

IDSA 2015 International Conference & Education Symposium

Seattle, August 19–22, 2015

Sponsorship Opportunities



●
IDSA

Industrial Designers Society of America

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Welcome to the Future of the Future



Surya Vanka, IDSA
IDSA 2015 International
Conference Chair

Imagine this: It is the third week of August 2015 in the midst of a brilliant Pacific Northwest summer. Hundreds of designers from around the world have gathered in Seattle for the IDSA conference, and you are one of them. The city feels alive—a cauldron where the arts, architecture, digital innovations, creativity, music, biotechnology, maker culture, sustainability, multiculturalism, entrepreneurial energy and citizenship engagement are coming together in a potent mix. Not only are you inspired by the most transformative ideas in design, but you also collaborate with fellow designers to tackle some of the world's most wicked design problems. Four stimulating days later, you have devised breakthrough approaches for these epic challenges, and while doing so, you have also prototyped the new ways that design will be practiced in the 21st century. You have been the butterfly effect that has sparked the transformation of design.

We all know that there has never been a better a time to be a designer, nor as much opportunity to make a big impact. As the world can make increasingly powerful products and services and can make them ever faster, the new business challenge is to know what to make, and how to suit these offerings to people's lives. It is not surprising that human-centered design thinking is gaining wide acceptance in business. It is equally unsurprising that professionals from other disciplines

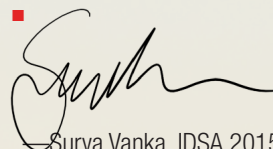


are flocking to design, augmenting their business or engineering backgrounds with design skills, and embarking on exciting design careers. The best designers too are furiously reinventing themselves to remain relevant by becoming more agile, entrepreneurial, and data driven. This quickly changing context begs important questions about the future of design and designers. What will 21st century design look like? How will successful 21st century design careers be built? What will be part of a 21st century design toolbox? Now more than ever, we need bring together the talents and experience of the global design community to figure these questions out, take stewardship of our discipline, and work as one to invent a great future.

In 2015, IDSA celebrates a half century of achievement, and this milestone offers the fitting moment to begin reshaping design for the next half century. Join us in August as we tap into your talents and into the frontier spirit of Seattle for this bold and important project. We are working hard to create once-in-a-lifetime experience for you in a city that has one of the world's most vibrant design communities. Immersed in this community, you will be engaged each day in: Sharing and Connecting. Doing and Making. Celebrating the Past and Building the Future.

Margaret Mead said, "Never underestimate the power of a few committed people to change the world. Indeed, it is the only thing that

ever has." A decade from now, you will remember how the 21st Century Design Revolution began in Seattle the third week of August 2015. And how you reinvented design and how you reinvented your design career. Imagine that. ■



Surya Vanka, IDSA 2015 International Conference Chair

Follow the conference on Twitter at #IDSASeattle15.

Surya Vanka will chair the 50th Anniversary Conference of Industrial Designers Society of America (IDSA) August 19 –22, 2015 in Seattle. The theme of the conference is "The Future of the Future: The Next 50 Years." Vanka is a designer, corporate design leader, design educator and author. He has worked at Microsoft for 15 years, most recently as director of user experience. Prior to this, he was a tenured professor of design at the University of Illinois at Urbana-Champaign and a fellow at the prestigious Center for Advanced Study. He has authored two books on design and several publications, has lectured on design in more than 20 countries, and has been awarded several industry awards.



2015 IDSA International Conference Sponsorship Opportunities

Seattle 2015

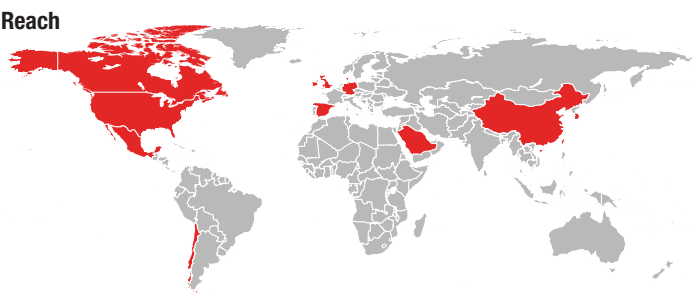
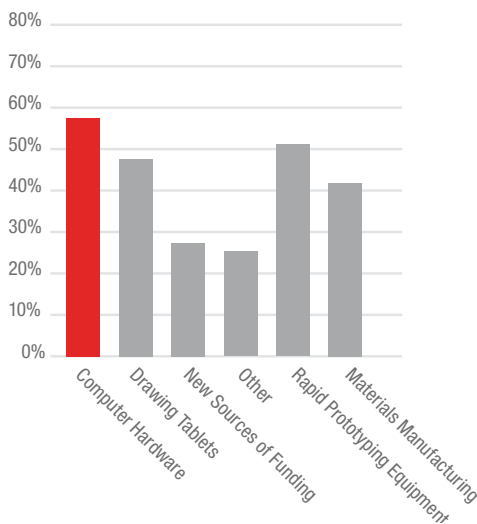
IDSA's International Conferences are always action-packed and filled with inspiration, imagination, design excellence, great speakers and fantastic networking opportunities. A 50th Anniversary only comes around once though, and for 2015 IDSA will be culminating a year of celebration with the most exciting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

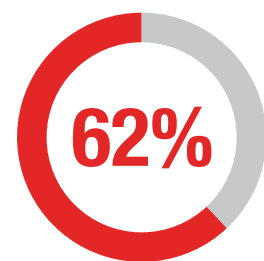
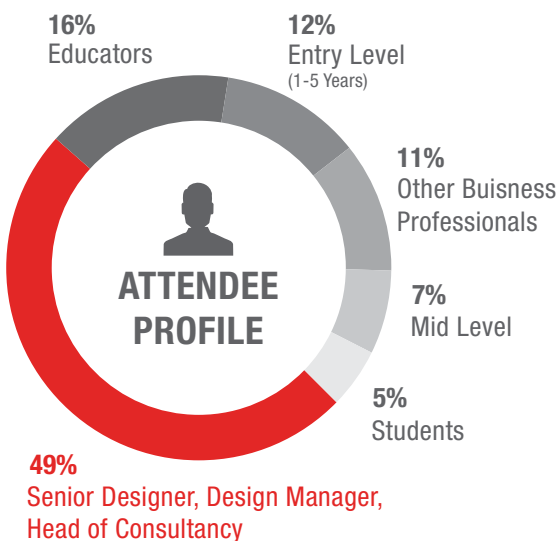
Beyond the main conference sessions, The Education Symposium lead by IDSA Education Vice President Ayse Birsel, IDSA at its helm will be an amazing opportunity to experience the future of design education with outstanding education presentations. Educators from across the globe will share their insight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

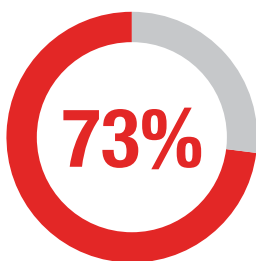
The Future of the Future: The Next 50 Years is on track to be the premier design event of the year and beyond with more ground-breaking speakers and studio tours as some of the hottest companies in Seattle, and a fountain of information about the last 50 years of design achievement, design today and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



- 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



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.

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 and 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

Full Day Sponsor | Exclusive by day/ 1 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.

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.

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 or 703.707.6000 x100 for more details.

Gold Level Sponsorship

Daily Refreshment Break Sponsor | 1 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. **1 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 \$7,500

(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 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.

Portfolio Review | Exclusive \$7,500

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:

- Table at Portfolio Review
- Signage with your company name/logo
- Opportunity to provide promotional material

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 Dziarski, 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*

Pad Folio | Exclusive \$2,500

Provide attendees with a portfolio to take notes and collect business cards. 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, 703.707.6000 x100 for information on exclusive discounts for the International Conference.

Previous Attendees

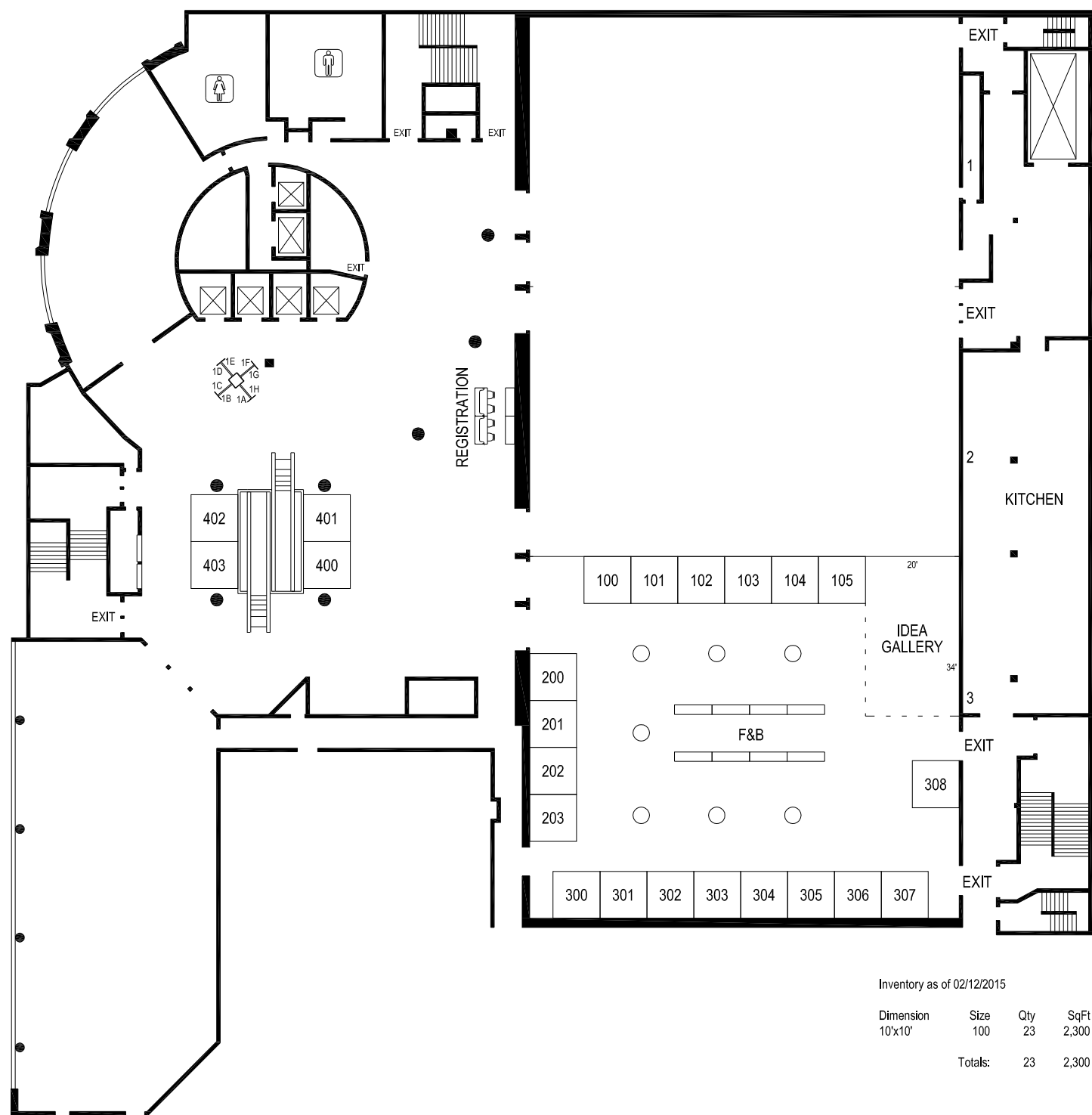
24 Seven, Inc.	Carnegie Mellon University	Emily Carr University of Art and Design
3D Divas	CedarWorks	ENFOQUE design, Inc
3M	Celanese	Escalade Sports
4Moms	Cessna Aircraft Co.	Essential
A. Zahner Co.	Chrysler	Ethicon Endo-Surgery
Adri Design, LLC	CL Design; 24 Seven	EuroPro
Airbus Defense and Space	College 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	Copesetec Inc	Formation Design Group
Art Center College of Design	Core77	Formed Plastics
Artika for Living	Corning Inc.	Freotech 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	Models Plus Inc.	re:3D	TTI Group North America	Ampacet Corp.	LUNAR
Electronics	Modern Edge	RKS Design, Inc	Tupperware Worldwide	Anvil	Luxion / KeyShot
JMRead Design LLC	Moen, Inc	RMIT University	UBER Creative Ltd	Autodesk	Material ConneXion
JSJ Productions, Inc.	Moleskine	Samsung Design America	Umbach Consulting Group	Bayer MaterialScience	McDonalds
Kaalo Experience Design	Mormedi	San Francisco State University	University of Cincinnati	Beyond Design	Microsoft Corp.
Kaleidoscope	Motorola Mobility	Savannah College of Art & Design	University of Houston	BlackHagen Design	MIT Press
Kansas State University	Motorola Solutions	SC Johnson & Son, Inc	University of Illinois - Chicago	Bould Design	Mixer Group
Key Tech	MTI Baths	School Outfitters	University of Illinois - Urbana/Champaign	Bridge Design	Model Solution
Kickstarter	Munro & Associates	Selic Industriedesign	University of Notre Dame	Caprock Manufacturing	Models Plus Inc.
King Fahd University	Nanjing Forestry University	Sentier Strategic Resources	University of Oregon	Capsule Project	Moen
Kohler	National Cheng Kung Univ.	Skullcandy	University of Texas at Austin	Carbon Design	Motorola Solutions
Krayer	Nestle Purina Petcare Co.	Smallhouse Models	University of Utah	College for Creative Studies	Newell Rubbermaid
Lakeland Mold	Newell Rubbermaid	SmartShape Design	University of Washington	Color Marketing Group	Objeto Brasil
Lawrence Technological University	Newry Corp	solidThinking, Inc	University of Notre Dame	Columbus College of Art & Design	Pantone
Legrand North America	Nike, Inc.	Stand2Learn LLC	Upstream Thinking	Continuum	Performing Arts
lenartstudios LLC	Nissan Motor Lt.	Stuff Creators	Venturetech	Conwed Global Netting Solutions	Plastics News
Lextant	Noble Plastics Inc.	Sundberg Ferar	VHA	Core77	PolyOne GLS
LG Electronics	Nokia Design	Syracuse University	Virginia Tech	Craighton Berman Studio	Thermoplastic
Loughborough University	NONOBJECT	Target Corp.	Vitas	Crown	Product Insights
LUMIUM	North Carolina State University	Taxa Inc.	Wacom Technology	Curve	Proto Labs
LUNAR	Northern Engraving Corp.	TEAGUE	Webb deVlam	Dassault Systemes SolidWorks	Prototype Solutions Group
Luxion / KeyShot	O-I	TEAMS Design USA Inc.	West Virginia University	Dell	Radius Product Develop.
LzLabs / Zurich	Onehundred	Techronic Design	Weyerhaeuser	Designcraft	RP + M
M3 Design, Inc.	Orbiting Creative, LLC	Tennant Co.	Whipsaw, Inc	Duksung Co. Ltd.	Samsung
Make Shift atx	Pantone	Texas Instruments Education Technology	Woodring Design	E Business International	SMART DESIGN
Manchester Metropolitan University	Paoli	Textron Aviation	Woodtronics Design	Eastman Chemical Co.	SmartShape
Mars Chocolate NA	Pensa	The Clorox Co.	Y Studios	Elastomers	solidThinking
Material ConneXion	Pete Walters Innovation	The Coca-Cola Co.	Yeh IDEology	EMD Chemical	Spark Design
Mauro New Media	Peterbilt Motors Co.	The Dow Chemical Co.		Fahrenheit Design	Streng
Mayo Clinic Center for Innovation	Pfizer Inc.	The Foundry		Formed Plastics	Sustainable Minds
Medela	Philadelphia University	The Henry Ford		Freotech Plastics	Syracuse, College of VPA
Metropolitan State University of Denver	PillPack	The Honest Co.		GE Appliances	TEAGUE
Michael Graves Design Group	Ping Golf	The National Folk Museum of Korea		GE Healthcare	TEAMS Design
Microsoft Corp.	Pip Tompkin Studio	The Ohio State University		General Foundry Service	The Foundry
Milliken & Co.	Plastic News	The Raymond Corp.		HS Design	The Raymond Corp.
Milwaukee Electric Tool	Po Campo	Toter		IBM Corp.	Treat & Co.
Milwaukee Institute of Art & Design	PolyOne Corp.	Touch of Modern		IIT	Tupperware
Milwaukee Tool	Potomac Events	Tres Design Group, Inc		Inventibles	University of Cincinnati
	Pratt Institute			Jiangsu Hengtai Electronics and Plastic Co., Ltd.	Wacom
	Priority Designs				Webb de Vlam
	Procter & Gamble				Whipsaw
	Proto Labs				Whirlpool
					Ximedita
					Yanko Design
					Yeh IDEology

2015 IDSA International Conference Sponsorship Opportunities

Exhibit Hall Layout



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 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.

2015 IDSA International Conference Sponsorship Opportunities

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 outlines 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 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	
	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	SOLD
DESIGN GALLERY	Breakfast Session	\$10,000	
	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	\$7,500	
	Sponsored Sessions	Rates Vary	
	Online Conference Registration	\$7,500	
	Lanyard	\$7,500	SOLD
	Portfolio Review	\$7,500	
	Conference Program Book	\$7,500	
	IDEA 2015 Program Book	\$7,500	
	Room Key Sponsor	\$7,500	
BRONZE	VIP Reception	\$7,000	
	Lunch Co-Sponsorship	\$6,000	
	Education Symposium Book	\$5,500	
	Fellows Reception	\$5,000	
	Keynote Speaker Sponsor	\$5,000	
SUPPORTER	Charging Station Sponsor	\$5,000	
	Breakout Sponsor	\$3,000	
	Design Foundation Auction	\$3,000	
	Pen	\$2,500	
	Sketchbook	\$2,500	SOLD
ADVERTISING	Pad Folio	\$2,500	
	Advertising Display Panel	\$750	
	Giveaway Insert	\$650	
	Ad in Conference or IDEA book-Full	\$300	
ADVERTISING	Ad in Conference or IDEA book-Half	\$150	
TOTAL			

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: 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
Account Number: 1000179906671
Title on acct: INDUSTRIAL DESIGNERS
SOCIETY OF AMERICA
Special Instructions: if needed

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