CONNECTING'07 Design Gallery
Exhibit Booth and Display Panel Opportunities

Looking to promote your company—or its products and services—to a global audience? ***If you represent a company that needs to reach designers, there is no better place to be face-to-face with your target market than in the CONNECTING'07 Design Gallery.*** Key decision makers and VPs of design take advantage of this opportunity to learn about available products, exchange information and create new relationships. Vendors—as well as corporate design, educational and consultant exhibitors—find that year after year, the Design Gallery gets their message across.

The CONNECTING'07 World Design Congress offers you several opportunities to maximize your company's exposure during the design event of a lifetime.

- Purchase a booth in one of two Design Galleries (located in the Masonic Center and the Fairmont Hotel);
- Purchase one or more display panels, located in well-trafficked areas throughout the Masonic Center Design Galley; or
- Maximize your presence by purchasing a booth ***and*** a display panel!!

TWO Design Galleries?? How Do I Choose??
With an expected attendance for CONNECTING'07 of nearly 3,000 designers from across the globe, the Congress will feature two Design Galleries—one located in the Masonic Center and one in the Fairmont Hotel. Both locations are ***guaranteed maximum traffic***, as lunches will be ticketed functions designed to ensure Congress participants visit both galleries throughout CONNECTING'07. And both locations have their distinct advantages—the Masonic is the epicenter of all morning plenary sessions and also features the ever-popular Internet Café (sponsored by ExxonMobil), while the Fairmont will host the majority of breakout sessions and the IBM Ultimate International Derby *(sponsorship for the Fairmont Internet Café is still pending)*.

Booth/Display Panel Specifications and Prices
Design Gallery booths are available in three different sizes:

- 10 foot x 10 foot (3.048 meters x 3.048 meters) = $8,000
- 10 foot x 20 foot (3.048 meters x 6.096 meters) = $11,000
- 10 foot x 30 foot (3.048 meters x 9.144 meters) = $13,500

Display Panels are Velcro-compatible and measure 37-5/8" x 86-1/4" (955.675mm x 2190.75mm).

- IDSA & Icsid Member Rate: $900 per panel
- IDSA & Icsid Nonmember Rate: $1,000 per panel

Exhibitor Benefits
All companies purchasing a booth in the Design Gallery will have their logo, contact information and a 100-word description of their company posted on the CONNECTING'07 web site.

Additionally, all exhibiting companies will be included in periodic “Look Who’s in Our Design Gallery” email blasts sent to IDSA/Icsid members and other designers.

Those companies purchasing 10 x 20 or 10 x 30 booths are also entitled to a copy of the post-conference attendee list (mailing addresses only). And those purchasing 10 x 30 booths also receive one invitation to the exclusive Presidents’ Party.

Don’t Miss Out!!
To ensure your company reserves prime space in the Design Gallery of your choice, act now! *(Space is assigned on a first-come, first-served basis.)* For more information on devising a promotional strategy to meet your company’s objectives, contact Gigi Thompson Jarvis at 703.707.6000 x115 or gigit@idsa.org.