



DMI Conference Sponsorship

DMI Design/Management Annual 36 Conference

Design at Scale: Building a Rigorous Ecosystem

October 25-26, 2011, New York City, USA, Museum of Jewish Heritage

Co-chairs:

Beth Comstock, *Senior Vice President and Chief Marketing Officer, GE*

Helen Walters, *Writer and Researcher, Dublin; former Editor of Innovation and Design, Bloomberg Businessweek*

Richard Whitehall, *Vice President and Partner, Smart Design*

Karen Reuther, *President, DMI*

Thomas Lockwood, *Former DMI President, and Founding Partner, Lockwood Resources, LLC*



For more than three decades, DMI's Design/Management Annual conference has gained recognition as *the* premier design and business event. The first conference to ever address the business value of design, it's acquired a stellar reputation for impressive speakers, a senior audience, and a lively atmosphere of sharing and knowledge. The next evolution is now underway as we move to New York City for the first time and infuse this great tradition with new enthusiasm, leading-edge thinking, and enriched diversity and breadth of participation. It's the best of both worlds—tradition re-invented for today!



Why sponsor DMI Design/Management Annual 36 Conference?

Now is the perfect time to sponsor this event and gain brand awareness with a unique, high-level group of design leaders. DMI's audience is unlike any other—high-level international executives and managers representing both design and business. DMI conferences attract decision-makers with substantial budget authority and considerable influence within their organizations.

The conference receives wide visibility through press coverage, blog postings, and twitter feeds. DMI's own communications reach approximately 20,000 professionals through DMI's monthly newsletter, *News & Views*; a print brochure; an ongoing email campaign; and press releases. The event itself attracts an audience of 150-200 senior-level corporate and consultant professionals. After the event, substantial additional traffic comes to the DMI website for the conference video archive and conference reports.

Conference Theme: Design at Scale

The potential of design is widely acknowledged, but scaling it throughout an organization is still an enormous challenge. It's time to dig into the practicalities of how better to integrate, lead, leverage, and, yes, scale design throughout an organization and beyond. How can leaders think about using design to create value beyond the design department? How can they eke out its fullest value in terms of both thinking and doing? How can they build cultures of collaboration and co-creation and integrate a design-driven sensibility throughout every aspect of a business—from products, to interactions, to brands, to services, to social networks, to business models?

We'll explore the challenges, implications, and solutions encountered in scaling design, including:

- Collaborate and Co-create
- Protect and Nurture
- Drive and Lead
- Build and Grow
- Scale and Sustain

From strategic to operational. From external to internal. Let's get real. And by hell or high water, let's get traction on design!



Sponsorship Opportunities

DMI has three categories of sponsorship available: **Lead Sponsors, Supporting Sponsors, and Participating Sponsors.** We are also open to **additional sponsorship concepts and ideas**, as well as in-kind sponsorship arrangements. Please contact us with your creative proposal!

Participating Sponsorship: \$4,000

Supporting Sponsorship: \$7,000

Lead Sponsorship: \$10,000

Sponsor Benefits include:

Benefits for all Sponsors

- Logo recognition in all DMI printed communications about the conference
- Logo recognition on the DMI conference web page and link from the DMI conference website to your website
- Logo recognition in DMI email communications with a distribution of 20,000+ high-level professionals per mailing
- Logo recognition in the conference video archive which is available to all DMI members and conference attendees after the conference
- Recognition as a sponsor by the conference chair during the appropriate sponsored activity or during President's remarks
- Promotional material distributed to attendees during conference
- Logo recognition at the conference on all signage and in the conference program
- Complimentary registration for one conference attendee from the sponsoring organization
- 25% discount on additional registrations from the sponsoring organization

Additional preferred benefits for Supporting Sponsor

- Preferred display of logo as Supporting Sponsor on all communications, including all event promotions, the website, conference video archive, and event signage
- Recognition as the Supporting Sponsor by the conference chair during the opening and closing remarks
- Preferred choice of sponsored activity, including an evening reception, lunch, or pre-conference gathering
- Complimentary registration for two conference attendees from the sponsoring organization

Additional premium benefits for Lead Sponsor

- Premium display of logo as Lead Sponsor on all communications, including all event promotions, the website, conference video archive, and event signage
- Premium recognition as the Lead Sponsor by the conference chair during the opening and closing remarks
- First choice of sponsored activity, including an evening reception, lunch, or pre-conference gathering
- Dedicated signage displayed in the main meeting hall
- Complimentary registration for three conference attendees from the sponsoring organization

The DMI Design/Management Annual Conference has a 36-year track record...

Inspirational presenters...

Angela Snow, Global Director of Creative Operations & Trend Culture, Nike... Tom Peters, The Tom Peters Company... Steve Jobs, Apple... Alexander Osterwalder, Co-Founder, Business Model Foundry... Gianfranco Zaccai, President & CEO, Design Continuum... Dev Patnaik, Founder and Chief Executive, Jump Associates... Jeneanne Rae, President, Peer Insight... Lee Green, VP, IBM Brand and Values Experience, IBM... Hartmut Esslinger, Founder, frog design... Catherine Courage, VP Product Design, Citrix Systems... Mauro Porcini, Head of Global Design, Consumer & Office Business Division, 3M... Chris Hacker, Chief Design Officer, Johnson & Johnson... John Maeda, President, Rhode Island School of Design (RISD)... Louis Kim, Vice President, Advanced Platforms Group, HP... Allan Webber, Founder, Fast Company...

Elite attendees...

Vice President, Research & Development, 3M... Chief Brand Architect, Method... Senior Vice President, Hasbro... Director of User Experience, Microsoft... Creative Director, Capital One... Senior Executive Director, WW Design & Experience, Cisco... President/CEO, LPK... Director of User Experience Design, EMC Corporation... Design Director, Barco NV... Director of Design Management, Fidelity Investments... Design Vice President, Legrand... VP, Marketing, Milliken & Company... President, Moleskin North America... Director of Industrial Design - North America, Crown Equipment Corporation... President, LUNAR... Senior Director, ConAgra Foods... Director, Kimberly-Clark Corporation... Senior Director, eBay... Director of Strategy & Operations, Kraft Foods... Senior Creative Director, Oracle... Global Director Innovation, Anheuser Busch InBev...

Acclaimed...

"Outstanding/inspiring presentations!" "Phenomenal speakers & learning opportunity." "Very exciting speakers. Feel rejuvenated!" "Met many brilliant, interesting & inspiring individuals. Want to come back every year!" "Your presenters and attendees create the dynamic that defines it. Excellent!" "I'm motivated to continue the 'good work' and 'good fight.'" "Very professional, yet intimate. Well done!" "I was very pleased with the event. Will attend again!" "Tight ship—nicely done. Very worth the time and investment." "DMI is a wonderful collection of diverse professionals with much to share. I look forward to attending many more!"

About DMI

Founded in 1975, DMI is the world's leading professional organization dedicated to design management. Design management is the art and science of empowering design to enhance collaboration and synergy between "design" and "business" to improve design effectiveness. Today, DMI is an international authority on design management with members in 44 countries. The Institute conducts research, publishes a quarterly magazine, produces teaching cases with the Harvard Business School, provides career advancement workshops, and produces conferences on two continents.

Please contact John Tobin, DMI Vice President, Business Operations, jtobin@dmigroup.org, +617-338-6380, to discuss this unique opportunity, or fill out the attached form and return to DMI.





dmi
Design Management Institute

DMI Design/Management Annual 36 Conference Sponsor Agreement

Company name: _____

Company address: _____

Contact Name: _____

Signature: _____

I would like to sponsor the following:

Lead Sponsor:

\$10,000

Supporting Sponsor:

\$7,000

Participating Sponsor:

\$4,000

My first choice for a sponsored event activity is: _____

Please contact DMI for in-kind arrangements.

I will provide the following deliverables for this conference:

- Print-quality image of our company logo (due ASAP)
- A one-to-two paragraph description of our company for conference book (due Oct 1, 2011)
- Collateral material to be available during the sponsored event (due one week before conference)

Payment:

- Please send an invoice to my organization
- Please charge this credit card:

Card number: _____ Expiration: _____

Name on card: _____

Signature: _____

Date: _____

By signing this application, the sponsoring firm acknowledges having read this document and agrees to all terms.

Please fax or email this form to John Tobin at DMI: jtobin@dmi.org

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