



IDSA International Design Conference 2017 Sponsorships & Exhibit Opportunities

IDSA

A Message from the IDSA International Design Conference 2017 Chair



I invite you to join us Aug. 16–19 at the Atlanta Marriott Marquis for *Design is Business*.

ID is among a handful of disciplines that really, really values and strives to improve the human condition. Not just intrinsic value—but fundamental, instrumental value. Whatever the world throws at us—digitization, electrification, sensorification, autonomy or connectivity—industrial designers surmount barriers, leveraging them as elements. We make “design at scale.”

Even if your product/solution is the most meaningful, it has to sell on the fair, open market—giving businesses the confidence to invest in and continue the growth of their portfolios. Now, the business world is taking note of the strategic advantage brought by ID to the table. The world’s most innovative companies are declaring solidarity with design—reserving a seat on the board for a chief design officer; assimilating design strategy; or making room for design to influence business strategy significantly.

Business model patterns essentially research the target audience’s desires and meticulously develop meaningful product solutions and relevant ecosystems of experiences to improve the end user’s life—while profiting and—in many cases, keeping a watchful eye on our planet. From *Harvard Business Review* to *Fast Company* to *The Wall Street Journal*—the media, too, has newfound affection for the impact of ID on business—and on a greater scale—the global economy.

Where better to make the case with Industrial Design is the Best Business Plan than in Atlanta, GA—with some of the most compelling speakers at the intersection of design and business; studio and other offsite tours; great parties; and family-friendly attractions. “Among the nation’s fastest-growing cities, the Georgia capital is attracting newcomers from around the country and people are looking to this part of the country for culture and commerce like never before,” declares *US News & World Report* in 2017. Atlanta means business—with a population of five and a half million; 150,000 businesses including some of the most iconic brands in the world; the fifth highest job growth rate in the United States; and quite an emphasis on higher education—with nearly 60 colleges and universities.

Follow the journey to the IDSA International Design Conference 2017 using #IDSA17Atlanta @IDSA on Twitter; Industrial Designers Society of America on Facebook and LinkedIn; and @IDSAdesign on Instagram.

Jeevak Badve, IDSA

Chair, IDSA International Design Conference 2017
Vice President, Strategic Growth, Sundberg Ferar

IDSA International Design Conference 2017 Sponsorship Opportunities

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 choose 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 benefits of sponsorship by level for the 2017 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 align(s) 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 2017	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.

IDSA International Design Conference 2017 Sponsorship Opportunities

Diamond Level Sponsorship

IDEA Gala | Exclusive

\$50,000

Featuring food, beverages (drink tickets) and unique networking opportunities, the Closing Party is frequently described as the most memorable event of the conference. Following this year's IDEA Ceremony, the Closing 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 with company logo at the event signs
- One gobo featuring your company logo
- Branded napkins
- Branded drink

Sponsor's Choice

\$25,000

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

Platinum Level Sponsorship

Official Digital Sponsor | Exclusive

\$22,500

Keep attendees connected and up-to-date on the latest news and events throughout the conference. The Digital Sponsor is awarded as providing WiFi and the conference mobile app, and sponsoring social media, throughout the conference.

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

- Company name as WiFi password
- Dedicated pushes on the conference mobile app
- Branded messaging via social channels

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. 17. Design educators will attend and the Education Symposium. Lunch sponsors may make a presentation to the attendees during the one-hour lunch. *(Please note: IDSA will provide food 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

Full Day Sponsor | Exclusive by day; 2 days 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



IDSA International Design Conference 2017 Sponsorship Opportunities

Gold Level Sponsorship

T-Shirt | Exclusive

\$13,000

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 in your next ad campaign. Final T-shirt design and verbiage is at the discretion of IDSA.

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.

WiFi Sponsor | Exclusive

\$10,000

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

Opening Night Reception | 2 available

\$10,000

Featuring food, beverages (drink tickets) and unique networking opportunities, the Opening Night Reception (in conjunction with the Design Gallery opening) is the first celebratory event of the conference. The sponsor enjoys 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 Gold-Level Benefits, this opportunity includes:

- Branded napkins
- Signage at the event

IDSA Career Center | Exclusive

\$10,000

For the second year, IDSA is excited to announce the growth of our very successful Portfolio Review at our annual conference into a more comprehensive, 1 day Career Center. In addition to providing on-the-spot portfolio reviews by professionals—career coaches and specialists will be on hand to help critique related job search collateral including resumes, cover letters and business cards and more. Be the company that brings this unique programming this year to job seekers!

NEW! Interactive Wall | 2 available

\$10,000

Customize your own interactive walls for social media, data visualization and anything else that helps you tell your brand's story.

Breakfast Session | 2 available

\$10,000

Session is by invitation only.

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 mail 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 A/V 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



IDSA International Design Conference 2017 Sponsorship Opportunities

Silver Level Sponsorship

VIP Reception (invitation only) | Exclusive \$8,500

This one-hour reception for speakers, IDSA Ambassadors, Fellows, members of IDSA's Board of Directors and other honorees 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

Happy Hour in the Design Gallery | 2 available \$8,000

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.)
- A listing on the official conference agenda

Conference Program Book | Exclusive \$8,000

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.

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)

Portfolio Review | Exclusive \$7,500

Support one of the most popular activities for student and young professional attendees, the Portfolio Review. 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 Silver-Level Benefits, this opportunity includes:

- Table at Portfolio Review
- Signage with your company name/logo
- Opportunity to provide promotional material
- Complimentary recruitment table at the IDSA Career Center

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 attendees at registration and information kiosks. The sponsor may have their company logo printed on the lanyard worn during the conference and kept as a memento.

NEW! Game Corner | Exclusive \$6,500

Help attendees blow off steam and get their creative juices flowing by bringing the fun to the conference. Sponsor table tennis, ping pong, pool or bring your own creative idea to the game corner.

Conference Mobile App | Exclusive \$6,500

(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 attendees providing program session, offsite 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.

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

- Daily morning & afternoon push notifications on behalf of the sponsor

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 700+ attendees will come out for the complimentary meal.

In addition to Silver-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)

Online Conference Registration | Exclusive \$5,500

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.

Pre-conference Workshop | Exclusive \$5,500

Demo your software upgrade or host an interactive workshop showcasing your company new product or service before the conference starts. Use Wednesday afternoon to the start off the International Design Conference and meet-and-greet attendees arriving to make things happen in Atlanta.

Daily Coffee Break Sponsor | 3 available \$5,000

Give attendees that morning jolt to conquer a day of networking, learning and sharing ideas. Sponsorship includes signage and the option to distribute a sponsor-provided giveaway.

IDSA International Design Conference 2017 Sponsorship Opportunities

Bronze Level Sponsorship

Keynote Speaker Sponsor | Exclusive **\$3,500**

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.

Charging Station Sponsor | 3 available **\$3,500**

Help attendees recharge their smartphones, laptops and other devices during the long days of the conference. Charging stations will feature your company logo.

Session Sponsor **\$3,000**

Sponsor the conference 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.

Pen | Exclusive **\$3,000**

Get some well-deserved ink by adding your company logo to writing pens that are distributed liberally throughout the conference venue and at the registration desk. They will land in offices around the world. **Sponsor supplies pens*

Sketchbook | Exclusive **\$3,000**

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 on-the-spot visibility as attendees return to the office classroom to scour for important notes and sketches from the conference. **Sponsor supplies sketchbooks*

Pad Folio | Exclusive **\$3,000**

Provide attendees with a portfolio to take notes and collect business cards. **Sponsor supplies pad folios*

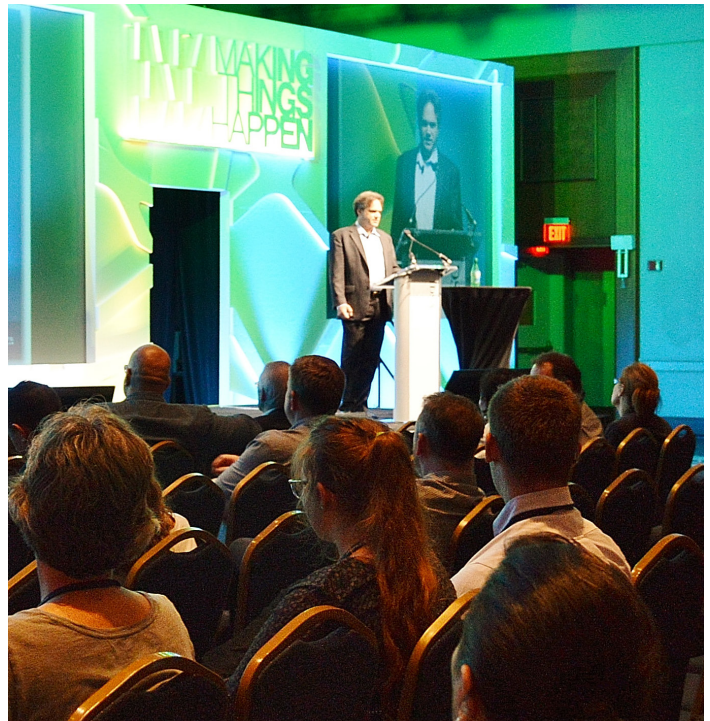
Afternoon Chair Drop | Exclusive per day **\$2,000**

Get attendees attention with your marketing material uniformly displayed on each conference chair.

Supporter Level Sponsorship

Contributing Sponsor **\$1,000**

Support the conference and align your brand with this year's event. Recognition includes logo on conference website; logo on onsite event signage; in the conference mobile app and more.

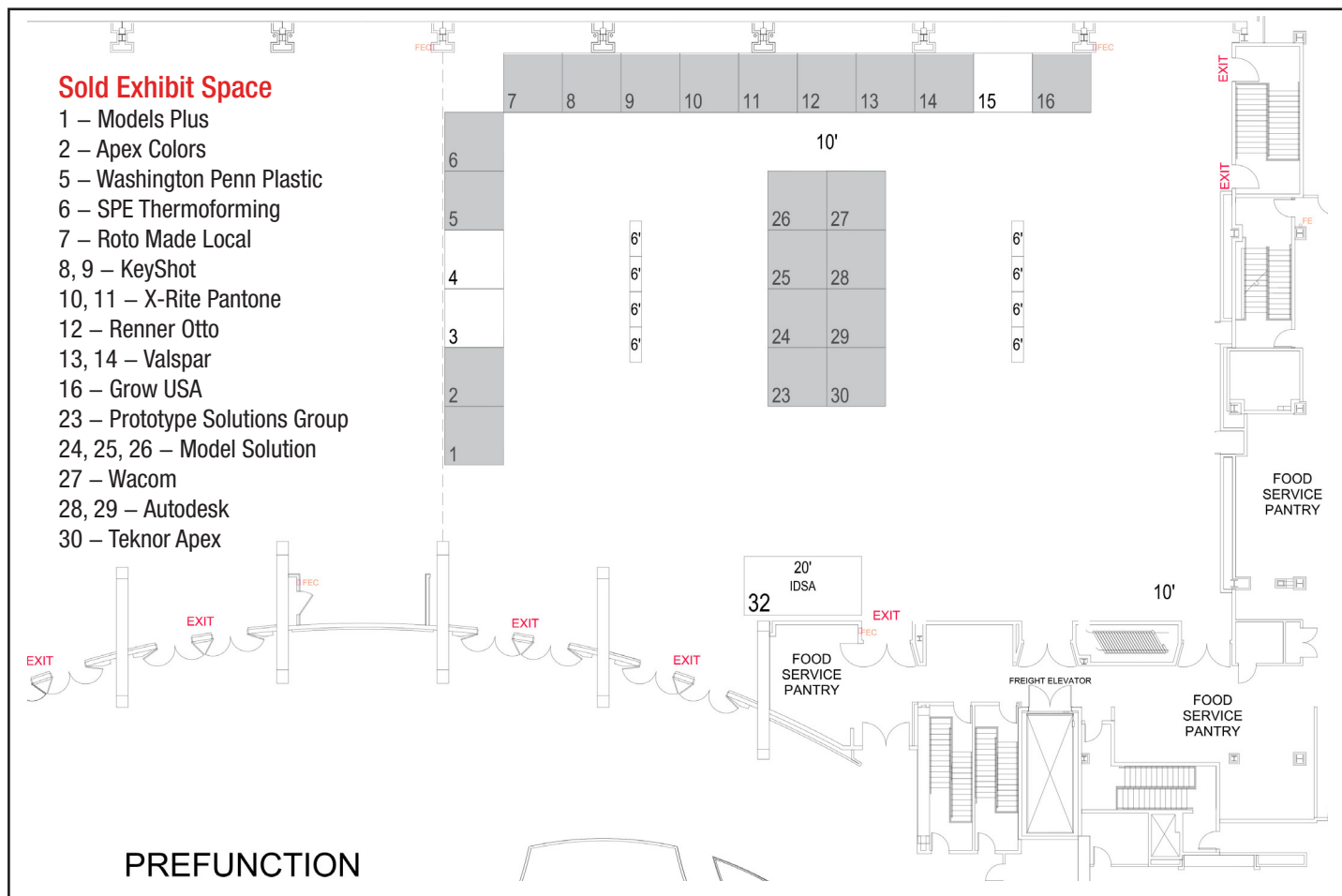


Don't Be Afraid to Get Creative!

Think outside the box and leave a lasting impression with your on conference goes. What kind of opportunities would you like to try? Contact IDSA Sales at sales@idsa.org or 703.707.6000.

IDSA International Design Conference 2017 Sponsorship Opportunities

Floor Plan



Design Gallery Exhibit Space

A presence in IDSA's International Design 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 United States. Make an impression on customers, potential clients, prospective employees and students by exhibiting at the only showcase exclusive to industrial design.

As part of an internationally promoted conference, your message will reach design leaders 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 20' Design Gallery Exhibit Space

\$9,500*

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

- 2 exhibitor registration passes
- Option to purchase one additional exhibitor registration for \$750

10' x 10' Design Gallery Premium Exhibit Space

\$6,500*

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

- 2 exhibitor registration passes

Each Exhibit Space comes with the following:

- Backwall & Sidewall Drape
- Table Skirt Color
- 1 – 6' Skirted table
- 2 – Plastic Contour Chairs
- 1 – Wastebasket
- 1 – Booth ID Sign

Additional Exhibitor Benefits Include:

- Preview Guide featured on conference website and emailed to conference attendees
- Special offers can be featured in conference mobile app & Preview Guide
- Special discounted advertising rates

IDSA International Design Conference 2017 Sponsorship Opportunities

IDSA Career Center

IDSA will host a 1-day Career Center for attendees looking to advance their education and pursue career opportunities. The Career Center 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 Center today!

Graduate School Table **\$995 per table**

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

Benefits include:

- One 6' table and chairs
- Listing in conference schedule on the mobile app and on IDSA.org
- Inclusion in onsite signage promoting the Career Center
- Dedicated time on program

Recruitment Table **\$1,500 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' table and chairs
- Listing in conference schedule on the mobile app and on IDSA.org
- Inclusion in onsite signage promoting the Career Center
- Dedicated time on program

*Table fee does not include a conference registration.

Advertising

Advertising Display Panel **\$850**

Greet conference attendees daily with your display panel as they enter the high-traffic, pre-function space for breaks, refreshments, etc. IDSA's exhibitor services contract will print and hang all advertising display panels. Additional fees apply for production.

- Panel Size: 38.125 inches wide x 86.25 inches tall

Giveaway Insert **\$750**

IDSA will distribute your promotional materials at registration.

Advertising in Conference Program Book **\$500**

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

NEW! Mobile Ads **\$250**

Promote your company event, special offer and more on the official conference mobile app!

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 IDSA Sales at sales@idsa.org or 703.707.6000 for more details.



Become an IDEA Ceremony Supporter Today!

Supporting IDEA

The Industrial Designers Society of America will host the 37th annual International Design Excellence Awards (IDEA). Honoring excellence in the field of design, the coveted Gold, Silver and Bronze IDEAs will be presented in 20 categories recognizing outstanding achievements in the field. One of the most innovative platforms for industrial designers, future designers and the business of design, IDEA has become the gold standard of industrial design awards programs.

The IDEA Ceremony, held in conjunction with IDSA's International Design Conference each year, has grown into a heralded event, as an industry benchmark of the future trends of design. IDSA presents a unique branding opportunity for your company to be aligned with the industry's highest honor.

Learn more about this year's IDEA Ceremony and how your company can leverage itself as a strong supporter of design excellence.

Levels of Support

Gold **\$2,500**

Logo on the sponsor slide displayed during the IDEA Ceremony
Logo in the IDEA Ceremony booklet
Logo on red carpet back drop
Logo on IDSA.org
Ad in program

Silver **\$1,500**

Logo on the sponsor slide displayed during the IDEA Ceremony
Logo in the IDEA Ceremony booklet
Logo and hyperlink on website

Bronze **\$750**

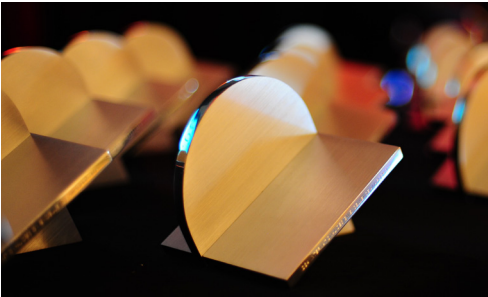
Logo on the sponsor slide displayed during the IDEA Ceremony
Logo in the IDEA Ceremony booklet

Category **\$5,000**

A wide variety of exciting and meaningful categories are available for your choosing. Offered exclusively on a first-come first-serve basis, category sponsorship allows your company to align itself with innovate design that holds significance for your business.

NEW! IDEA Ceremony Program Ad **\$500**

Get the attention of IDEA Ceremony winners and designers attendees from across the world with an advertisement in the official IDEA Ceremony program.



IDSA®

INTERNATIONAL DESIGN
EXCELLENCE AWARDS

IDSA International Design Conference 2017 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. Conference management reserves the right to enforce compliance with these rules and regulations. If an exhibitor is in violation, conference 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 Conference 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, 2017. No refunds will be given for cancellations after April 30, 2017.

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's Senior Manager of Conferences and submitted in writing.

9. Exhibit Personnel • All personnel participating in the Industrial Designers Society of America conference 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 \$750. 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 IDEA GALA/IDSA Closing Reception. Those tickets may be purchased separately. Please email sales@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 provide paid registrations.

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, Aug. 16, 2017 from 10am–5pm.

Tear Down Dismantling: Saturday, Aug. 19, 2017 from 2pm–4pm All exhibitors must be out of the hall by 5pm.

Installation: The installation of exhibits must be completed by 5pm on Wednesday, Aug. 16, 2017. If any exhibitor has not begun setup by 5pm on Wednesday, Aug. 17, 2017, 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 3pm on Wednesday, Aug. 16, 2017 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 2pm on Saturday, Aug. 19, 2017). All exhibits must be fully removed by 5pm on Saturday, Aug. 19, 2017. 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.

IDSA International Design Conference 2017 Sponsorship Opportunities

Exhibitor Rules & Regulations (cont'd)

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 it does 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, rekrating 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 Atlanta Marquis 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 Atlanta Marriott Marquis, Atlanta, GA 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 Atlanta Marriott Marquis, Atlanta, GA 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 Atlanta Marriott Marquis, Atlanta, GA 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 Atlanta Marriott Marquis, Atlanta, GA. 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 Atlanta Marriott Marquis, Atlanta, GA to GES are the responsibility of the exhibiting company. Info 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 Design Conference & Education Symposium 2017 Sponsorship Contract

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