

# IDSA 2015 International Conference & Education Symposium

Seattle, August 19–22, 2015

## Sponsorship Opportunities



**IDSA**

● **Industrial Designers Society of America**

555 Grove St., Suite 200

Herndon, VA 20170

703.707.6000; FAX: 703.787.8501

Contact: Katrina Kona, [katrinak@idsa.org](mailto:katrinak@idsa.org)

# 2015 IDSA International Conference Sponsorship Opportunities

## Seattle 2015

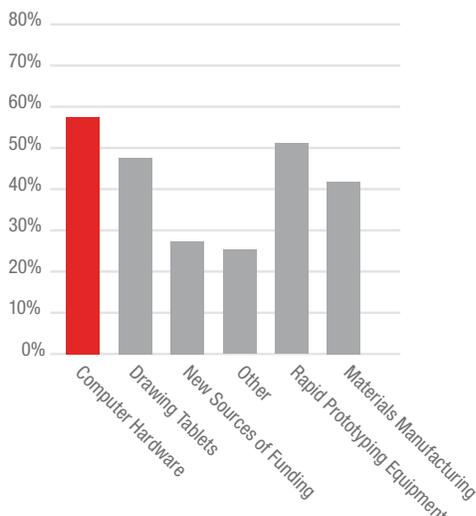
IDSA's International Conferences are always action-packed and filled with inspiration, imagination, design excellence, great speakers and fantastic networking opportunities. A 50th Anniversary only comes around once though, and for 2015 IDSA will be culminating a year of celebration with the most exciting International Conference yet.

Over 800 design professionals, educators, students and visionaries, are anticipated to attend The Future of the Future: The Next 50 Years in Seattle. From the keynotes to a Design Hackathon, breakouts to off sites, attendees will experience the best of Seattle and the design world combined over four incredible days. The stage is set for attendees and vendors alike to make meaningful personal connections at networking events and parties, build new relationships and deepen existing ones with exhibitors and sponsors, and gain valuable information from the best in the field about the future of design practice and what it means for their careers.

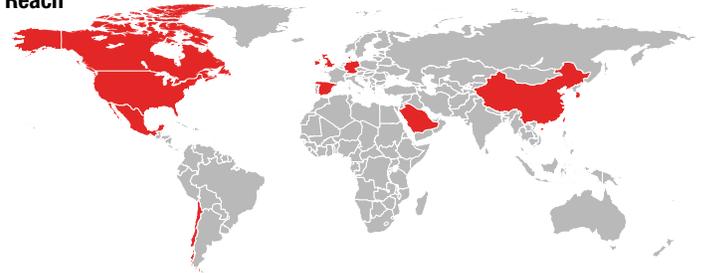
Beyond the main conference sessions, The Education Symposium lead by IDSA Education Vice President Ayse Birsel, IDSA at its helm will be an amazing opportunity to experience the future of design education with outstanding education presentations. Educators from across the globe will share their insight and expertise with rapt audiences.

What would an IDSA conference be without parties, networking and off-site excursions? And, what better place for the portfolio review, studio tours and exciting one-of-a-kind experiences than Seattle, home of Amazon, Microsoft, Google and a wellspring of cutting-edge design firms and design talent! From the Opening Night Party and Portfolio Review to the Chapter and Sections Party, IDEA Ceremony and Closing Night Party, conference attendees will be inspired, awed and bask in the camaraderie and networking opportunities!

The Future of the Future: The Next 50 Years is on track to be the premier design event of the year and beyond with more ground-breaking speakers and studio tours as some of the hottest companies in Seattle, and a fountain of information about the last 50 years of design achievement, design today and building a design centric future. IT is THE place to be in 2015 and THE place to reach the heart of the design community.

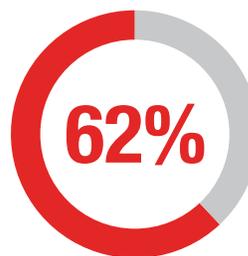
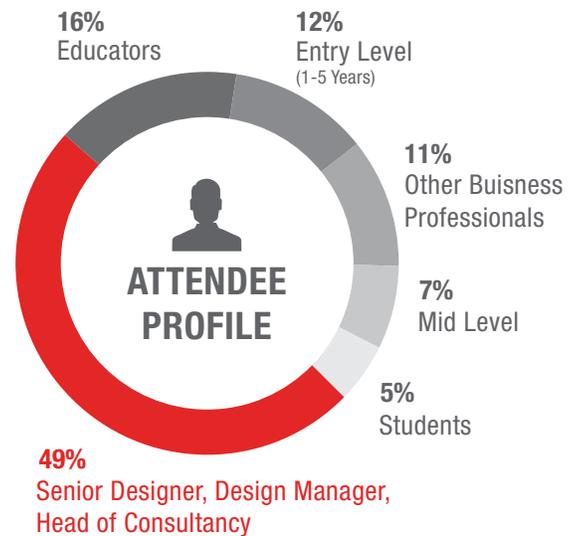


### Reach



The International Conference welcomes attendees from countries all over the world including:

|           |           |             |                |
|-----------|-----------|-------------|----------------|
| Australia | France    | Mexico      | Spain          |
| Brazil    | Germany   | Netherlands | Sweden         |
| Canada    | Hong Kong | New Zealand | Taiwan         |
| Chile     | India     | Norway      | Turkey         |
| China     | Ireland   | Singapore   | United Kingdom |
| Denmark   | Japan     | South Korea | United States  |



62% of conference attendees are more likely to work with or purchase from a company if they have a presence at an IDSA conference as a sponsor, exhibitor or advertiser



73% of conference attendees are decision makers with respect to purchasing goods or services for their company

## Sponsorship Categories & Benefits

A wide variety of promotional opportunities are available to keep your company's name front and center in the minds of conference attendees, before, during and after their conference experience. Select from our exclusive Diamond, Platinum, Gold, Silver, Bronze and Supporter packages, or pick out an advertising opportunity or exhibit space!

Whether you're looking for an exclusive event sponsorship, technology sponsorship, networking or advertising opportunity, we have a number of packages available that are built to fit your branding needs. Pick one or a combination of sponsorships, or propose your own idea. We can also create custom packages to get you to your desired level!

The chart below outlines standard benefits of sponsorship by level for the 2015 International Conference. Pick your base level of sponsorship and benefits from the chart below. Then choose the specific package(s) with additional benefits from the following pages that best aligns with your marketing goals.



Don't delay, sponsorships are granted on a first-come, first-served basis!

| STANDARD BENEFITS BY SPONSORSHIP LEVEL                            |            |           |           |        |        |           |
|---|------------|-----------|-----------|--------|--------|-----------|
| BENEFIT   | DIAMOND    | PLATINUM  | GOLD      | SILVER | BRONZE | SUPPORTER |
| INNOVATION Advertisement – Summer 2015                            | Full page  | Half page |           |        |        |           |
| Speaking Opportunity  | 10 minutes | 5 minutes | 2 minutes |        |        |           |
| Conference Program Advertisement                                  | Full page  | Half page | Half page |        |        |           |
| Complimentary Conference Registrations                            | 2 total    | 1 total   |           |        |        |           |
| Opportunity to Provide Promotional Pieces for Conference Giveaway | •          | •         | •         | •      |        |           |
| Attendee List (email and mailing lists)                           | •          | •         | •         | •      | •      |           |
| Logo Recognition in All Pre-conference Marketing Emails           | •          | •         | •         | •      | •      |           |
| Logo Package*   | •          | •         | •         | •      | •      | •         |

\***Logo Package:** includes logo recognition on the conference website, inside the conference program book, on printed on-site signage and in the slide shown in the general session room between speakers. It also includes logo recognition and a link to the website in the official IDSA conference mobile app.

# 2015 IDSA International Conference Sponsorship Opportunities

## Diamond Level Sponsorship

### 50th Anniversary International Conference

#### Premier Sponsor | Exclusive

**\$50,000**

Your company name will accompany the conference title for IDSA's International Conference on all printed and electronic materials. Example: The Future of the Future: The Next 50 Years brought to you by (your company here)."

In addition to Diamond-Level Benefits, this opportunity includes:

- Addressing the conference: 10-minute speaking opportunity opening day of the conference
- Acknowledgment from the conference chair as the premier sponsor each morning
- Acknowledgement as the official Keynote Speaker sponsor during the Keynote Speaker introduction
- Signage throughout the event
- Opportunity for one chair drop per day (sponsor provides materials)
- 2-page spread in Conference program book
- Opportunity to provide materials at the registration desk
- One dedicated email blast to attendees pre-conference

#### Closing Night Party | Exclusive

**\$50,000**

Featuring food, beverages (drink tickets) and unique networking opportunities, the Closing Night Party is frequently described as the most memorable event of the conference. Following this year's Oscar-style IDEA Ceremony, the closing night party sponsor will enjoy the maximum visibility with a cross section of the international design community. This great networking opportunity is the ultimate forum for your company to promote your products and service.

In addition to Diamond-Level Benefits, this opportunity includes:

- Speaking opportunity at the close of the IDEA ceremony on Saturday
- Signage at the event (including table tent cards) and two "meter board" signs with company logo
- One gobo featuring your company logo

## Platinum Level Sponsorship

### Education Symposium Lunch | Exclusive

**\$15,000**

If collegiate-level industrial design educators are your target market, the place to reach them is at IDSA's Education Symposium, Wednesday, Aug. 19. Design educators will attend the Education Symposium. Lunch sponsors may make a presentation to the attendees during the one-hour lunch. *(Please note: IDSA will provide AV free of charge. Sponsor will provide food and beverage for attendees.)*

In addition to Platinum-Level Benefits, this opportunity includes:

- Signage at the event
- One email invitation sent by IDSA to targeted attendee list (determined by sponsor)
- Opportunity to provide literature or promotional materials to lunch attendees



### Opening Night Party | Exclusive

**\$40,000**

*Also available as a shared sponsorship at the Platinum level, \$15,000, 3 available*

The Opening Night Party and Design Gallery Opening are annual traditions at the conference that unite industry leaders in a comfortable environment perfectly suited for casual conversation. This event is always well attended with great energy. Featuring food, beverages (drink tickets) and networking, this is a can't-miss event and terrific opportunity for your company. Distribute welcome gifts, samples and brochures at the entry doors, display signage around food and beverage tables—this is your opportunity to customize and take center stage!

In addition to Diamond-Level Benefits, this opportunity includes:

- Speaking opportunity during IDSA Awards
- Signage at the event and two meter board signs with company logo
- One gobo featuring your company logo

### Sponsor's Choice

**\$25,000**

Choose any combination of sponsorship opportunities at the International Conference totaling \$25,000 or more and bump your company profile up to enjoy Exclusive Diamond-level visibility and benefits.

### Full Day Sponsor | Exclusive by day/ 3 available

**\$15,000**

Select the day of the conference that you would like to sponsor and receive the following benefits:

In addition to Platinum-Level Benefits, this opportunity includes:

- Speaking opportunity during the sponsored day (two to three minutes)
- Acknowledgment from the conference chair at the morning session as that day's sponsor
- Signage throughout the event during the sponsored day
- Signage at registration
- One chair drop during the speaker of your choice (materials to be provided by sponsor)
- One dedicated email blast

## Platinum Level Sponsorship Cont.

**Portfolio Review | Exclusive** **\$15,000**  
*(Also available as a shared sponsorship at the Silver Level at \$7,500 per sponsor.)*

Support one of the most popular activities for student and young professional attendees, the Portfolio Review. A highly anticipated event, your company is guaranteed exposure with a captive audience at the International Conference. This is a great opportunity to highlight your support for up-and-coming designers and to make connections early with future leaders of the profession.

In addition to Platinum-Level Benefits, this opportunity includes:

- 5 minute speaking opportunity
- Signage with your company name/logo
- Opportunity to provide promotional material

**Video Sponsor | Exclusive** **\$15,000**

Be a permanent piece of conference history and reap the rewards of sponsorship and long-term visibility well after the conference has ended. Help us capture the inspiring and educational content that will be delivered at this year's International Conference. All conference videos will be posted in the permanent video gallery on IDSA.org with your logo prominently displayed at the beginning and end of each video.

**Live Streaming of IDEA Ceremony | Exclusive** **\$15,000**

Bring the IDEA Ceremony to thousands by becoming the Live Streaming Sponsor. Your company logo will be prominently displayed during the much anticipated IDEA Ceremony. This year's live announcement of Gold IDEA Winners will draw a large viewership and many impressions for your brand.

## Showcase Your Product or Service

**Innovation Sessions** **\$750**

During the conference, take advantage of the opportunity to demo a product, share a case study or announce a new service during an Innovation Session. Each Session will be 15 minutes and take place in a conference room in the main conference area. Your company must be an exhibit to participate in the Innovation Sessions.

## Gold Level Sponsorship

**Daily Refreshment Break Sponsor | 3 available** **\$14,000**

Conference attendees always look forward to grabbing refreshments between sessions. Increase your visibility with over attendees by sponsoring all daily coffee/snack breaks Thursday through Saturday.

In addition to Gold-Level Benefits, this opportunity includes:

- Tabletop signage with your company name/logo
- Table space for your promotional materials
- The opportunity to provide napkins or other items with your corporate logo (branded items provided by sponsor)
- Includes one 20 minute Innovation Session per sponsor.

**WiFi Sponsor | Exclusive** **\$10,000**

Keep conference attendees connected by sponsoring the wireless access throughout the conference. Attendees will keep your company name top of mind whenever they need to access the internet. The access code will be your company name or a variation of it.

**Official Conference Giveaway | Exclusive** **\$12,000**

Enduring branding opportunity that will carry on long after the conference ends. Your logo will be featured alongside the conference logo on the official conference giveaway received by each attendee. Whether a tote, portfolio, or backpack your logo on the official conference giveaway will serve as a lasting reminder of your company's support of industrial design.

**T-Shirt | Exclusive** **\$12,000**

Every conference attendee will receive the official conference T-shirt at registration. Once they put them on they won't forget your company's support for the profession, because they'll wear the shirt not only at the conference but also for years to come. Final t-shirt design and verbiage is at the discretion of IDSA.

**Breakfast Session | Exclusive Commercial Presentation**  
*Session is by invitation only.* **3 available** **\$10,000**

Speak before a packed room by sponsoring a breakfast session. Reach your target audience by working with IDSA to mine our database for attendees who meet your desired criteria. IDSA will provide mailing addresses so, if you choose, you may send out personal invitations. In addition, we will send out a dedicated email invitation to your list. *(Please note: IDSA will provide basic AV free of charge. Sponsor will provide food & beverage for attendees.)*

In addition to Gold-Level Benefits, this opportunity includes:

- Formal presentation during breakfast session (30- to 45-minutes)
- Signage at the event (including table tent cards)

# 2015 IDSA International Conference Sponsorship Opportunities

## Silver Level Sponsorship

### Happy Hour in the Design Gallery | 2 available **\$10,000**

Associate yourself with fun and relaxation! Host this custom-designed networking event at the conference and capture the attention of engaged and energetic attendees.

In addition to Silver-Level Benefits, this opportunity includes:

- Signage at the event
- Opportunity to put literature or promotional materials in the Design Gallery during the happy hour
- Opportunity to meet, greet and provide the sponsor-branded drink tickets (Two drink tickets per attendee.)

### Conference Mobile App | Exclusive **\$10,000**

*(also available as a shared sponsorship at Bronze level for \$5,000 per sponsor)*

Associate your company and brand with the latest in conference technology by sponsoring the official conference mobile app. In its fourth year of implementation, the IDSA Conference mobile app will be a valuable resource for any attendee, providing program session, off site and exhibits information, schedule updates, conference alerts and the ability to create your own itinerary. Downloadable on iPhones, Android phones and other smartphones, your company's logo and hyperlink will be prominently located on all viewable pages.

### Sponsored Sessions | 3 available **Rates Vary**

Incorporated into the agenda, these sessions are intended to be platforms for companies to share thought leadership based on the theme of the conference. *(Please note: IDSA will provide basic AV free of charge.)*

In addition to Silver-Level Benefits, this opportunity includes:

- Formal presentation during sponsored session (30- to 45-minutes). Session may compete with other sessions on the conference agenda.
- Signage at the event
- Session included on the official conference agenda

### Online Conference Registration | Exclusive **\$7,500**

Get a head start on advertising by sponsoring IDSA's online registration. Recognition includes your logo and hyperlink on all official attendee registration pages including confirmation emails. Your brand will be seen by members, prospects and registered attendees as well as anyone looking into information about the conference. The branding continues beyond the web with onsite sponsor acknowledgment also provided in the registration area.

## What's your creative idea?

Chair massage station, latte bar or hotel room keys, whatever the idea, let us help you create a custom opportunity! Contact Katrina Kona, [katrinak@idsa.org](mailto:katrinak@idsa.org) or 703.707.6000 x100 for more details.

### Lanyard | Exclusive **\$7,500**

Pervasive presence is the hallmark of this cost-effective opportunity for a major brand building effort, as official badge lanyards are distributed to all show attendees at registration and information kiosks. The lanyard sponsor may have their company logo (and/or URL/booth number) printed on the lanyard worn by all event attendees. This sponsorship opportunity is limited to one qualified applicant and is reserved on a first-come, first-served basis. Displayed close to eye level, you will be assured to leave a lasting impression on the audience!

### Conference Program Book | Exclusive **\$7,500**

The official guide to all conference sessions, special events and keynotes, the Conference Program Book is given to every conference attendee with their registration bag. It is a superior advertising vehicle with a fresh, updated look filled with crucial information, including exhibitor directory, speaker bios and conference agenda. As the exclusive sponsor of this program, your company will receive:

In addition to Silver-Level Benefits, this opportunity includes:

- Full page ad inside the program book
- Exclusive logo recognition on back cover of program book
- Opportunity to provide an introduction letter for the front of the book (to be placed after Conference Chair's welcome letter)

### IDEA 2015 Program Book | Exclusive **\$7,500**

The commemorative IDEA Program Book is given to every conference attendee with their registration giveaway. As the exclusive sponsor of this program, your company will receive:

In addition to Silver-Level Benefits, this opportunity includes:

- Full page ad inside the program book
- Exclusive logo recognition on back cover of program book
- Opportunity to provide an introduction letter for the front of the book (to be placed after Conference Chair's welcome letter)

### Room Key Sponsor | Exclusive **\$7,500**

Have your company logo seen every morning and every night as conference hotel guest enter their rooms. The hotel room keys will be provided to all conference attendees who are staying at the host hotel with your company name and logo prominently displayed.

### VIP Reception (invitation only) | Exclusive **\$7,000**

This 1 hour reception for speakers, IDSA Patrons, past presidents, members of IDSA's Board of Directors and other notables is your exclusive opportunity to mingle with top design executives and key decision makers in the field.

In addition to Silver-Level Benefits, this opportunity includes:

- Speaking opportunity during reception (two to three minutes)
- VIP interaction during a reception with light hors d'oeuvres and drinks

## Bronze Level Sponsorship

### Lunch Co-Sponsorship | 2 available per day **\$6,000**

Each day of the conference lunch will be served in the Design Gallery. Make your company the center of attention by sponsoring lunch. More than 600 attendees will come out for the complimentary meal.

In addition to Bronze-Level Benefits, this opportunity includes:

- Signage at the event
- Opportunity to provide literature or promotional materials to lunch attendees
- One advertising display panel (sponsor produces the panel.)

### Education Symposium Book | Exclusive **\$5,500**

A summary of all the Education Symposium presentations will be compiled and given to all Education Symposium and International Conference attendees. As the exclusive sponsor of this summary, your company will receive:

In addition to Bronze-Level Benefits, this opportunity includes:

- Exclusive logo recognition on back cover of the summary book
- Opportunity to provide an introduction letter for the front of the book

### Fellows Reception | 2 available **\$5,000**

*(invitation only, up to 50 people)*

Carroll Gantz, Chuck Jones, Katherine McCoy, Bob Schwartz, Mark Dziernsk, Pattie Moore and Craig Vogel—these design visionaries are all members of IDSA's Academy of Fellows. Each year, IDSA honors the towering achievements of one or two design leaders by welcoming them into the IDSA Fellowship circle. To celebrate our new Fellows, we host an exclusive, invitation-only roast to give them a proper welcome into the highest level of the Society's membership.

In addition to Bronze-Level Benefits, this opportunity includes:

- Verbal sponsor acknowledgement during reception
- Signage at the event

### Charging Station Sponsor | Exclusive **\$5,000**

Help attendees recharge their smartphones, laptops and other devices during the long days of the conference. Charging stations will feature your company logo and be placed in high-traffic areas.

### Keynote Speaker Sponsor | 3 available **\$5,000**

Be the company associated with providing high profile speakers to this year's event. Your company's sponsorship will be acknowledged during the keynote speaker intro and highlighted in the program with the speaker's bio.

## Supporter Sponsorship

### Breakout Session Sponsor **\$3,000**

Help provide exceptional content for IDSA's 2015 Anniversary International Conferences. Sponsor the content and associate your company's brand with exciting speakers, sessions and workshops. Recognition includes logo visibility on site and acknowledgment on the schedule as the official content sponsor. Content sponsors do not take part in the speaker selection process.

### Design Foundation Auction | Exclusive **\$3,000**

Show your support for the design community and design education as a sponsor of the Design Foundation's Annual Auction.

In addition to Supporter-Level Benefits, this opportunity includes:

- Signage at the auction display
- Opportunity to provide literature or promotional materials in the Silent Auction area.

### Pen | Exclusive **\$2,500**

Get some well-deserved ink by adding your company's logo to writing pens that are distributed liberally throughout the conference venue and at the registration desk. Wind up on desktops and in offices all around the industry. *\*Sponsor supplies pens*

### Sketchbook | Exclusive **\$2,500**

Write the book on creative messaging when you design your own cover for these handy pocket-sized notebooks distributed to every attendee. You get strong conference exposure, plus after-the-fact visibility as attendees return to the office or classroom to scour for important notes and sketches from the conference. *\*Sponsor supplies sketchbooks*

### Water Bottle | Exclusive **\$2,500**

Sponsor water bottles attendees will take home and use all year. You will provide the water bottle with your logo and marketing message and we will insert them into each conference attendee's bag.

---

## Advertising

### Advertising Display Panel **\$750**

Greet conference attendees daily with your display panel as they enter the Design Gallery for breaks, refreshments, etc. Size is 37.48" x 85.25." Advertiser produces, provides the panel and sets it up.

### Giveaway Insert **\$650**

IDSA will insert your promotional materials in the official conference bag distributed at registration.

### Advertising in Conference Program Book or IDEA Program

The conference program is a superior advertising vehicle with a fresh, updated look. This book is handed out at registration to all attendees and contains important information, including exhibitor directory, speaker bios and conference agenda.

- Full Page Ad **\$300**
- Half Page Ad **\$150**

# 2015 IDSA International Conference Sponsorship Opportunities

## Design Gallery Exhibit Space

A presence in IDSA's International Conference Design Gallery is essential for anyone trying to reach corporate and consultant industrial designers. You'll meet more designers here than at any other single event in the US. Make an impression on customers, potential clients, prospective employees and students by exhibiting at the only showcase exclusively for industrial design.

As part of an internationally promoted conference, your message will reach design leaders across the country and around the world. Plan on high traffic in the exhibit hall beginning with the opening reception, followed by daily lunches, coffee breaks and other exciting events.

### 10' x 10' Design Gallery Premium Exhibit Space **\$8,000**

Location! Location! Location! In addition to the Design Gallery which features food & beverage, the IDEA Gallery and more, we will offer premium space right in the middle of the action. Positioned opposite registration and right outside the Design Gallery, Premium Exhibit Space provides constant foot traffic throughout the event. Exhibit space includes the same benefits package as space within the Design Gallery.

### 10' x 10' Design Gallery Exhibit Space **\$6,000\***

*\*OR add a 10x10 exhibit space to a Diamond, Platinum, Gold, Silver or Bronze sponsorship for just \$5,000*

- 2 exhibitor registration passes

### 10' x 20' Design Gallery Exhibit Space **\$9,000\***

*\*OR add a 10x20 exhibit space to a Diamond, Platinum, Gold, Silver or Bronze sponsorship for just \$7,500*

- 2 exhibitor registration passes

## Exhibitor Advertising Package

Get maximum visibility to the greater IDSA community. Bundle your exhibit package with these advertising elements for maximum impressions.

- Email newsletter Advertising
- Special Offers in Conference Email
- Advertising in INNOVATION magazine
- Listing in Premium Firm or Vendor Directory

Contact Katrina Kona, [katrinak@idsa.org](mailto:katrinak@idsa.org), 703.707.6000 x100 for information on exclusive discounts for the International Conference.

## Previous Attendees

|                                    |                                    |   |
|------------------------------------|------------------------------------|---|
| 24 Seven, Inc.                     | Carnegie Mellon University         | Emily Carr University of Art and Design |
| 3D Divas                           | CedarWorks                         | ENFOQUE design, Inc                     |
| 3M                                 | Celanese                           | Escalade Sports                         |
| 4Moms                              | Cessna Aircraft Co.                | Essential                               |
| A. Zahner Co.                      | Chrysler                           | Ethicon Endo-Surgery                    |
| Adri Design, LLC                   | CL Design; 24 Seven                | EuroPro                                 |
| Airbus Defense and Space           | College for Creative Studies       | Evenflo                                 |
| Alex Werbickas Design              | Columbia College Chicago           | Fahrenheit Design                       |
| ALLJACK Co., Ltd.                  | Columbus College of Art & Design   | Farm Design, Inc.                       |
| Allure Energy                      | Columbus Dispatcher                | FES Contract Manufacturing              |
| Altair Thinklabs                   | Comcast                            | FiftyThree, Inc.                        |
| Ames True Temper                   | Common Motor Collective            | Fluke Corp                              |
| Ammunition                         | Continuum                          | Foley & Lardner LLP                     |
| Ampacet Corp.                      | Conwed Global Netting Solutions    | Ford Motor Co.                          |
| Arizona State University           | Copesetic Inc                      | Formation Design Group                  |
| Art Center College of Design       | Core77                             | Formed Plastics                         |
| Artika for Living                  | Corning Inc.                       | Freetech Plastics, Inc.                 |
| Asahi Kasei Plastics               | Cretoy Co Ltd.                     | frog design                             |
| ASTRO Studios                      | Crown Equipment Corp.              | GE Appliances                           |
| Auburn University                  | d:e                                | GE Healthcare                           |
| Autodesk                           | Daedalus                           | Generac                                 |
| Avon Protection Systems            | Dallas Lighthouse for the Blind    | Georgia Institute of Technology         |
| Banner & Witcoff                   | Dan Nichols Design                 | Georgia Tech Research Institute         |
| Bassett & Partners                 | Dassault Systemes                  | Georgia-Pacific Consumer Products       |
| BD Medical                         | DEKA Research and Development Corp | German Aerospace Center                 |
| Beijing Institute of Techn.        | Dell, Inc.                         | GinnDesign, LLC                         |
| Berry Plastics Design Center       | Design Concepts, Inc               | Go Pro                                  |
| Birsel + Seck LLC                  | Design Learning Network            | Hagie Manufacturing Co.                 |
| BlackHagen Design, Inc.            | DMI                                | Hamilton Beach/Proctor-Silex            |
| Blueberry                          | Design Partners                    | Hewlett-Packard                         |
| BMW Group                          | D'NA Co.                           | Hitachi America, Ltd.                   |
| DesignworksUSA                     | Dow Chemical                       | Hitachi Data Systems                    |
| BOXX                               | E Business International           | Honeywell                               |
| Bresslergroup, Inc.                | Eastman Chemical Co.               | Human Spark                             |
| Briggs & Stratton                  | Eastman Innovation Lab             | IBM Design                              |
| Brigham Young University           | Ecojun Co.                         | ICSID                                   |
| Brooks Stevens Inc.                | ELEVEN, LLC                        | Igloo Products Corp                     |
| BSH Home Appliances                | EMD Chemicals                      | IN2 Innovation                          |
| Bucknell University                | Emergent Systems                   | Industrial Brand                        |
| California College of the Arts     | Emerson                            | Industry                                |
| California State Univ - Long Beach |                                    | ingomar&ingomar                         |
| Caprock Manufacturing              |                                    | InReality                               |
| Carleton University                |                                    | Interior Design Media                   |

## Past Exhibitors

|   |                                 |  |   |   |                           |
|---|---------------------------------|--|---|---|---------------------------|
| International Housewares Association    | MindFlow Design                 | Prototype Solutions Group              | Trident Design LLC                        | 24 Seven  | Lagoa                     |
| Intersection-Inc.                       | Minimal                         | Purdue University                      | Trimax                                    | 3M  | Lakeland Mold             |
| Iowa State University                   | Mixer Group Design              | Radius Product Develop.                | Trinity Valley School                     | ALLJACK   | LG Electronics            |
| Jarden Consumer Solutions               | Model Solution Co. Ltd.         | RC Grace LLC                           | TTi Floorcare                             | Altair  | Luminaire                 |
| Jiangsu Hengtai Electronics             | Models Plus Inc.                | re:3D                                  | TTi Group North America                   | Ampacet Corp.                                     | LUNAR                     |
| JMRead Design LLC                       | Modern Edge                     | RKS Design, Inc                        | Tupperware Worldwide                      | Anvil   | Luxion / KeyShot          |
| JSJ Productions, Inc.                   | Moen, Inc                       | RMIT University                        | UBER Creative Ltd                         | Autodesk  | Material ConneXion        |
| Kaalo Experience Design                 | Moleskine                       | Samsung Design America                 | Umbach Consulting Group                   | Bayer MaterialScience                             | McDonalds                 |
| Kaleidoscope                            | Mormedi                         | San Francisco State University         | University of Cincinnati                  | Beyond Design                                     | Microsoft Corp.           |
| Kansas State University                 | Motorola Mobility               | San Jose State University              | University of Houston                     | BlackHagen Design                                 | MIT Press                 |
| Key Tech                                | Motorola Solutions              | Savannah College of Art & Design       | University of Illinois - Chicago          | Bould Design                                      | Mixer Group               |
| Kickstarter                             | MTI Baths                       | SC Johnson & Son, Inc                  | University of Illinois - Urbana/Champaign | Bridge Design                                     | Model Solution            |
| King Fahd University                    | Munro & Associates              | School Outfitters                      | University of Notre Dame                  | Caprock Manufacturing                             | Models Plus Inc.          |
| Kohler                                  | Nanjing Forestry University     | Selic Industriedesign                  | University of Oregon                      | Capsule Project                                   | Moen                      |
| Krayer                                  | National Cheng Kung Univ.       | Sentier Strategic Resources            | University of Texas at Austin             | Carbon Design                                     | Motorola Solutions        |
| Lakeland Mold                           | Nestle Purina Petcare Co.       | Skullcandy                             | University of Utah                        | College for Creative Studies                      | Newell Rubbermaid         |
| Lawrence Technological University       | Newell Rubbermaid               | Smallhouse Models                      | University of Washington                  | Color Marketing Group                             | Objeto Brasil             |
| Legrand North America                   | Newry Corp                      | SmartShape Design                      | University of Notre Dame                  | Columbus College of Art & Design                  | Pantone                   |
| lenartstudios LLC                       | Nike, Inc.                      | solidThinking, Inc                     | Upstream Thinking                         | Continuum   | Performing Arts           |
| Lextant                                 | Nissan Motor Lt.                | Stand2Learn LLC                        | Venturetech                               | Cowwed Global Netting Solutions                   | Plastics News             |
| LG Electronics                          | Noble Plastics Inc.             | Stuff Creators                         | VHA                                       | Core77  | PolyOne GLS               |
| Loughborough University                 | Nokia Design                    | Sundberg Ferar                         | Virginia Tech                             | Conweld Global Netting Solutions                  | Thermoplastic             |
| LUMIUM                                  | NONOBJECT                       | Syracuse University                    | Vitas                                     | Craighton Berman Studio                           | Product Insights          |
| LUNAR                                   | North Carolina State University | Target Corp.                           | Wacom Technology                          | Crown   | Proto Labs                |
| Luxion / KeyShot                        | Northern Engraving Corp.        | Taxa Inc.                              | Webb deVlam                               | Curve   | Prototype Solutions Group |
| LzLabs / Zurich                         | O-I                             | TEAGUE                                 | West Virginia University                  | Dassault Systemes SolidWorks                      | Radius Product Develop.   |
| M3 Design, Inc.                         | Onehundred                      | TEAMS Design USA Inc.                  | Weyerhaeuser                              | Dell  | RP + M                    |
| Make Shift atx                          | Orbiting Creative, LLC          | Technic Design                         | Whipsaw, Inc                              | Designcraft                                       | Samsung                   |
| Manchester Metropolitan University      | Pantone                         | Tennant Co.                            | Woodring Design                           | Duksung Co. Ltd.                                  | SMART DESIGN              |
| Mars Chocolate NA                       | Paoli                           | Texas Instruments Education Technology | Woodtronics Design                        | E Business International                          | SmartShape                |
| Material ConneXion                      | Pensa                           | Textron Aviation                       | Y Studios                                 | Eastman Chemical Co.                              | solidThinking             |
| Mauro New Media                         | Pete Walters Innovation         | The Clorox Co.                         | Yeh IDEology                              | Elastomers  | Spark Design              |
| Mayo Clinic Center for Innovation       | Peterbilt Motors Co.            | The Coca-Cola Co.                      |   | EMD Chemical                                      | Streng                    |
| Medela                                  | Pfizer Inc.                     | The Dow Chemical Co.                   |   | Fahrenheit Design                                 | Sustainable Minds         |
| Metropolitan State University of Denver | Philadelphia University         | The Foundry                            |   | Formed Plastics                                   | Syracuse, College of VPA  |
| Michael Graves Design Group             | PillPack                        | The Henry Ford                         |   | Freetech Plastics                                 | TEAGUE                    |
| Microsoft Corp.                         | Ping Golf                       | The Honest Co.                         |   | GE Appliances                                     | TEAMS Design              |
| Milliken & Co.                          | Pip Tompkin Studio              | The National Folk Museum of Korea      |   | GE Healthcare                                     | The Foundry               |
| Milwaukee Electric Tool                 | Plastic News                    | The Ohio State University              |   | General Foundry Service                           | The Raymond Corp.         |
| Milwaukee Institute of Art & Design     | Po Campo                        | The Raymond Corp.                      |   | HS Design   | Treat & Co.               |
| Milwaukee Tool                          | PolyOne Corp.                   | Toter                                  |   | IBM Corp.   | Tupperware                |
|   | Potomac Events                  | Touch of Modern                        |   | IIT   | University of Cincinnati  |
|   | Pratt Institute                 | Tres Design Group, Inc                 |   | Inventibles                                       | Wacom                     |
|   | Priority Designs                |  |   | Jiangsu Hengtai Electronics and Plastic Co., Ltd. | Webb de Vlam              |
|   | Procter & Gamble                |  |   |   | Whipsaw                   |
|   | Proto Labs                      |  |   |   | Whirlpool                 |
|   |                                 |  |   |   | Ximedita                  |
|   |                                 |  |   |   | Yanko Design              |
|   |                                 |  |   |   | Yeh IDEology              |

# 2015 IDSA International Conference Sponsorship Opportunities

## Exhibitor Rules & Regulations

**1. Admission to Exhibits** • The Industrial Designers Society of America shall have sole control over all admission policies at all times. All persons visiting the exhibits or attending any function of the meeting will be required to register and wear an appropriate badge or Industrial Designers Society of America issued identification while in attendance. Exhibitors or their representatives, who, in the association's opinion, conduct themselves unethically, may be dismissed from the Design Gallery without refund or appeal for redress. For security purposes, the Design Gallery will not be open except during published hours. Exhibit personnel may enter the hall one hour prior to exhibits opening. The hall will be cleared of all exhibitors and guests 30 minutes after closing. Requests for access to the Design Gallery while closed will be considered on a case by case basis by request to the Director of Conferences.

**2. Amendments/Enforcement** • The Industrial Designers Society of America show management reserves the right to interpret, amend and enforce these rules and regulations. Exhibitors agree to abide by the contract conditions, rules and regulations set forth herein. Show management reserves the right to enforce compliance with these rules and regulations. If an exhibitor is in violation, show management may refuse to allow the exhibitor to set up and /or to continue to exhibit.

**3. Americans with Disabilities Act** • Exhibiting companies are responsible for making booths accessible to persons with disabilities as required by the Americans with Disabilities Act, and shall hold the Industrial Designers Society of America harmless from any consequences of exhibiting company's failure in this regard.

**4. Booth Assignment** • Booth space will be assigned on a first-come, first-served basis subject to the restrictions outlined herein. The Industrial Designers Society of America reserves the right to make such changes to the floor plan of booths as may be deemed necessary and to revise the floor plan from time to time to accommodate those changes. The Industrial Designers Society of America reserves the right to exercise its sole discretion in the acceptance or refusal of applications.

**5. Booth Construction and Dimensions** • Standard Booths: Booth size is a standard 10' x 10' (10 feet wide by 10 feet deep) and is offered as a corner or in-line space. No side rails or counters may exceed 36 inches in height within the front 5 feet of the booth space. Backgrounds may be no taller than 8 feet and may not protrude from the back wall by more than 5 feet. The reverse side of any wing panel extending from the back wall of the display must be draped to avoid the raw exposure to a neighboring booth. If the exhibitor fails to drape exposed areas, the Industrial Designers Society of America will instruct the decorating company to drape the area, and any costs incurred will be borne by the exhibitor. Show management will supply (at no charge to the exhibitor) a 7"x44" identification sign indicating the exhibiting company name and booth number. *Please note: Check with Show management regarding carpeting requirements.*

**6. Cancellation of Booth Space** • Cancellation of booth space must be directed in writing to: IDSA Exhibits, Attn: Sr. Manager of Sponsorship & Sales, 555 Grove Street, Suite 200, Herndon, VA 20170. Refunds are subject to a \$200.00 processing fee if cancellation is received in writing prior to April 30, 2014. No refunds will be given for cancellations after April 30, 2014.

**7. Character of Exhibit** • The Industrial Designers Society of America reserves the right to disallow an exhibitor to maintain an exhibit if, in the judgment of the Industrial Designers Society of America show management, the exhibitor or exhibit is, in any respect, deemed unsuitable. This relates to a person's conduct, merchandise, printed matter, souvenirs,

promotional items and / or activities, catalogs and any other items, without limitation, that affects the character of the exhibit. The use of loudspeakers, recording equipment, television sets and radios, or the use of operation machinery or activities within the booth that are of sufficient volume to annoy or disturb neighboring exhibitors will not be permitted.

**8. Distribution of Giveaways** • All prizes, door prizes, or giveaway items must be approved by the Industrial Designers Society of America Director of Conferences and submitted in writing.

**9. Exhibit Personnel** • All personnel participating in the Industrial Designers Society of America show in any capacity must be registered. Each person will be issued an exhibitor's badge and must be employed by the exhibitor or have a direct business affiliation. For a 10x10 booth there will be two exhibitor registrations issued. For a 10x20 booth there will be two exhibitor registrations issued with the option to purchase an additional exhibitor registration for a discounted rate of \$500. Exhibitor registrations will include access to all food events in the Design Gallery and Opening Night Reception. Additional exhibitor registrations are for booth representation only. Exhibitor registrations do not include the IDSA Closing Reception. Those tickets may be purchased separately.

Please email [katrinak@idsa.org](mailto:katrinak@idsa.org) for an exhibitor registration form. The Industrial Designers Society of America does not offer complimentary guest passes. Companies that invite clients to visit them during the show must register those individuals.

**10. Exhibitor Representative** • Each company must identify one individual as the fully authorized representative in charge of the exhibit. This person will receive all official correspondence from the Industrial Designers Society of America referring to the exhibit and will be responsible for communicating all rules, regulations and additional information to all participating personnel from the exhibiting company.

**11. General Contractor** • A full kit of information and order forms will be sent to you by the IDSA-appointed exposition services company shortly after your contract has been received. It will contain information on shipping, ordering of booth furnishings, carpet, signs, electricity, etc.

**12. Installation & Dismantling Move-In Installation:** Wednesday, August 13, 2014 from 10:00 a.m. – 5:00 p.m.

**Tear Down Dismantling:** Saturday, August 16, 2014 from 2:00 p.m. – 4:00 p.m. All exhibitors must be out the hall by 5:00 p.m.

**Installation:** The installation of exhibits must be completed by 5:00 pm on Wednesday, Aug. 13, 2014. If any exhibitor has not begun set-up by 3:00 pm on Wednesday, Aug. 13, 2014, the Industrial Designers Society of America reserves the right to reassign the space to another exhibitor or to make use of the space as deemed necessary or appropriate with no refund being made to the original contracting exhibitor. Any charges incurred for necessary changes to the unoccupied exhibit booth after 3:00 pm on Wednesday, Aug. 13, 2014 shall be borne by the original contracting exhibitor. Additionally, all exhibit fees must be paid in full prior to installation.

**Dismantling:** No part of an exhibit shall be removed during the conference. Exhibits must be kept intact until the closing of the exhibits (currently 2:00 pm on Saturday, Aug. 16, 2014). All exhibits must be fully removed by 5:00 pm on Saturday, Aug. 16, 2014. If exhibits are not removed by this time, the Industrial Designers Society of America reserves the right to remove the exhibit at the exhibitor's expense.

**Exhibit Labor:** Exhibitors have the option of utilizing the official service contractor, who provides quality union labor or personnel from their own companies to install and dismantle displays. Full-time employees of exhibiting companies may set their own exhibits. Any full-time company personnel involved should have visible identification of their company status when engaged in these activities.

**Freight Handling:** All work involved in the loading and unloading of all trucks, trailers and common and contract carriers from the facility docks, including empty crates, and the operation of material handling equipment, is under the jurisdiction of GES Exposition Services. Full-time employees of exhibiting companies may “hand carry” what one person can carry in one trip, provided they do not use material handling equipment. When exhibitors do choose to “hand carry” material, they may not be permitted access to the loading dock/freight door areas. GES Exposition Services will not be responsible for any material they do not handle. All exhibitors are expected to comply with any union requirements in effect and as outlined in the “Show Site Work Rules” section of the exhibitor kit.

**Union:** Local 10 Carpenters, Local 17 Decorators, Local 134 Electricians, Local 131 Riggers, Local 727 Teamsters, Local 130, plumbers with/sprinkler fitters 590.

Carpenters are responsible for uncrating of exhibits and display materials, installation and dismantling of exhibits including, cabinets, fixtures, shelving units, furniture, etc., laying of floor tile, carpet, re-crating of exhibits and closing of machinery crates as well as Installation and dismantling of scaffolding, bleachers and binding of chairs.

Electricians are responsible for assembly, installation and dismantle of anything that uses electricity as a source of power. This includes electrical wiring, hook-ups, interconnections, electrical signs, all lighting, etc.

Teamsters are responsible for receiving and handling all exhibit materials and empty crates at the docks. It is their responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the exhibition.

IATSE handles the installation and dismantling of display and exhibit booths. This includes all display work as well as crating and uncrating of machinery and equipment.

Decorators are responsible for hanging all non-electrical signs, drape and cloth installation and tacked fabric panels.

Riggers are responsible for unloading, loading, uncrating, unskidding, positioning and leveling of all machinery and reskidding of all machinery. This includes any booth work requiring a forklift, and/or crane, including the installation and dismantling of all headers.

**Gratuities:** Work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). All employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

**In General:** All questions arising with regard to the Union’s jurisdiction or practices must be directed to the exposition services company management representative.

**13. Limitations and Liability** • Exhibitors or their agents may not allow any articles to be brought into the exhibition or any act done on the premises which will invalidate the insurance or increase the premium on the policies held by the management of the Austin Hilton, Austin, TX or permit anything to be done by their employees through which act the premises, property or equipment of other exhibitors will be damaged. No signs or articles can be affixed, nailed or otherwise attached to walls, doors, etc., in such a manner as to deface or destroy them. Likewise, no attachments can be made to the floors by nails, screws, or any devices that would damage them. All space is leased subject to these restrictions. Violations of these rules will annul the exhibitor’s contract, and he or she will be held liable for any damage resulting from such violations.

The exhibitor shall be responsible for securing any and all necessary licenses or consents for A) any performances, associated music licensing fees, displays, or other uses of copyrighted works or patented invention, and B) any use of any name, likeness, signature, voice or other impression and other intellectual property owned by any third party which is used, directly or indirectly by the exhibitor. The exhibitor agrees hereby to indemnify, defend and hold the Industrial Designers Society of America harmless from and against any claim of liability and any incident or resulting loss, cost or damage (including costs of lawsuit and attorney’s fees) for failure to obtain these licenses or consents and /or for infringements or other violations of the property rights or the rights of privacy or publicity of any third party.

Exhibitor agrees to protect, save, and keep free from liability the Industrial Designers Society of America, the occupied hotels, and the Hilton Austin Hotel, Austin, TX and the official general services contractor for violation of any law or ordinance by the exhibitor, his/her employees or agents as well as to strictly comply with the applicable terms and conditions contained in the agreement between the Industrial Designers Society of America, the occupied hotel, the Hilton Austin Hotel, Austin, TX and the official general services contractor against and from any and all loss, cost, damage, liability or expense which arises out of, from or by reason of any act or omission of exhibitor, his/her employees or agents.

**14. Literature Distribution** • All literature must be distributed within the booth space assigned. No materials may be left in public places or distributed in the aisles, lounge areas or other exhibitor’s booths within the Design Gallery. No soliciting of registrants will be permitted in the aisles or in other exhibitor’s booths. Items found in areas other than the exhibit booths will be removed and discarded.

The Industrial Designers Society of America does not allow the literature of any exhibitor or supporter to be distributed at any Industrial Designers Society of America official hotel. This restriction applies to handing out literature or to dropping literature at individual guest rooms or in any public or private area of the hotels. This restriction also applies to any approved hospitality suites or function room events that may be taking place at any Industrial Designers Society of America official hotel or other public or private venue.

**15. Security** • The Industrial Designers Society of America exhibit management will provide 24-hour security service and will exercise reasonable care for the protection of exhibitor’s materials and displays. The furnishing of such a service is in no way to be understood or interpreted by exhibitor as a guarantee to them against the loss or theft of any kind. The Industrial Designers Society of America or any officer, their agents, staff members, the Hilton Austin Hotel, Austin, TX or the exposition services company will not be liable for the safety of the exhibitor’s person (including agents, employees or other persons) or property from theft, damage by fire, accident or any other causes. Small or easily portable articles of value should be properly secured and removed after the closing hours of the Design Gallery and placed in safekeeping. All claims for such loss, damage or injury are hereby expressly waived by the exhibitor.

**16. Shipping** • DO NOT SHIP DIRECTLY TO the Hilton Austin Hotel, Austin, TX. To ensure proper handling and receiving, all shipments must be received and processed by GES. All costs involved in transferring the exhibit materials from the Hilton Austin Hotel, Austin, TX to GES will be the responsibility of the exhibiting company. Information on shipping methods and rates will be included in your Exhibitor Service Kit.

**17. Subletting of Exhibit Space** • Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them.

# International Conference & Education Symposium Sponsorship Contract

## CONTACT

Company Name (Company information for all published information)

Contact Name

Title

Address

City

State

Zip/Postal Code

Country

E-mail address (Important updates sent via e-mail)

Website

Phone

Fax

| PRICING        |                                 |          |       |
|----------------|---------------------------------|----------|-------|
| LEVEL          | OPPORTUNITY                     | COST PER | TOTAL |
| DIAMOND        | Premier Conference Sponsor      | \$50,000 |       |
|                | Closing Night Party             | \$50,000 |       |
|                | Opening Night Party             | \$40,000 |       |
|                | Sponsor's Choice                | \$25,000 |       |
| PLATINUM       | Education Symposium Lunch       | \$15,000 | SOLD  |
|                | Full Day Sponsor                | \$15,000 |       |
|                | Portfolio Review                | \$15,000 |       |
|                | Video Sponsor                   | \$15,000 |       |
|                | Live Streaming of IDEA Ceremony | \$15,000 |       |
| GOLD           | Daily Refreshment Break Sponsor | \$14,000 |       |
|                | WiFi Sponsor                    | \$10,000 |       |
|                | Official Conference Giveaway    | \$12,000 |       |
|                | T-Shirt                         | \$12,000 |       |
|                | Breakfast Session               | \$10,000 |       |
| DESIGN GALLERY | 10' x 20'                       | \$9,000  |       |
|                | 10' x 20' (add-on)              | \$7,500  |       |
|                | 10' x 10' Premium               | \$8,000  |       |
|                | 10' x 10'                       | \$6,000  |       |
|                | 10' x 10' (add-on)              | \$5,000  |       |

Client agrees to pay 100% before Aug. 1, 2015. No refunds will be processed for cancellations.

Authorized Signature

Title

| LEVEL       | OPPORTUNITY                        | COST PER     | TOTAL |
|-------------|------------------------------------|--------------|-------|
| SILVER      | Happy Hour in the Design Gallery   | \$10,000     |       |
|             | Conference Mobile App              | \$10,000     |       |
|             | Sponsored Sessions                 | Rates Vary   |       |
|             | Online Conference Registration     | \$7,500      |       |
|             | Lanyard                            | \$7,500      |       |
|             | Conference Program Book            | \$7,500      |       |
|             | IDEA 2015 Program Book             | \$7,500      |       |
|             | Room Key Sponsor                   | \$7,500      |       |
|             | VIP Reception                      | \$7,000      |       |
| BRONZE      | Lunch Co-Sponsorship               | \$6,000      |       |
|             | Education Symposium Book           | \$5,500      |       |
|             | Fellows Reception                  | \$5,000      |       |
|             | Keynote Speaker Sponsor            | \$5,000      |       |
|             | Charging Station Sponsor           | \$5,000      |       |
| SUPPORTER   | Breakout Sponsor                   | \$3,000      |       |
|             | Design Foundation Auction          | \$3,000      |       |
|             | Pen                                | \$2,500      |       |
|             | Sketchbook                         | \$2,500      |       |
|             | Water Bottle                       | \$2,500      |       |
| ADVERTISING | Advertising Display Panel          | \$750        |       |
|             | Giveaway Insert                    | \$650        |       |
|             | Ad in Conference or IDEA book-Full | \$300        |       |
|             | Ad in Conference or IDEA book-Half | \$150        |       |
|             |                                    | <b>TOTAL</b> |       |

**PAYMENT** Make checks payable (in US Dollars) to IDSA. Or, you may also pay by Credit Card:  AMEX  M/C  Visa

Amount to Charge

Card No.

Security Code No.

Exp. Date

Print Name as it Appears on Card

Card Holder Signature



Mail, fax or e-mail signed form complete with payment to:

IDSA  
555 Grove St., Suite 200  
Herndon, VA 20170  
703.707.6000; FAX: 703.787.8501

### Domestic Wires

SunTrust Bank  
ABA # 061000104  
Account Number: 1000004971965  
Title on acct: INDUSTRIAL DESIGNERS  
SOCIETY OF AMERICA

### International Wires

SunTrust Bank  
25 Park Place, Atlanta, GA 30303  
Swift Code: SNTRUS3A  
Account Number: 1000004971965  
Title on acct: INDUSTRIAL DESIGNERS  
SOCIETY OF AMERICA

### Questions?

Contact: Katrina Kona  
703.707.6000 x100  
katrinak@idsa.org