



Overview

“Next: AIGA Design Conference” will bring together over 2,500 creative professionals and design-minded business leaders to the Colorado Convention Center in Denver from October 11-14, 2007. AIGA’s 12th biennial design conference will look toward the future—not only to see where the design profession is going—but to set the course.

The creative playground and unique learning environment of “Next” will allow attendees to improve their practices, connect with a diverse group of design peers, expand their way of thinking, experience new directions in design and hear from inspired voices on the evolution of designing and discover what’s on the horizon.

Kurt Andersen—author of the best-selling novel, *Turn of the Century*, and the recently published *Heydey*, host and co-creator of “Studio 360,” founder of *Spy* magazine, columnist and curator—will act as the master of ceremonies for the community sessions. Andersen will orchestrate the visionary and inspirational presentations, sounds and media into multidimensional, interactive, thoughtful and provocative experiences.

All **sponsorship packages** include a standard 10' by 10' exhibition booth (booth upgrades may be purchased for an additional fee). But, this is not your ordinary tradeshow! As it has been in the past, the Design Fair will be the cultural and social hub of the conference, a place for your company and the designers who drive your business to interact with and get to know one another. In addition to housing our sponsor’s exhibition booths, the Design Fair will also accommodate offerings such as the opening night reception, daily refreshment breaks, demonstration spaces, conversation areas, the e-lounge and the conference bookstore, all of which will serve to maximize the amount of traffic.

A breakdown of sponsorship levels, benefits and fees are outlined on the following pages. For more information on becoming a sponsor of “Next,” please contact Andréa Pellegrino at 212 710 3125 or andrea_pellegrino@aiga.org or Jessica Casper at 212 710 3124 or Jessica_casper@aiga.org.

Exhibiting Sponsor level

The following outlines the benefits offered to Exhibiting Sponsors at “Next: AIGA Design Conference,” to be held in Denver, Colorado, October 11–14, 2007.

Display opportunities

The Design Fair—including sponsor booths, design exhibitions, student portfolio review area, café locations and the AIGA bookstore—will be located in the convention center adjacent to registration. Exhibiting Sponsors receive the following display opportunities:

- 10' by 10' exhibit booth
- Opportunity to increase booth size in either width or depth (limited to 20' deep) priced at \$6,000 per 10' by 10' increment. (Please note: Booth size increases are subject to availability.)

Promotional materials

Name identification for Exhibiting Sponsors is included on the following promotional materials created exclusively for the conference:

- Conference program distributed to approximately 2,500 attendees onsite

Signage and visibility

Name identification for Exhibiting Sponsors is included on the following signage and visibility opportunities created for the conference and displayed onsite:

- On-stage screen at end of conference during general session
- Sponsor recognition signage onsite
- Complete contact information, including sponsor URL, in attendee directory

Mailing list

AIGA provides Exhibiting Sponsors with a digital file of conference attendee mailing list 15 days after the conference for one post-event mailing. Due to privacy agreements with our attendees, email addresses are not available.

Building community

In addition to offering our sponsors relationship-building opportunities through exhibition activities in the trade show area of the Design Fair, AIGA provides other choices for Exhibiting Sponsors to promote community as well as reinforce their brand. (A complete description of each activity is provided in the benefits overview section.) These include:

- Opportunity to host a level C activity—as exclusive sponsor of the hands-on mini-stage or Wi-Fi access—for an additional \$5,000.

Electronic media

AIGA provides name identification and link on the conference website sponsor page.

Registrations

AIGA provides Exhibiting Sponsors with the following complimentary full-conference registrations for sponsor staff:

- Two complimentary full-conference registrations for sponsor staff with 10' by 10' booth
- Two additional complimentary full-conference registrations for sponsor staff with every additional purchase of 10' by 10' booth increment
- Opportunity to purchase additional full-conference registrations for sponsor staff at \$250 (more than 50 percent off member registration rate)

Please return this worksheet along with your contract and payment.

Category	Item	Cost	Tally
<i>Sponsorship fee</i>	Base exhibiting sponsorship fee	\$11,000	\$11,000
<i>Additional booth space</i>	<input type="checkbox"/> Length: increase length in 10' increment	\$6,000/10' increment	_____
	<input type="checkbox"/> Depth: increase depth in 10' increment	\$6,000/10' increment	_____
<i>Level C activities</i>	<input type="checkbox"/> Hands-on mini-stage (exclusive sponsor)	\$5,000	_____
	<input type="checkbox"/> Wi-Fi access (exclusive sponsor)	\$5,000	_____
<i>Additional registrations</i>	<input type="checkbox"/> Full-conference: sponsor staff	\$250	_____
<i>Total</i>			\$_____

General Sponsor level

The following outlines the benefits offered to General Sponsors at “Next: AIGA Design Conference,” to be held in Denver, Colorado, October 11–14, 2007.

Display opportunities

The Design Fair—including sponsor booths, design exhibitions, student portfolio review area, café locations and the AIGA bookstore—will be located in the convention center adjacent to registration. General Sponsors receive the following display opportunities:

- 10' by 10' exhibit booth
- Opportunity to increase booth size in either width or depth (limited to 20' deep) priced at \$5,000 per 10' by 10' increment. (Please note: Booth size increases are subject to availability.)

Promotional materials

Logo identification for General Sponsors is included on the following promotional materials created exclusively for the conference:

- Conference program distributed approximately 2,500 attendees onsite
- Opportunity to run one full-page ad in conference program brochure

Signage and visibility

Logo identification for General Sponsors is included on the following signage and visibility opportunities created for the conference and displayed onsite:

- On-stage screen at start and end of conference during general session
- Sponsor recognition signage onsite
- Complete contact information, including sponsor URL, in attendee directory

Mailing list

AIGA provides General Sponsors with a digital file of conference attendee mailing list 30 days prior and 15 days after the conference for one pre-event and one post-event mailing. Due to privacy agreements with our attendees, email addresses are not available.

Promotional rights

In addition to offering direct access to our expected audience of approximately 2,500, AIGA provides the following opportunities for General Sponsors to interact with attendees:

- Opportunity to distribute promotional item in attendee tote bag
- Opportunity to have promotional materials placed on attendee seating prior to a general session for an additional \$2,000 (per placement).

Building community

In addition to offering our sponsors relationship-building opportunities through exhibition activities in the trade show area of the Design Fair, AIGA provides other opportunities for General Sponsors to promote community and further reinforce their brand. These include:

- Opportunity to host a level A activity—as exclusive sponsor of the e-lounge, student portfolio review, student pre-conference or VIP reception, or as non-exclusive sponsor of the closing party—for an additional \$25,000
- Opportunity to host a level B activity—as non-exclusive sponsor of the e-lounge or VIP reception—for an additional \$15,000
- Opportunity to host a level C activity—as exclusive sponsor of the hands-on mini-stage or Wi-Fi access—for an additional \$5,000

Electronic media

AIGA provides logo identification with a link to sponsor site on the conference website sponsor page.

Training opportunities

AIGA will offer General Sponsors an opportunity to hold a training session on site at the convention center for an additional \$7,500.

Registrations

AIGA provides General Sponsors with the following complimentary full-conference registrations for sponsor staff:

- Three complimentary full-conference registrations for sponsor staff with 10' by 10' booth
- Additional two complimentary full-conference registrations for sponsor staff with every additional 10' by 10' booth increment purchased
- Opportunity to purchase additional full-conference registrations for sponsor staff at \$250 (more than 50 percent off member registration rate)

Please return this worksheet along with your contract and payment.

Category	Item	Cost	Tally
<i>Sponsorship fee</i>	Base general sponsorship fee	\$20,000	\$20,000
<i>Additional booth space</i>	<input type="checkbox"/> Length: increase length in 10' increment	\$5,000/10' increment	_____
	<input type="checkbox"/> Depth: increase depth in 10' increment	\$5,000/10' increment	_____
<i>Level A activities</i>	<input type="checkbox"/> E-lounge (exclusive sponsor)	\$25,000	_____
	<input type="checkbox"/> Student portfolio review (exclusive sponsor)	\$25,000	_____
	<input type="checkbox"/> Student pre-conference (exclusive sponsor)	\$25,000	_____
	<input type="checkbox"/> VIP reception (exclusive sponsor)	\$25,000	_____
	<input type="checkbox"/> Closing party (non-exclusive sponsor)	\$25,000	_____
<i>Level B activities</i>	<input type="checkbox"/> E-lounge (non-exclusive sponsor)	\$15,000	_____
	<input type="checkbox"/> VIP reception (non-exclusive sponsor)	\$15,000	_____
<i>Level C activities</i>	<input type="checkbox"/> Hands-on mini-stage (exclusive sponsor)	\$5,000	_____
	<input type="checkbox"/> Wi-Fi access (exclusive sponsor)	\$5,000	_____
<i>Promotional opportunities</i>	<input type="checkbox"/> Distribution of promotional materials on attendee seating prior to general session	\$2,000/session	_____
<i>Training opportunities</i>	<input type="checkbox"/> Training workshop	\$7,500	_____
<i>Additional registrations</i>	<input type="checkbox"/> Full-conference: sponsor staff	\$250	_____
<i>Total</i>			\$ _____

Major Sponsor level

The following outlines the benefits offered to Major Sponsors of “Next: AIGA Design Conference,” to be held in Denver, Colorado, October 11–14, 2007.

Display opportunities

The Design Fair—including sponsor booths, design exhibitions, student portfolio review area, café locations and the AIGA bookstore—will be located in the convention center adjacent to registration. Major Sponsors receive the following display opportunities:

- 10' by 10' exhibit booth
- Opportunity to increase booth size in either width or depth (limited to 20' deep) priced at \$5,000 per 10' by 10' increment. (Please note: Booth size increases are subject to availability.)

Promotional materials

Logo identification for Major Sponsors is included on the following promotional materials created exclusively for the conference:

- Conference program distributed to approximately 2,500 attendees onsite
- Opportunity to run one full-page ad in conference program brochure

Signage and visibility

Logo identification for Major Sponsors is included on the following onsite conference signage and displays:

- Onstage screen at start and end of conference and during general session
- Sponsor recognition signage onsite
- Complete listing of contact information, including sponsor URL, in attendee directory

Mailing list

AIGA provides Major Sponsors with a digital file of the conference attendee mailing list 30 days prior and 15 days after the conference for one pre-event and one post-event mailing. Due to privacy agreements with our attendees, email addresses are not made available.

Promotional rights

In addition to offering direct access to approximately 2,500 attendees, AIGA provides the following opportunities for Major Sponsors to interact with attendees:

- Opportunity to distribute promotional item in attendee tote bag

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- Opportunity to place promotional material on attendee seating prior to a general session for an additional \$2,000 (per placement).

Building community

In addition to offering our sponsors relationship-building opportunities through exhibition activities in the trade show area of the Design Fair, AIGA provides Major Sponsors with recognition and visibility for one of the following activities at no additional charge:

- One of two attendee breakfasts (inclusive of catering costs)
- One of four conversation breaks (inclusive of catering costs)
- One of four speaker roundtables (inclusive of catering costs)

To help promote community as well as further reinforce their brand, Major Sponsors are offered opportunities to host other activities. These include:

- Opportunity to host a level A activity—as exclusive sponsor of the e-lounge, student portfolio review, student pre-conference or VIP reception, or as non-exclusive sponsor of the closing party—for an additional \$25,000
- Opportunity to host a level B activity—as non-exclusive sponsor of the e-lounge or VIP reception—for an additional \$15,000
- Opportunity to host a level C activity—as exclusive sponsor of the hands-on mini-stage or Wi-Fi access—for an additional \$5,000

Electronic media

AIGA provides logo identification with a link to sponsor site on the conference website sponsor page.

Training opportunities

AIGA will offer Major Sponsors an opportunity to hold a training session on site at the convention center for an additional \$7,500.

Registrations

AIGA provides Major Sponsors with the following number of complimentary full-conference registrations for sponsor staff:

- Five complimentary full-conference registrations for sponsor staff with 10' by 10' booth
- Two additional complimentary full-conference registrations for sponsor staff with every additional purchase of 10' by 10' booth increment

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- Opportunity to purchase additional full-conference registrations for sponsor staff at \$250 (more than 50 percent off member registration rate)

Please return this worksheet along with your contract and payment.

Category	Item	Cost	Tally
<i>Sponsorship fee</i>	Base major sponsorship fee	\$26,500	\$26,500
<i>Additional booth space</i>	<input type="checkbox"/> Length: increase length in 10' increment	\$5,000/10' increment	_____
	<input type="checkbox"/> Depth: increase depth in 10' increment	\$5,000/10' increment	_____
<i>Additional visibility</i>	Please choose one of the following:		
	<input type="checkbox"/> One of two attendee breakfasts	No charge	
	<input type="checkbox"/> One of four attendee breaks	No charge	
	<input type="checkbox"/> One of four speaker roundtables	No charge	
<i>Level A activities</i>	<input type="checkbox"/> E-lounge (exclusive sponsor)	\$25,000	_____
	<input type="checkbox"/> Student portfolio review (exclusive sponsor)	\$25,000	_____
	<input type="checkbox"/> Student pre-conference (exclusive sponsor)	\$25,000	_____
	<input type="checkbox"/> VIP reception (exclusive sponsor)	\$25,000	_____
	<input type="checkbox"/> Closing party (non-exclusive sponsor)	\$25,000	_____
<i>Level B activities</i>	<input type="checkbox"/> E-lounge (non-exclusive sponsor)	\$15,000	_____
	<input type="checkbox"/> VIP reception (non-exclusive sponsor)	\$15,000	_____
<i>Level C activities</i>	<input type="checkbox"/> Hands-on mini-stage (exclusive sponsor)	\$5,000	_____
	<input type="checkbox"/> Wi-Fi access (exclusive sponsor)	\$5,000	_____
<i>Promotional opportunities</i>	<input type="checkbox"/> Distribution of promotional materials on attendee seating prior to general session	\$2,000/session	_____
<i>Training opportunities</i>	<input type="checkbox"/> Training workshop	\$7,500	_____
<i>Additional registrations</i>	<input type="checkbox"/> Full-conference: sponsor staff	\$250	_____
<i>Total</i>			\$ _____