



DESIGN MANAGEMENT INSTITUTE

Conference Sponsorship Opportunities

Design/Management Europe 13

Facing/Changing – Changing/Facing REALITIES

1-3 April, 2009

**La Triennale di Milano, Design Museum
Milan, Italy**

Conference Co-Chairs:

Lucia Chrometzka, *Future Concept Lab*
Guido Stomppf, *Océ-Technologies B.V.*

Conference Description:

Over the past 13 years the DMI Design/Management Europe conference has become recognized as the premier European event addressing the topic of design and business. A combination of leading thinkers, a senior-level audience of the best and brightest from the design world, and elegant venues have created a must-attend event in the world of design. **Facing/Changing – Changing/Facing REALITIES** continues this high-caliber experience by delivering especially topical content at a truly unique venue in a world capital of design and business.

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 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.

Past attendees from DMI conferences have included delegates from organizations such as:

Estee Lauder
Motorola
Ebay
Procter & Gamble

Microsoft
Google
GE Healthcare
BBC

SAP A.G.
Cisco
Vodafone
Hewlett-Packard



Sponsorship Opportunities

Design/Management Europe receives high visibility and registration directly from www.dmi.org/european. 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, please contact us with your proposal.

Lead Sponsorship

Cost: €7,500

Supporting Sponsorship

Cost: €4,500



2009 Conference Theme: Facing/Changing – Changing Facing REALTIES

Let's get real: the world of business is changing dramatically. Every day, we're confronted with news of a rollercoaster economy, environmental actions and behaviors, and corporate pressure to succeed. Every day, we confront constantly evolving challenges that affect our roles as design leaders. What will have the biggest impact on our lives and work? How can we manage, meet, and change the future?

Facing/Changing – Changing/Facing REALITIES will look squarely into key realities, how to face them, and how to change them.

- Economic Realities
- Sustainability Realities
- Systems and Complexity Realities
- Corporate Culture Realities

Join us as we get current, get equipped, and get connected. The speakers, discussions, and workshops will explore how design management can evolve and step forward to provide key business leadership for today's changing realities. Open your mind, and come to face, and change, the realities of our times.

The conference will mix in a taste of the influence of local design with "Design Magic in Milan." For years, Milan has been associated with some of the world's finest automobiles, perfumes, furniture, household goods, and of course, high fashion. Not only is great design happening in Milan, but great, new design thinking as well. Milan is the place to come and learn.

La Triennale di Milano, Design Museum

The Triennale Design Museum is housed within La Triennale di Milano, one of the city's largest museums. It was designed by Michele De Lucchi, who has worked for Artemide, Kartell, Poltrona Frau, and Olivetti.

Conceived as a benchmark for art, design and industrial planning, La Triennale di Milano's own premises at the Palazzo dell'Arte offer an ideal and prestigious venue for corporate communication and for hosting company events such as conferences, conventions, workshops or special exhibitions.

La Triennale di Milano has become an intrinsic part of the city's cultural and economic life, leading a series of initiatives which have placed it in the center of an intense dialogue among art, civil society, design and enterprise culture.

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

Conference Sponsor Agreement

Company name: _____

Company address: _____

Contact Name: _____

Signature: _____

I would like to sponsor the following :

Conference Lead Sponsor:

€7,500

Conference Supporting Sponsor:

€4,500

- Wednesday Night Reception at La Triennale (or other location)
- Thursday Night Reception at La Triennale (or other location)
- Totebag
- Staging
- Signage
- Conference book
- Apparel
- Nametag
- Other _____

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 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@dmf.org

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