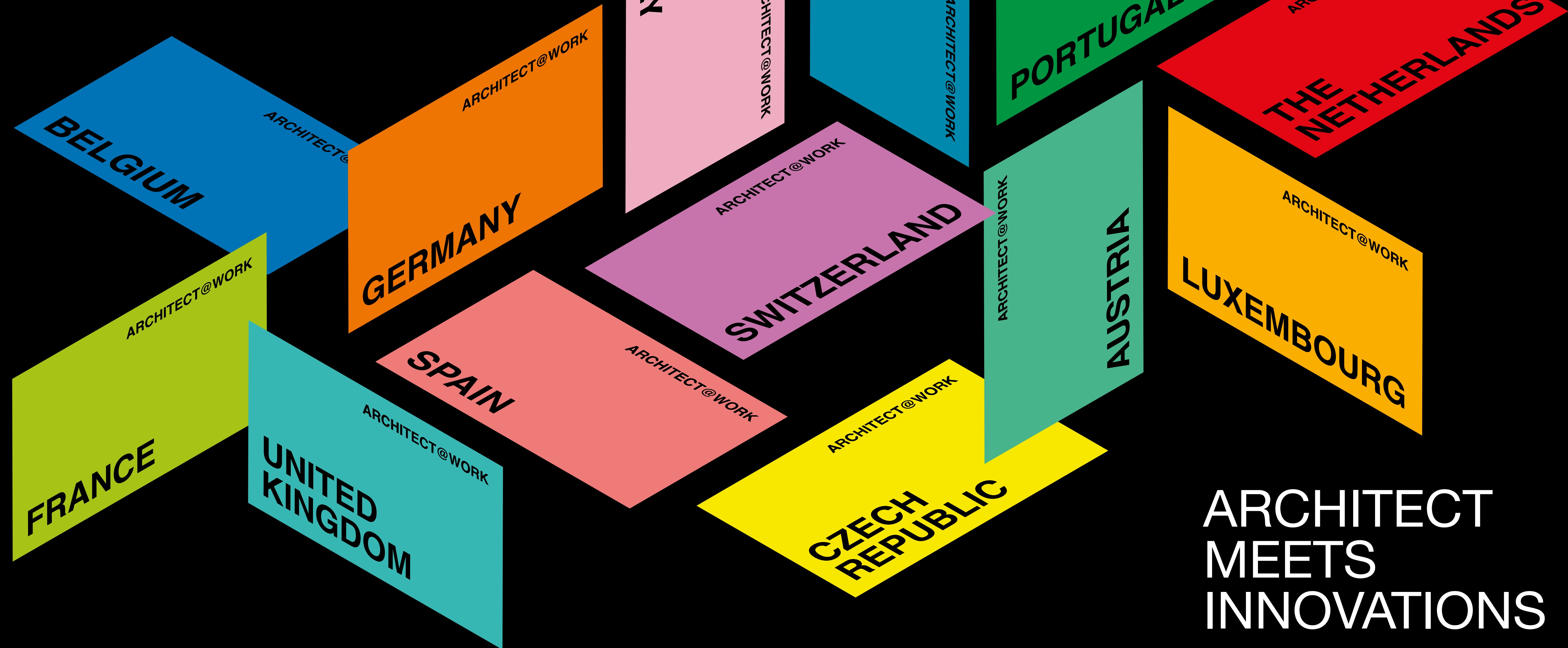


ARCHITECT @WORK



ARCHITECT
MEETS
INNOVATIONS

THE ARCHITECT@WORK BRAND

EVENT

Live Lead Generation

»»» Networking
highlight

A@W XPERIENCE

Digital Community

»»» Year-round gateway
to innovation

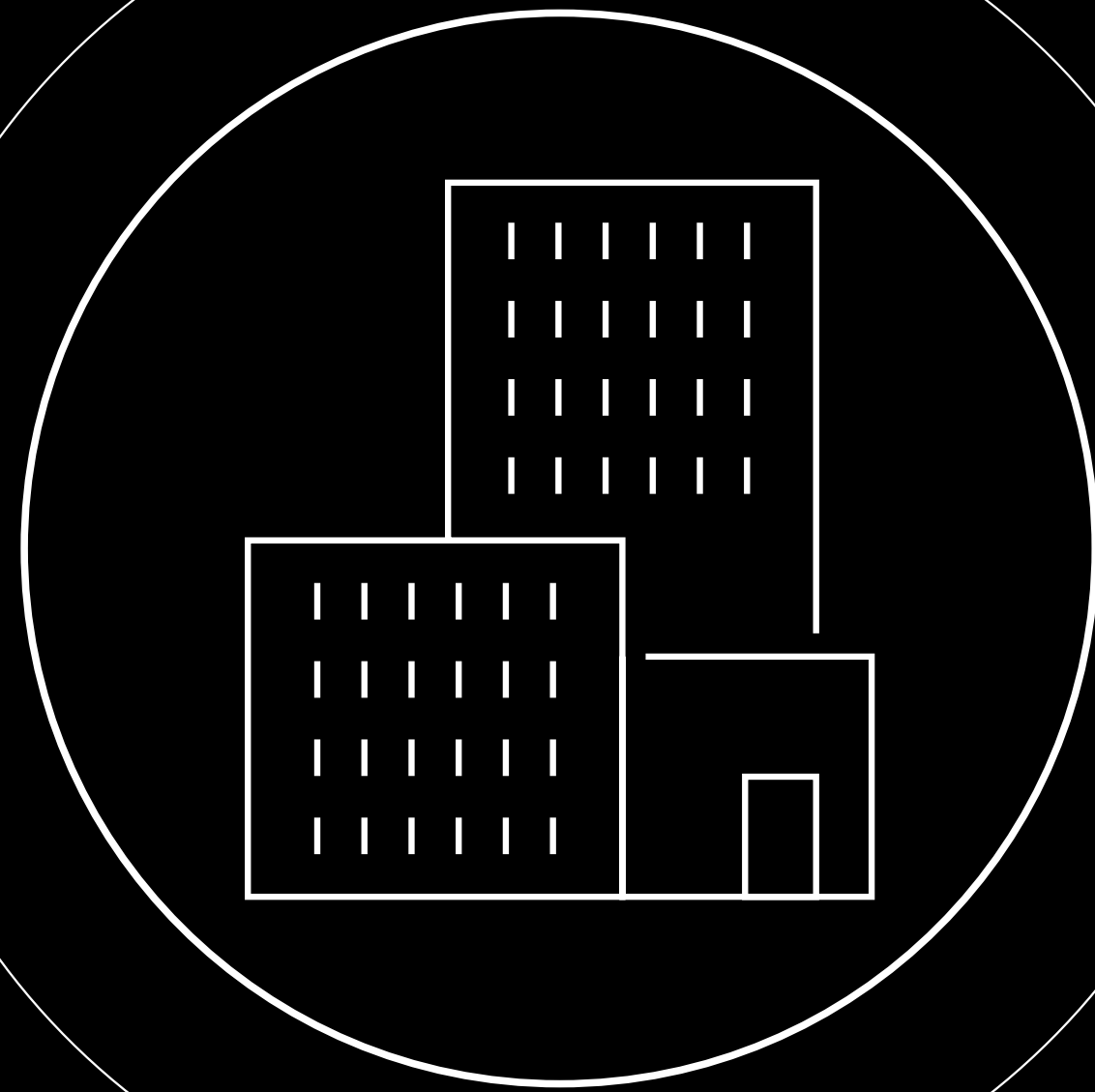
NEWSLETTER

Specific insights
into the world of
architecture

»»» Visibility for your
curated innovation

HYBRID EVENT

live + digital



32 EDITIONS



13 COUNTRIES

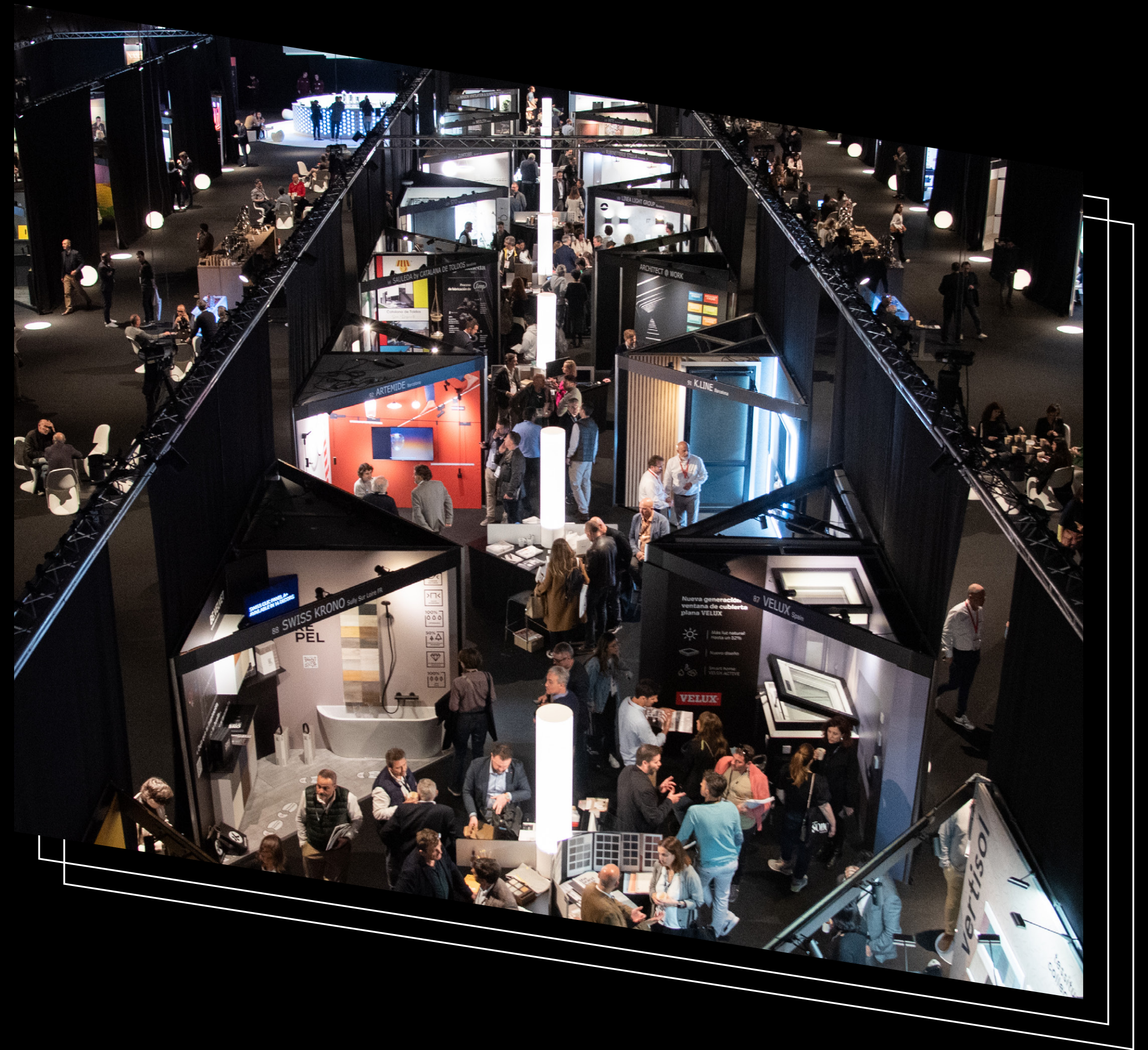
ARCHITECT @WORK

SPECIALLY TAILORED CONTACT DAYS FOR
ARCHITECTS, INTERIOR DESIGNERS AND
OTHER SPECIFIERS WITH FOCUS ON INNOVATION



UNIQUE CONCEPT

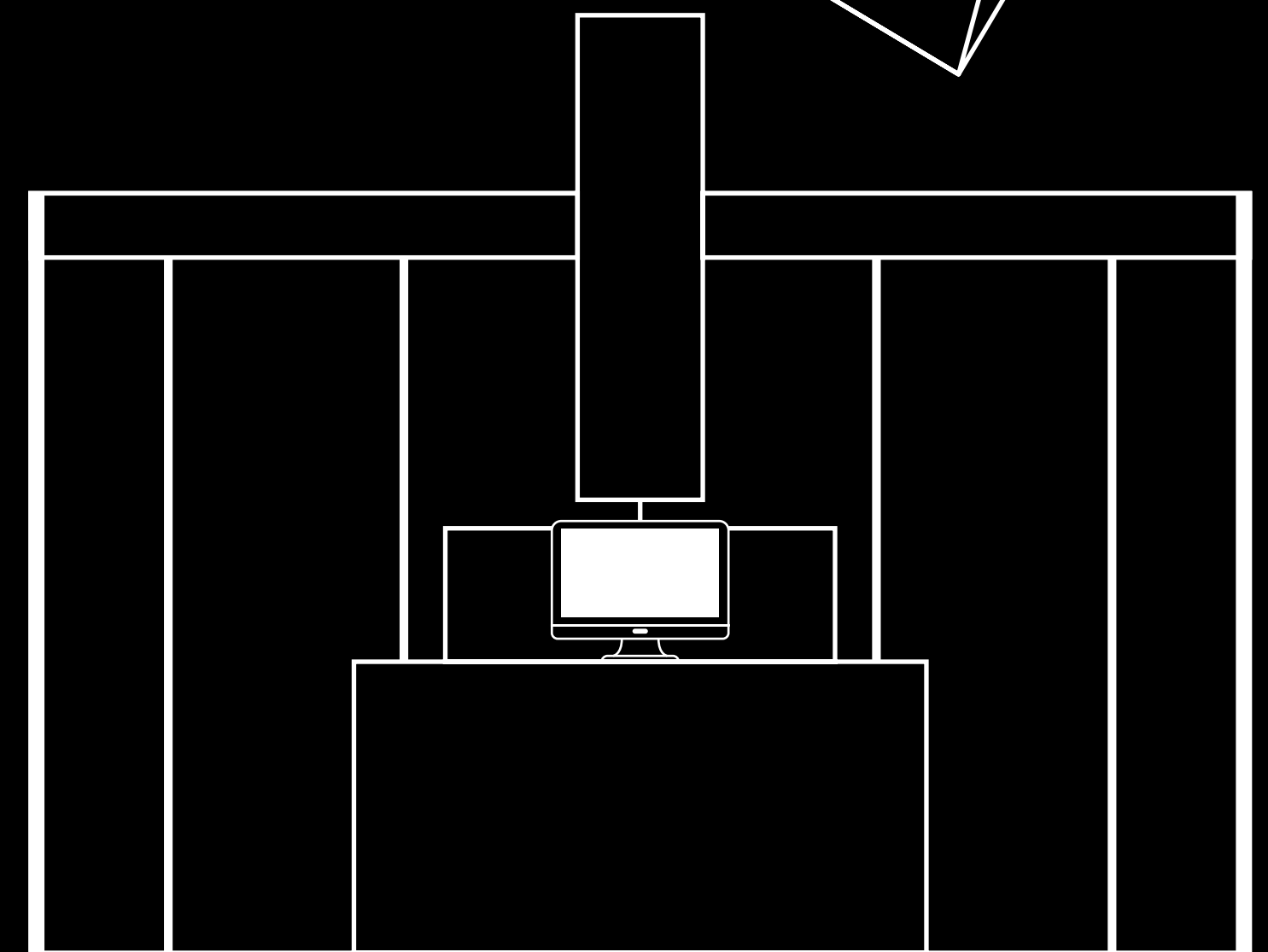
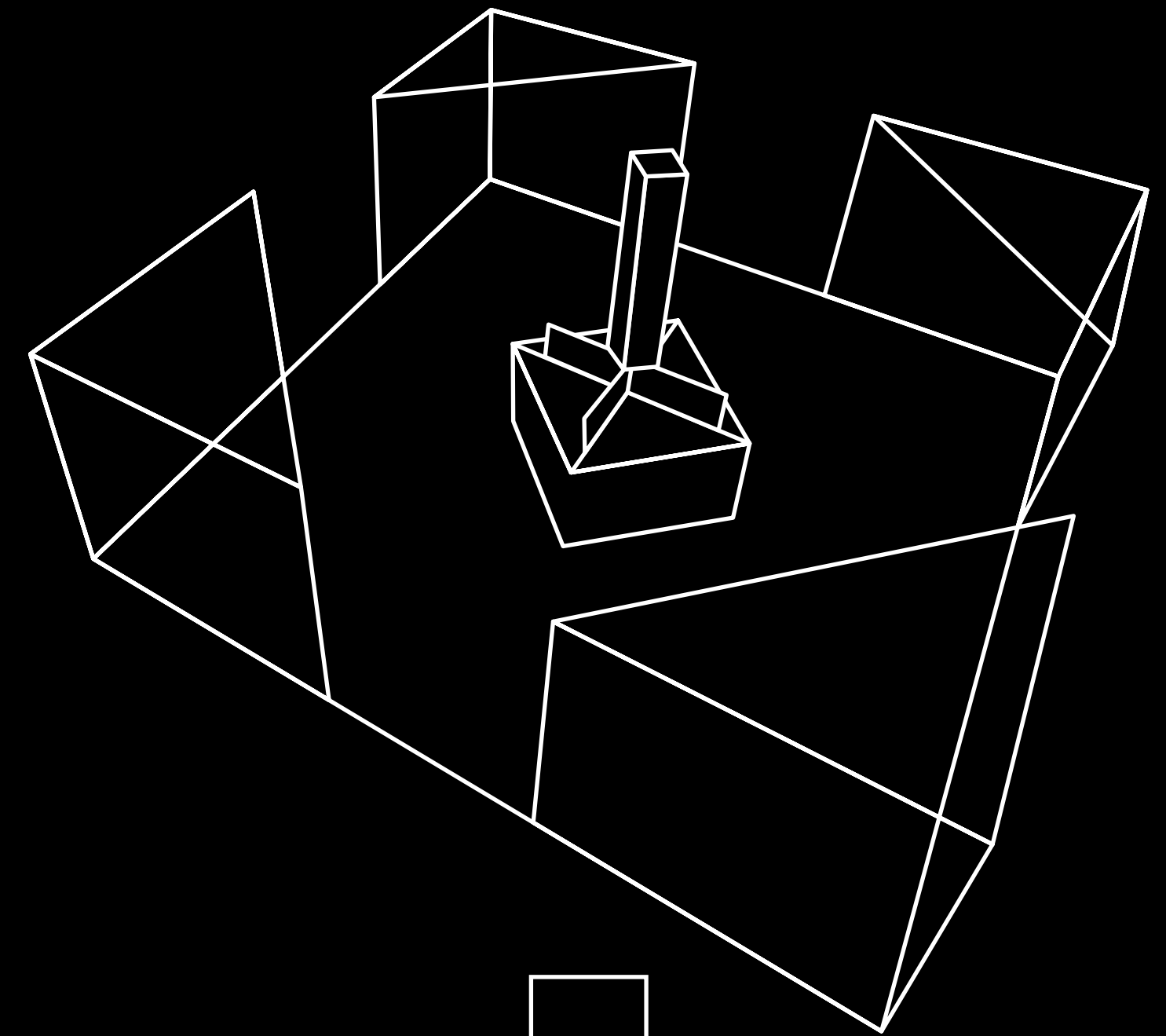
Experience the unique and innovative exhibition design of **ARCHITECT@WORK**, created by C4 - Creative Fo(u)r. Designed to maximize interactions between exhibitors and visitors, our layout naturally guides attendees along a route through a series of intimate, uniform modules. Initial connections are made at each exhibitor's stand, where their cutting-edge innovations are prominently displayed in corner units. At the heart of every cluster of four corner units, a multimedia console stands ready, providing a central hub for PC or laptop presentations.



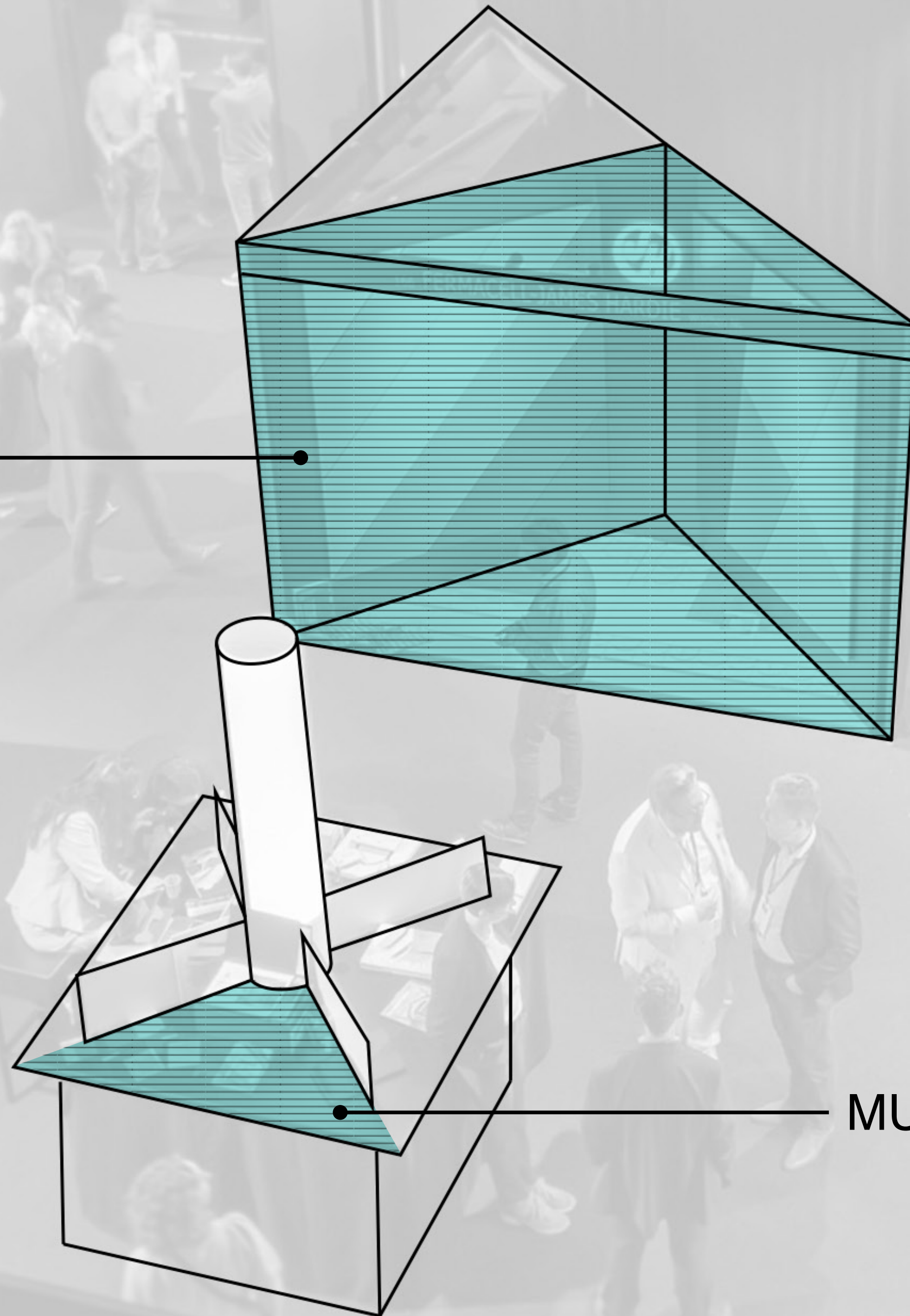
ALL-IN STAND CONCEPT

The application fee includes:

- uniform all-in stand: shell scheme, carpet, banner showing your brand name, multimedia workstation, standard lighting, socket, stand cleaning, insurance, exhibitor badges, parking permits, wifi
- your approved innovation in the event catalogue
- extensive marketing campaign (print + digital) towards our visitor's target group
- dashboard to manage your print and digital invitations
- license for the on-site lead scanning tool **A@W leads**
- your digital visibility on **A@WX** - our new all-year-round digital platform (representing a value of 750 EUR)
- free catering for all visitors and exhibitors

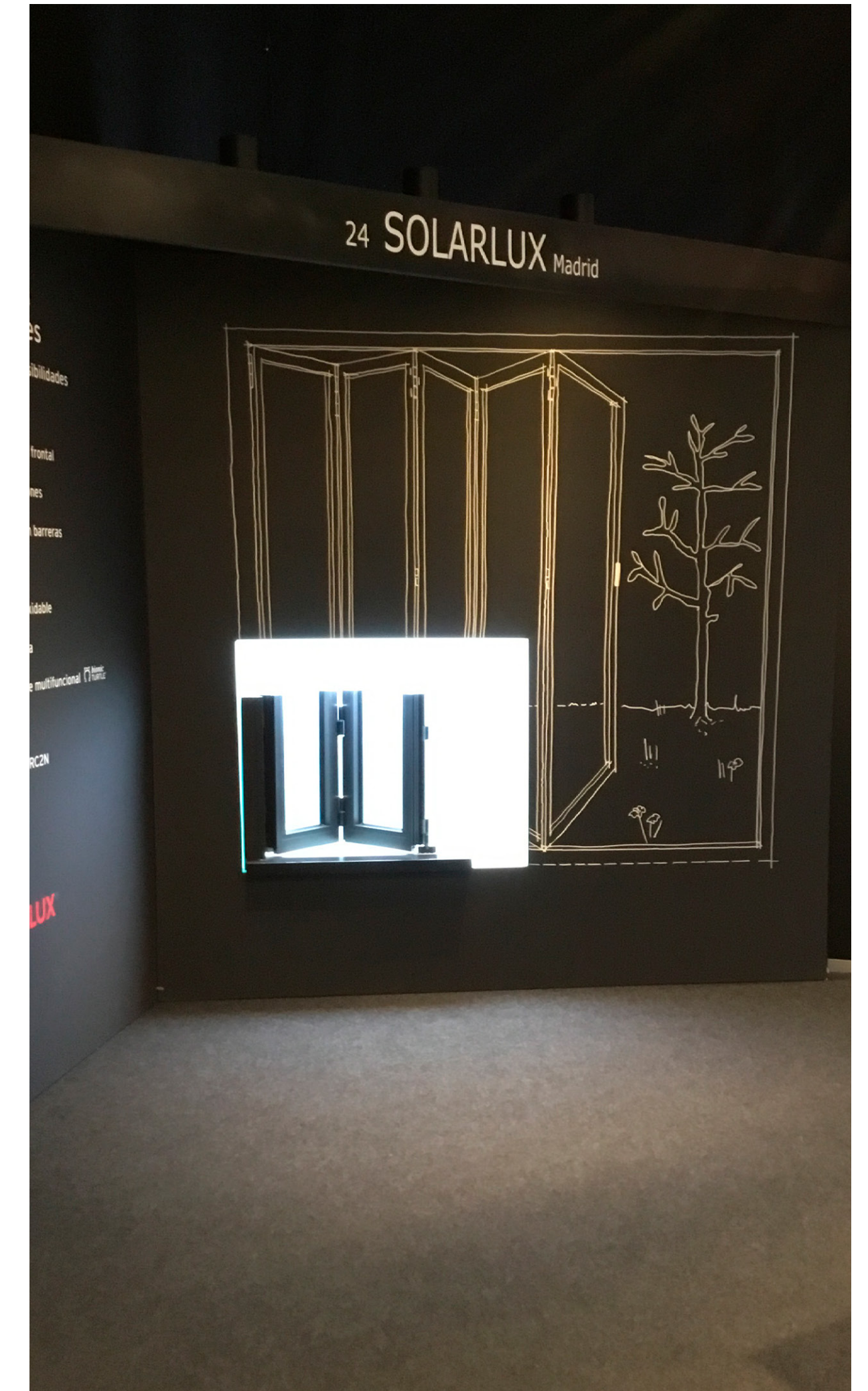
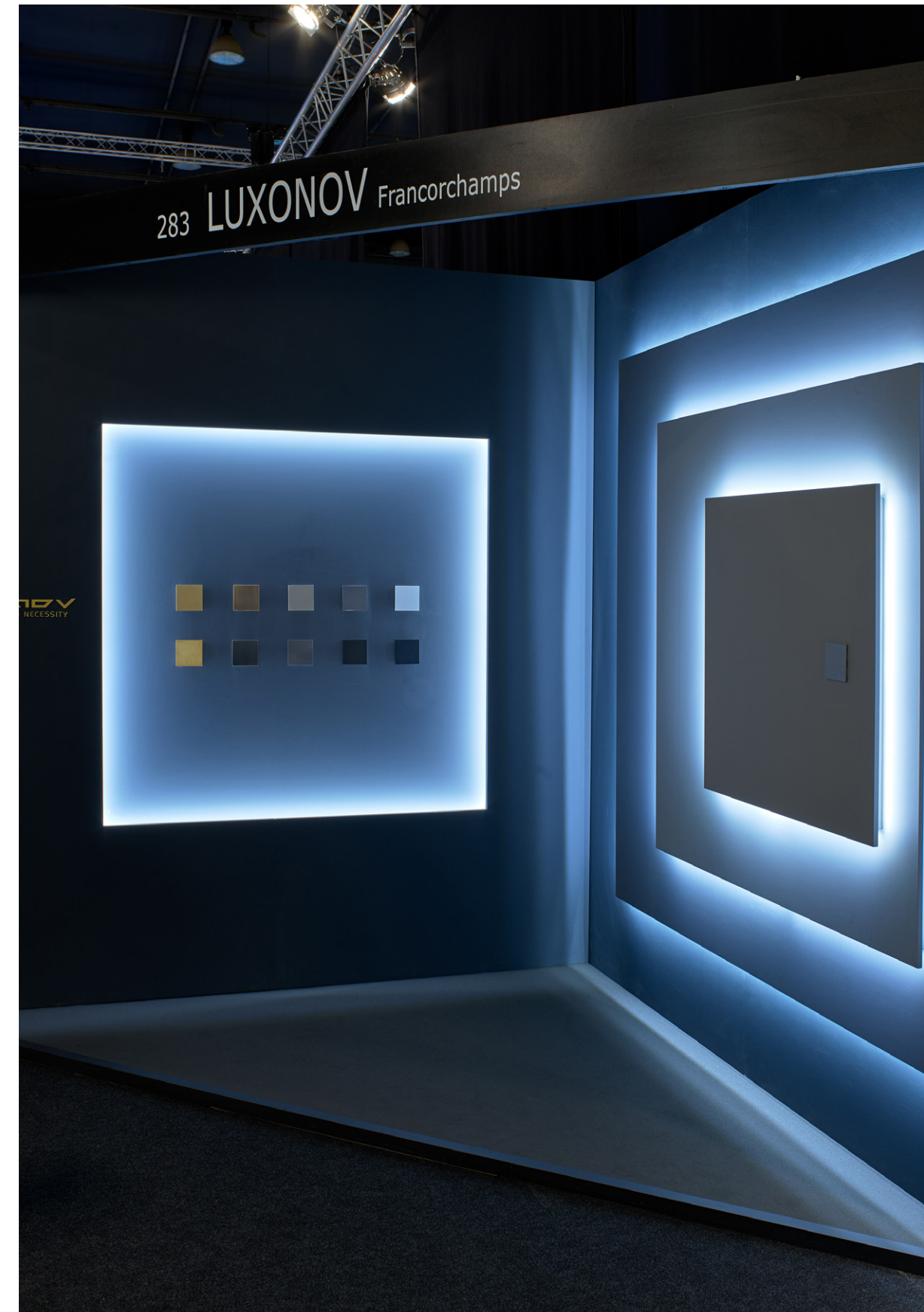


STAND

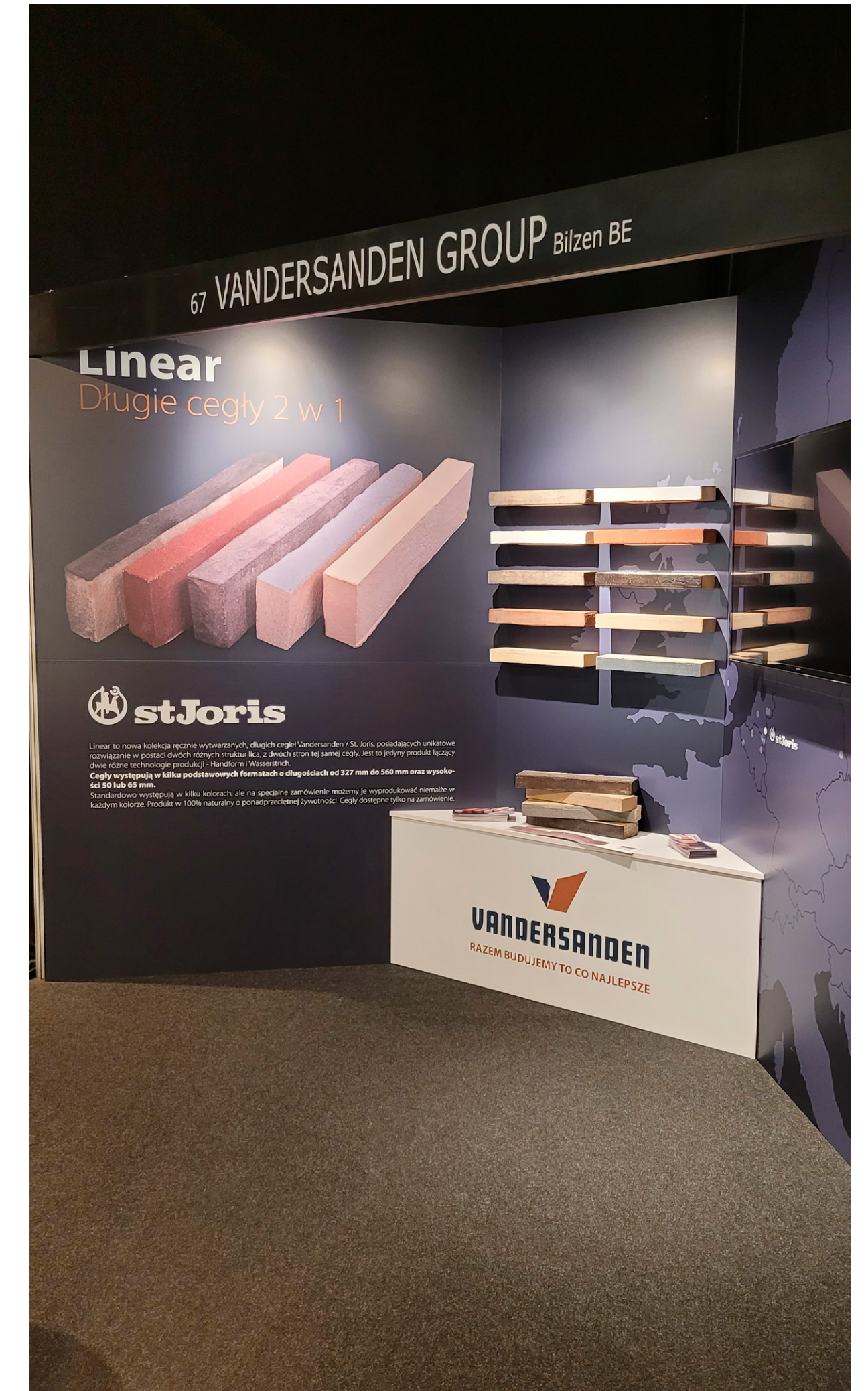


MULTIMEDIA WORKSTATION

BOOTHS AT ARCHITECT@WORK



BOOTHS AT ARCHITECT@WORK



FOCUS ON NETWORKING

Traditional aisles are transformed as inviting lounge areas — perfect for enjoying a drink, engaging in conversation, and offering in-depth insights into innovative products, applications, or services.



VISIBILITY PACKS

	ADDITIONAL EVENT VISIBILITY	ADDITIONAL DIGITAL VISIBILITY ON A@WX	NEWSLETTER VISIBILITY	EXCLUSIVE VISIBILITY (max 1/edition)
DURING THE EVENT				
Your logo in the event catalogue	✓			✓
Your logo at the visitor's entrance	✓			✓
Your logo on every visitor's badge				✓
IN OUR E-MAILINGS				
Your logo in each visitor's confirmation e-mail	✓			✓
Your approved innovation in the A@W Post Event Newsletter + link to your innovation on A@WX	✓	✓		✓
Your logo in the invitation flyer towards our database of (interior) architects				✓
IN THE A@W NEWSLETTER				
Article in the A@W Newsletter (DACH, Benelux, UK, Portugal, Poland, Scandinavia, Canada, France, Spain, Italy)			✓	
ON OUR SOCIAL MEDIA				
Instagram post or story (> 30K followers)	1			2
LinkedIn post (> 17K followers)	1			2
X post (> 6.7K followers)	1			2
Facebook post (> 4K followers)	1			2
ON A@W XPERIENCE - A@WX				
Your logo + link to your profile on the event homepage	✓			✓
Your approved innovation + link to your profile on the event homepage		✓		✓
Higher ranking in the exhibitor and innovations directory		✓		
Unique top position in the exhibitor and innovations directory				✓
Sample request tool (during 1 year, max 100 requests)		✓		✓
Prices excl. VAT	2.495 EUR	2.495 EUR	Price varies by region	4.900 EUR

KEY SUCCESS FACTORS

01

INNOVATION

Position your product innovation among the best of the industry: being curated by our expert jury sets you apart from your competitors and highlights your commitment to continuous innovation.

02

COMMUNITY

High target audience engagement: connect directly with top architects, interior designers, and key decision-makers.

03

VISIBILITY

Increase brand visibility: Position your product innovation prominently within the architectural and design community with visibility on **A@W Xperience**, our new digital platform all year round.

04

NETWORKING

Network with influential professionals.

05

INSPIRATION

Inspiration and knowledge transfer through our engaging seminar program.

EXHIBITOR'S PROFILE

Participation is exclusively for manufacturers with national distribution or exclusive distributors of these product categories:

CARCASS / BUILDING ENVELOPE

- Drainage and rainwater systems
- Exterior joinery
- Façade and exterior cladding
- Insulation, air & water tightness
- Roof construction, loadbearing structures
- Roof covering
- Terrace systems

INTERIOR FINISHING

- Ceilings
- Decorative panels
- Door fittings
- Hard flooring
- Interior finishing
- Interior joinery
- Interior layout / design
- Paints and adhesives
- Partition walls / acoustic walls
- Soft flooring
- Wall coverings

BUILDING SYSTEMS

- Electricity and controls
- Fixed lighting
- Heating, air conditioning
- Plumbing
- Renewable energy
- Sanitary ware

SOFTWARE

ORGANISATIONS AND TRADE ASSOCIATIONS

VISITORS PROFILE

ARCHITECTS

INTERIOR
DESIGNERS

DESIGNERS &
SHOPFITTERS

ENGINEERS &
URBAN PLANNERS

OTHER
SPECIFIERS IN
THE BUILDING
INDUSTRY

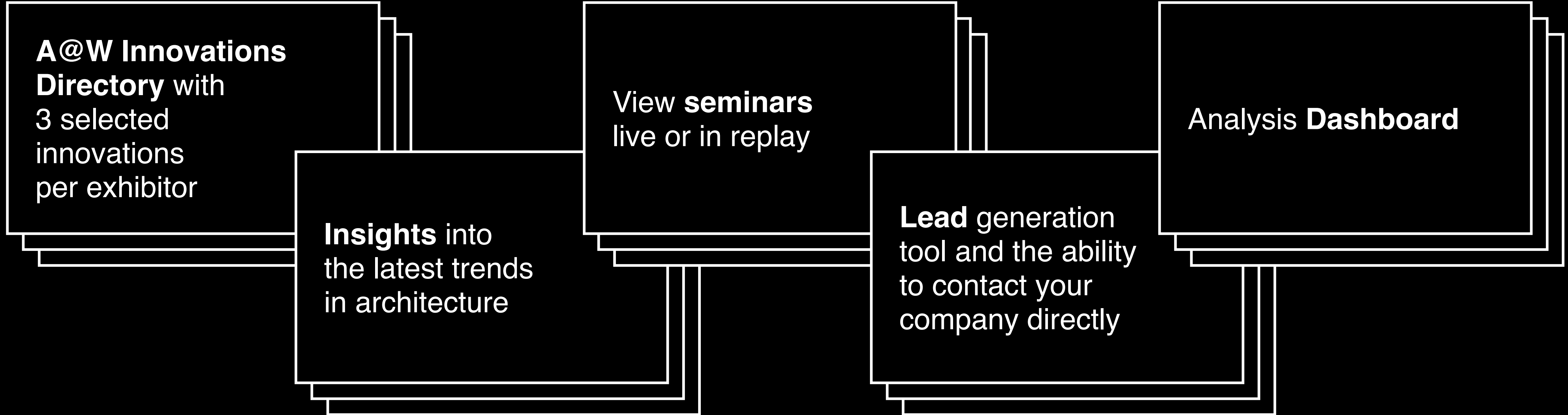
LECTURERS &
STUDENTS

GOVERNMENT
AGENCIES

PROPERTY
DEVELOPERS

A@W EXPERIENCE

Year-round gateway to innovation for architects and interior designers



MARKETING

01

In collaboration with
architect associations
& partners

02

Media partners

03

Advertisements in
various leading
trade journals

04

Newsletters

05

Direct mailings

06

Social media

07

A@W Innovations
Directory

08

Free invitations
for exhibitors

NEWSLETTER

Boost your innovation in
one of our newsletters

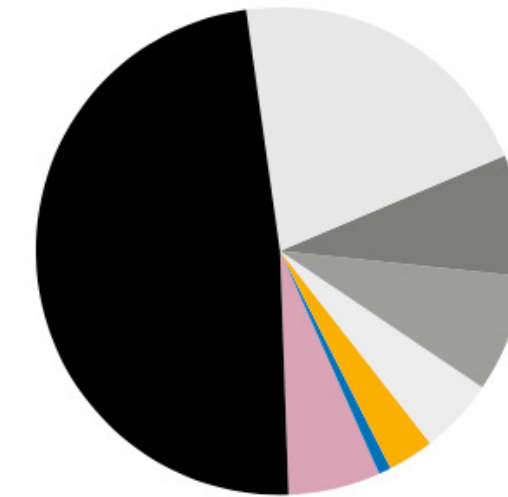
For more information, click here >>>

**ARCHITECT
@WORK**
NEWSLETTER

A
@W innovations

REACH THOUSANDS OF
ARCHITECTS AND
INTERIOR DESIGNERS

OUR DATABASE*



- 49% ARCHITECTS
- 21% INTERIOR DESIGNERS
- 8% DESIGNERS
- 8% ENGINEERS
- 5% STUDENTS
- 3% SHOPFITTERS
- 1% PROPERTY DEVELOPERS
- 6% OTHER

30%

Open Rate

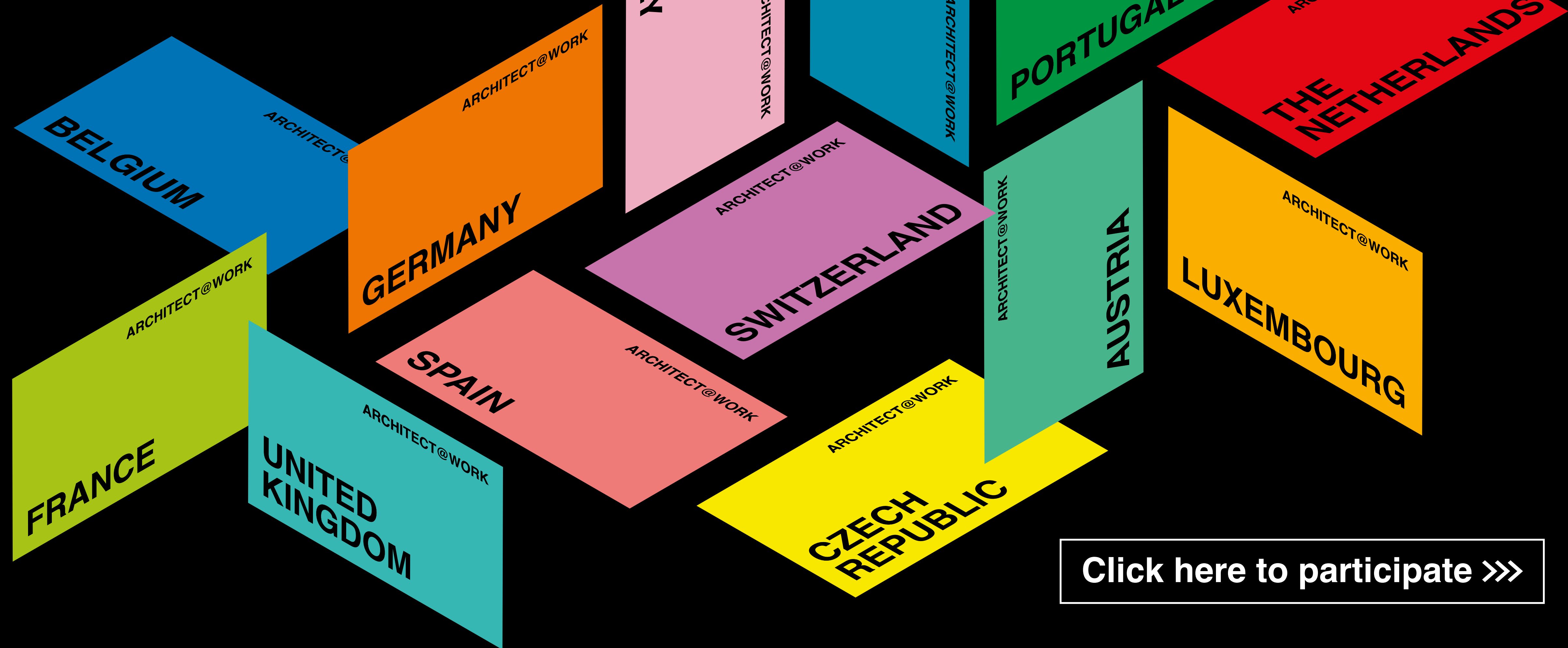
The average Open Rate for the Architecture & Construction industry is 22.51%
(Source: Mailchimp).

3%

Click-Through Rate

The average Click Rate for the Architecture & Construction industry is 2.51%
(Source: Mailchimp).

ARCHITECT @WORK



[Click here to participate >>>](#)