

# IDSA District Design Conference 2018 Sponsorship and Exhibit Opportunities

## **South District Design Conference**

March 23–24 | North Carolina State University in Raleigh, NC | #IDSASDDC

## **Midwest District Design Conference**

April 6–7 | University of Illinois-Chicago in Chicago, IL | #IDSAMWDDC

## **West District Design Conference**

April 6–7 | University of Oregon in Portland, OR | #IDSAWDDC

## **Northeast District Design Conference**

April 13–14 | Rochester Institute of Technology in Rochester, NY | #IDSANEDDC

## **Central District Design Conference**

April 27–28 | Columbus College of Art & Design in Columbus, OH | #IDSACDDC



# Sponsorship Opportunities

## Why Sponsor?

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

DDCs provide interactive opportunities for attendees to have hands-on experiences with your brand, product and/or service.

## Get Involved

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

Don't miss out! Review the following options and fill out the application/contract to secure your spot today! For more information please contact: Shani Armon, IDSA senior manager of sponsorship and sales, at ShaniA@idsa.org or 703.707.6000 x100.

## Sponsorship Categories & Benefits

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

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

The chart below outlines standard benefits of sponsorship by level for the District Design Conferences 2018. Pick your base level of sponsorship and benefits. Then choose the specific package(s) with additional benefits from the following pages that best align with your brand and goals.

## The Audience

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

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

### STANDARD BENEFITS BY SPONSORSHIP LEVEL

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

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



## Sponsorship Opportunities

### Platinum Level

**Student Merit Award Sponsor** Exclusive **\$15,000**  
(also available as a shared sponsorship at Bronze level for \$7,500 per company)

IDSA's prestigious Student Merit Awards (SMAs) program provide future industrial designers the opportunity to showcase their talent at their school, DDC and possibly the International Design Conference. SMAs also allow schools with ID programs to gain acclaim and visibility. SMAs also provide an ample platform for design managers and other talent acquisition professionals to meet and possibly even recruit innovators of the future. Your sponsorship recognition spans all DDCs (at the Gold Level) and the International Design Conference (at the Silver Level).

### Gold Level

**Principal Conference Sponsor** Exclusive **\$10,000**  
Select the DDC of your choice; your company name will accompany the conference title on all printed and electronic materials. For example, "IDSA Midwest District Design Conference: Intersections brought to you by [your company here]."

**Lanyard Sponsor** Exclusive **\$8,000**  
How do you get conference attendees to proudly display your company's name coast-to-coast at all five conferences? The official badge lanyard ensures your brand is woven into the fabric of the conferences.

**Tote Bag Sponsor** Exclusive **\$8,000**  
Make a mark! Your company's logo has the chance to be carried at the conferences and beyond—displayed like walking billboards as the tote bag sponsor! Your logo will be featured alongside the conference logo on the bags distributed to every attendee at registration. The bags are a memento often used for years to come, showing the owner is a member of the ID community.

### All Eyes on You!

Do you have a standout offering or experience you'd like to share at an upcoming IDSA District Design Conference? Let us help you create a custom opportunity and get attention! Contact Shani Armon at [ShaniA@idsa.org](mailto:ShaniA@idsa.org) or 703.707.6000 x 100 for more details.

### Silver Level

**Break & Refreshment Sponsor** **\$5,000**  
2 Available/Conference or \$1,500 per District

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

- Tabletop signage with your company name/logo
- Table space for your promotional materials
- Opportunity to provide napkins or other items with your corporate logo (branded items provided by sponsor)

**Happy Hour** **\$3,500**  
1 Available per DDC

Ensure a highly visible presence as a Happy Hour sponsor of the DDC of your choice. Industry leaders are united in a comfortable social environment, perfectly suited for casual conversation and joined by IDSA leaders and other members. Drinks and light snacks will be served.

**Conference Mobile App Sponsor** **\$3,000 per DDC**

- One permanent banner advertisement on home screen of conference mobile app
- One push notification to all conference attendees through mobile app on behalf of sponsor
- Conference Wi-Fi password to feature sponsor's name
- Access to attendee listing for a one-time, post-conference promotion
- Logo recognition on:
  - Dedicated mobile app promotions
  - Pre-conference marketing emails
  - Signage
  - Conference website
  - Acknowledgment slide in general session room

**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 after-the-fact visibility as attendees return to the office. (Sponsor provides sketchbooks.)

**Padfolio** Exclusive **\$3,000**

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

**Workshop** **Rates Vary**  
2 Available per DDC

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

## Sponsorship Opportunities

### Bronze Level

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

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

#### Content Sponsor \$2,000 2 Available per DDC

Help provide exceptional content for IDSA's DDCs. Sponsor the content at one of the conferences and associate your company's brand with exciting speakers, sessions and workshops. Recognition includes logo visibility on site and acknowledgment on the schedule as the Official Content Sponsor.

#### Contributing Sponsor \$1,000 Multiple Available per DDC

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

### Exhibitor Package

#### Exhibit Booth \$1,500 per DDC

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

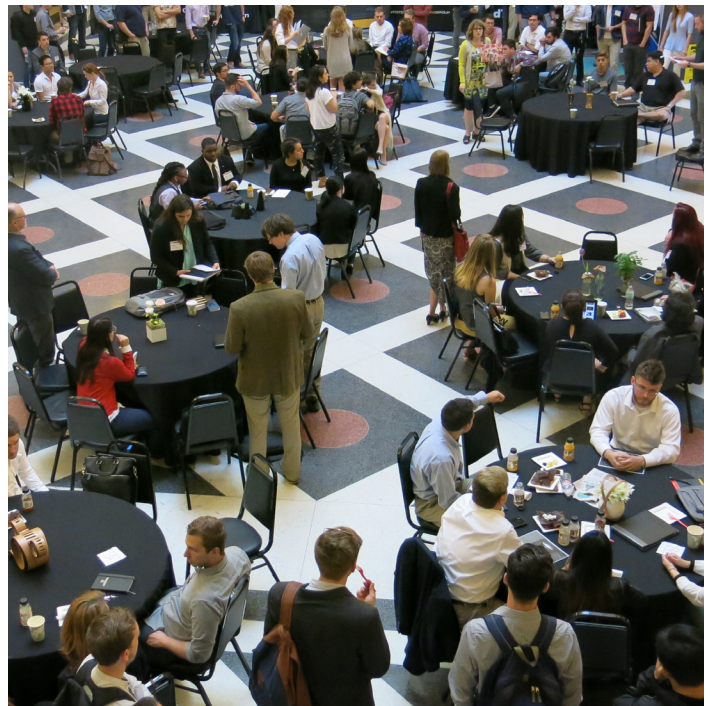
Add a booth to any Platinum, Gold or Silver package for \$1,000.

#### Recruitment Table \$700 per table

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

#### Advertising Display \$450 per DDC

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





## IDSA DISTRICT DESIGN CONFERENCE 2018 SPONSORSHIP CONTRACT

Company Name (Company information for all published information)

Contact Name Title

Current Member Name Member Number

Address

City State Zip/Postal Code Country

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

Website Phone Fax

PRICING			CONFERENCE(S) please choose						
LEVEL	OPPORTUNITY	ALL 5	SOUTH	WEST	CENTRAL	NORTHEAST	MIDWEST	COST PER	TOTAL
<b>PLATINUM</b>	Student Merit Award	•						\$15,000	
<b>GOLD</b>	Principle Conference Sponsor	•						\$10,000	
	Lanyard	•						\$8,000	
	Tote Bag	•						\$8,000	
<b>SILVER</b>	Refreshment Sponsor							\$5,000	
	Happy Hour Sponsor							\$3,500	
	Conference Mobile App							\$3,000	
	Sketchbook	•						\$3,000	
	Padfolio	•						\$3,000	
	Workshop							Rates Vary	
<b>BRONZE</b>	Design Competition	•						\$2,500	
	Content Sponsor							\$2,000	
	Contributing Sponsor							\$1,000	
<b>EXHIBITOR</b>	Exhibit Booth only							\$1,500	
	Exhibit Booth added to Package							\$1,000	
	Recruitment Table							\$700	
	Advertising Display							\$450	

Client agrees to pay 100% before March 9, 2018. IDSA has the right to withhold services if full payment is not received before the event. No refunds will be processed for cancellations.

Authorized Signature Title

### PAYMENT


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

Amount to Charge Card No. Security Code No. Exp. Date

Print Name as it Appears on Card Card Holder Signature

Address

City State Zip/Postal Code Country

	<b>Mail, fax or e-mail signed form complete with payment to:</b> IDSA 555 Grove St., Suite 200 Herndon, VA 20180 703-707-6000; FAX: 703-787-8501	<b>Domestic Wires</b> SunTrust Bank ABA # 061000104 Acct # 1000179906671 Title on acct: INDUSTRIAL DESIGNERS SOCIETY OF AMERICA Special Instructions: if needed	<b>International Wires</b> SunTrust Bank 25 Park Place Atlanta GA 30303 Swift Code: SNTRUS3A Acct # 1000179906671 Title on acct: INDUSTRIAL DESIGNERS SOCIETY OF AMERICA Special Instructions: if needed	<b>Questions?</b> Contact Shani Armon, Senior Manager of Sponsorship and Sales, at 703.707.6000 x100 ShaniA@idsa.org
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