



DMI Conference Sponsorship

“Transforming Design”

DMI Design/Management Europe 14 Conference

7-8 September, 2010

One Wimpole Street

London, UK

The DMI Design/Management 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.



The last two DMI conferences in Milan and Paris have been DMI’s best attended and highest-rated European events ever, defying trends for other recent business events. For 2010, DMI returns to London for the first time since the sold-out event of 2005—a conference that we anticipate will continue to build the increased recognition and reputation of DMI Design/Management Europe.

Why sponsor DMI Design/Management Europe?

The DMI Europe 14 conference 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*; an ongoing email campaign; press releases; and print mailings. The conference attracts an audience of 150-200 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 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: €7,500

Supporting Sponsorship:

Cost: €4,500

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
- Link from the DMI conference website to your website
- Logo recognition in DMI email communications with a distribution of 20,000+ managers 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 opening and closing remarks
- Promotional material distributed to attendees during conference
- 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 premium benefits for Lead Sponsor

- Preferred display of logo as Lead Sponsor on all communications, including all event communications, the website, conference video archive, and event signage
- Preferred 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 two conference attendees from the sponsoring organization



DMI Design/Management Europe Conference is...

Inspirational presenters...

Stefano Marzano, CEO & Chief Creative Director, Philips Design... Eric Armour, President, Braun GmbH... Lee D. Green, VP, Brand and Values Experience, IBM... Philippe Picaud, Design Director, Decathlon... Patrick Le Quément, Senior Vice President, Corporate Design, Renault... Clive Grinyer, Director of Product Design, Orange France Telecom... Marco Steinberg, Professor of Architecture, Harvard University Graduate School of Design... Verena Kloos, President, BMW Group DesignworksUSA... Bernd Schmitt, Professor of Business, Columbia University...

Elite attendees...

Global Design Director, Reckitt Benckiser... General Manager, Toyota Motor Europe... Principal Manager, User Experience, Microsoft... Vice President Corporate Merchandising Design & Innovation, ESTÉE LAUDER Cie... President/CEO, LPK, Inc... Head of European Design Center, Cisco... Director, Consumer Experience and Design, NCR... Vice President, Continental AG... Partner, Design Group Italia... Global Design Manager, GE Healthcare... VP, SAP AG... Chief Executive Officer, Hong Kong Design Centre... Vice President, SK Telecom... Chief Executive Officer, Cheskin...

International networking...

Australia... Austria... Belgium... Brazil... Canada... Chile... China... Greece... Denmark... Estonia... Finland... France... Germany... Hong Kong... India... Ireland... Italy... Mexico... New Zealand... Norway... Portugal... Qatar... Russia... Singapore... 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!"

"This novel, emerging subject was quite well presented!"

"So much to do but one track with a few breakouts was great!"

"A great DMI congress in Paris!"

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 four conferences on three 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 Europe 14 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

- Tuesday night reception
- Wednesday evening activity
- Lunch sponsor
- Totebag
- Signage
- 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 1 August, 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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