

IDC2024 AUSTIN, TEXAS
SEPTEMBER 11-13



2024 Sales Prospectus



Introduction

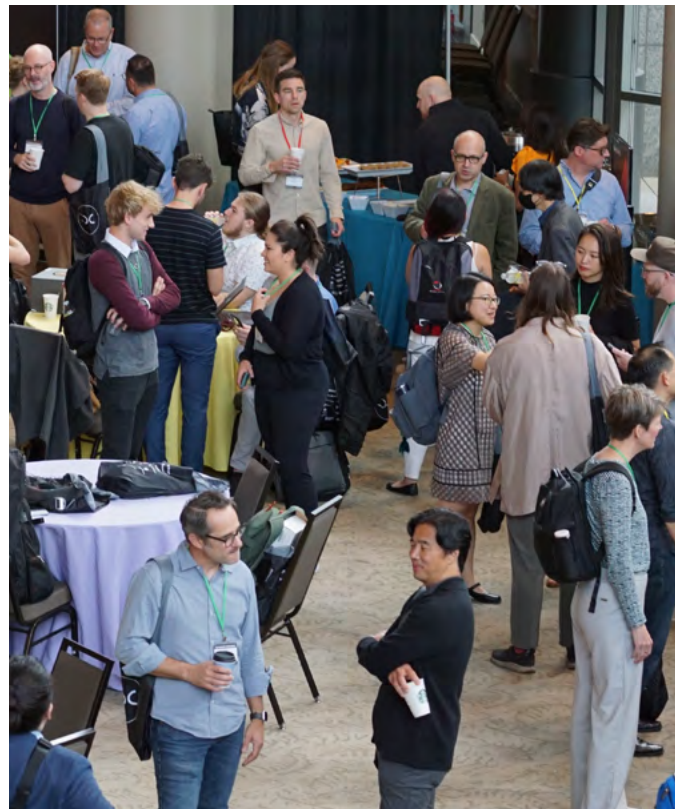
The IDSA International Design Conference (IDC) & Education Symposium is more than just an event; it's a platform for amplifying the unique and bold voice of industrial design while celebrating its deep interconnection with other creative disciplines. With a decades-long history as the national meeting of the Industrial Designers Society of America (IDSA), the annual conference remains a flagship event for the organization, serving as a pivotal experience for industrial designers at all career stages. As a cornerstone for the global design community, the IDC & Education Symposium provides a dynamic platform for knowledge exchange, networking, and collective action towards shaping a better future through design.

The IDC & Education Symposium returns on September 11-13 in Austin, Texas.

We look forward to welcoming you to Austin for this event!

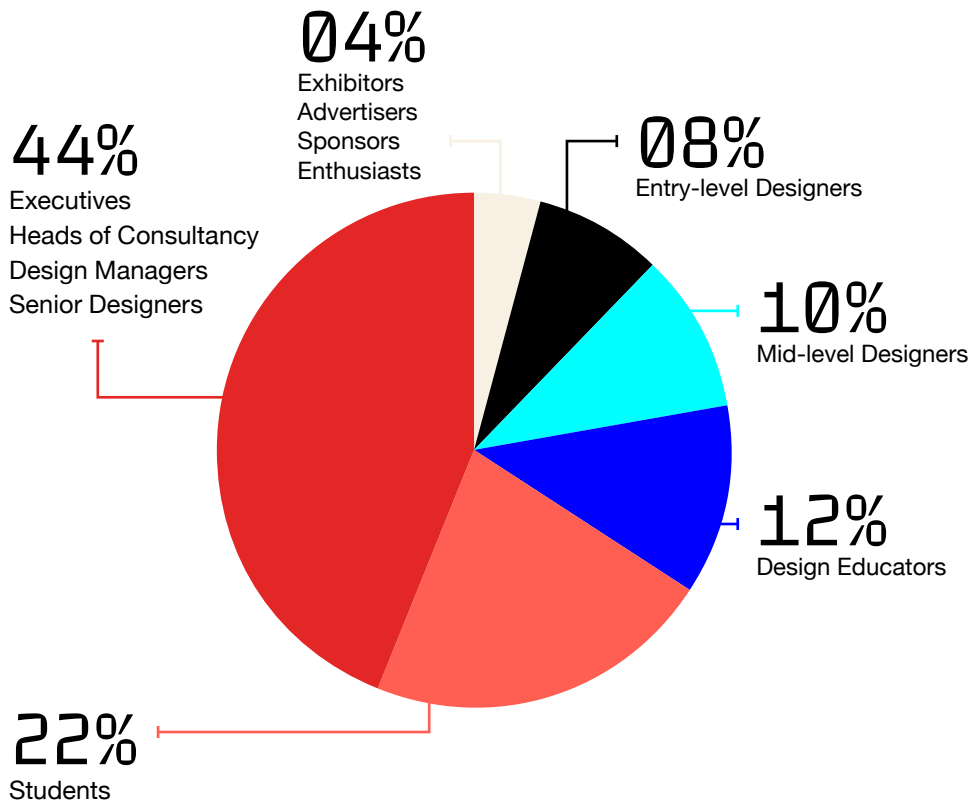
TABLE OF CONTENTS

Introduction.....	2
Know Your Audience.....	3
Sponsorship Levels and Opportunities.....	4
Sponsorship Benefits	5
Hospitality Opportunities.....	6
Technology Opportunities.....	7
Promotional Opportunities	8
Recent Sponsors and Media Partners	9
Exhibits General Information.....	10
Exhibits Package Opportunities	11
Schedule, Deadlines and Policy	12
Contact Information.....	13



Know Your Audience

PAST ATTENDEE BREAKDOWN



WHO'S ATTENDING?




- Industrial Designers
- UX & UI Designers
- Design Managers
- Service Designers
- Speculative Designers
- Design Leaders
- Visual & Brand Designers
- Graphic Designers
- Experience Designers
- Industrial Design Students
- Design Educators
- Design Engineers
- Futurists & Visionaries
- Everyone in between!



ABOUT OUR AUDIENCE

- 550+** Attendees from diverse design and creative disciplines
- 30+** Countries represented
- 750,000+** Combined online and social media reach of speakers and audiences

REACH

-  **36k+** Email Subscribers
-  **148k+** Social Media Followers (across IDC & IDSA channels)
-  **1.5M+** Annual Website Visitors (across IDC & IDSA channels)

Sponsorship Levels & Opportunities

RECOGNIZED SPONSORSHIP LEVELS

IDC is pleased to recognize sponsors of the IDSA International Design Conference (IDC) & Education Symposium at the following levels:

PRESENTING SPONSOR	\$50,000
ELITE SPONSOR	\$40,000
PREMIER SPONSOR	\$30,000
PATRON SPONSOR	\$20,000
COMMUNITY SPONSOR	\$10,000
GENERAL SPONSOR	\$5,000

Sponsorship levels will be based on the total amount of funding committed to sponsorship opportunities. The three main categories are:

HOSPITALITY
SPONSORSHIP
OPPORTUNITIES

[Jump to page 6](#)

TECHNOLOGY
SPONSORSHIP
OPPORTUNITIES

[Jump to page 7](#)

PROMOTIONAL
SPONSORSHIP
OPPORTUNITIES

[Jump to page 8](#)

The opportunities listed in this document are designed to fit a variety of budgets and may be combined to meet the desired levels. Exhibit booth, industry sponsored sessions and exposure package opportunities will not be applied toward sponsorship levels.

Sponsorship Benefits

	PRESENTING SPONSOR	ELITE SPONSOR	PREMIER SPONSOR	PATRON SPONSOR	COMMUNITY SPONSOR	GENERAL SPONSOR
Thank you message on all IDC social media	X					
Thank you in IDC News story about 2024 IDC (35,000+ subscribers)	X	X				
Thank you in INNOVATION Magazine story about 2024 Conference	X	X				
Thank you in post-event issue of INNOVATION Magazine	X	X	X			
Recognition in two pre-conference marketing emails	X	X	X	X		
Recognition on the Know Before You Go email to all registered participants	X	X	X	X		
Special recognition at IDC 2024 opening session	X	X	X	X	X	
Special recognition at IDC 2024 closing session	X	X	X	X	X	
Thank you slide on general sessions walk-in slides	X	X	X	X	X	X
Recognition on IDC 2024 website (by level)	X	X	X	X	X	X

Hospitality Opportunities

SPONSORED ITEM

SPONSORSHIP

IDEA Gala (Sole Sponsor)

Seize the opportunity to partner with the most prestigious and influential awards program honoring products that have redefined industries and transformed lives worldwide. This year's event will feature an elegant catered dinner and a fundraising gala for the IDSA Design Foundation.

Signage outside doors	\$75,000
Acknowledgement on table tents	
Reserved seating	
Verbal recognition during opening remarks	

IDEA Gala (Multi-sponsor)

Seize the opportunity to partner with the most prestigious and influential awards program honoring products that have redefined industries and transformed lives worldwide. This year's event will feature an elegant catered dinner and a fundraising gala for the IDSA Design Foundation.

Signage outside doors	\$20,000
Signage at the reception	
Reserved seating	

Coffee Breaks (Multi-sponsor)

Exhibit Hall

Signage at breaks	\$10,000
-------------------	-----------------

Refreshment Breaks (Multi-sponsor)

Associate your brand for all attendees by sponsoring refreshments, including specialty coffee.

Signage in refreshment area	\$10,000
-----------------------------	-----------------

ADDITIONAL SPONSORSHIP MEAL FUNCTIONS

Sponsor a meal to provide attendees an opportunity to gather for food and to network with one another.

Wednesday Breakfast..... \$10,000

Thursday Happy Hour \$20,000

Wednesday Lunch \$20,000

Friday Breakfast \$10,000

Thursday Breakfast..... \$10,000

Friday Lunch..... \$10,000

Thursday Lunch \$20,000

>> See the Sponsorship Benefits grid on page 5 to view more details regarding sponsorship.

Technology Opportunities

SPONSORED ITEM

SPONSORSHIP

Audio Visual Support (Sole sponsor)

High-quality audio visual support is essential to IDC 2024. The laptops, screens and microphones used for sessions and throughout Conference enhance the learning experience for all attendees. This sponsorship does not include AV for meal sessions, which is covered under the meals sessions sponsorship.

Verbal recognition during opening remarks

\$175,000

Audio Visual Support (Multi-sponsor)

High-quality audio visual support is essential to IDC 2024. The laptops, screens and microphones used for sessions and throughout Conference enhance the learning experience for all attendees. This sponsorship does not include AV for meal sessions, which is covered under the meals sessions sponsorship.

Verbal recognition during opening remarks

\$40,000

Customizable

Sign Language Interpreter (Sole sponsor)

Signage throughout conference

\$30,000

Verbal recognition during opening remarks

Sign Language Interpreter (Multi-sponsor)

Signage throughout conference

\$10,000

Verbal recognition during opening remarks

Wireless Internet (Multi-sponsor)

Recognition in signage through the conference

\$20,000

>> See the Sponsorship Benefits grid on page 5 to view more details regarding sponsorship.

Promotional Opportunities

SPONSORED ITEM

SPONSORSHIP

Tote Bag

\$30,000

VIP Welcome Amenities

\$15,000

IDC will offer sponsors the opportunity to send VIP Welcome Amenities to specific attendee groups. IDC will reach out to sponsors with a menu of items from which to select.

Name Badge Lanyard (Sole sponsorship)

\$10,000

Given to all IDC 2024 attendees, name badge lanyards will hold the name badge and feature your logo.

Power Bank (Sole sponsorship)

\$10,000

Help attendees keep their devices fully charged with a power bank co-branded with your industry logo and the IDC logo.

Newcomer Experience

\$10,000

A one-page tip sheet will be provided to all first-time attendees containing all of the must-know information for newcomers, including social events, where to go with questions and to meet new people, and how to stay connected throughout Conference. The tip sheet will be available on the IDC 2024 website. It will also be emailed to attendees as part of the "Know Before You Go" email to all registered participants.

Notebook & Pen

\$10,000

Provide a co-branded pen and notebook for attendees to take notes during sessions.

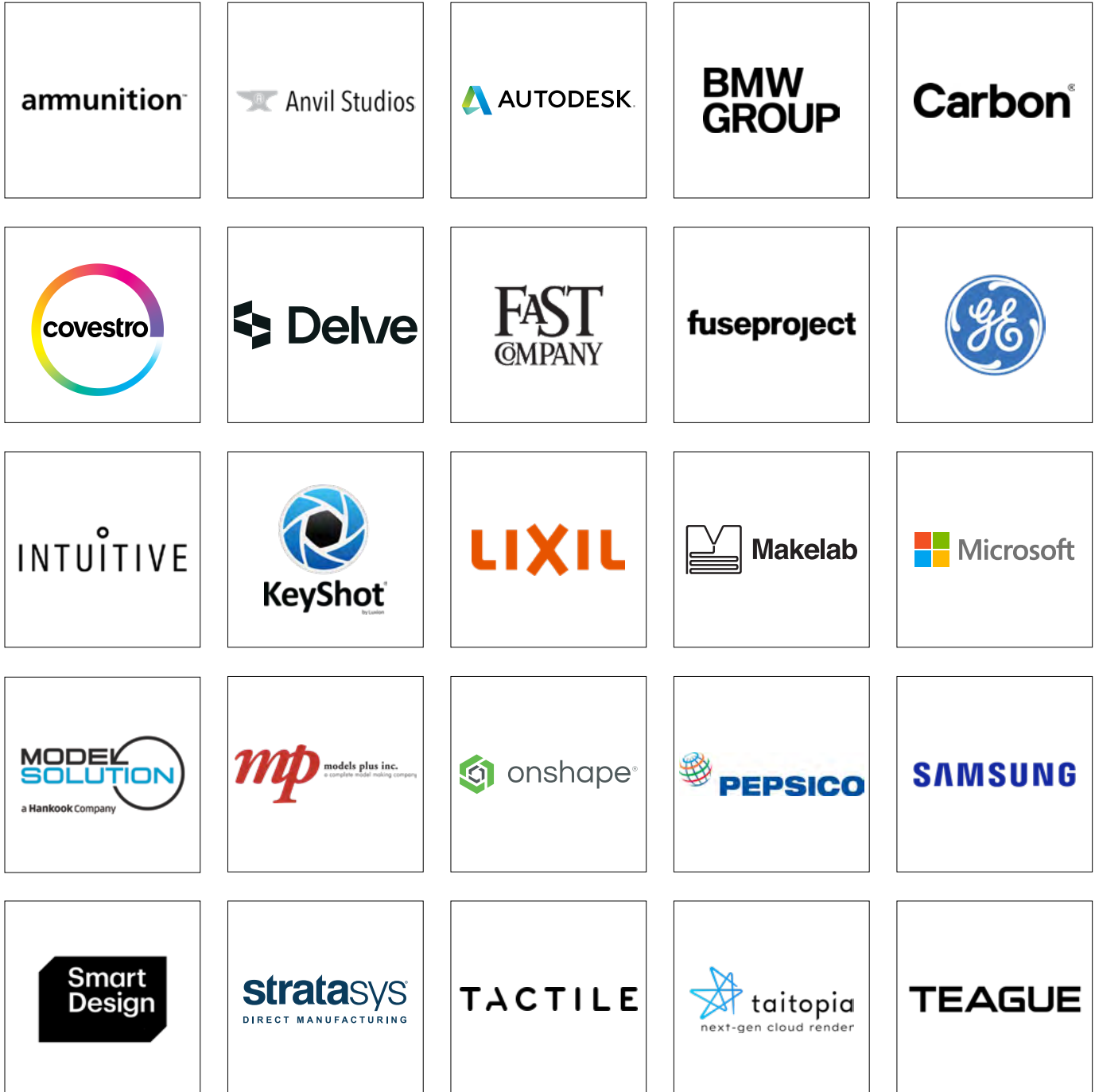
Room Keys (Sole sponsorship)

\$5,000

IDC 2024 attendees will feel the spirit of the event from the moment they check in at the Embassy Suites by Hilton Austin Downtown. All hotel guests registered for IDC 2024 will receive a hotel room key imprinted with a welcome message featuring the sponsor's logo.

>> See the Sponsorship Benefits grid on page 5 to view more details regarding sponsorship.

Recent Sponsors & Media Partners



Exhibits General Information

The exhibit hall at the IDSA International Design Conference (IDC) & Education Symposium is not your ordinary tradeshow. IDC encourages exhibitors to incorporate the vibrancy of IDC 2024 into their booth to make the exhibit hall a dynamic, fun and educational experience for participants.

We are excited about expanding our community of exhibitors and facilitating a business expo experience at this year's 2024 International Design Conference & Education Symposium. As an ideal setting for showcasing innovative designs and networking with industry leaders from around the globe, the conference attracts 550+ diverse design community professionals that includes designers, entrepreneurs, and enthusiasts, all eager to explore the latest trends and products in design.

As an exhibitor at this year's conference, you will have the unique opportunity to:

Showcase your products and services Display your latest innovations and technology that facilitate efficiency and enhanced value in how designers serve their customers and clients.

Expand your network Connect with other design professionals, potential clients, and partners from various design sectors and regions.

Enhance your brand visibility Gain significant exposure through our extensive global marketing campaigns and media coverage before, during, and after the conference.

Engage with your audience Participate in interactive workshops and receive real-time feedback from potential customers on your offerings.

TENTATIVE SCHEDULE (SUBJECT TO CHANGE)

Exhibitor Move In

Wednesday, September 11, 2024, 12:00pm–7:00pm

Show Hours (subject to change)

Thursday, September 12, 2024, 8:00am–4:00pm

Friday, September 13, 2024, 8:00am–4:00pm

Exhibitor Move Out

Friday, September 13, 2024, 4:00pm–6:00pm



Exhibits Package Opportunities

As a valued exhibitor, we invite you to showcase your products and services at our Exhibition Showcase. Our Exhibits Package offers numerous benefits, including:

PACKAGE INCLUDES	BENEFITS	SPONSORSHIP
One 10x10 Booth	Secure a prime location to display your offerings and engage with attendees.	\$7,000
Two Complimentary IDC Full In-Person Registrations	Enjoy full access to the conference sessions and networking opportunities (please note this does not include the IDEA Ceremony & Gala).	
One Post-Event Attendee List	Gain valuable insights and follow-up opportunities with our attendee list, provided after the event.	



To reserve your booth and ensure your participation, please visit our website and complete the exhibitor application form and contract. Spaces are limited and allocated on a first-come, first-served basis.



Schedule, Deadlines and Policy

For the most up-to-date schedule, click [here](#) to view official times and locations of all events.

IMPORTANT DEADLINES

Sponsorship Selection	August 15, 2024
Deadline to Guarantee Full Benefits	
Deadline to Receive All.....	August 31, 2024
Sponsorship Payments	
Deadline to Reserve	August 31, 2024
Exhibit Hall Space	

POLICY

Giveaways

Distribution by an exhibitor or sponsor of any promotional material may not be duplicative or conflict with IDC's materials, which includes lanyards, tote bags, t-shirts, welcome bag items, etc. All promotional materials intended for distribution to IDC 2024 attendees must be approved in advance by IDC. IDC reserves the right to refuse distribution by an exhibitor or sponsor if it deems the items to be duplicative to IDC materials/items or sponsored items. Sponsors who do not exhibit may not distribute promotional materials.

Circulation and Solicitation

Distribution by an exhibitor or Sponsor of any printed matter, souvenirs or other articles must be confined to their assigned booth. Exhibitors may not ask other exhibitors or sponsors of IDC 2024 to distribute items. No manner of attracting attention which distracts from IDC 2024, its attendees or the exhibit hall will be permitted. All aisle space in the exhibit hall belongs to IDC. No exhibitor or advertising material will be allowed to extend beyond the space allotted to the exhibitor.

Recording

IDC reserves the exclusive right to record audio and video at IDC 2024. Exhibitors may record within the confines of their booths, as long as recording equipment does not extend beyond the boundaries of the exhibitor's contracted space and does not interfere with attendees. Recording is also subject to approval by the venue.

Scheduling

Corporate sponsored events (tours, breakfasts, lunches, dinners, receptions) cannot conflict with IDC scheduling or pull attendees away from official programming.

IDC2024 AUSTIN, TEXAS SEPTEMBER 11-13



CONTACT INFORMATION

Business Development Lead

Veronika Hotton

sales@idsa.org

Director of Conferences & Events

Carrie Green

carrieg@idsa.org

Meeting Consultant

Chanel Ricks, CMP

chanelr@idsa.org