

RELEASE [AEC]

November 17, 2025

9.00 am to midnight

Paris Pleyel Resort

Where **technology** meets **architecture** to boost
creativity and **efficiency**

A new and unique event for the AEC industry

In 2025, Paris will become the key **meeting point** for professionals in the AEC (Architecture, Engineering, Construction) sector during a groundbreaking event.

This **unique day**, with an innovative format, will run from 9:00 am to midnight and aims to provide an overview of the latest digital and technological **innovations** shaping the future of the industry.

RELEASE [AEC]

Release: "the distribution or launching of a new version of a program or application. This includes updates, patches, or new features made available to users"

AEC: "architecture / engineering / construction"

The ideal platform to **launch** a new digital tool, a new platform, new features or even a new company and to **showcase** to the **AEC community**

RELEASE [AEC]

Manifesto

Preparing for the future of the sector

In a world where **technology**, **digital solutions** and **artificial intelligence** will continue to reshape the AEC sector, an event like Release[AEC] is more essential than ever.

It is a key, original, and friendly gathering that enables professionals to stay at the **cutting edge** of innovation, master the tools of the **future**, and tackle **upcoming** technological and environmental challenges.

1

The rapid evolution of technologies

Technological innovation has significantly accelerated in recent years, **disrupting** traditional working methods in the AEC sector.

Moreover, **artificial intelligence** is opening new horizons in design, task automation, and decision-making.

In the face of this evolution, professionals must constantly update their skills to remain **competitive**.

2

The impact of artificial intelligence on the AEC sector

AI is radically **transforming** the way architecture and construction projects are designed, managed, and executed.

AEC professionals must **understand** and **embrace** these technologies to fully leverage their **benefits**, or they risk losing efficiency in the face of competition.

3

A need for education and continuous training

Many professionals in the sector are facing these **new technologies** without having the tools to fully **understand** and use them effectively.

Release[AEC] offers them a **unique opportunity** to explore innovations in depth, attend practical **demonstrations**, and interact directly with leading companies developing **the solutions**.

It's a chance to **upskill** and accelerate their transition to these new technologies.

4

Promoting the adoption of technologies in a sustainable ecosystem

The event also highlights the importance of **sustainability** in the sector.

By showcasing technological solutions that enable more **efficient construction** while reducing environmental impact, Release[AEC] demonstrates that **innovation** can go hand in hand with sustainability.

5

A need for quality networking

Finally, as the professional environment becomes increasingly **interconnected** and complex, Release[AEC] offers a unique **platform** for exchanging ideas, creating **synergies**, and establishing **partnerships**.

Thanks to a **vetting** system that ensures the participation of **qualified** professionals, the event guarantees **high-level** interactions and valuable exchanges, thereby strengthening **business opportunities**.

What solutions will be showcased ?

Companies offering technological innovations or digital solutions and tools that help architects, engineers or construction professionals be more efficient, save time, and focus on their core business can join Release[AEC] as a sponsor.

CAD / BIM

3D rendering & visualization

Digital Inspiration

Digital Material Library

3D printing

Digital tools for procurement

Project management

Productivity

AI-based solutions

Cloud & collaboration

Online product catalog

Online media

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Who is attending ?

Free for all vetted professionals
(each registration is carefully studied)

Architects

Space planners

Interior designers

Vetted AEC
students

Engineers

Developers

Contractors

BIM coordinator

Facility managers

VCs

Office managers

Media

Free access but a qualified professional network

Access to the event is **free for professionals** buyers in the AEC sector, but a rigorous vetting system is in place to ensure that only **qualified** professionals participate.

This selection not only guarantees the **efficiency** of exchanges but also fosters **high-quality** business relationships, thereby optimizing the **return on investment** for sponsors.

Thanks to this **targeted** approach, Release[AEC] will provide an environment conducive to fruitful collaborations.

Architecture and construction engineering **students** will be able to attend the event starting at **5:00 pm**.

What's on the agenda ?

Test & Learn

Throughout the day, the **top technology** companies in the sector will showcase their solutions through dynamic **demonstrations** and **interactive exhibition** spaces.

Participants will have the opportunity to **test innovative tools** live and discover digital tools and services dedicated to architecture, engineering, and construction, while **interacting with experts** to understand how these technologies can be integrated into their own projects.

Keynote sessions

Stjepan Mikulic

Founder & CEO AI in AEC
is joining as a keynote speaker.



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Allister Lewis

CEO & Founder of Automated
Data Driven Design is joining
as a keynote speaker.



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Tim Fu

CEO & Director Studio Tim Fu
is joining as a keynote speaker.



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Ismail Seleit

Associate at Foster + Partners



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Jeronimo Tani

Founder & AI strategist, Goodhues
is joining as a keynote speaker



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What's on the agenda ?

Focus on AI

One of the main themes of this edition will focus on **artificial intelligence** and the opportunities it offers in the AEC sector.

The event will highlight the **practical applications** of AI, including predictive modeling, automated project management, and the optimization of resources and timelines.

Professionals will have the chance to discover **how AI is transforming** design, planning, and construction processes, reducing human errors, **increasing efficiency**, and driving large-scale innovation.

What's on the agenda ?

Time for fun

From 10.00 pm onwards, the event will take a more **festive turn**.

In a friendly and **creative atmosphere**, renowned architects will take turns behind the decks to host the evening with **exclusive DJ sets**.

This moment of relaxation will be the perfect opportunity for participants to **network informally** and make connections while enjoying a musical evening hosted by architects-turned-DJs for the night.

9.00 - 9.30	Welcome reception	Lobby
9.30 - 22.00	Expo & demo from sponsors	Expo zone First floor
9.30 - 20.00	Demo in conference rooms by sponsors	Conference zone First floor
10.00 - 11.00	Keynote 1	Conference zone First floor
11.30 - 12.30	Keynote 2	Conference zone First floor
14.30 - 15.30	Keynote 3	Conference zone First floor
16.00 - 17.00	Keynote 4	Conference zone First floor
17.00	Opening to registered A&D students	Lobby
17.30 - 18.30	Keynote 5 for AEC students	Conference zone First floor
22.00 - 24.00	DJ party	

5 good reasons to participate as a sponsor

1

A targeted audience: showcase your solutions to a community of AEC professionals, with a strong focus on architects who are seeking innovations to transform their daily challenges.

2

Generate sales: connect with a **premium audience** of professionals actively searching for solutions to their day-to-day pain points.

3

Partnerships and collaborations: meet other digital solution providers and explore potential **partnerships and collaborations** that can further grow your business.

4

Accelerate technology adoption: be part of an event dedicated to educating the market and driving the **adoption of new technologies** within the AEC industry.

5

Simplified participation: no hassle! We make it **easy for you** with all-inclusive packages—no need to design your stand or rent furniture. Everything is taken care of, with **no budget surprises**.

How to **participate** as solution
providers ? our customised
opportunities

Option 1: Demo Pod

I want to have a Demo Pod to make demo of my solutions using custom-design modules

Demo Pod start

- A module including a table for demo (L 140cm W 100cm H 105cm)
- Signage
- Badges for your team
- A personal code to invite your clients & prospects
- Welcome coffee and coffee break
- DJ party access for 2 people

4 k€

Demo Pod 1

- A module including a table for demo (L 220cm W 100cm H 105cm)
- Signage
- Badges for your team
- A personal code to invite your clients & prospects
- Welcome coffee and coffee break
- DJ party access for 2 people

8 k€

Demo Pod 2

- A module including a large table for demo (L 240cm W 135cm H 105cm)
- Signage
- Badges for your team
- A personal code to invite your clients & prospects
- Welcome coffee and coffee break
- DJ party access for 4 people

12 k€

Demo Pod S

- A module including a "S" shaped table module for demo (L 480cm W 100cm H 105cm)
- Signage
- Badges for your team
- A personal code to invite your clients & prospects
- Welcome coffee and coffee break
- DJ party access for 6 people

15 k€

Option 2- Demo Suites

I want to have my own **private conference room** to make demo of my solutions and welcome my guests and attendees.

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First Floor

Demo Pod in the lounge area

Coffee break area

Demo Suites (80 or 100 seats)

Demo Suite (180 seats)

Keynote session room



Demo Suite: 180 seats

- A 200 sqm conference room (180 seats)
- Signage at the entrance
- Chairs
- Projector & screen
- Badges for your team
- A personal code to invite your clients & prospects
- Welcome coffee and coffee break
- DJ party access for 6 people

Full day: 20 k€

Half day: 10 k€

90 min: 5 k€

Demo Suite: 100 seats

- A 100 sqm conference room (100 seats)
- Signage at the entrance
- Chairs
- Projector & screen
- Badges for your team
- A personal code to invite your clients & prospects
- Welcome coffee and coffee break
- DJ party access for 4 people

Full day: 12 k€

Half day: 6 k€

90 min: 3 k€

Demo Suite: 80 seats

- A 80 sqm conference room (80 seats)
- Signage at the entrance
- Chairs
- Projector & screen
- Badges for your team
- A personal code to invite your clients & prospects
- Welcome coffee and coffee break
- DJ party access for 2 people

Full day: 10 k€

Half day : 5 k€

90 min: 2.5 k€

A strong commitment to sustainable responsibility

In a resolutely **eco-friendly** approach, Release[AEC] also emphasizes environmental impact.

All exhibition spaces are designed using **recycled materials**, reflecting the AEC sector's commitment to sustainable practices.

This initiative aims to demonstrate that technology and **environmental responsibility** can go hand in hand, while inspiring professionals to adopt eco-friendly solutions in their own projects.

About the organiser



Philippe Brocart
Founder and CEO

Release[AEC] is produced by **Release[Event]**, a company founded and managed by Philippe Brocart

We combine expertise in **producing events** and supporting the **growth of digital** and tech solution providers.

Philippe Brocart is a seasoned leader with a strong focus on architecture and design specialising in **exhibitions** with extensive international experience in launching and growing **digital platforms**.

He recently successfully launched the pan-european operations of **Material Bank**, the world's largest material marketplace for the architecture and design industry and he continues to serve as a strategic advisor to the company.

Prior to joining Material Bank, Philippe Brocart was the Managing Director of **Maison&Objet** / Paris Design Week, a leading event for design and interior architecture.

During his career at **RX** (the exhibition division of RELX), he managed more than 30 different exhibitions around the world with a focus on the AEC ecosystem.

The venue: Paris Pleyel Resort



The convention center is integrated into the H4 Hotel Wyndham, a **modern and contemporary hotel** with 600 rooms, offering a breathtaking views of Paris.

Despite its tranquil atmosphere, the Paris Pleyel Resort is conveniently located **just 15-20 minutes from the center of Paris** by public transport or car, giving participants easy access to the city's cultural, shopping, and dining attractions.

The combination of its spectacular views and accessibility makes the Paris Pleyel Resort an **ideal destination** for hosting RELEASE [AEC].

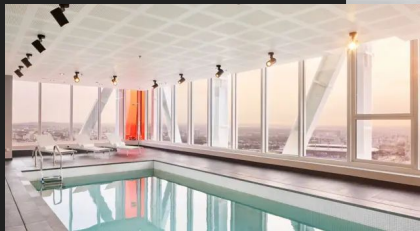
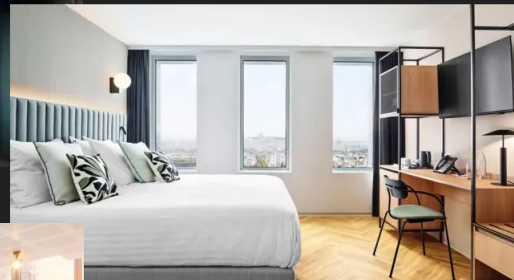
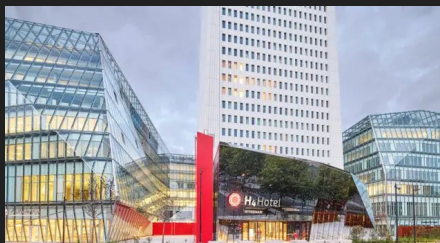
Multiple areas for efficient networking



Up to date
conference
rooms to
deliver
content and
demo.



600 hotel rooms with breathtaking views of Paris



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An international ambition

Release[AEC] Paris 2025 is just the beginning of a **series of events** that aim to expand to other European cities.

The goal is to allow the AEC community to benefit from this type of event **close to home**, thus reducing the need for long-distance travel and **saving valuable time** for professionals.