



ArchEx & Visions by the Numbers — Preliminary/Unaudited

2024 in blue; 2023 in orange

ATTENDEE SURVEY KEY HIGHLIGHTS

93% of respondents rated their overall experience at ArchEx '25 as Good or Excellent

84% of respondents rated the quality of educational programming as Good or Excellent

EVENT SUMMARY

548 Attendees – ArchEx + Visions (391) (419)

79 Speakers (46) (60)

63 Programs + Events (56) (38)

\$120,973.05 in Ticket Revenue for ArchEx (\$106,354.75) (\$78,928) [2025 Goal: \$109,000 — 111% of goal]

\$32,250 in Ticket Revenue for Visions for Architecture (this assumes \$150/per for 215 people)

EXPENSES

\$183,858.78 ArchEx (\$161,711) (\$96,328.66) [2025 Goal: \$152,045 – 21% over goal]

\$23,744.15 Visions (\$26,748) (\$24,318.98)

SPONSORSHIP SUMMARY

\$130,000 ArchEx (\$112,600) (\$90,725) [2025 Goal: \$117,000 — 111% of goal]

\$2,500 Visions (\$7,750) (\$7,250)

REGISTRATION TYPE BREAKDOWN

AIA Member: 225 (160) (164)

Emeritus: 2

Non-Member: 49 (23) (26)

Associate AIA: 77 (54) (43)

Student: 65 (41) (6)

Sponsors: 73 (49) (Sponsor numbers were a part of Other/Guest numbers in the past 2023 and beyond)

Other/Guest: 57 (10) (168) (this number dipped down because the Other/Guest category was comprised of - Sponsors, Speakers, and Guests in past years)

ATTENDEE DEMOGRAPHICS

Age Range (2024 + 2025)

18-24 40 (24)

25-34 53 (54)

35-44 60 (88)

45-54 59 (69)
 55-64 38 (70)
 65 and over 36 (34)
 Did not answer 189 (29)
 73 Sponsors (did not capture age responses)

Gender

Male 133 28% (51.6%) (42.23%)
 Female 139 29.3% (35.3%) (24.3%)
 Non-binary 1 0.2% (1%) (0.80%)
 Prefer not to answer 2 0.4 % (4%) (0.8%)
 Did not answer 200 42.1% (7.8%) (31.87%)

Sexual Orientation

Heterosexual 202 42.5% (69.8%) (50.2%)
 Prefer not to answer 29 6.1% (16.5%) (5.58%)
 Gay/Lesbian 9 1.9% (2.7%) (1.2%)
 Bisexual/pan sexual 5 1.1% (1.9%) (1.5%)
 Did not answer 226 47.6% (8.9%) (41.43%)

Ethnicity

American Indian/Alaska Native 1 0.2% (NA%) (0%)
 Asian 22 4.6% (4.7%) (2.39%)
 Black/African American 35 7.4% (9.2%) (7.17%)
 Caucasian 184 38.7% (64.6%) (49.80%)
 Hispanic/Latinx 17 3.6% (2.8%) (1.59%)
 Other 5 1.1% (2.8%) (0.8%)
 Multiethnic/Multiracial (NA) (NA%) (2.39%)
 Prefer not to answer 5 1.1% (8.1%) (0.8%)
 Did not answer 206 43.4% (7.8%) (35.06%)

Attendee Breakdown by Chapter (2025 + 2023) NA for 2024 as we did not ask for this information during registration, unfortunately.

AIA Blue Ridge: 37 (7.8%) (12%)
 AIA Central Virginia: 87 (18.3%) (20.2%)
 AIA Coastal Virginia: 51 (10.7%) (22.4%)
 AIA Northern Virginia: 64 (13.5%) (14.8%)
 AIA Richmond: 89 (18.7%) (26.2%)

Program Goals	Program Actuals
Attract and Increase Student and Emerging Professionals' attendance	2025: 65 Students 2024: 41 Students

Increase Number of Exhibitors from 2024	2025: 40 Exhibitors 2024: 30 Exhibitors
Elevate Visions for Architecture	Cocktail Attire, Station Dinner, Tables and Seating for Everyone
Track in-person attendance	We did not meet this goal, however we did have everyone register in 2025, so our reporting is better this year.
400+ Tickets Sold	Sold 475 Tickets (this doesn't include Sponsors tickets)
\$124,000+ in Sponsorship Amount	2025: \$130,000
450ppl in total attendance	548 total attendance
200ppl in attendance at Visions	215 in attendance

Summary of Survey Results:

The top 5 mentioned topics for Question 11 (favorite thing about the conference) are:

1. **Networking and connecting with colleagues** - Many attendees appreciated the opportunity to meet new people, reconnect with colleagues, and engage in informal conversations.
2. **AI-related sessions and keynotes** - Multiple attendees highlighted the relevance and timeliness of AI-focused seminars and discussions.
3. **Keynote speakers** - Several attendees enjoyed the keynote sessions, particularly those on AI and resilience.
4. **Visions Gala** - The Visions Gala was mentioned as a favorite event by multiple respondents.
5. **Interactive and engaging sessions** - Attendees appreciated sessions that were interactive, such as career roundtables, JEDI sessions, and large group discussions.

The top 5 topics mentioned for Question 12 (least favorite thing about the conference) are:

1. **Scheduling conflicts** - Overlapping sessions and tours, as well as long days, were frequently mentioned as issues.

2. **Cost** - Many attendees felt the conference was too expensive for the value provided.
3. **Food quality** - Several attendees were dissatisfied with the food served at the conference, including lackluster lunches and no dessert at the Visions Gala.
4. **Too many sessions at the same time** - Attendees expressed frustration about having to choose between multiple sessions scheduled simultaneously.
5. **Overemphasis on AI** - Some attendees felt there were too many AI-focused sessions, leading to a lack of variety in topics.

The top 5 responses for Question 20 (changes to make attendees more likely to attend) are:

1. **Lower cost** - Many attendees suggested reducing the cost of the conference to make it more accessible.
2. **More relevant and diverse session topics** - Attendees requested more sessions on history, design, day-to-day tasks, project management, construction administration, and CEUs/HSW credits.
3. **Improved scheduling** - Suggestions included reducing breaks, adding more sessions throughout the day, and avoiding overlapping tours and presentations.
4. **Better keynote speakers** - Attendees recommended focusing on high-quality, relevant, and inspirational keynote speakers.
5. **Improved networking opportunities** - Attendees suggested more structured networking events, such as topic-based lunches or icebreaker activities, to facilitate meaningful connections.

The top 5 topics mentioned for Question 24 (suggestions to improve Architecture Exchange East) are:

1. **Lower cost** - Many attendees emphasized the need to reduce the cost of the conference to improve accessibility and perceived value.
2. **Better scheduling** - Suggestions included spreading building tours across all days, avoiding overlapping sessions and tours, and adding more educational session time slots.
3. **More diverse and engaging session topics** - Attendees requested a wider variety of topics, including history, design, preservation, adaptive reuse, project management, and CEUs/HSW credits.
4. **Improved food quality** - Attendees suggested better food options, including grab-and-go meals, more robust snacks, and better vegetarian options.
5. **Enhanced networking opportunities** - Recommendations included structured networking lunches, more time for networking, and better facilitation of connections between attendees.