

# IDSA

● Industrial Designers Society of America  
Group Membership

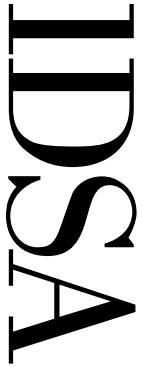


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## ● About IDSA

Founded in 1965, the Industrial Designers Society of America (IDSA) was formed by the collaborative merger of IDI, ASID and IDEA. The strengths, purposes and varied philosophies of its predecessors combined to become the single voice of industrial design in the United States of America.

Today, IDSA has thousands of members in dozens of Student Chapters, Professional Chapters and Special Interest Sections in the United States and internationally.

### Mission

IDSA advances the profession of industrial design through advocacy, community, education and information. See what we accomplished in these areas in our [2015 Year in Review video](#).



## ● What We Offer

### ADVOCACY

Communicating the value of ID, connecting business to society as a whole.

IDS is the only professional society for industrial designers that protects your most important asset—your talent.

- **PARTS Bill** – IDSA joined a coalition that petitioned Congress to oppose legislation that promoted unfair competition and adequate protection of intellectual property.
- **Samsung v Apple** – IDSA filed an amicus brief to the Supreme Court to advocate for meaningful protection of designers’ work.
- **Converse v International Trade Commission (ITC)** – IDSA filed an amicus brief to the Federal Court to advocate for the protection of trade dress in iconic designs.
- **Maryland Design Excellence Commission** – IDSA supported legislation that called for the establishment of this body aimed at developing design-driven innovation programs in the state of Maryland.
- **UNESCO Creative Cities Network** – IDSA submitted a recommendation on behalf of Detroit, which became the first US city named in the field of design in this network.

### COMMUNITY

Creating environments that foster engagement, networking & knowledge exchange.

Community Matters! 45 percent of IDSA members say networking opportunities and participation in the ID community is a primary benefit of their membership.

- **Professional Chapters** – IDSA has 27 chapters in five districts throughout the country that offer professional development and networking opportunities.
- **Student Chapters** – College/ university-based student groups that foster leadership development and community involvement. There are rising stars within nearly 75 student chapters paving the way for the profession.
- **Special Interest Sections** – More than a dozen communities represent ID specialties that range from Design History and Design (IP) Protection to Women in Design. Learn about a topic, or share your expertise!
- **Conferences** – IDSA is “Making Connections” from the International Design Conference, to District Design Conferences, to niche events. These are the perfect place to network, gain inspiration, hone skills, learn about the latest advances and meet the next generation of design.

### INFORMATION

Providing valuable content and data-rich information to members/public.

50 percent of IDSA members feel the ability to stay up-to-date on news and trends in the ID field is a primary benefit of their membership.

- **INNOVATION** – This award-winning magazine is the voice of the profession, providing points of view on ID and more. You’ll receive four annual issues, including the coveted Yearbook of Design Excellence featuring IDEA winners, as a benefit of membership.
- **designBytes & designUpdate** – Get the latest design news and trends in your inbox.
- **Design Resources** – See the Design Census; industry data from the Bureau of Labor Statistics and the National Endowment for the Arts; Bookshelf publications; Video Gallery; and more!
- **INsights** – IDSA Ambassadors deliver special content on a wide range of relevant topics.

### EDUCATION

Promoting continuous learning & development of members and potential members.

IDSA offers programs and services that enable personal and professional growth for individuals in all phases of their career journey.

- **Education Papers** – Design educators share their academic research and support their tenure track.
  - **Webinars** – From Take the Creative Lead to Ecodesign to Good Design= Good Business, IDSA hosts live, interactive webinars on trending topics. Or download the archives at your convenience.
  - **Grow** – Take advantage of special discounts on intensive design management and design leadership courses offered by Grow through PARK.
- IDSA gets you noticed:**
- **International Design Excellence Awards** – Winning one of the world’s most prestigious and rigorous design competitions puts your work in the global spotlight and can **propel your career**.
  - **Student Merit Awards** – ID students showcase their work, earn recognition and get the attention of the top design firms, even before graduation!
  - **Scholarships** – Graduate and undergraduate students can earn money to support ID tuition costs.

## ● What We Offer

### YOUR PERSONAL BRAND

There's nothing more important than your personal brand, and IDSA has the tools to help you build that brand.

- **YourName.design** – Create your free .design domain name. Redirect it to a professional profile or create your own website with free, easy-to-use tools.
- **Your Name, IDSA** – Shows you've been vetted by the authority in industrial design.
- Gain crucial visibility with your IDSA [member profile](#) and via the IDSA [Member Directory](#).
- **IDSA Job Board** – Once your personal brand is established, land your dream job, or attract top talent for openings at your firm, company or university.
- **O-1B Visa Letter** – Because IDSA members adhere to the high standards of our [Code of Ethics](#), this service is provided upon request.

### YOUR COMPANY'S BRAND

Let IDSA boost your company or institution's profile and harness the 1.7 million annual visitors to [idsa.org](#).

- **IDSA Ambassadors Program** – Support IDSA and the profession while increasing your firm or company's exposure. IDSA Ambassadorship focuses on research, thought leadership and advocacy. Benefits can include media opportunities and submissions on relevant ID and related topics to [INSights](#).
- **Firm/Vendor or ID School Listing** – Feature your organization or institution with a premium profile that includes robust information you want others to know.
- **Advertising Opportunities** – Reach top influencers, decision makers and professionals on the move with these advertising opportunities.

### SHAPE THE PROFESSION

Learn, grow, give back and influence. These are the benefits of serving in a volunteer leadership position within IDSA. Whether it's local or national, volunteering is immensely rewarding!

- **Chapter Officer** – Serve as Chair, Vice Chair or in another chapter role. You'll have access to great resources to help your chapter be successful.
- **Special Interest Section Officer** – As a section leader, help your specialty become a knowledge bank of content and information, not just for the design community, but the public at large!
- **Committee/Council Member** – These bodies serve as extensions of IDSA's Board of Directors and work on a subset of projects in specific areas throughout the year.
- **Board of Directors** – Serve at the highest level: set the associations strategic priorities and work alongside great colleagues and talented staff.

### DISCOUNTS

It doesn't get any better than saving money and IDSA membership offers you exclusive discounts.

- **IDEA** – Enter the premier international design competition, consisting of approximately 20 categories and a searchable gallery showcasing Gold, Silver and Bronze winners and Featured Finalists.
- **Conferences** – Annually from coast-to-coast, IDSA offers District Design Conferences, an International Design and a niche event. Strengthen your ties, learn new skills, take part in workshops and sessions, meet the next generation of design, go behind-the-scenes on design tours and more.
- **Chapter Events** – Regional meetings bring you the power of local design communities.
- **.design domain name** – Ensure your professional branding is as polished as your designs!

● Group Rates



Leverage your company's buying power. Employees get the benefits of membership, your company enjoys lower rates (up to as much as 53%), and the community grows stronger! Group Membership was built for companies of all sizes and start with as few as 3 people.

Contact [Philip Assante](#), Manager of Membership & Component Relations to get started.

### Companies Taking Advantage of IDS A Group Membership

3M	GE Appliances	Milwaukee
BD	HS Design	Tool
CCA	Karten Design	RIT
Croda, Inc.	Legrand, US	Stryker
Crown	Michelin	Surface Ink
Designcraft		

**\$275**  
per person

3–5 individuals

**\$250**  
per person

6–10 individuals

**\$225**  
per person

11–15 individuals

**\$200**  
per person

16–20 individuals

**\$175**  
per person

21+ individuals