



DESIGN MANAGEMENT INSTITUTE

Conference Sponsorship Opportunities

Design/Management/Brand 21 Conference

Re-thinking ... Design

June 17-18, 2009
The Stanford Court
San Francisco, USA

Conference Co-Chairs:



Roger Martin
*Dean, Rotman School
of Management*



Darrel Rhea
*CEO, Cheskin
Added Value*

Conference Description:

This year, DMI's Design/Management/Brand 21 Conference will broaden and deepen its focus with a timely look at the leadership role that design should take to shape our future. Inspiration for the conference will be provided by two thought-leaders of our time, co-chairs Roger Martin and Darrel Rhea. This year's format will be dynamic, conversational, efficient, and lively. For more than two decades, this conference has presented the best in cutting edge thinking on branding, design, identity, innovation, and business. This must-attend conference has become clearly identified with impressive presenters, networking opportunities with a senior audience representing the best and brightest from the design, branding, and business world. Past conferences have taken place in Montréal, Vancouver, Chicago, Toronto, and Cincinnati.

DMI invites our members and friends to increase your brand awareness to an international high-level, senior audience of design and business professionals through conference sponsorship opportunities. With increased attention being given to the value of design in business, this event is continuing to grow in prestige and visibility, making this the perfect time to consider a conference sponsorship.

Audience Profile:

The conference will consist of approximately 150-200 senior-level corporate and consultant professionals, representing substantial budget authority. Typical attendee job titles include: corporate design director, brand director, brand manager, VP marketing, design firm principal or director, communication director, design manager, VP, CEO, designer, strategist, educator, and related professionals.



The Stanford Court, venue for DMI's Design/Management/Brand conference

Sponsorship Opportunities

The Design/Management/Brand conference receives high visibility and registration directly from www.dmi.org. DMI also produces a high quality conference brochure and aggressive email marketing campaign that is distributed to approximately 20,000 high level professionals. After the event, substantial additional traffic comes to the DMI website conference page for photos, conference reports, and videos.

The DMI conference sponsorship program provides an opportunity to gain goodwill and receive recognition at www.dmi.org, in e-marketing communications materials leading up to the conference, during the conference itself, and post conference.

There are two categories of sponsorship available: **Lead Sponsors**, and **Supporting 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!

Lead Sponsorship

Cost: \$15,000

Supporting Sponsorship

Cost: \$7,500

Sponsor Benefits include:

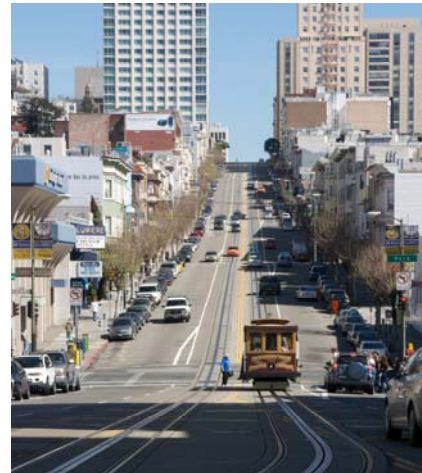
Benefits for all Sponsors

- Logo recognition as sponsor in all DMI printed communications about the conference
- Logo recognition on the DMI conference web page as a 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 20,000 managers for each mailing
- Recognition as a 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
- Complimentary registration for one conference attendee from the sponsoring organization
- 25% discount on additional registrations from the sponsoring organization

Additional benefits for Lead Sponsor

- Preferred display of logo as Lead Sponsor on all communications, including the event brochure, the website, and event signage
- Complimentary registration for two conference attendees from the sponsoring organization
- Preferred recognition as the Lead Sponsor by the conference chair during the opening and closing remarks
- Signage displayed in the main meeting hall



2009 Conference Theme: Re-thinking ... Design

The breakdowns we are currently experiencing in the world are enough to alarm even the hardiest of souls. Sitting back and watching is simply no longer an option. Re-thinking ... Design is an opportunity for the community of smart designers to collaborate on the leadership role that Design should take to shape our future. We will examine how Design thinking is becoming a change agent for transforming the deep fissures in our cultural and business systems, and creating emerging opportunities to elevate the impact of our contributions.

Re-thinking ... Design will be co-chaired by two key thought leaders of our time, Roger Martin and Darrel Rhea. They will challenge the Design community to re-think Design in both macro and micro applications. At this event you can expect leading edge conversations that inspire. You'll hear not just contemporary theory, but practical examples of premier business leaders demonstrating how they are changing the economy, healthcare, technology and culture—illuminating how design thinking is making it happen.

This year we will introduce a new format: more conversational, more condensed, more efficient, and yet still packed full of dynamic thinking. Some sessions will be “conversations” hosted by Martin and Rhea rather than traditional lectures, and will provide a more intimate and engaging discussion. Everyone will be encouraged to participate and bring to the table what we each find meaningful. The conference will culminate in a call-to-action to the Design leadership community—for social re-thinking, and a challenge to re-design that which is most important to each of us.

DMI in San Francisco:

The words “Innovation,” “San Francisco,” and “change” just seem to go together. For years, San Francisco has been a global hub of innovation, new thinking, leadership brands, and using design as a core business strategy. Not only are great brands happening in San Francisco, but great new design thinking as well. The conference experience is intended to be a design experience—from the content, from the conversations, to the receptions. San Francisco is the place to come, interact, re-think, and learn!

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

Design/Management/Brand 21 Conference Sponsor Agreement

Company name: _____

Company address: _____

Contact Name: _____

Signature: _____

I would like to sponsor the following :

Conference Lead Sponsor:

\$15,000

Conference Supporting Sponsor:

\$7,500

- Wednesday Night Reception
- Totebag
- Staging
- Signage
- Conference book
- Apparel
- Nametag
- Other _____

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

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