



Dear Friend of IDSA,

16 January 2009

For three days this spring, beautiful and vibrant New Orleans will host our region's leading design practitioners, educators and design theorists for a diverse array of dynamic presentations, provocative discussions and interactive workshops.

This year we are holding the event at the historic Hilton St. Charles, built in 1926 as a Masonic temple. The Hilton retains period details such as the original chandeliers, marble floors and walls, and a handcrafted tile ceiling in the Grand Entry Hall. Located just three blocks from the French Quarter, you can stroll over to Bourbon Street or hop on the St. Charles Avenue Streetcar, which has a stop in front of the hotel.

Please join me in support of the South, of Design, of Business growth and opportunity. I am contacting you to request your support in helping fund our 2009 IDSA Southern District Conference. This year the conference will be held on April 3rd - 5th in a city known not only for its charm and beauty, but also for its strength and resiliency.

We would appreciate any donation or support that your organization is willing to offer to help offset our costs. We have put together several levels of sponsorship for your consideration - even simply donating products or items for our Saturday evening raffle is encouraged! Each option is explained on the following pages. If you have a specific request not listed, we are more than happy to discuss an option that provides you with the ROI you expect.

Please do not hesitate to contact me or Carrie Rice, Director of Conferences and Education for IDSA, if you have any questions or need assistance.

Thank you in advance for your time and support. We look forward to your participation.

Sincerely,

A handwritten signature in black ink, appearing to read "M. L. Garten". The signature is fluid and cursive.

Mike Garten, IDSA
2009 Conference Chair / Southern District Vice President



Contact:

Carrie L. Rice, CMP
Director of Conferences and Education
Industrial Designers Society of America (IDSA)
45195 Business Court, Suite 250
Dulles, VA 20166
(t) 703.707.6000, extension 101
(f) 703.787.8501
(e) carrier@idsa.org
www.idsa.org

Mike Garten, IDSA
BOLT
1415 S. Church Street, Suite S
Charlotte, NC 28203
(c) 704.231.5043
(e) mgarten@boltgroup.com
www.boltgroup.com

We have several levels of sponsorship options for your consideration.

Funds pledged will help defray the various anticipated expenses associated with hosting the event, including: audio / video rental, facility rental, program printing costs, signage, marketing materials, mailers, speaker costs, meals, travel costs for student merit award winners, and the Saturday Student Merit Awards Celebration, as well as other expenses.

Please review each option below and let us know how we can count on your support.

Sponsor Level	Donation	Package
Friend	\$500	<ul style="list-style-type: none"> • Distribute Sponsor Information – We place your company’s literature (provided by you) in an accessible location to be picked up by attendees throughout the conference. • Conference Materials – Listing of your company’s name, logo and phone number or website on all printed and electronic conference materials. • Conference Website – Posting of your company’s name, logo and phone number or website on the conference website as a conference friend.
Supporter	\$1200	<ul style="list-style-type: none"> • All Friend Level Benefits – <i>PLUS</i> – • Attendee Mailing List – We provide you with a full postal mailing list of conference attendees. • Custom Panel/Banner – Opportunity to display your company’s information in the exhibitors’ area (Must be freestanding with banner/panel max size 2 feet by 5 feet vertical – company is responsible for creation).
Sponsor	\$1700	<ul style="list-style-type: none"> • All Supporter Level Benefits – <i>PLUS</i> – • Exhibit Space – A tabletop display space located within our exhibitors’ area to display your company’s products and services. • Conference Acknowledgement – Acknowledgment of your company as a supporter at the opening and closing of the conference.
Patron	\$3000	<ul style="list-style-type: none"> • All Sponsor Level Benefits – <i>PLUS</i> – • Special Conference Recognition – Special recognition throughout the event and on all conference materials as a Patron contributor. • Free Entry – Two complimentary registrations to all conference events including the Friday night opening and the Saturday Merit Awards Celebration. • Merit Awards Raffle – The opportunity to raffle off a product of your choice at the Saturday Merit Awards Celebration.

Sponsor Level	Donation	Package
Principal	\$5000	<p>As one of only three Principal Sponsors you will not only be supporting many vital conference activities, but you will also will enjoy the following benefits:</p> <ul style="list-style-type: none"> • Premium Conference Recognition – Headliner recognition throughout the event and on all conference materials as a Principal contributor. • Prime Time Presentation – A special ten-minute opportunity for you to speak to the attendees during one of the main Friday or Saturday sessions (one sponsor in the morning session, one in the afternoon, and one during the coveted evening reception and awards dinner). • Individualized Conference Session – The option for an individualized conference session (first choice to first respondents). • Merit Awards Raffle – The opportunity to raffle off a product of your choice at the Saturday Merit Awards Celebration. • Free Entry – Three complimentary registrations to all conference events, including the Saturday Merit Awards Celebration. • Prime Exhibit Space – A tabletop display space located in a prominent location within our exhibitors’ area to display your company’s products and services. • Custom Panel/Banner – Opportunity to display your company’s information in the exhibitors’ area (Must be freestanding with banner/panel max size 3 feet by 6 feet vertical – company is responsible for creation). • Conference Acknowledgement – Principal acknowledgment of your company as a supporter at the opening and closing of the conference. • Attendee Mailing List – We provide you with a full postal mailing list of conference attendees. • Distribute Sponsor Information – We place your company’s literature (provided by you) in an accessible location to be picked up by attendees throughout the conference. • Conference Materials – Prominent listing of your company’s name, logo and phone number or website on all printed and electronic conference materials. • Conference Website – Prominent posting of your company’s name, logo and phone number or website on the conference website as a conference Principal supporter.

Other	???	<ul style="list-style-type: none"> • Don’t see something above that fits your needs? Please contact either Mike or Gigi to discuss something that does work and provides you appropriate benefit and ROI!
-------	-----	---

Count us in! We want to support the **2009 IDSA Southern District Conference.**

Contact Information	
Name	
Title	
Company	
Address	
City	
State,	
Phone	
Mobile	
Fax	
e-mail	
Website	

Sign us up! (Check one box) Deadline is March 6, 2009

	Program Sponsor level	Donation
<input type="checkbox"/>	Principal	\$5000
<input type="checkbox"/>	Patron	\$3000
<input type="checkbox"/>	Sponsor	\$1700
<input type="checkbox"/>	Supporter	\$1200
<input type="checkbox"/>	Friend	\$500
<input type="checkbox"/>	Other	\$_____

Payment (Check all appropriate boxes) Payment can be made by check or credit card.

- YES! We are thrilled to be a part of your program!
- Attached is a Check made out to "**IDSA**" **Attention Southern District**
 - We would like to pay with a credit card. Please call me.
- YES! We are thrilled to help sponsor this event! Sign us up now! Invoice us later (to be paid by March 16, 2009).
- YES! We would like to donate products / items for your Saturday evening raffle / door prize give-away! Please call me.

Please call, email, mail or fax your reply / remittance to:

Carrie L. Rice, CMP
 Director of Conferences and Education
 Industrial Designers Society of America (IDSA)
 45195 Business Court, Suite 250
 Dulles, VA 20166
 t) 703.707.6000, extension 101
 f) 703.787.8501
carrier@idsa.org
www.idsa.org