



AWMAC 2026 NATIONAL CONVENTION
SPONSORSHIP OPPORTUNITIES

BUILT TO LEAD

Québec City | June 11-13, 2026





Why Partner WITH AWMAC 2026?

The 2026 AWMAC National Convention in Québec City is more than an annual gathering — it is a pivotal moment for Canada's architectural woodwork industry. Over three immersive days, industry leaders, manufacturers, suppliers, inspectors, educators, and decision-makers will come together at a time when AWMAC is launching NAAWS 5.0 and shaping the future direction of the Association and the industry it represents.

Access to the People Who Shape the Industry

Engage directly with owners, executives, inspectors, and leaders responsible for standards, projects, purchasing decisions, and the future of architectural woodwork in Canada.

A Multi-Day, High-Engagement Environment

From learning sessions and open forums with Marc Sanderson, to networking events, cultural experiences, and the President's Night celebration, sponsors are present in the moments where real conversations happen.

Alignment with Innovation and Standards Leadership

Be associated with the official launch of NAAWS 5.0, discussions on AI, GIS, bio-based materials, and practical strategies for manufacturing success.

A Memorable Québec City Experience

This Convention blends education, leadership, and cultural experiences in one of Canada's most iconic cities — creating an environment where connections are stronger and more meaningful.

Sponsoring AWMAC 2026 is not simply brand exposure — it is participation in the conversations, relationships, and decisions that shape the future of architectural woodwork in Canada.

Interested in becoming a partner of AWMAC 2026?

Sponsorship opportunities are available in a variety of formats designed to align with your organization's goals and visibility preferences.

You may reserve a sponsorship directly by completing the online form at:

awmac.com/convention/sponsor

If you have questions or would like to discuss a custom opportunity, please contact:

Carolynne Yeomans, National Executive Director

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CONNECTION & Experience

SPONSORSHIP OPPORTUNITIES

WELCOME RECEPTION & EXPO SPONSOR



Exclusive Opportunity — \$3,000

The Welcome Reception & Expo is where the Convention begins — the first opportunity for delegates, partners, and exhibitors to gather, reconnect, and set the tone for the days ahead.

This sponsorship uniquely includes:

Deliver welcome greetings on behalf of your organization and enjoy prominent brand presence throughout the reception and expo environment, including the inclusion of 20 hosted drink tickets distributed to delegates as they gather, reconnect, and begin the Convention experience.

FIRST POUR SPONSOR



Exclusive Opportunity — \$2,500

The First Pour marks the moment delegates arrive, reconnect, and step into the AWMAC 2026 Convention experience.

As the First Pour Sponsor, your organization is associated with the very first interaction guests have as they enter the event — the opening beverage that sets the tone for the conversations and connections that follow.

This sponsorship uniquely includes:

Recognition as the First Pour Sponsor, with brand association to the first beverage served and a visible presence as delegates enter the Convention experience.

LE CLUB AWMAC / L'APRÈS-FÊTE (AFTER PARTY)

**Signature Evening Networking Experiences
Two Opportunities Available — \$1,500 each**

Le Club AWMAC and L'Après-Fête (The After Party) are signature late-evening networking experiences designed to extend the energy of each Convention day.

- Le Club AWMAC takes place on Thursday evening
- L'Après-Fête (The After Party) takes place on Friday evening

These sponsorships includes:

Prominent brand presence woven throughout Le Club AWMAC and L'Après-Fête, including 10 hosted drink tickets, creating visibility within the Convention's most social environments as delegates gather, mingle, and connect informally.

Evening Experience Sponsors receive recognition from the podium during Convention programming, prominent on-site brand presence across key social experiences—including the Welcome Reception, Le Club AWMAC, and L'Après-Fête (The After Party)—and inclusion throughout Convention communications, the digital program, social media, and event materials.



AN EVENING TO REMEMBER

in Old Québec

President's Night is the signature social event of the AWMAC National Convention — an elegant dinner in Old Québec where members, partners, and industry leaders gather to celebrate excellence, strengthen relationships, and enjoy the camaraderie that defines our Association.

As the evening unfolds, entertainment and an informal after-party atmosphere extend the celebration, allowing conversations and connections to continue late into the night.

Sponsorship within President's Night aligns your organization with the most attended and memorable evening of the Convention.

PRESIDENT'S DINNER SPONSOR

Exclusive Opportunity — \$10,000 or 2 Partners at \$5,000 each



The President's Dinner is the centerpiece of President's Night and the most highly attended social event of the AWMAC National Convention. In an elegant setting in Old Québec, members, partners, and industry leaders gather together at one time, in one place, to celebrate excellence and the camaraderie that defines our Association.

As the President's Dinner Sponsor, your organization is prominently aligned with this shared experience, recognized as a key partner in the evening that brings the entire Convention community together before the celebration continues into entertainment and an informal after-party atmosphere.

Your organization is recognized throughout the President's Dinner experience with prominent logo inclusion on event signage and cocktail elements, the opportunity to place approved promotional material at each place setting, and reserved VIP seating for your guests at this signature event.

Exclusive Sponsor: Includes a reserved head table for eight (8) guests and the opportunity to deliver welcome greetings on behalf of your organization.

Partner Sponsors: Include four (4) VIP dinner seats per partner.



Enhance THE EXPERIENCE

PRESIDENT'S NIGHT RECEPTION SPONSOR

Exclusive — \$3,000

President's Night begins with a Welcome Reception where guests gather for cocktails, conversation, and anticipation before moving into the President's Dinner. This elegant opening moment sets the tone for the entire evening and offers exceptional visibility as all attendees arrive and mingle. As the Welcome Reception Sponsor, your organization is aligned with the first impression of President's Night, with prominent recognition at the reception bar and throughout the arrival experience.

Your organization is recognized with logo placement at the reception bar, branded cocktail napkins, and recognition from the podium as guests transition into the President's Dinner. Includes two (2) VIP dinner seats.

PRESIDENT'S NIGHT ENTERTAINMENT SPONSOR



Exclusive — \$2,500

Support the atmosphere and energy of President's Night by aligning your organization with the evening's entertainment and the moments that bring the room to life.

This sponsorship uniquely includes recognition from the entertainment provider during the event.

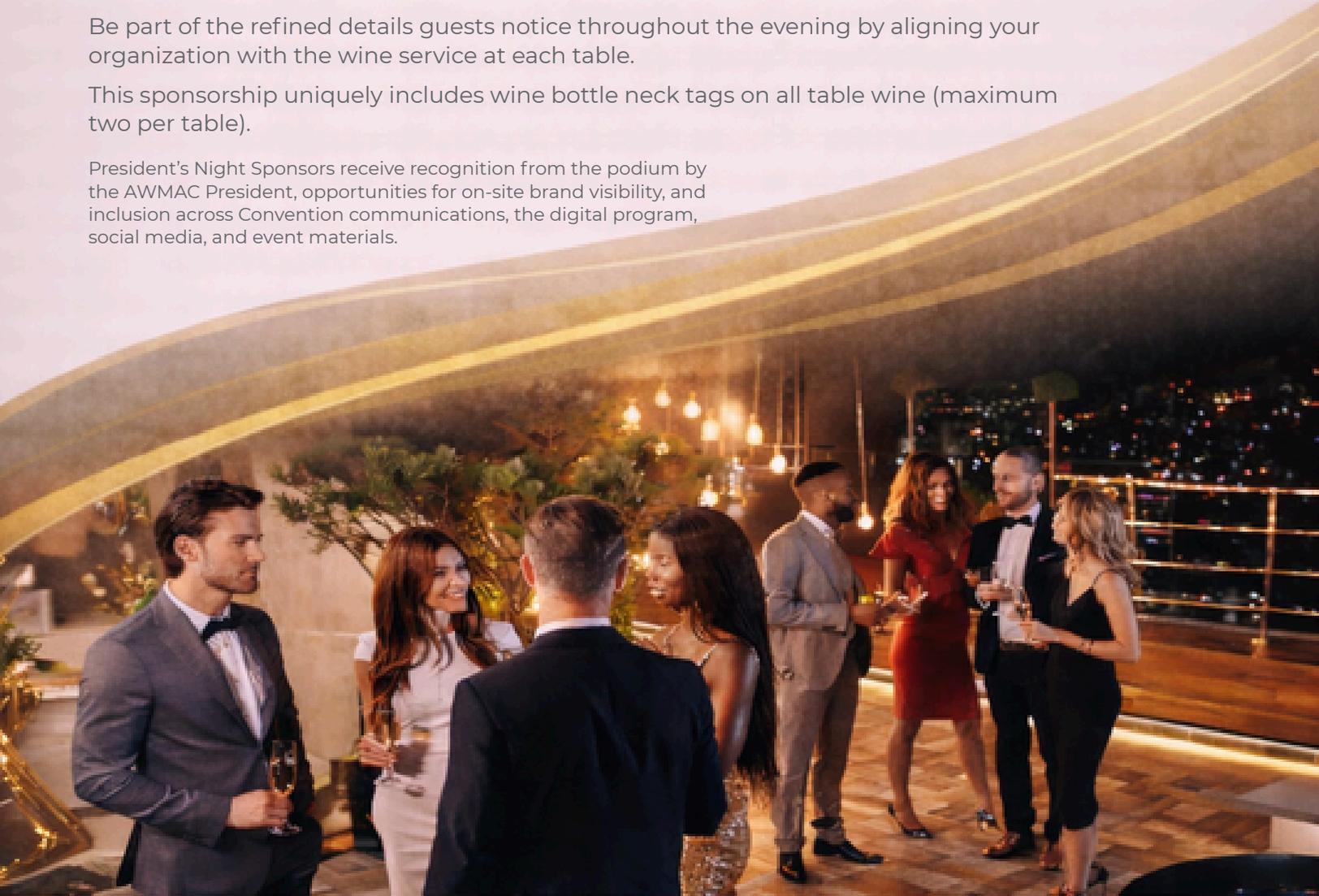
PRESIDENT'S NIGHT WINE SPONSOR

Exclusive — \$2,500

Be part of the refined details guests notice throughout the evening by aligning your organization with the wine service at each table.

This sponsorship uniquely includes wine bottle neck tags on all table wine (maximum two per table).

President's Night Sponsors receive recognition from the podium by the AWMAC President, opportunities for on-site brand visibility, and inclusion across Convention communications, the digital program, social media, and event materials.



LEARNING & LEADERSHIP

SPONSORSHIP OPPORTUNITIES

Leadership

HIGH-IMPACT PROGRAMMING. MEANINGFUL BRAND ASSOCIATION.

The AWMAC 2026 Convention program is built around the issues shaping the future of architectural woodwork in Canada. From the official launch of NAAWS 5.0 to conversations on AI, GIS, profitability, bio-based materials, and the future direction of AWMAC, this is where industry leaders gather to learn, discuss, and influence what comes next.

Sponsorship within these sessions aligns your organization directly with the ideas, conversations, and leadership shaping the industry.

INDUSTRY LEADERSHIP SESSION SPONSOR

Five Opportunities Available — \$1,000 each

Be associated with one of the Convention's primary learning sessions featuring industry leaders and forward-thinking discussion.

This sponsorship uniquely includes:

Deliver welcome greetings and introduce the session speaker on behalf of your organization.

LEARNING LEADERSHIP SESSION SPONSOR

Five Opportunities Available — \$750 each

Learning Sessions are intentionally scheduled in place of keynote presentations, giving delegates the opportunity to choose focused topics, practical strategies, and specialized discussions aligned with their interests and roles within the industry.

This sponsorship uniquely includes:

Recognition during the introduction of the session and association with this core learning experience.

ANNUAL GENERAL MEETING SPONSOR

Exclusive Opportunity — \$1,000

The AWMAC Annual General Meeting brings members together to review the progress of the Association, discuss priorities, and shape the direction of AWMAC moving forward.

This is a focused, formal session where delegates are fully engaged in the governance, leadership, and future of the organization.

This sponsorship uniquely includes:

Recognition as the AGM Sponsor during the opening of the meeting, with brand presence throughout the AGM meeting environment.

Learning & Leadership Sponsors receive recognition during Convention programming, on-site brand presence within sponsored session environments, and inclusion across Convention communications, the digital program, social media, and event materials.





INFRASTRUCTURE

of the Experience

AUDIO/VISUAL EXPERIENCE SPONSOR

Exclusive Opportunity — \$2,500

Every keynote, learning session, panel discussion, and open forum at AWMAC 2026 relies on the seamless delivery of sound, light, and visual presentation. The Audio/Visual Experience Sponsor powers the environment where ideas are shared, conversations are sparked, and the Convention program comes to life.

As the Audio/Visual Experience Sponsor, your organization is associated with the clarity, professionalism, and impact of the Convention's most important moments — where delegates are fully engaged with speakers, content, and discussion.

CONNECTIVITY SPONSOR (WI-FI)

Exclusive Opportunity — \$2,500

Throughout AWMAC 2026, delegates are actively connecting — accessing the digital program, sharing insights, engaging on social media, and staying in touch with their teams and projects while on site. As the Connectivity Sponsor, your organization is associated with the essential network that allows delegates to remain informed, engaged, and connected throughout the Convention experience.

Audio/Visual and Connectivity Sponsors receive recognition within the environments where delegates are most engaged, along with on-site brand presence throughout Convention programming and inclusion across Convention communications, the digital program, social media, and event materials.



Hospitality & GATHERING

BREAKFAST SPONSOR

Two Opportunities Available — \$1,500 each

Each Convention day begins with breakfast, where delegates reconnect, plan their day, and prepare for the learning and networking ahead. This welcoming environment sets the tone for the day's program and provides one of the first opportunities for conversation and connection.

As the Breakfast Sponsor, your organization is associated with the start of each day's Convention experience and the informal discussions that take place before sessions begin.

LUNCH SPONSOR

Exclusive Opportunity — \$3,000

Lunch at AWMAC 2026 is not simply a pause in the program — it is an extension of it. During this time, delegates remain fully engaged through the interactive Shop Talk session with Marc Sanderson, where discussion, questions, and peer exchange continue in an informal but highly participatory setting.

As the Lunch Sponsor, your organization is aligned with this unique moment where learning, dialogue, and networking happen simultaneously within the Convention experience.

This sponsorship may include the opportunity to introduce Marc Sanderson during the interactive Shop Talk session, subject to keynote sponsor availability.

CONVENTION REFRESHMENT & CONNECTION SPONSOR

***Exclusive Opportunity — \$3,000 or
Two Opportunities — \$1,500 each***

Throughout the Convention program, scheduled refreshment breaks create natural transition points where delegates pause, reflect on sessions, and continue conversations sparked by the learning environment.

As the Refreshment & Connection Sponsor, your organization is associated with these high-traffic moments when the entire delegate group comes together between sessions.

Hospitality & Gathering Sponsors receive recognition on-site within their sponsored environments and inclusion across Convention communications, the digital program, social media, and event materials.



Heading *Partner*

WITH AWMAC

The AWMAC National Convention offers a unique platform to connect with industry leaders, demonstrate thought leadership, and align your organization with the future of architectural woodwork in Canada.

Sponsorship opportunities are designed to deliver meaningful engagement and are available on a limited basis.

To confirm your sponsorship, [please click here](#), or contact AWMAC to discuss partnership options.

Questions or Discussion?

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