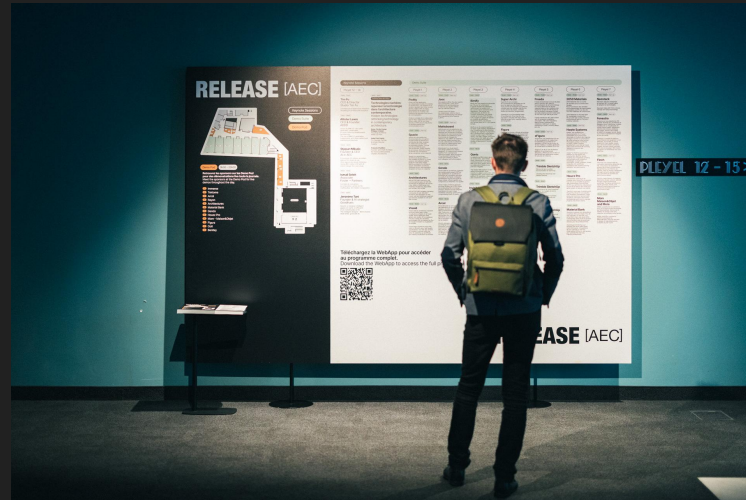# RELEASE [AEC]

October 20, 2026

9.00 am - 10.00 pm

Paris - Cité des Sciences et de l'Industrie

The tech event for the AEC community

In 2025, Paris became the leading tech meeting point for professionals in the AEC sector (Architecture, Engineering, Construction) through a unique, first-of-its-kind event.

This one-day event, built around an innovative format, aims to showcase an overview of the latest digital and technological innovations shaping the future of the industry.

RELEASE [AEC]

It is the ideal platform to launch new features, introduce new digital tools, and gain visibility within the AEC community.

RELEASE [AEC]

Manifesto

In a world where technology, digital solutions, and artificial intelligence continue to reshape the industry, 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.

RELEASE [AEC]

What solutions are showcased ?

Companies offering technological innovations or digital solutions that help architects, engineers, and construction professionals work more efficiently, save time, and focus on their core expertise can join RELEASE [AEC] as sponsors or exhibitors.

CAD / BIM	Project & document management
3D visualization and rendering	Productivity
AI image generation	AI based solutions
Digital material library	Cloud & collaboration
Construction site management	Online product catalog
Software for Procurement	Hardware

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Who is attending ?

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

Architects	Space planners
Interior designers	Students in architecture school
Engineers	Developers
Contractors	BIM managers
Facility managers	Venture capitalists
Office managers	Media

Free access but qualified

Access to the event is free for professional buyers from the AEC sector (architecture, engineering, and construction).

However, a rigorous selection process is implemented to ensure that only qualified professionals attend.

This selection not only enhances the quality and effectiveness of exchanges but also fosters high-value business relationships, optimizing return on investment for sponsors and exhibitors.

Architecture and construction engineering students are welcome to attend the event from 5:00 PM onward.

RELEASE [AEC]

Test & learn

Throughout the day, leading technology companies in the sector present their solutions through dynamic demonstrations and interactive exhibition spaces.

Attendees have the opportunity to test innovative tools live and discover digital solutions dedicated to architecture, engineering, and construction, while engaging directly with experts to understand how these technologies can be integrated into their own projects.

RELEASE [AEC]

Keynote sessions

Top international experts are brought together for inspiring keynote sessions, offering a unique opportunity to explore and understand ongoing technological transformations.

In 2025, we welcomed Tim Fu, Ismail Seleit, Allister Lewis and Stjepan Mikulic.

RELEASE [AEC]

Networking

From 7:00 pm, the event takes on a more festive and convivial atmosphere with the A+ Architizer Awards ceremony, followed by a networking cocktail.

This relaxed moment provides the ideal opportunity for participants to connect informally and build meaningful relationships.

RELEASE [AEC]

2025 edition recap

32	30	12	Foster+Partners
sponsors	live demo sessions	start-up presentations	Snohetta
			Wilmotte & Associés
			PCA stream
			Viguier Architecture
			Coldefy
			Atelier du Pont
			Chatillon Architectes
			Valode & Pistre
622	34 % international	6	Charles Zana
participants	66 % french	keynote sessions	Uchronia
			enia architectes
			AIA Life designers
			Arte Charpentier
			Arep
			RSHP
			A26
			Rdai
			DGM & Associés
			Cobe
			Pierre-Yves Rochon
			Renzo Piano Building Workshop
			Bechu & Associés
			Tristan Auer
			Studio Nuel
			...

...

Sponsors who were able to showcase their innovations to the AEC community

Material Bank	Trimble SketchUp	RAYON	AR TX	Aarcol	bimify	houzz PRO
FIGURA	MattoBoard	Gendo	fenestra	FIGURZ	PinMy	mom MAISON & OBJET AND MORE
QONIC	2050 materials	INVISIBLE COLLECTION	OOTI	howie	JOOC	freeda
Tektome	IMMERSE	spacio	VISOID	neo stack	Super archi	iLab
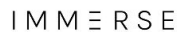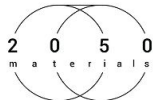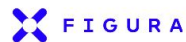
The overwhelmingly positive feedback confirms the relevance of both the positioning and the format.

"Yesterday's RELEASE [AEC] event in Paris was a perfect 10 🏆 Overall, probably the most relevant event I have been to this year."
Paul Hansen

"Thanks again to everyone attending my keynote. Humbled by the amount of curiousity shown about my work before and after the talk."
Ismail Seleit - Foster+Partners

"Delighted to have sponsored RELEASE [AEC] ! Great energy being surrounded by people who design, build, and reimagine the future of our spaces, real conversations, real products."
Sinziana Marian-Pudlowski - MOM Maison&Objet

"What an electrifying time at RELEASE [AEC]! I think literally everyone we spoke to would be a target customer so we were chuffed with the event."
George Proud - Gendo

"If I ever make a conference, it'd probably be EXACTLY like RELEASE [AEC] was in Paris (the real leaders in AI as keynote speakers, demos of most practical AI apps all day long, time between sessions to meet, chat & ask questions. In my opinion, it was the PERFECT conference. And that's why I can't wait to join the next edition. It was the best conference I ever attended, showing REAL change to REAL people."
Stjepan Mikulić - AI in AEC

"Just got back from Paris after a packed day at RELEASE [AEC]. The event brought together some of the sharpest minds pushing AEC forward in Europe. It was a privilege to be part of it and contribute to the conversation."
Mark Szoke - Visoid

"Well, RELEASE [AEC] was a blast!"
Architextures

"Lundi, on a eu le privilège de présenter JOOC au salon RELEASE [AEC], et on a ADORÉ ! Des rencontres avec des acteurs renommés, l'occasion de revoir des entrepreneurs qu'on apprécie énormément… et surtout, beaucoup d'intérêt pour notre outil !"
Coline Vacher - Jooc

"Earlier this week I had the chance to speak at RELEASE [AEC], sharing my perspective on what it means to be a designer in the age of intelligence, Paris was the perfect backdrop for these exchanges".
Jeronimo Tani - Goodhues

"Today I gave my first keynote. The response was overwhelming. I presented at RELEASE [AEC] which is a new event celebrating new technology in AEC in Paris."
Allister Lewis - ADDD

Yesterday I had the chance to attend the very first edition of RELEASE [AEC] and honestly… it was great."
Jubril Akinsanya

"Honored to share xFigura's vision at RELEASE [AEC] yesterday. Huge thanks for an incredible event."
Jean Santos - xFigura

"We had the pleasure of participating in the RELEASE [AEC] in Paris. A big thank you for creating a space where industry professionals can connect, learn, and challenge ideas together.
It was a great opportunity, and we look forward to continuing the dialogue and exploring what's next."
Karina Pak - DGM & Associés

"Hier à RELEASE [AEC]. Un format d'événement atypique : des espaces feutrés pour l'écoute, des zones démos bien séparées, une salle de conférences avec un niveau de contenu solide. International et ciblé."Architecture × IA."
Jimmy Louchart - There

5 good reasons to participate as a sponsor / exhibitor

RELEASE [AEC]

An ultra-qualified and engaged audience
Architects, BIM managers, interior architects, engineers, and construction professionals seeking innovative solutions to improve efficiency, productivity, and performance.

At the heart of an innovative ecosystem
Exhibit alongside entrepreneurs shaping today's and tomorrow's tech solutions and create concrete opportunities for collaboration, partnerships, and joint projects.

Direct and actionable user feedback
Engage face-to-face with future clients and partners. Receive real, immediate, and high-quality feedback.

An event dedicated to market education
RELEASE [AEC] is designed to accelerate the adoption of new technologies and support the digital transformation of the AEC industry.

Simple, turnkey participation
All-inclusive packages and streamlined logistics. No booth to design allowing you to focus entirely on your demos and meetings.

RELEASE [AEC]

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.

RELEASE [AEC]

La Cité des Sciences et de l'Industrie:
A new venue perfectly tailored to the RELEASE [AEC] format and ambition

RELEASE [AEC]

Sponsorship opportunities

Demo Pod
Our Demo Pod are dedicated tables designed for continuous, face-to-face product demonstrations throughout the day. They allow sponsors to engage directly with attendees, showcase their solutions in real time, and generate qualified leads in a highly interactive setting.

Demo Suites
 Demo Suites are private rooms ideal for in-depth product demonstrations and confidential meetings. They provide a premium environment to host clients or prospects, run focused demos, and have meaningful one-to-one or small group discussions.

Exhibition Stands
Our Exhibition Stands give sponsors the opportunity to fully customize their presence. You can either design your own stand or use an existing modular structure, allowing you to highlight your brand, products, and messaging in the most impactful way.

Grand Demos
Grand Demos offer access to a fully equipped 210-seat auditorium. This format is perfect for presenting a major technology, innovation, or new product features to a large audience in a professional conference setting.

RELEASE [AEC]

Demo Pod in the expo zone

Demo Pod XS Start	Demo Pod S	Demo Pod M	Demo Pod XL
+A module including a table for demos (L 70 cm W 70 cm H 105cm) +Signage +Badges for your team +Wifi +Communication on our social network and website + Access to WebApp and list of participants +Access to A+ Architizer Awards celebration and for 2 persons (1) Exclusively for companies under 2 years old	+A module including a table for demos (L 140 cm W 100 cm H 105cm) +Signage +Badges for your team +Wifi +Communication on our social network and website + Access to WebApp and list of participants +Access to A+ Architizer Awards celebration and for 2 persons	+A module including a table for demos (L 220 cm W 100 cm H 105cm) +Signage +Badges for your team +Wifi +Communication on our social network and website + Access to WebApp and list of participants +Access to A+ Architizer Awards celebration and for 4 persons	+A module including a table for demos (L 480 cm W 100 cm H 105cm) +Signage +Badges for your team +Wifi +Communication on our social network and website + Access to WebApp and list of participants +Access to A+ Architizer Awards celebration and for 6 persons
1 500 €	4 000 €	6 000 €	12 000 €

Demo Suites

Demo Suite: 40 sqm	Demo Suite: 65 sqm	Demo Suite: 75 sqm
+A 40 sqm conference room +Signage +Chairs +Projector & screen +Wifi +Badges for your team +Communication on social network and website + Access to WebApp and list of participants +Access to A+ Architizer Awards celebration and for 2 persons	+A 65 sqm conference room +Signage +Chairs +Projector & screen +Wifi +Badges for your team +Communication on social network and website + Access to WebApp and list of participants +Access to A+ Architizer Awards celebration and for 4 persons	+A 75 sqm conference room +Signage +Chairs +Projector & screen +Wifi +Badges for your team +Communication on social network and website + Access to WebApp and list of participants +Access to A+ Architizer Awards celebration and for 4 persons
Full day: 4 000 €	Full day: 6 000 €	Full day: 8 000 €

Exhibition stand

This option is limited to a small number of sponsors (maximum of 6).
Pricing is available on request, depending on the desired floor space and the location within the convention center.
36 m

Grand Demo

+A 210 seats auditorium
+Signage
+Chairs
+Projector & screen
+Wifi
+Badges for your team
+Communication on social network and website
+ Access to WebApp and list of participants
+Access to A+ Architizer Awards celebration and for 2 persons

60' : 2 500 € (*)

(*) If already sponsoring other services; otherwise: 4 500 €

About the organizer

Philippe Brocart
Founder & 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.

RELEASE [AEC]