

# IDSA District Design Conference 2017 Sponsorship and Exhibit Opportunities

## **Central: Innovation is a Team Sport**

March 31–April 1 | University of Cincinnati in Cincinnati, OH | #IDSACDDC

## **Northeast: The Unexpected Conference**

March 31–April 1 | Rhode Island School of Design in Providence, RI | #IDSANEDDC

## **South: Elevate**

April 7–8 | University of Houston in Houston, TX | #IDSASDDC

## **West: DESIGN: HYBRID**

April 23–24 | University of Oregon in Portland, OR | #IDSAWDDC

## **Midwest: Radical Concepts**

April 28–29 | Milwaukee Institute of Art & Design in Milwaukee, WI | #IDSAMWDDC

## Sponsorship Opportunities

### Why Sponsor?

Every spring the Industrial Designers Society of America (IDSA) hosts five regional District Design Conferences (DDCs) across the country that address the latest design trends, issues and opportunities. With more than 1,000 total designers, students, business professionals and educators in attendance, IDSA's DDCs are the perfect venue to showcase your products and services and engage in dynamic niche marketing that brings you face-to-face with your current and future customers.

The District Design Conferences will present meaningful, insightful and intriguing topics for hands-on experiences with your products and services. Be a part of the conversations taking place and highlight the ways your company can elevate its visibility and reach a broader audience all while serving the profession of industrial design.

### Get Involved

IDSA offers many ways to gain exposure and promote your business to conference attendees from advertising to exhibiting. We have packages for every budget, designed to achieve a variety of marketing and sales objectives. Don't see exactly what you are looking for? We can customize a package to fit your needs.

Don't miss out! Review the following options and fill out the application/contract to secure your spot today! For more information please contact: **Katrina Kona, 703.707.6000 x100, [katrinak@idsa.org](mailto:katrinak@idsa.org).**

### The Audience

Industrial designers are on the cutting edge, setting trends in the United States and the world. They design the products and services used by everyone every day. Sponsorship is the best way to associate your brand/product/services with the industrial design profession.

Conference attendees include students, business leaders, practitioners, educators and more. Be a part of something big; highlight your company's ingenuity as a conference sponsor.



## Sponsorship Categories & Benefits

Whether you're looking for an exclusive opportunity at all five Design District Conferences or recognition at just one or two, we have a number of packages built to fit your branding needs.

Select from our premium Platinum or Gold packages and sponsor all five conferences, or pick the conference that works best for you and select our Silver or Bronze package.

The chart below outlines standard benefits of sponsorship by level for the 2017 District Design Conferences. Pick your base level of sponsorship and benefits. Then choose the specific package(s) with additional benefits from the following pages that best align with your brand and goals.



STANDARD BENEFITS BY SPONSORSHIP LEVEL				
BENEFIT	PLATINUM \$15,000–\$24,999	GOLD \$8,000–\$14,999	SILVER \$4,000–\$7,999	BRONZE \$1,000–\$3,999
Speaking Opportunity	10 min.	5 min.		
Verbal Recognition during Conference	●	●	●	
Complimentary Conference Registrations	4 total	3 total	2	
Discounted Conference Registrations	3	2	1	
Opportunity to purchase a deeply discounted Exhibit Booth	●	●	●	
Opportunity to place Promotional Pieces at Literature Table	●	●	●	●
Attendee List (email and mailing lists)	●	●	●	●
Logo Package*	●	●	●	●

**\*Logo Package:** includes logo recognition on the conference website; in all District Design Conference promotional emails leading up to each of the conferences; on the conference badge; on printed signage; and in slides shown throughout the Conference.



## IDSA's District Design Conference Career Path Partner Program

IDSA's newly developed Career Path Partner Program provides a unique sponsorship opportunity to interact with the students and young professionals attending the District Design Conferences. Take advantage of this opportunity to link your company with a program created to engage the future leaders of industrial design.

### CAREER PATH PARTNER \$12,000

#### Recognition

- Gold-level sponsor recognition in pre-conference emails and on conference microsite via logo and hyperlink
- Verbal recognition during District Design Conferences
- Opportunity to provide promotional material on Literature Table
- Access to attendee list (email and mailing)

#### Portfolio Review Co-Sponsor

- Includes sponsor acknowledgement in onsite signage for the Portfolio Review
- Opportunity to participate in the Portfolio Review

#### Skill Session Workshop

- Sponsor acknowledgment on mobile app
- Sponsor acknowledgement in onsite signage for the Skills Session
- Opportunity to host one, 45-minute skills workshop in total across all District Design Conferences

#### Featured Article on IDSA.org

- Work with IDSA to develop content supporting education and/or career development

#### Complimentary Registrations

- Up to 4 complimentary registrations (one-time use), verbal recognition at the conference; up to 2 discounted registrations (one-time use); marketing material at literature display and logo package.

#### Branding

- Special designation as a "Career Path Partner" for the District Design Conferences 2017

#### Exhibit and Advertise

- Up to 2 complimentary exhibit spaces or one, full-page advertorial in INNOVATION magazine (Winter, Spring or Summer issue only)
- Additional exhibit space available at discounted rate

## Platinum Level

### Principal Conference Sponsor Exclusive \$14,000

Select the District Design Conference of your choice and your company name will accompany the conference title on all printed and electronic materials. Example "IDSA Midwest District Design Conference: Intersections brought to you by (your company here)."

## Gold Level

### Student Merit Award Sponsor Exclusive \$15,000

(also available as a shared sponsorship at Bronze level for \$7,500 per company)

The Student Merit Award or SMA program IDSA provides students of industrial design opportunities to showcase their talent and achievements at their schools; to their local professional communities; and at the District and National levels. The SMA program also allows schools with ID programs to gain acclaim and visibility. Further, it provides an ample platform for design managers and other talent acquisition professionals to meet the industrial design geniuses of the future. Recognition spans all of the District Design Conferences (gold recognition) and the International Conference (silver recognition).

### Lanyard Sponsor Exclusive \$8,000

How do you get your buyers to wear your company's name throughout all five conferences? The official badge lanyard goes out to every IDSA conference attendee, ensuring that your brand and your message are literally part of the conference's fabric.

## Silver Level

### Tote Bag Sponsor Exclusive \$7,500

Leave your mark! Your company's logo will be displayed like walking billboards all over the conference as the exclusive tote bag sponsor! Your logo will be featured alongside the conference logo on the bags distributed to every attendee at registration. Carried for years, the bags serve as a lasting reminder of your company's support of industrial design.

### Registration Sponsor \$6,000 2 Available/Conference

Get a head start reaching your target audience by sponsoring all five DDC registrations. Recognition includes: logo and hyperlink on all official attendee registration confirmation emails; logo visibility on the registration page for all five conferences; and onsite signage at the registration desk. Your registration sponsorship will be highlighted in ONE email blast to IDSA's list of almost 20,000.

## Sponsorship Opportunities

### Silver Level (continued)

#### Break & Refreshment Sponsor **\$5,000**

2 Available/Conference or \$1,500 per District

Conference attendees always look forward to lunch and grabbing coffee between sessions. Increase your visibility with more than 1,000 attendees at all five District Design Conferences by sponsoring all meals and daily coffee/snack breaks at each.

- 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)

#### Conference Mobile App Sponsor **Exclusive \$3,000** (also available as a shared sponsorship at Bronze level for \$1,500 per District)

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 located prominently on all viewable pages.

#### Happy Hour **\$3,500** 1 Available/Conference

Assure a highly visible presence as a sponsor of the District Design Conference of your choice. Industry leaders are united in a comfortable social environment perfectly suited for casual conversation and are joined by IDSA leaders and volunteers. Drinks and light snacks will be served.

#### NEW! Workshop **Rates Vary** 2 Available/Conference

Meet and greet attendees with a workshop hosted within the select District Design Conference programming. Use this opportunity to network and share insights with a presentation.

### Bronze Level

#### 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. \*\*Sponsor provides sketchbooks.

#### Padfolio **Exclusive \$2,500**

Help attendees keep business cards and handouts secure providing padfolios to be distributed at the registration desk. A great option with long-lasting branding. \*\*Sponsor provides padfolios.

#### Design Competition Sponsor **Exclusive \$2,500**

You've got the competition idea and execution plans; we've got the competitors! Use the District Design Conferences as a forum to promote your competition. IDSA will help to promote!

#### Content Sponsor **\$2,000** 2 Available/Conference

Help provide exceptional content for IDSA's District Design Conferences. Sponsor the content at one of the conferences 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.

#### NEW! Contributing Sponsor **\$1,000** Multiple Available/Conference

- Logo recognition on the conference microsite, in all District Design Conference marketing emails leading up to the conference and in the PowerPoint slide shown throughout the conference.
- Logo recognition on the conference badge and on printed on-site signage

### What's your creative idea?

Have a unique offering or experience you'd like to share at an upcoming District Design Conference? 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.



## Sponsorship Opportunities

### NEW! Career Fair

During the 2017 District Design Conference, IDSA will host a Career Fair for attendees looking to advance their education and pursue career opportunities. The Career Fair will be a great opportunity for attendees to learn more about graduate level design programs, business schools, internships and other advancement opportunities. Promote your Graduate School or Recruitment Opportunity by hosting a table at the IDSA Career Fair today!

#### Graduate School Table **\$500 per table**

Bring your program materials, signage and admissions professionals\*; showcase student projects; and more.

Benefits include:

- One 6 foot table and chairs
- Electricity
- WiFi
- Listing in conference schedule on the mobile app and on IDSA.org
- Inclusion in onsite signage promoting the Career Fair
- Dedicated time on program\*\*

#### Recruitment Table **\$700 per table**

Bring promotional materials, signage; and HR professional\* and/or professional design staff\* to interview prospective employees and showcase exciting internship and job opportunities.

Benefits include:

- One 6 foot table and chairs
- Electricity
- WiFi
- Listing in conference schedule on the mobile app and on IDSA.org
- Inclusion in onsite signage promoting the Career Fair
- Dedicated time on program\*\*

\*Table fee does not include a conference registration.

\*\* Timing varies based on specific District Design Conference agendas.

### Exhibitor Package

#### Exhibit Booth **\$1,500 per District**

- Two complimentary conference registrations
- A 6 foot skirted table set up in the main traffic area
- Logo recognition on the conference website; in all District Design Conference promotional emails leading up to the conference; and in the presentation slide shown throughout the conference
- Logo recognition on the conference badge and on printed signage
- Access to the conference attendee email and mailing lists post-conference

Add a booth to any Platinum, Gold or Silver package for \$1,000.

#### Advertising Display **\$450 per District**

Greet conference attendees with your full-size advertisement. Displays will be posted throughout the meeting space. Advertiser produces and provides advertising display to be posted on easels. Foam core signs preferred.

#### NEW! Mobile Ads **\$250**

Greet conference attendees with your full-size advertisement. Displays will be posted throughout the meeting space. Advertiser produces and provides advertising display to be posted on easels. Foam core signs preferred.



## IDSA DISTRICT DESIGN CONFERENCE SPONSORSHIP CONTRACT

Company Name (Company information for all published information)

Contact Name

Title

Current Member Name

Member Number

Address

City

State

Zip/Postal Code

Country

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

Website

Phone

Fax

PRICING			CONFERENCE(S) please choose						
LEVEL	OPPORTUNITY	ALL 5	SOUTH	WEST	CENTRAL	NORTHEAST	MIDWEST	COST PER	TOTAL
<b>PLATINUM</b>	Principle Conference Sponsor	•						\$14,000	
<b>GOLD</b>	Student Merit Award Sponsor	•						\$15,000	
	Career Path Partner	•						\$12,000	
	Lanyard	•						\$8,000	
<b>SILVER</b>	Tote Bag Sponsor	•						\$7,500	
	Registration Sponsor							\$6,000	
	Refreshment Sponsor							\$5,000	
	Conference Mobile App	•						\$3,000	
	Happy Hour Sponsor							\$3,500	
	Workshop							Rates Vary	
<b>BRONZE</b>	Sketchbook	•						\$2,500	
	Padfolio	•						\$2,500	
	Design Competition							\$2,500	
	Content Sponsor							\$2,000	
	Registration Sponsor per district							\$1,500	
	Contributing Sponsor							\$1,000	
<b>EXHIBITOR</b>	Exhibit only							\$1,500	
	Exhibit added to Package							\$1,000	
	Advertising Display							\$450	
	Mobile Ad							\$250	
<b>CAREER CENTER</b>	Graduate School Table							\$500	
	Recruitment Table							\$700	

Client agrees to pay 100% before March 25, 2017. IDSA has the right to withhold services if full payment is not received before the event. No refunds will be processed for cancellations.

Authorized Signature

Title

### 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

Address

City

State

Zip/Postal Code

Country



**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  
Acct # 1000179906671  
Title on acct: INDUSTRIAL DESIGNERS SOCIETY OF AMERICA  
Special Instructions: if needed

**International Wires**  
SunTrust Bank  
25 Park Place  
Atlanta GA 30303  
Swift Code: SNTRUS3A  
Acct # 1000179906671  
Title on acct: INDUSTRIAL DESIGNERS SOCIETY OF AMERICA  
Special Instructions: if needed

**Questions?**  
Contact: Katrina Kona  
703.707.6000 x100  
katrinak@idsa.org