

**The Power of Design: AIGA National Design Conference
Benefits of Major 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. Major 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 \$4,000
<i>Promotional materials</i>	<p>Logo identification for Major Sponsors is included on the following promotional materials created exclusively for the conference.</p> <ul style="list-style-type: none">● Registration poster sent to 33,000 AIGA members and professional designers● Conference program distributed to over 1,500 attendees on-site● Opportunity to run one full page b/w ad in conference program brochure
<i>Signage and visibility</i>	<p>Logo identification for Major 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 start of conference during general session● On stage screen at end of conference during general session● On sponsor recognition signage on-site● On gift bags for attendees
<i>Mailing list</i>	<p>AIGA provides Major 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 Major Sponsors to interact with attendees.</p> <ul style="list-style-type: none">● Use of sponsor's product/service during sponsored event● Opportunity to distribute promotional item in gift bag● Opportunity to conduct research/data collection at event● Opportunity to provide raffle or giveaway item during tradeshow party
<i>Electronic media</i>	<p>AIGA provides logo identification with a link to your site on the conference website sponsor page</p>
<i>Training opportunities</i>	<p>AIGA will offer Major Sponsors an opportunity to hold a training session on site at the convention center for an additional \$2,500.</p>

Registrations

AIGA provides Major Sponsors with complimentary and exhibit staff registrations

- Two complimentary full conference registrations
- With a 10' by 20' booth—4 exhibit staff registrations for use in the Design Fair only
- With a 10' by 10' booth—3 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

Sponsorship fee

\$13,125