and material logic. Synthetic Digital Ecologies will bring together designers, researchers and practitioners who engage, question and aspire to stretch these boundaries. Architects, fabricators, engineers, technologists, media artists, hackers and others in related fields of inquiry are invited to participate.

KEYNOTE SPEAKERS	PRESENTATIONS	ORGANIZATION	WEBSITE
NERI OXMAN MIT MEDIA LAB GREG LYNN UCALIFALE SAUL GRIFETH OTHURAN ACHIM MENEGES UNIVERSITY OF STUTTGART MANUEL DELANDA PRACTICING	50 PEER-REVIEWED PAPERS 15 PEER-REVIEWED PROJECTS CURATED EXHIBITIONS TOPICAL PANELS WORKSHOPS EXHIBITORS	JASON KELLY JOHNSON (CCA) CONFERENCE CHAIR MARK CABRINHA (CAL POLY) CONFERENCE CO-CHAIR WYLLIE STEINFIELD (UC BERKELEY) CONFERENCE CO-CHAIR NATALY DATTEGNO (CCA) EDUCATION CO-CHAIR BRIAN PRICE (CCA) EDUCATION CO-CHAIR CALIFORNIA COLLEGE OF THE ARTS HOST ORGANIZERS	2012.acadia.org

CONFERENCE SPONSORS  
 acadia Autodesk CCA AutoDesSys

# SYNTHETIC DIGITAL ECOLOGIES WILL HIGHLIGHT EXPERIMENTAL RESEARCH AND PROJECTS THAT EXPLORE THE RECIPROCITY AND SYNERGY BETWEEN BITS AND ATOMS, THE DIGITAL AND THE PHYSICAL, AND BETWEEN DIGITAL CODE AND MATERIAL LOGIC. ACADIA 2012

**ACADIA 2012**  
OCTOBER 18-21 | SAN FRANCISCO, CA

**ACADIA 2012**  
 SYNTHETIC DIGITAL ECOLOGIES

**SAN FRANCISCO // OCTOBER 18-21**

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ACADIA 2012 Posters - Designed by NOON