

ACADIA 2018  
SPONSORSHIP PROSPECTUS

re  
calibration

on  
imprecision  
and  
infidelity

ACADIA 2018  
Mexico City  
Universidad Iberoamericana  
October 18-20, 2018

acadia

Please direct all sponsorship inquiries to:  
Alvin Huang, AIA - ACADIA Board of Directors Development Officer  
email: [alvin@synthesis-dna.com](mailto:alvin@synthesis-dna.com)

For 2018 conference details visit:  
<http://2018.acadia.org>

# ACADIA 2018

## THEME

ACADIA 2018 Mexico City aims to re-calibrate the discourse of computational design research in architecture. Mexico has a rich and varied design culture which brings to mind names like Barragan, Candela, Legorreta, Goeritz and Pani, and an improvisational aptitude that could be described as 'Mexican wit'. Recent developments within the socio-political environment having placed new stresses on international discourse, an inflection point has been reached, provoking a renewed focus on alternate modes of thinking, designing, programming, making, and interdisciplinary cooperation within architectural research and production. This situation presents a unique opportunity to revisit different global questions, benefiting the local community by bringing ACADIA and its history of commitment to computational design research, while at the same time providing a different vantage point from which to re-examine the topics the conference has explored from its inception. This conference provides a platform for experimentation in imprecision, and the breaking of the norms that define fidelity within contemporary architectural research and practice.

Re/calibration: on imprecision and infidelity is an attempt to build upon the already vibrant cross-border dialog between the artistically, computationally and technologically driven communities with the potential not only to re-examine boundaries, but also to provide for a moment of self-reflection. In the face of uncertainty, the idea of a recalibration could come to mean achieving a new level of understanding of the inherent infidelities of the systems in which we have been working and then embracing that imprecision rather than trying to impose a means to control it.

## DATES

The 2018 ACADIA conference will be October 18-20, 2018.

## LOCATION

The 2018 ACADIA conference will be hosted by the Department of Architecture of the Universidad Iberoamericana in Mexico City, Mexico. The school has been ranked among the top 3 top architecture schools in Mexico for the last 5 years.

## VENUE

The primary venue for the conference will be the **Hilton Mexico City Reforma**, [Av. Juárez 70, Colonia Centro, Centro](#), 06010 Ciudad de México, CDMX, Mexico

## CONTACTS

Pablo Kobayashi, Site Chair  
Adjunct Professor, Department of Architecture, Universidad Iberoamericana  
Email: [2018@acadia.org](mailto:2018@acadia.org)

Brian Slocum, Site Co-Chair  
Adjunct Professor, Department of Architecture, Universidad Iberoamericana  
Email: [2018@acadia.org](mailto:2018@acadia.org)

Alvin Huang, ACADIA Board of Directors Development Officer  
Associate Professor, School of Architecture, University of Southern California  
Email: [alvin@synthesis-dna.com](mailto:alvin@synthesis-dna.com)

# acadia

## 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 ACADIA 2018 annual conference will be the 18 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** <http://acadia.org>

# ACADIA 2018

## SPONSORSHIP OPPORTUNITIES

ACADIA 2018 is welcoming support 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 2018 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. Past conferences have attendance in the range of 300-500+ attendees.

Those who are 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 ([alvin@synthesis-dna.com](mailto:alvin@synthesis-dna.com)) directly for opportunities and discussions.

### **PLATINUM SPONSOR: \$25,000 (or more)**

Conference sponsorship options at Platinum level:

1. Invited speaker sponsor
2. Installation poster session / display system
3. Dinner or Exhibition Sponsor
4. Depending on availability, an opportunity to run up to 2 workshops
5. An opportunity to present your company for 5-10 minutes at the conference

Benefits:

- Acknowledgment as a Platinum Sponsor in Conference Proceedings, Website and Welcome Banner
- Two complimentary exhibition booths situated in a prime location of the Conference
- Two complimentary Conference Registration tickets
- Logo printed on Conference handouts (printed material, usb, etc.) with logo prominence reflective of sponsorship level.
- Inclusion of one company brochure in conference attendee package
- Inclusion in Social Media posts promoting the event

### **GOLD SPONSOR : \$12,500**

Conference sponsorship options at Gold level:

1. Invited speaker sponsor
2. Conference lunches
3. Dinner or Exhibition co-sponsor
4. Depending on availability, an opportunity to run 1 workshop
5. An opportunity to present your company for 5 minutes at the conference

Benefits:

- Acknowledgment as a Gold Sponsor in Conference Proceedings, Website and 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.) with logo prominence reflective of sponsorship level.
- Inclusion of one company brochure in conference attendee package
- Inclusion in Social Media posts promoting the event

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

Conference sponsorship options at Silver level:

1. Invited speaker co-sponsor
2. Conference reception
3. Sponsorship of one day's lunch or a session
4. Conference proceedings sponsor
5. An opportunity to present your company for 3 minutes as part of a shared session

Benefits:

- Acknowledgment as a Silver Sponsor in Conference Proceedings and Website
- One complimentary Conference Registration
- Invitation to display and promote work/products/books at a "vendor table" throughout the conference
- Inclusion in Social Media posts promoting the event

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

Conference sponsorship options at Bronze level:

1. Invited speaker co-sponsor
2. Conference reception co-sponsor
3. Sponsorship of one day's lunch or a session
4. Conference proceedings co-sponsor
5. An opportunity to present your company for 3 minutes as part of a shared session

Benefits:

- Acknowledgment as a Bronze Sponsor in Conference Proceedings and Website
- Invitation to display and promote work/products/books at a "vendor table" throughout the conference
- Inclusion in Social Media posts promoting the event

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

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

1. Sponsorship of one day's lunch or a session
2. Conference banner

Benefits:

- Acknowledgment as a Sponsor in Conference Proceedings and Website
- Invitation to display and promote work/products/books at a "vendor table" throughout the conference
- Inclusion in Social Media posts promoting the event

### **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: \$500**

We invite companies to consider the benefits of promoting their products and services in the Conference Proceedings. This sponsorship includes a logo and acknowledgement of company and their web site within the book.

### **Proceedings Circulation publication: October 2018**

All material to be supplied by advertiser. Material to be supplied electronically at 300 dpi resolution through email or by a USB drive. 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



FLUX

