

**The Power of Design: AIGA National Design Conference
Benefits of General Sponsorship**



<i>Display opportunities</i>	<p>The Design Fair—including sponsor booths, design exhibitions, caf locations and the AIGA bookstore—will be located in the convention center. General Sponsors receive the following display opportunities:</p> <ul style="list-style-type: none">● 10' by 10' exhibit booth● Opportunity to increase booth size to 10' by 20' available at \$5,000
<i>Promotional materials</i>	<p>Name identification for General Sponsors is included on the following promotional materials created exclusively for the conference.</p> <ul style="list-style-type: none">● Conference program distributed to over 1,500 attendees on-site
<i>Signage and visibility</i>	<p>Name identification for General Sponsors is included on the following signage and visibility opportunities created exclusively for the conference and displayed on-site.</p> <ul style="list-style-type: none">● On stage screen at end of conference during general session● On sponsor recognition signage on-site
<i>Mailing list</i>	<p>AIGA provides General Sponsors with access to conference attendee mailing list after conference for multiple usage up to six months following the event.</p>
<i>Promotional rights</i>	<p>In addition to offering direct access to our expected audience of over 1,500, AIGA provides additional opportunities for General Sponsors to interact with attendees.</p> <ul style="list-style-type: none">● Opportunity to provide raffle or giveaway item during tradeshow party
<i>Electronic media</i>	<p>AIGA provides name identification on the conference website sponsor page</p>
<i>Registrations</i>	<p>AIGA provides General Sponsors with complimentary and exhibit staff registrations.</p> <ul style="list-style-type: none">● One complimentary full conference registrations● With a 10' by 20' booth—3 exhibit staff registrations for use in the Design Fair only● With a 10' by 10' booth—2 exhibit staff registrations for use in the Design Fair only● Opportunity to purchase additional full conference registrations at 1/2 member registration rate.● Opportunity to purchase additional exhibit staff registration at \$150 each
<i>Sponsorship fee</i>	<p>\$7,125.</p>