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MEETS

2025

# ARCHITECTURE MEETS 2025

**Presented since 2010, the ArchitectureZA2025 urban festival returns to unite international and local architects, cultural producers, thought leaders, academics and students in the built environment to exchange and discover innovative, alternative and future approaches to design and development.**

Hosted by SAIA in collaboration with the Gauteng Institute for Architecture and the University of Johannesburg, the AZA returns for its fifth edition as the premier event for the South African architectural and built environment. Taking place in Johannesburg from 29 August- 1 September 2025, Architecture.ZA (AZA) is presented under the themes "Where Architecture Meets Us/Planet/Future", as an intersection of architecture, humanity, and future sustainability. The festival offers interactive presentations, debates, master classes, a film festival, and exhibitor village, architectural and other exhibitions, tours, and fringe performance events.

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*\*\*Refer here for more information on tax refunds and SARS Section 18A eligibility.*

# 01

## WHO WE ARE

AZA (architecture.ZA) is Africa's premier urban cultural festival focused on Architecture and the Built Environment. As a not-for-profit entity, it is an initiative of SAIA (SA Institute of Architects) as its official national convention. AZA is structured to target the largest possible audience of professional architects and other professionals in the built environment, senior students, related government representatives, other cultural producers and design influencers. Since its launch in 2010, it has become a significant national multi-disciplinary design festival and symposium, highlighting and promoting the role of design in economic and social endeavours, and creating a platform for engagement, knowledge exchange and networking.



Past events had an average of **950 + professional delegates** and has proven to be an excellent 'Return on Investment' for sponsor partners. The last AZA conference returned a PR value of R6.5m through our media partners and direct promotional outreach campaigns.



# 02

## EVENT STRUCTURE

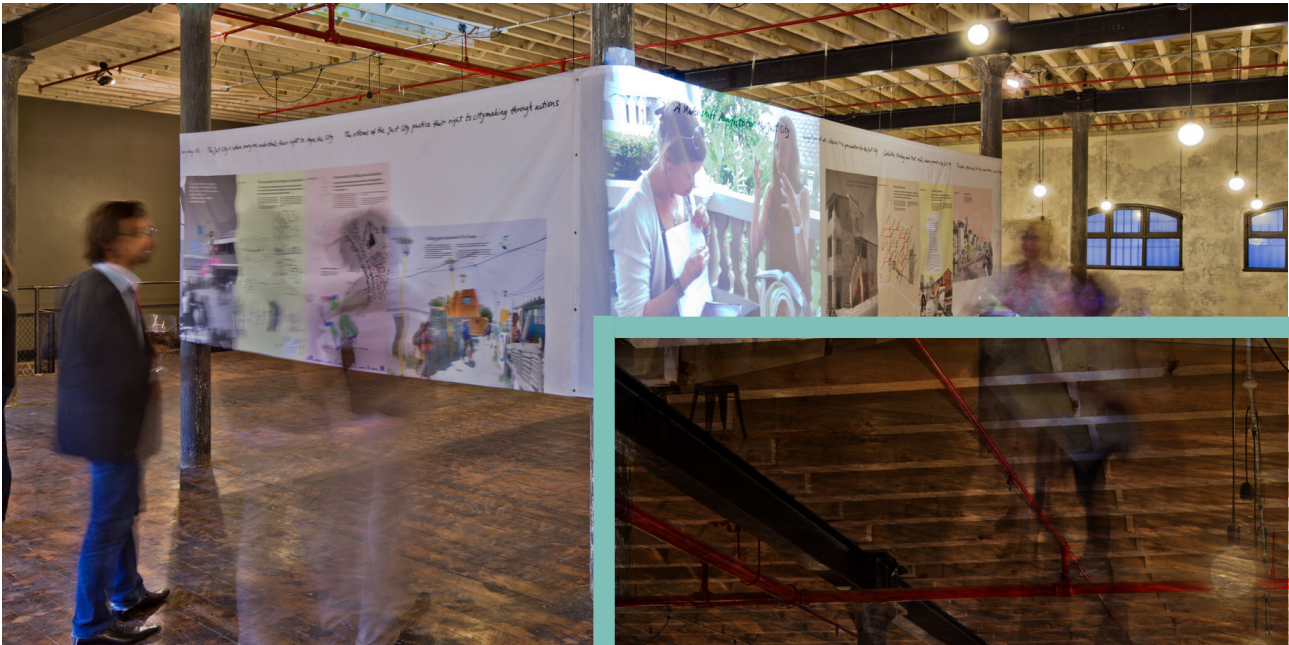
The program accommodates three concurrent sessions, each focusing on the distinct themes of **Architecture Meets: Us, Planet, and Future**.



This allows us to extend our delegate capacity to 1500+ and offers enough variety of topics and speakers to satisfy a large potential audience. It is constructed around interactive presentations by international and local keynote speakers, design workshop sessions, films, and networking lunchtime and evening events and tours.

ARCHITECTURE MEETS (AZA2025) will be taking place at various venues in Johannesburg over the weekend of 29 August-1 September 2025. Presented by the South African Institute for Architects (SAIA), it is co-hosted by GIFA (Gauteng Institute for Architecture) and UJ (University of Johannesburg). Under the theme

Architecture Meets, the programmes will focus upon issues of design and practice concerning human settlement, and alternative norms of practice, sustainability, resilience and the built environment, and future technologies such as AI and materials development.



## VENUES

The festival will take place in various public venues centrally located in Johannesburg. The main hub of activities will be at UJ, Main Campus, Kingsway, Auckland Park. Centrally situated, the campus offers world class auditoria and other facilities to enable simulcasts, video conferencing. Delegates can gather around the exhibitor's village in a safe secure environment with ample- parking, adjacent accommodation in Auckland Park and Melville, and connected to public transport hubs and routes.

# 03

## ATTENDEES & DEMOGRAPHICS

### WHO WILL ATTEND?

Delegates will consist of international and local architects, cultural producers, thought leaders, academics, local and national government representatives, and students in the built environment. The main plenary venue will accommodate nine hundred and fifty delegates with two additional parallel venues to accommodate three hundred delegates each. Simulcasts will be available at satellite venues.

#### DEMOGRAPHICS OF DELEGATES

*The diversity of the conference delegates spans across gender, population groups and age.*

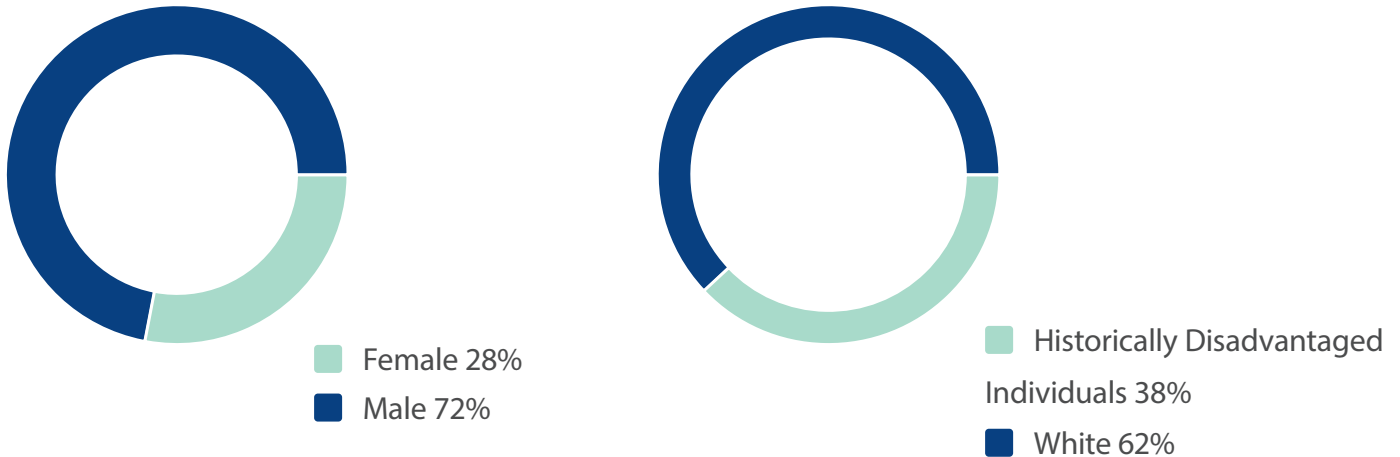
This allows for both an influencer youth and decision-making professional target market.



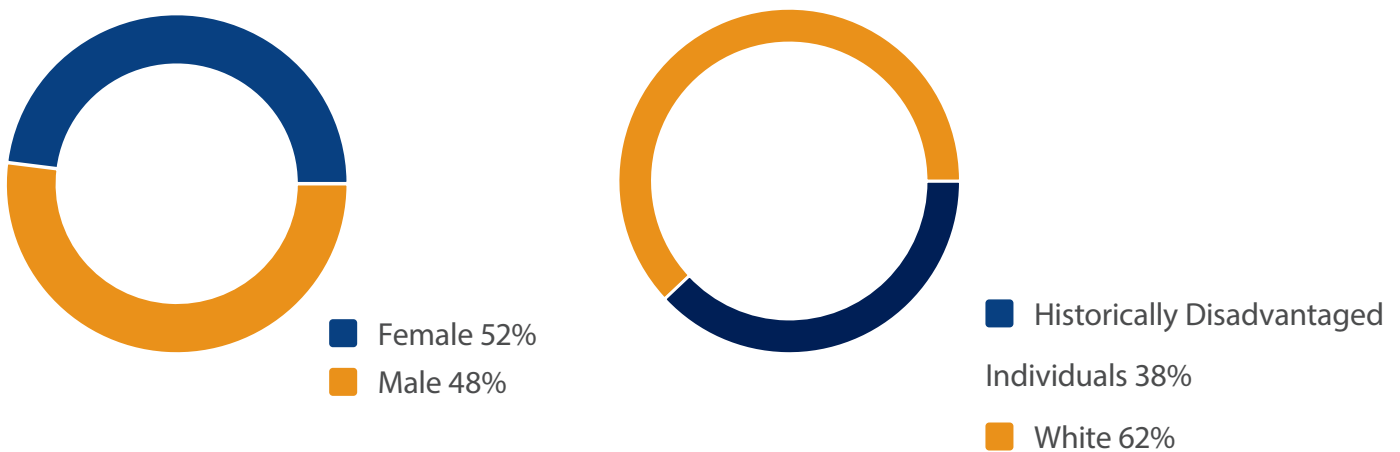


Extracted from statistics of attendances at the last AZA conference, and cross referenced with updated demographic data of current registered architectural professionals and university students in South Africa. The summary reflects the profile of attendees for the AZA2025:

Professional practitioners, aged 25–62. Key decision makers.



Full time registered university delegates, aged 18–25. Cultural influencers, future key decision makers.



**Practitioner delegates: 52 %, University delegates: 48%**

Conference attendance is limited by venue capacity and have been oversubscribed in the past with a registration 'first come first rule'. Delegates from universities are limited to give preference to practitioners.

Sources: SACAP (2024), SAIA (2024), AZA (registered delegates)

# D4

## EXHIBITION VILLAGE

The exhibition village at the AZA Festival is a vibrant and bustling space where all delegates converge throughout the Convention to network and engage with the latest technology, products, services, projects and initiatives. Make valuable connections with influential leaders, decision-makers and built environment professionals



# Position Your Brand with Key Decision Makers

## 01 VISIBILITY

The AZA is the gathering place for the industry's most influential leaders and decision-makers. Hosted both in-person and online, the convention offers a range of opportunities to gain maximum visibility and extended reach for your organisation with a captive, engaged and influential audience.

## 02 NETWORKING

The convention offers unparalleled networking opportunities where you can connect with built environment professionals and speakers throughout the event. Our structured networking sessions offer the opportunity to network with leading architectural practitioners, future architects, influencers, experts, business leaders, local and national government representatives, academics, and decision-makers from around the world.

## 03 ADVOCACY

Position your organisation for success by joining the drive to achieve positive future change in the built environment sector. Be among the business leaders that challenge the status quo, seeking new solutions, new answers and new innovative ways towards more humane and responsive sustainable environments for people and the planet to thrive.

## 04 BUSINESS DEVELOPMENT

Make the right business connections with people and organisations that are active in the built environment space. Highlight your services and products, projects and initiatives to an influential audience.

## 05 VALUE

The AZA Festival is an innovative and cost-effective platform that delivers value through active and passive engagements. Get the most out of your budget through impactful and content-driven promotion before, during and after the event.

Partner with the Architecture.ZA (AZA) 2025 and position your organisation alongside influential visionaries and leaders in the building space.

Get in touch:  
[azaconvenor@saia.org.za](mailto:azaconvenor@saia.org.za)

# WHO SHOULD EXHIBIT OR SPONSOR



- **CONSTRUCTION COMPANIES:**

As important collaborators in the design and construction process, construction companies can benefit from sponsoring or exhibiting at AZA25. They can display their latest technologies and products, and network with senior influencers, specifiers, and buyers from the profession.

- **YOUTH BRANDS:**

Gen Z's and millennials make up 55% of the AZA delegates. As key influencers, consumers and near future key decision makers they provide an ideal target audience for youth centric companies and brands.



- **MATERIALS SUPPLIERS:**

Suppliers of construction materials and products can benefit from the opportunity to showcase their products and services, and network with architectural professionals who are the key decision-makers and specifiers in material selection for projects.



- **TECHNOLOGY COMPANIES:**

With the increasing use of technology in architecture, technology, consultant and service providers can showcase their latest products, such as building information modelling (BIM) software, virtual reality tools, and other technology solutions to support the profession.



- **SERVICES (FINANCIAL, INSURANCE, LEGAL, HR, IT):**

As sponsors or exhibitors, financial, legal and insurance professionals can reach out to architectural professionals and highlight products and services to support upcoming projects as well as support for their businesses.





### **GOVERNMENT AGENCIES:**

Government departments, organisations, and agencies responsible for urban planning, development, and building regulations can also benefit from engaging with the profession to unpack and present policies, regulations, and initiatives that impact the built environment.

### **DEVELOPERS:**

Property developers, can provide an opportunity to display their projects, network with the profession and gain insights into the latest trends and innovations in architecture.

### **PROFESSIONAL ORGANISATIONS:**

Professional organisations can display their services, network with industry professionals, and support the growth and development of the industry.

### **ACADEMIC INSTITUTIONS:**

AZA25 will provide a valuable opportunity for academic institutions to showcase their architecture programmes, recruit students, and connect with industry professionals for research collaborations and partnerships.

### **NON-PROFIT ORGANISATIONS:**

Non-profit organizations focused on issues such as sustainable design, social housing, and community development should sponsor or exhibit to raise awareness, network with architects and other professionals, and promote their causes.

# SPONSORSHIP BENEFITS

AZA 2025 offers tailored packages to suit the needs and budget of sponsors. This allows companies of all sizes to participate and gain the benefits of being part of this must attend event!

## REACH A TARGETED AUDIENCE/ SHOWCASE PRODUCTS & SERVICES

Connect with a targeted and influential audience. Promote your products and services to an engaged and receptive crowd at the conference to generate business opportunities and potential leads.

## INCREASE BRAND VISIBILITY

Sponsors and exhibitor's brand's will be prominently featured throughout the conference, including on promotional materials, signage, and digital platforms. This increased visibility will help to create brand awareness and strengthen your company's image within the architecture industry.

## NETWORKING OPPORTUNITIES

Take advantage of opportunities to network with the entire profession as well as top architects, industry leaders, and decision-makers. Make valuable connections and potential business partnerships.

## DEMONSTRATE THOUGHT LEADERSHIP

Showcase your expertise and thought leadership by participating in panel discussions, presenting case studies, or hosting workshops, which can help establish your company as a leader in the field.

## SUPPORT THE PROFESSION

Demonstrate your commitment and support for the architecture community and the profession as a whole. Build a positive reputation for your company and enhance your brand's image.

## **ENHANCE CUSTOMER RELATIONSHIPS**

Nurture relationships with existing customers and attract new ones. The event creates a conducive environment for meaningful interactions, allowing you to strengthen customer relationships and gain new leads.

## **GAIN MEDIA EXPOSURE**

The conference typically receives extensive media COVERAGE, providing sponsors and exhibitors with an opportunity to increase their exposure through various media channels. This can help increase brand recognition and potentially attract new customers.

## **HIGHLIGHT CORPORATE SOCIAL RESPONSIBILITY**

Demonstrate your company's commitment to corporate social responsibility and enhance your company's reputation and attract socially conscious clients and partners.

# 05

## PARTNERSHIP OPPORTUNITIES

Companies or firms sponsoring or donating to the AZA Conference may be eligible for a SARS Section 18A certificate, as the South African Institute of Architects (SAIA) is a registered Public Benefit Organization (PBO). Since AZA is a non-profit event contributions made towards sponsorships or donations qualify for tax deductions, allowing companies to claim a refund as per SARS regulations. This provides an added financial benefit while supporting the advancement of architecture and the built environment.

# AZA 2025



	ANCHOR	PLATINUM	GOLD	SILVER	BRONZE
Value (Excl VAT at 15%)	R800, 000	R650,000	R330,000	R190,000	R110,000
Number Available	1 (Exclusive)	2	3	4	4
<b>PRE-CONFERENCE EXPOSURE</b>					
Logo on Conference website URL link + company description	300 words	220 words	110 words	80 words	50 words
Video on Conference Website (to be supplied by sponsor)	Yes				
Logo to appear on all marketing material distributed prior to the Conference	Yes - in a prominent position	Yes	Yes	Yes	
<b>AT CONFERENCE EXPOSURE</b>					
Listing in Conference electronic Programme / Book of Abstracts (Sponsor & Exhibitor section)	300 words	220 words	150 words	80 words	50 words
Exhibition / Display	6x6m (36m <sup>2</sup> ) (8 exhibitor delegates)	9 x 3m (27m <sup>2</sup> ) (6 exhibitor delegates)	6x 3m(18m <sup>2</sup> ) (4 exhibitor delegates)	3x 3m(9m <sup>2</sup> ) (2 exhibitor delegates)	3x 3m(9m <sup>2</sup> ) (2 exhibitor delegates)
Complimentary delegates (includes conference session access and excludes technical tours, gala dinner, travel and accommodation)	10	6	3	2	1
Acknowledgement on electronic holding screens.	In plenary hall	In breakaway venue	In breakaway venue	In breakaway venue	N/A
Speaker opportunity	Opening session presentation slot				
Acknowledgement in Plenary session (includes Logo on looped presentation in plenary session)	Yes - prominent position	Yes			
Logo on Conference signage and banners	Yes - prominent position	Yes	Yes	Yes	
Inserts to be included in delegate packs (sponsor to provide)	2	1	1	1	N/A
Advertisement in final digital programme	Double page advertorial spread	Full page	Half Page	Half Page	
Opportunity to host breakfast or lunch symposium (additional cost to be covered by sponsor)	Yes (no royalty fee)	Yes (royalty fee of R15 000)	Yes (royalty fee of R20 000)		

POST CONFERENCE EXPOSURE					
E-mail to attendee database with sponsorship/exhibitor acknowledgement	Yes	Yes	Yes	Yes	Yes
Post Conference exposure on AZA & SAIA 2025 website.	Yes	Yes	Yes	Yes	Yes

WHERE

DELEGATE PACK ITEMS	COST	DETAIL
Conference Bags (Exclusive)	R260 000	-Co-branding on the Conference bag -1 x Insert into Conference bag -Full page advertisement in final digital programme book -Logo, URL & company write up conference website and in final programme (110 words) -1 x Complimentary Delegate
Mousepad with wireless optic	R150 000	-Co-branding on mousepad and mouse -Logo and URL on conference website & final digital programme book /app
Colourful socks (South African made)	R150 000	-Co-branding on socks -Logo, URL & company write up conference website and in final programme (100 words) -One complimentary delegate -Half page advertisement -1 x Insert into delegate packs
Mini Programme	R86 250	-Sponsor logo on the front of the mini programme (to be inserted into each delegate's badge) -Logo & URL on conference website & final programme book
Conference Notepads	R57 500	-Logo on notepad along with conference branding – A5 -Logo, URL & company write up conference website and in final programme
Conference pens	R57 500	-Co-branding on Conference pen 1 x Insert into delegate bag -Logo, URL & company write up conference website and in final programme
Delegate Gifts Trinket gifts – bag drop. 4 x opportunities available	R30 000	-Logo on delegate gift (sourced by the committee in consultation with the sponsor) -Sponsor provided opportunity to supply branded packaging for the gifts -Logo, URL & company write up conference website and in final programme
Delegate Pack Inserts	R8 750	-Company to supply 1,500 copies of the insert A4 size (1 insert only)

**\*\*All costs listed are VAT exclusive**

REGISTRATION	COST	DETAIL
Registration	R155 000	<ul style="list-style-type: none"> <li>-Co-branding of registration area</li> <li>-Opportunity to display brochures and banners in registration area</li> <li>-Opportunity to provide branded shirts for registration staff</li> <li>-1 x Insert into delegate packs</li> <li>-Half page advertisement in final programme / abstract book</li> <li>-1 x complimentary delegate</li> <li>-Logo, URL &amp; company write up conference website and in final programme (80 words)</li> </ul>
Name Badges & Lanyards	R75 000	<ul style="list-style-type: none"> <li>-Logo included on name badge and lanyard (to be designed and sourced by the LOC)</li> <li>-Logo, URL &amp; company write up conference website and in final programme</li> <li>-1 x insert into delegate bag</li> </ul>

**\*\*All costs listed are VAT exclusive**

TRAVEL GRANTS	COST	DETAIL
Travel Grants for bursaries	Registration, travel and Accommodation per delegate. Cost Subject to Quotation	<ul style="list-style-type: none"> <li>-Acknowledgement according to contribution value</li> <li>-Logo, URL &amp; company write up conference website and in final programme</li> <li>To be used to fund students and delegates from developing countries</li> </ul>
Primary Speakers (Local)	Cost Subject to Quotation (+/- R20 000 )  flight / accommodation / registration fees	<ul style="list-style-type: none"> <li>-Logo included on name badge and lanyard (to be designed and sourced by the LOC)</li> <li>-Logo, URL &amp; company write up conference website and in final programme</li> <li>-1 x insert into delegate bag</li> </ul>
Plenary Session Keynote Speakers (International)  See shortlisted speakers	Cost Subject to Quotation from destination (+/- R95 000)  flight / accommodation / visa / registration fees	Exposure to match Bronze Partnership

**\*\*All costs listed are VAT exclusive**

CATERING & EVENTS	COST	DETAIL
Conference Dinner 2 x Opportunities available	R250 000	NOTE: This opportunity can be shared with another company -Logo on all items related to the gala dinner, including programmes / menus / invitations / tickets -Logo, URL & company write up conference website and in final programme (350 words) -2 free standing banners -Opportunity to place gifts on the tables for the delegates -5 Minute welcome speech at gala dinner -10 additional tickets for non-delegate guests of your choice
Welcome Drinks Sponsorship	R103 500	-Logo included on all materials relating to the meet & greet (including invitations, tickets, etc.) -Speaking opportunity at the Cocktail event -Logo, URL & company write up conference website and in final programme (120 words) -Full page advertisement -6 x complimentary non delegate tickets to event
Farewell Reception	R74 750	-Logo, URL & company write up conference website and in final programme (80 words) -Acknowledgement at Farewell Reception -Branding on all materials related to the farewell reception (invitations, tickets, etc.) -2 free standing banners
1 x Coffee bar during refreshment breaks	R45 000 per day	-Co-branding on coffee bar -Branded apron for barista (sponsor to provide) -Product samples can be handed out (sponsor to provide) -2 x free standing pull up banners in next to cappuccino bar -Logo, URL & company write up conference website and in final programme

**\*\*All costs listed are VAT exclusive**

# ARCHITECTURE

OTHER OPPORTUNITIES	COST	DETAIL
Electronic Posters – branding of a pod of 6 Screens	R165 000	-Branding of electronic poster pod, logo on screens. -Logo, URL & company write up conference website and in final programme
Wi-Fi	R130 000	-Acknowledgement as bronze sponsor -Logo, URL & company write up conference website and in final programme -Branding of logo on screen
LOC Branded Clothing 2 x Opportunities available	R94 000	-Co-branding of uniform shirts (OC to source in conjunction with the sponsor) -10 x Uniform Shirts for sponsor's staff -Logo, URL & company write up conference website and in final programme
Mobile Phone / Tablet Application	R75 000	-Co-branding on Mobile Application (all pages) -1 x Insert into delegate bag -Logo, URL & company write up conference website and in final programme (50 words) -Branding on banners with mobile app information -Branding on all marketing materials relating to the mobile application
Mint Tins	R30 000	-Logo on mint tin to be handed to delegate in plenary Conference session -Logo, URL & company write up conference website and in final programme
Branded Charging Stations	R25 000	-Logo on all the charging stations situated in the exhibition hall Logo, URL & company write up conference website and in final programme
Branded water stations	R16 500 per day	-Logo on water stations scattered throughout the venue -Logo, URL & company write up conference website and in final programme
Speaker gifts	TBC- Dependent on number of speakers	-Co-branding of speaker gifts -Acknowledgement upon handing over of speaker gift -Logo, URL & company write up conference website and in final programme

MEETS

# 06

## EXHIBITION INFORMATION

It is true that the better you know your customer – and the better your customer knows you – the more likely you are to make that first sale and the increasingly profitable sales that follow. Exhibitions are more about relationship-building than selling a product. They are the most explicit form of direct marketing.



When it comes to the total quantity of a marketing interaction, nothing holds a candle to exhibitions. Exhibitions have a number of advantages over other media. They are powerful tools for:

- Bringing your customers and most active prospects to you
- Meeting pre-qualified prospects
- Allowing you to meet your market face-to-face
- Allowing you to demonstrate products, answer questions and overcome objections
- Using all five senses to communicate a message
- Representing the marketplace in one place and time, bringing together suppliers, buyers, purchase influencers, consultants and media

Exhibitions also produce tangible results, making it easy to measure the medium's return on investment.

The AZA Conference & Exhibition 2025 will provide companies an opportunity to participate in their exclusive exhibition, focused on all facets of the built environment sector.

\*\* Stand positions are allocated on a first confirmation basis and are subject to availability. We will endeavour to allocate your first-choice position selection.

## EXHIBITION RATES AND PRICING (EXCLUDING VAT)

### Included In Each Stand:

- Shell Scheme – 2,500 mm high
- Fascia Board with your company name printed on it in black Arial font
- 1 x 16 amp Plug Point

### **Payment Terms:**

Payment Terms will be as follows:

- 25% deposit on signing of contract to secure your stand
- Further 25% payable by 31 March 2025
- Balance (50%) payable by 30 June 2025

TYPE	DESCRIPTION	PRICE [EXCL. VAT]
BASIC BOOTH EXHIBITION	<b>Benefits</b> <ul style="list-style-type: none"> <li>• X SQM of space in a basic octonorm package that includes 3 walls and name, logo and booth number printed on the fascia.</li> <li>• General carpeting and security.</li> <li>• Table, 2 chairs, bin, electricity point and lighting.</li> <li>• X full access conference delegate passes.</li> <li>• 75 word company listing with URL on event website.</li> <li>• 50% off for any additional delegate passes booked</li> </ul>	<b>R4166,66 per SQM Excluding 15% VAT</b>
	<ul style="list-style-type: none"> <li>• 6 SQM basic booth package: Above benefits and includes 2 full access conference/delegate passes</li> </ul>	<b>R24 999,96</b>
	<ul style="list-style-type: none"> <li>• 8 SQM BOOTH: Above benefits and includes 3 full access conference/delegate passes</li> </ul>	<b>R33 333,28</b>
	<ul style="list-style-type: none"> <li>• 12 SQM BOOTH: Above benefits and includes 4 full access conference/delegate passes</li> </ul>	<b>R49 999,92</b>
	<ul style="list-style-type: none"> <li>• 18 SQM BOOTH: Above benefits and includes 5 full access conference/delegate passes</li> </ul>	<b>R74 999,88</b>

TYPE	DESCRIPTION	PRICE [EXCL. VAT]
PREMIUM BOOTH EXHIBITION	<b>Benefits</b> <ul style="list-style-type: none"> <li>• X SQM of space, with custom printed wall, and custom printed fascia.</li> <li>• General carpeting and security</li> <li>• Table, 2 arm chairs, bin, electricity point and lighting.</li> <li>• X full access conference delegate passes.</li> <li>• 75 word company listing with URL on event website.</li> <li>• 50% off for any additional delegate passes booked.</li> </ul>	<b>R5666,66 per SQM</b> <b>Excluding 15% VAT</b>
	<ul style="list-style-type: none"> <li>• 6 SQM premium booth package: Above benefits and includes 3 full access conference/delegate passes</li> </ul>	<b>R33 999,96</b>
	<ul style="list-style-type: none"> <li>• 8 SQM premium booth package: Above benefits and includes 4 full access conference/delegate passes</li> </ul>	<b>R45 333,28</b>
	<ul style="list-style-type: none"> <li>• 2 SQM premium booth package: Above benefits and includes 6 full access conference/delegate passes</li> </ul>	<b>R67 999,92</b>
	<ul style="list-style-type: none"> <li>• 18 SQM premium booth package: Above benefits and includes 8 full access conference/delegate passes</li> </ul>	<b>R101 999,98</b>

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## CONTACT DETAILS

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