



DMI Conference Sponsorship

Re-Thinking ... the future of design

DMI Design/Management Thinking 22 Conference

**June 16-17, 2010
San Francisco, USA
The W Hotel**

Conference Co-Chairs:



Roger Martin
Dean, Rotman School
of Management



Darrel Rhea
CEO, Cheskin Added
Value

This year, DMI's Design/Management Thinking 22 Conference will build on the outstanding success of last year's innovative and provocative "Re-Thinking Design" Conference. Inspiration for this year's theme, "Re-Thinking ... the future of design," will be provided by two thought-leaders of our time, co-chairs Roger Martin, Dean of the Rotman School of Management, and author of the acclaimed new book, *The Design of Business*; and Darrel Rhea, one of the world's foremost research consultants and CEO of Cheskin Added Value. The format will be dynamic, conversational, efficient, and lively. For more than two decades, this conference has presented the best in cutting edge thinking on design, business, branding, innovation, identity, and strategy. Past conferences have taken place in Montréal, Vancouver, Chicago, Toronto, and Cincinnati.

Why sponsor DMI Design/Management Thinking Conference?

"Re-Thinking ... the future of design" provides a unique opportunity to brand awareness to a high-level international management and executive audience representing both design and business. Unlike other design events, DMI conferences attract decision-makers and leaders with substantial budget authority.

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 conference attracts an audience of 120-200 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.

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: \$7,500

Lead Sponsorship: \$15,000

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 portion of the event or during President's remarks
- Promotional material distributed to attendees during conference
- Sponsorship choices include Thursday evening reception, tote bag, apparel, or conference book
- 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 sponsorship choice includes Wednesday evening reception or one of two lunches
- Preferred display of logo as Supporting Sponsor on all communications, including all event communications, the website, conference video archive, and event signage
- Recognition as the Supporting Sponsor by the conference chair during the opening and closing remarks
- 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 communications, the website, conference video archive, and event signage
- Premium recognition as the Lead Sponsor by the conference chair during the opening and closing remarks
- Dedicated signage displayed in the main meeting hall
- Complimentary registration for four conference attendees from the sponsoring organization

The DMI Design/Management Thinking Conference has a track record...

Inspirational presenters...

Tim Brown, CEO, IDEO... Scott Cook, Founder & Chairman, Intuit, Inc... Claudia Kotchka, VP of Design, Innovation, & Strategy, Procter & Gamble... Patrick Whitney, Director, Institute of Design, Illinois Institute of Technology... Lars Engman, Design Director, IKEA... Verena Kloos, President, BMW Group DesignworksUSA... Kurt Heikkila, CEO, Tundra Composites, LLC... Aaron Betsky, Director, Cincinnati Art Museum... Dev Patnaik, Managing Associate, Jump Associates...

Elite attendees...

Vice President, Design, Hewlett-Packard... Director, Design Systems, eBay... Director of Brand Design, General Mills, Inc... President, Karo Group... Principal Manager, User Experience, Microsoft... Founder & President, MetaDesign... Director, Pricewaterhousecoopers... Vice President, Design Continuum... Vice President, Steelcase, Inc... Director, Strategic Portfolio Development, GE Healthcare... President/CEO, LPK... Creative Director, MeadWestvaco... Global Design Director, Procter & Gamble... CEO, Brand Engine... Senior Director Global Design, The Hershey Company...

Acclaimed...

"Best I've attended so far!"

"Lots of surprises and great conversations, look forward to having time to process."

"Great conversational format! Please continue."

"Robust, immediately applicable conversations between the speakers."

"Excellent for design leaders and managers. High caliber presenters."

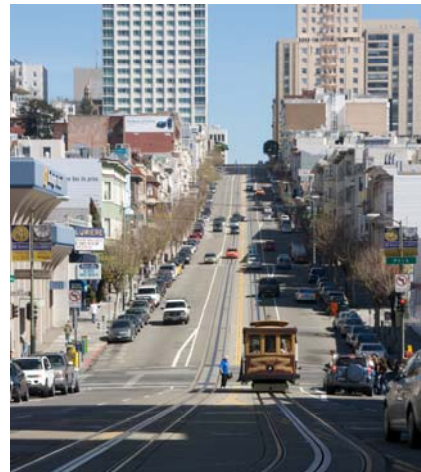
"A very thought-provoking experience."

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 three conferences on two continents.

Please contact John Tobin, DMI Vice President, 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 Management Institute

DMI Design/Management Thinking 22 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 evening reception
- Wednesday lunch sponsor
- Thursday lunch sponsor

Conference Participating Sponsor:

\$4,000

- Thursday evening reception
- Totebag
- Conference book
- Apparel
- 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 May 15, 2010)
- 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 fax or email this form to John Tobin at DMI: jtobin@dmi.org

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