



DMI Conference Sponsorship

COLLECTIVE DESIGN

consumer | citizen | community | society

DMI Design/Leadership Europe 16 Conference

25-26 April 2012

Helsinki, Finland

Co-chairs:

Jaana Beidler, *Sr. Color and Material Design Manager, NOKIA*

Marco Steinberg, *Strategic Design Director, Finnish Innovation Fund*

Karen Reuther, *President, Design Management Institute*

The DMI Design/Leadership Europe conference is, quite simply, today's premier European event addressing design and business topics. Every year, leading thinkers present cutting-edge design strategies, key tactics, and incisive case studies to an exceptional senior-level audience representing the best and brightest from the design world.

Recent DMI conferences in Amsterdam, London, and Milan have been DMI's best attended and highest-rated European events ever. For 2012, DMI moves to Helsinki as part of the World Design Capital 2012 events—a conference that will continue to build the increased recognition and reputation of Design/Leadership Europe.

Why sponsor DMI Design/Leadership Europe?

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*; an ongoing email campaign; press releases; and print mailings. The conference attracts an audience of 175-250 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:
COLLECTIVE DESIGN

consumer | citizen| community | society

Collaboration is design’s competitive advantage in today’s world. Together with a laser focus on the user as part of a group or an individual, design leads solutions to an inclusive, integrated and inspiring process that transforms experiences for a better life. From the group to the individual, public to the private, large to the small, visible to the invisible, the conference will reveal the innermost workings of infrastructure, policy, planning, research, organization, innovation, and management that occur behind the scenes and on the front lines of design and business. What is the role of design leadership in this new world of collective design?

DAY ONE: BEHIND THE SCENES—Who drives policy? What systems are in place to serve communities? How are multi-disciplinary, open source processes engaging in collaborative design? Who are the unexpected designers and what role do they play behind the scenes?

DAY TWO: ON THE FRONT LINES—How do we enable citizens to participate in design? How are experiences and services delivered to the end-user? How do we connect to the hearts and minds of the individuals? How does design deliver on the bigger promise?



Sponsorship Opportunities

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

Lead Sponsorship: €8,000

Supporting Sponsorship: €5,000

Participating Sponsorship: €3,000

Sponsor Benefits include:

Benefits for all Sponsors

- Logo recognition in all DMI communications about the conference: print, website, and all email communications with a distribution of 20,000+ high-level professionals
- Link from the DMI conference website to your website
- Logo recognition on all conference signage and in the program
- Recognition as a sponsor during remarks by the president
- Promotional material distributed to attendees during conference
- Complimentary registration for one conference attendee
- 15% discount on additional registrations from the sponsoring organization
- Logo recognition in the conference video archive available to all DMI members and conference participants after the conference

Additional preferred benefits for Supporting Sponsor

- Preferred display of logo as Supporting Sponsor on all communications, including the website, conference video archive, and event signage
- Recognition as the Supporting Sponsor by the president during the opening and closing remarks
- Choice of sponsored activity:
 - Tuesday evening welcome reception
 - Wednesday evening reception
 - Thursday evening reception
 - Wednesday lunch
 - Thursday lunch
- Complimentary registration for two conference attendees
- 20% discount on additional registrations from the sponsoring organization

Additional premium benefits for Lead Sponsor

- Premium display of logo as Lead Sponsor on all communications, the website, conference video archive, and event signage
- Premium recognition as the Lead Sponsor by the president during the opening and closing remarks
- First choice of sponsored activity:
 - Tuesday evening welcome reception
 - Wednesday evening reception
 - Thursday evening reception
 - Wednesday lunch
 - Thursday lunch
- Dedicated signage displayed in the main meeting hall
- Complimentary registration for three conference attendees
- 25% discount on additional registrations from the sponsoring organization

DMI Design/Leadership Europe Conference is...

Inspirational presenters...

Alexander Osterwalder, Entrepreneur & Co-Founder, Business Model Foundry... Tim O'Kennedy, CEO, D&AD... Philippe Picaud, Design Director, Carrefour... Angela Snow, Global Director of Creative Operations & Trend Culture, Nike... Jeneanne Rae, President, Peer Insight... Mauro Porcini, Head of Global Design, Consumer & Office Business Division, 3M... Stefano Marzano, CEO & Chief Creative Director, Philips Design... Eric Armour, President, Braun GmbH... Patrick Le Quément, Senior Vice President, Corporate Design, Renault... Clive Grinyer, Director of Product Design, Orange France Telecom... Julie Meyer, Chief Executive, Ariadne Capital Ltd... Bernd Schmitt, Professor of Business, Columbia University... Louis Kim, Vice President, HP...

Elite attendees...

General Manager, Toyota Motor Europe... VP Corporate Merchandising Design & Innovation, ESTÉE LAUDER Cies... President/CEO, LPK, Inc... Head of European Design Center, Cisco... Head of Design and Identity, Barclaycard... Director, Consumer Experience and Design, NCR... VP, Continental AG... Partner, Design Group Italia... Global Design Manager, GE Healthcare... VP, SAP AG... Head of Brand Design Management, VP, Commerzbank AG... CEO, Hong Kong Design Centre... Director of Industrial Design Europe, Crown... VP, SK Telecom... CEO, Design Forum Finland... CEO, Cheskin... Chief Creative Director, Orange... Head of User Experience and Design, BBC... Design VP, Legrand... Head of Design Management & Consulting, VP, Philips Design... Head of Design, Vodofone Group...

International networking...

Australia... Austria... Belgium... Brazil... Canada... Chile... China... Greece... Denmark... Estonia... Finland... France... Germany... Hong Kong... Hungary... India... Ireland... Israel... Italy... Japan... Kenya... Mexico... New Zealand... Norway... Panama... Poland... Portugal... Qatar... Russia... Singapore... Slovenia... South Korea... Spain... Sweden... Switzerland... Taiwan... Thailand... The Netherlands... Turkey... United Arab Emirates... United Kingdom... United States... (Some of the countries represented at recent DMI Europe conferences)

Acclaimed...

"Probably the best conference I have attended, both in terms of content and the delegates. Well done."
"Great content and networking opportunities!" "Great, inspiring, useful, fun. I feel inspired for future challenges within my job." "Great content and participants!" "Inspiring!" "Great time, great vibe." "Thank you for a well-orchestrated line of speakers! The flow was very well done!" "Time and space for networking were great." "Great people, great topics, I had a great time and learned a lot." "I experienced big thinking and inspiring sparks." "A conference that inspires, opens visions, looks forward, and builds up good business contacts."

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 three continents. **Please contact John Tobin, VP, Business Operations, jtobin@dmf.org, +617-338-6380, to discuss this unique opportunity, or fill out the attached form and return to DMI.**





DMI Design/Leadership Europe 16 Conference Sponsor Agreement

Company name: _____

Company address: _____

Contact Name: _____

Signature: _____

I would like to sponsor the following:

- Conference Lead Sponsor: €8,000
- Conference Supporting Sponsor: €5,000
- Conference Participating Sponsor: €3,000

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 1 April, 2012)
- Collateral material to be available during the sponsored event (due 10 April, 2012)

Payment:

- Please send a bill to my organization
- Please charge this credit card:

Card number: _____ Expiration: _____ Sec. code: _____

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@dmigroup.com

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