



DESIGN MANAGEMENT INSTITUTE

Conference Sponsorship Opportunities

33rd Annual Design Management Conference

REMIX

Conference Co-Chairs:

Scott Lerman, Founding Partner, Lucid Brands

Jeannette Hanna, VP, Brand Strategy, Cundari SFP

October 5-8, 2008

The Cliff House Resort & Spa

Ogunquit, Maine, USA

Sponsors as of July 10, 2008:

Lead Sponsor:	Cisco-Linksys
AV Sponsor:	Microsoft
T-Shirt Sponsor:	Clients & Profits
Conference Audio Branding:	Audiobrain
Conference Artist:	Will Ayres

Conference Description:

Over the past 33 years the Design Management Conference has become recognized as the premier event addressing the topic of design and business. A combination of impressive speakers such as Tom Peters and Steve Jobs; a senior audience of the best and brightest from the design world; and consistently elegant and impressive venues have created a must-attend event in the world of design. This conference has a long and storied history, stretching from its origins in Edgartown, Martha's Vineyard, to prestigious venues in Cape Cod, Vermont, Virginia, and finally to this year's exciting new venue, the Cliff House Resort & Spa, located on the scenic coast of Ogunquit, Maine.

This will be a seminal year for the event, with a theme of REMIX, and a new spirit of innovation and excitement. We invite our members and friends to increase your brand awareness to a high-level, senior audience of design and business professionals. With increased attention being given to the value of design in business, this event is growing in prestige and visibility, making this the perfect time to consider a conference sponsorship.

Remix
Design Management Institute

Theme Statement

What happens when you mix traditional approaches to design, identity, and branding with new ways, new tools, new influences? Is the result refreshing, revelatory, or revolting? The Design Management Institute's 33rd Annual Conference will explore the remix. This conference will energize and surprise you—it's designed to immerse you in a powerful blend of ideas that will transform your career and enterprise. Whether you are an established master or an up-and-coming disruptor, creative director or CEO, left- or right-brainer—see what happens when you (re)mix with the other side.

This year's conference marks an important milestone as we intensify our commitment to connecting members into a global community of design leaders.

Audience Profile:

The conference will consist of 200 senior corporate and consultant professionals, representing substantial budget authority. Every year this conference sells out due to the mandate to maintain an exclusive, intimate, high-quality event. Typical attendee job titles include: corporate design director, brand director, brand manager, VP marketing, marketing director, design firm principal or director, communication director, design manager, VP, CEO, designer, strategist, educator, and related professionals.

Sponsorship Opportunities

The sponsorship program provides an opportunity to gain goodwill and receive recognition on the DMI website, in electronic communication materials leading up to the conference, and during the conference itself. The brochure and email marketing material will be widely distributed and are often read by those unable to attend the conference due to the prestigious nature of this event. Afterwards, substantial additional traffic will come to the DMI website conference page due to the inclusion of photos, conference reports, and videos.

There are two categories of sponsorship available: **Lead Sponsors**, and **Supporting Sponsors**. We are also open to additional sponsorship concepts and ideas, please contact us with your proposal.

Lead Sponsor Benefits

- Logo recognition as Lead Sponsor in all DMI printed communications about the conference.
- Logo recognition on the DMI conference web page as Lead Sponsor
- Link from the DMI conference website to your website
- Logo to remain with the conference archive on the website for one year
- Logo recognition in DMI email communications with a distribution of 15,000+ managers for each mailing
- Recognition as the Lead Sponsor by the conference chair during the opening and closing remarks
- Promotional material available for attendees during conference
- Logo recognition at the conference on all signage
- Logo recognition in the conference program
- Signage displayed in the main meeting hall
- Complimentary registration for two conference attendees from the sponsoring organization
- 25% discount on additional registrations from the sponsoring organization

Cost: \$12,000

Supporting Sponsor Benefits

Supporting Sponsorships currently offered include three Reception Sponsorship opportunities, the Tote Bag Sponsor, and the Lobster Feast Sponsor.

All Supporting Sponsors receive these benefits

- Logo recognition as Lead Sponsor in all DMI printed communications about the conference.
- Logo recognition on the DMI conference web page as a Supporting Sponsor
- Link from the DMI conference website to your website
- Logo to remain with the conference archive on the website for one year
- Text recognition in DMI email communications with a distribution of 15,000+ managers for each mailing
- Logo recognition at the conference on all signage
- Logo recognition in the conference handouts
- Complimentary registration for one conference attendee from the sponsoring organization
- 25% discount on additional registrations from the sponsoring organization

Each Supporting Sponsorship has these additional specific benefits:

Reception Sponsors:

- Recognition by the conference chair announcing the reception
- Promotional material available during reception
- Signage displayed during reception
- Receptions are a key highlight of each day

Lobster Feast Sponsor:

- Recognition by the conference chair announcing the dinner
- Promotional material available during dinner
- Signage displayed during dinner
- The Lobster Feast is traditionally one of the most important networking & socializing events of the conference

Tote Bag Sponsor:

- Tote bag co-branded with sponsor logo and DMI logo
- Promotional material inserted into tote bag
- Recognition by the conference chair during one of the session introductory remarks

T-shirt Sponsor: (No longer available)

Cost: \$6,000

About DMI

Founded in 1975, DMI is the world's leading professional organization dedicated to design management. Everything designed, be it a product, identity, interface, environment, or communication, has to be managed. Integrating the creative side (intuitive, visual thinking, designing) with the analytical side (deductive, measurable, business management) is not easy. 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 four conferences on three continents.

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



DESIGN MANAGEMENT INSTITUTE

33rd Annual Design Management Conference Sponsor Agreement

Company name: _____

Company address: _____

Contact Name: _____

Signature: _____

I would like to sponsor the following

Lead Sponsorship:

\$12,000

Supporting Sponsor:

Sunday Night Reception - \$6,000

Monday Night Reception - \$6,000

Tuesday Night Reception - \$6,000

Lobster Feast sponsor (Tuesday evening) - \$6,000

Tote Bag Sponsor - \$6,000

All packages are allocated on a first-come, first-served basis.

I will provide the following deliverables for this conference:

Print-quality image of our company logo (due ASAP)

A description of our company for the conference book (not more than 300 words, due ASAP)

Collateral material to be available during the sponsored event (due one week before conference)

Payment:

Please send a bill 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 email this form to John Tobin at DMI: jtobin@dmigroup.com

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