

Architecture Expo: Industry Showcase Presentation Guide

Purpose and Overview

The Architecture Expo: Industry Showcase presentations are designed to educate and inspire architects while providing exhibitors with an opportunity to share innovations, expertise, and practical insights relevant to architectural practice. Each 15-minute session must focus on knowledge sharing and real-world application, rather than direct product promotion or sales.

- Duration: 15 minutes
- Audience: Architects, interns, and design professionals
- Format: Live rapid-fire presentation followed by Q&A at exhibitor booths

Guiding Principles

- Educational, not promotional: focus on insights, evidence, and design relevance, rather than product marketing.
- Evidence-informed: Support key messages with credible data, research, or real project examples.
- Practice relevance: Demonstrate how the content supports architectural practice through sustainability, innovation, resilience, or other relevant design outcomes.
- Engagement: Use storytelling, visuals, and concise messaging to maintain audience engagement.

Educational Insight

Live Session (15 Minutes)

1. Opening Context (2 min): Introduce the design or industry challenge.
2. Educational Insight or Case Study (6 min): Present a project, collaboration, research initiative, or case study that demonstrates measurable outcomes or practical lessons.
3. Innovation Highlight (3 min): Highlight a material, technology, system, or process innovation and explain its relevance to architectural practice.
4. Lessons Learned and Key Takeaways (2 min): two or three practical lessons attendees can apply in their own work.

5. Q&A Invitation (1 min): Invite attendees to continue the discussion and ask additional questions at your booth.

Each presentation must include one clearly stated learning outcome.

Presentations should be vendor-neutral whenever possible. References to products or services should support the educational content rather than serve as the primary focus of the presentation.

Content to Avoid

- Product-focused sales pitches or pricing discussions
- Marketing brochure-style presentations
- Unverified claims or unsupported data.
- Excessive company branding. Company logos should appear only on the opening and closing slides.

Presentation Logistics

- Maximum of 8 to 10 slides.
- Company logo should appear only on the opening and closing slides.
- Presentations will be reviewed by RAIC to ensure educational quality and alignment with the session objectives.
- A moderator will manage presentation timing to ensure all sessions remain on schedule.

An RAIC presentation template will be provided to all presenters.

Please submit the following information to the RAIC by January 11, 2027:

- Presentation title (maximum 10 words)
- Presentation description (maximum 50 words)
- One learning outcome
- Presenter name
- Professional credentials
- Professional title
- Company name

- High-resolution headshot
- Presenter biography (maximum 75 words)
- The final PowerPoint presentation must be submitted to the RAIC for review by **February 26, 2027**.

Presentation Requirements

Presenters agree to:

- Use the RAIC PowerPoint template provided.
- Submit presentations in Microsoft PowerPoint (.pptx) format using a 16:9 widescreen layout.
- Limit presentations to **8 to 10 slides**.
- Display company logos only on the opening and closing slides.
- Keep presentations within the 15-minute time allocation.
- Incorporate any feedback provided by the RAIC before the presentation date.

The RAIC reserves the right to request revisions to presentation content to ensure alignment with the educational objectives of the Industry Showcase.

Presenter Responsibilities

Presenters are expected to:

- Arrive at the Industry Showcase area at least 15 minutes before their scheduled presentation.
- Check in with the session moderator before the session begins.
- Deliver an educational presentation that aligns with the approved learning outcome.
- Remain available at their exhibitor booth immediately following the presentation to answer questions and continue discussions with attendees.

Originality and Intellectual Property

Presenters confirm that the presentation has been prepared for the Royal Architectural Institute of Canada's 2027 Conference on Architecture.

Presenters are responsible for obtaining permission to use all images, graphics, videos, and other

copyrighted material included in the presentation. The presenter accepts responsibility for any infringement of copyright, intellectual property, or licensing requirements.

Promotional Content

Industry Showcase presentations are intended to educate rather than promote products or services.

Presenters should avoid sales pitches, pricing information, promotional offers, or excessive company branding during the presentation. Discussion of products and services should support the educational content and attendees will have the opportunity to continue conversations at the exhibitor booth following the presentation.

Presentation Materials

By participating in the Industry Showcase, presenters grant the RAIC permission to use submitted presentation materials for conference administration and educational purposes.

If presentations are recorded or photographed during the conference, the RAIC may use this content for educational, promotional, or archival purposes. Presenters retain authorship of their presentation content.

Slide Deck

The presenter agrees to use the RAIC slide deck template provided for the live session. The presenter agrees to provide an electronic copy of their slide deck. The RAIC will review the slide deck, and any feedback must be addressed prior to the scheduled recording session.

Originality

The presenter confirms that this presentation was originally prepared for the Royal Architectural Institute of Canada's 2027 Conference on Architecture. The presenter also confirms that they have not infringed any intellectual property rights including using any material or images without permission. The presenter understands that they are responsible for any violation of copyright or other intellectual property rights including any damages or fines.

Promotion of the Speaker's Organization

The presenter must refrain from promoting their organization's products and/or services during the session.

Distribution of Content

The presenter understands and agrees that the RAIC will upload the presentation materials to the RAIC website and Learning Management System (LMS) and may make the recording of the presentation available in the LMS. The RAIC owns the rights to the recording, while the presenter retains authorship of the presentation.

Cancellation

If a presenter is unable to participate, the RAIC should be notified as soon as possible. Where appropriate, presenters are encouraged to recommend a qualified replacement for RAIC consideration.

The RAIC reserves the right to cancel a presentation if required materials are not received by the published deadlines or if the presentation does not meet the educational requirements of the Industry Showcase.

Tips for Engaging Architects

Successful presentations:

- Tell a compelling story using visuals, projects, and data.
- Focus on practical lessons and real-world applications.
- Connect innovation to architectural practice and measurable outcomes.
- Leave attendees with one clear takeaway they can apply in their own work.
- Invite attendees to continue the conversation at your booth following the presentation.

Questions?

The RAIC is pleased to support presenters throughout the preparation process. If you have questions about your presentation, presentation requirements, or submission deadlines, please contact Katie Russell, Senior Manager, Business Development and Events. Email:

krussell@raic.org.

Appendix A: Recorded Educational Session

Overview

As an additional Industry Showcase benefit, exhibitors may provide one recorded educational session for inclusion in the RAIC Learning Management System (LMS).

The recorded session is separate from the 15-minute live Industry Showcase presentation delivered during the conference and provides an opportunity to explore the topic in greater depth.

Recorded Session Format

- Duration: 60 minutes
- Educational focus aligned with the Industry Showcase presentation
- Designed for on-demand learning through the RAIC LMS

Recording Options

Presenters may choose one of the following options:

Option 1: RAIC-Facilitated Recording

The RAIC will schedule a virtual recording session during **March 2027**.

To reserve a recording date and time, please email education@raic.org by **December 15, 2026**.

Option 2: Self-Recorded Session

Presenters may record the session independently and submit the completed recording to the RAIC.

Please notify the RAIC by emailing education@raic.org if you intend to self-record.

Final recordings must be submitted by **March 31, 2027**.

Presentation Materials

Presenters agree to:

- Use the RAIC presentation template provided for the recorded session.
- Submit the final PowerPoint presentation before the recording session for educational

review.

- Address any feedback provided by the RAIC before the recording is finalized.

Knowledge Check Questions

To support continuing education through the RAIC LMS, presenters must submit:

- Five (5) quiz questions.
- Corresponding correct answers.
- Questions in either:
 - Multiple choice
 - True/False
 - Yes/No

Quiz questions must be submitted no later than **one week before the scheduled recording session** using the RAIC Session Quiz Questions and Answers submission form.

Quiz Questions

The presenter agrees to provide five (5) quiz questions and corresponding answers related to their presentation for inclusion with on-demand access. Questions must be submitted in a format where responses are either “True/False” or “Yes/No” or multiple choice no later than one week before your scheduled recording.

Questions and answers can be submitted through the Session Quiz Questions and Answers submission form.

Educational Standards

Recorded sessions are reviewed by the RAIC to ensure they meet the educational objectives of the program.

The RAIC may request revisions if the recording:

- Contains excessive promotional content.
- Does not align with the approved learning outcome.
- Does not meet the expected educational standard.
- Contains technical issues affecting audio or video quality.

Originality and Intellectual Property

Presenters confirm that the recorded session has been prepared for the Royal Architectural Institute of Canada's 2027 Conference on Architecture.

Presenters are responsible for obtaining permission to use all images, graphics, videos, and other copyrighted material included in the presentation and accept responsibility for any copyright or intellectual property infringement.

Distribution of Content

Presenters understand and agree that the RAIC may:

- Upload presentation materials to the RAIC website and Learning Management System (LMS).
- Make the recorded session available to learners through the LMS.
- Use the recording for educational purposes consistent with the conference program.

The presenter retains authorship of the presentation content. The RAIC retains the rights to the recorded video produced for the Learning Management System.

Cancellation

If a presenter is unable to complete the recorded session, the RAIC should be notified as soon as possible.

The RAIC reserves the right to remove the recorded session benefit if required materials are not received by the published deadlines or if the educational requirements are not met.