

Architecture Expo: Industry Showcase – Presentation Guide

Purpose and Overview

The Architecture Expo: Industry Showcase presentations are designed to educate and inspire architects while allowing exhibitors to highlight innovations and expertise. Each 15-minute session must focus on knowledge-sharing and real-world application, not direct sales pitches. 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, data, and design relevance. Evidence-informed: use credible data or real project examples. Practice relevance: connect content to sustainability, innovation, or resilience. Engagement: use storytelling and visuals to keep attention.

Presentation Framework (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, or research example with measurable outcomes.
3. Innovation Highlight (3 min): Share a material, technology, or process innovation relevant to architecture.
4. Lessons Learned or Takeaways (2 min): Provide 2–3 practical insights.
5. Q&A Invitation (1 min): Direct attendees to your booth for continued conversation.

*The 15-minute presentation needs one learning outcome. **

Content to Avoid

Product-heavy sales pitches or price promotions. Marketing brochure-style presentations. Unverified claims or unsupported data. Excessive company branding (logo limited to first and last slides).

Presentation Logistics

Maximum of 8-10 slides. Logo only on opening and closing slides. Presentations reviewed by RAIC for educational balance. Moderator will manage session timing. RAIC slide templates will be provided.

Information to Share with the RAIC

The following information needs to be shared by January 6, 2026:

- Title – 10 words maximum
- Description – 50 words maximum
- Learning outcome – need to provide one learning outcome
- Speaker name
- Speaker credential
- Speaker professional title
- Speaker headshot
- Speaker bio – 75 words maximum

The slideshow should be sent to the RAIC for review by **February 27, 2026**.

Tips for Engaging Architects

Tell a story using visuals and data. Relate content directly to architectural decision-making. Connect innovation to measurable outcomes. Leave attendees curious to learn more at your booth.

Support and Contact

RAIC provides presenter orientation, slide templates, and onsite support. For assistance or review, contact: Katie Russell, Senior Manager, Business Development and Events. Email: krussell@raic.org.