



# **INTERNATIONAL DESIGN CONFERENCE**

**& IDSA Education Symposium**

**SEATTLE, WASHINGTON  
September 12-14, 2022**



## OVERVIEW

The International Design Conference 2022 is a celebration of the diversity, overlap and undeniable power of design.

This landmark annual event presents participants with a truly unique experience that is so more than just speakers from a stage. With an eclectic mix of interactive workshops, off-site experiences and talks from some of the world's most influential design voices, IDC packs a powerful punch.

The IDC marks a departure from the classic conference. You know the type - stuffed into a hotel conference room with little character and minimal access to meaningful connection. In our pursuit to create something truly special, we felt that it was time to do something new ... Something that would invigorate the design community and celebrate the personal connections to be made while experiencing two days of high-quality, cutting-edge content.

We are seeking partner organizations who will provide interesting and provocative ways to engage with our audience of diverse designers from around the world. You will be encouraged to interact with participants not only to elevate your brand, but also to positively impact the overall conference experience.



## DATES - September 12 - 14, 2022

### September 12 Day 1

Morning Mixer &  
Design Gallery

IDC Mainstage

Lunch & Learn Workshops &  
Design Gallery

IDC Mainstage

IDEA 2022 Ceremony & Gala

### September 13 Day 2

Morning Mixer &  
Design Gallery

Education Symposium

IDC Mainstage

Sandbox Workshops &  
Design Gallery

IDC Mainstage

Off-Site Party/After Hours

### September 14 Day 3

Mentors and Muffins &  
Design Gallery

Education Symposium

IDSA Membership Meeting

IDSA Awards Ceremony

Offsite/Studio Tours





## **VENUE**

### **Benaroya Hall**

The home of the Seattle Symphony in downtown Seattle.

Occupying an entire city block at the very core of the city, this beautiful and sophisticated property celebrates the vital role of performance events while maintaining the continuity of commercial life along one avenue and providing a much-needed public space, in the form of a terraced garden, along another.

High-end hotels, retail, culinary delights, and local attractions are all within close walking proximity.



## **HOST HOTEL**

### **The Fairmont Olympic Hotel**

Fairmont Olympic is located just steps from Pike Place Market, the waterfront, museums and world-class shopping. This landmark since 1924 has offered nearly a century of luxury service standards, while melding classic elegance with mid-century modern room décor.

We will be among the first to visit after its freshly finished multi-million dollar renovation which brings new life to the design, the culinary offering, and the social experience of this unique space.



## HISTORY

With roots as the national meeting of the Industrial Designers Society of America (IDSA), the IDC has grown into something much bigger. At its core, it remains a platform for amplifying the unique and bold voice of Industrial Design. At the same time, design's new reality dictates that we open the conversation to as many creative perspectives as possible, in the interest of developing a shared dialogue that advances our ability to collaborate and magnifies the impact of our work.

IDSA has a long history of assembling designers from across the globe for relevant discourse, focused networking and a good time. In fact, IDSA has hosted a large-scale annual event, in addition to multiple regional events, for more than 30 years. As our audience continues to grow, new experiences are necessary to capture the attention and imagination of the modern creative community.

## WHO ATTENDS IDC?

### BRANDS (abbreviated)

3M  
Ammunition  
Adidas  
ASTRO Studios  
Athenahealth  
Autodesk  
Bank of America  
BMW Group  
Capital One  
Carbon  
Core77  
Covestro  
Delta Faucet  
DELVE  
Facebook  
Fast Company

Fitbit  
Formation Design Group  
fuseproject  
Garmin International  
GE Appliances  
GE Healthcare  
Google & Google X  
Humana  
IDEO  
Intuitive Surgical  
John Deere  
Kaleidoscope  
Keyshot  
Lenovo  
Makerbot  
Microsoft

NewDealDesign  
Nike  
Pensar  
PepsiCo, Inc.  
Radio Flyer  
Samsung  
Smart Design  
Stanley Black & Decker  
Stratasys  
Tactile  
TEAGUE  
TEAMS Design  
Thermos  
Wacom  
Whipsaw  
Whirlpool



550+

Attendees from diverse  
design & creative  
disciplines



750,000+

Combined online & social  
media reach of speakers  
& audience



30+

Countries  
represented

### PROFESSIONS

Industrial Designers  
UX Designers  
UI Designers  
Service Designers  
Speculative Designers  
Futurists  
Visual & Brand Designers  
Graphic Designers  
Experience Designers  
Design Educators  
Design Managers  
Design Students  
Design Engineers  
Manufacturers  
Suppliers

Head of Consultancy, Senior Designer,  
Design Manager - 47%

Design Educator - 18%

Mid-Level  
Designer - 8%

Student - 8%

Entry Level Designer - 5%

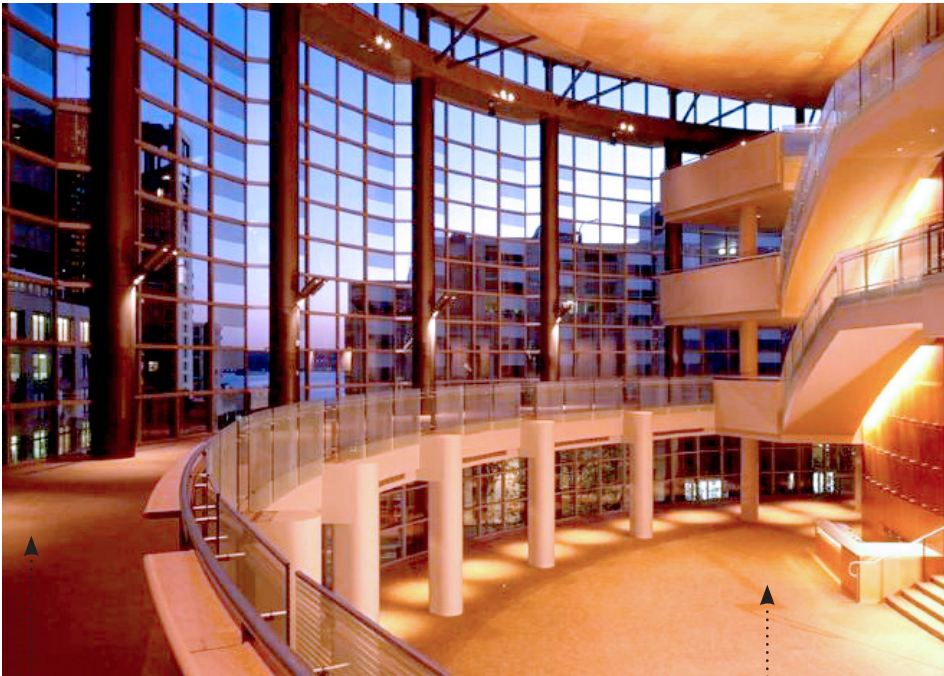
Business Professional, Other - 14%

Data from 2015-2019 International Conference attendance records





## EXHIBIT IN THE DESIGN GALLERY



IDC attendees will be on the lookout for new and exhibiting brands, products and services. Create your own interactive space—lounges, hands-on demos, unique technology and games.

Think “outside the booth.” Your real time presence and connection with participants will not only heighten your brand awareness, but also positively impact the overall IDC experience.

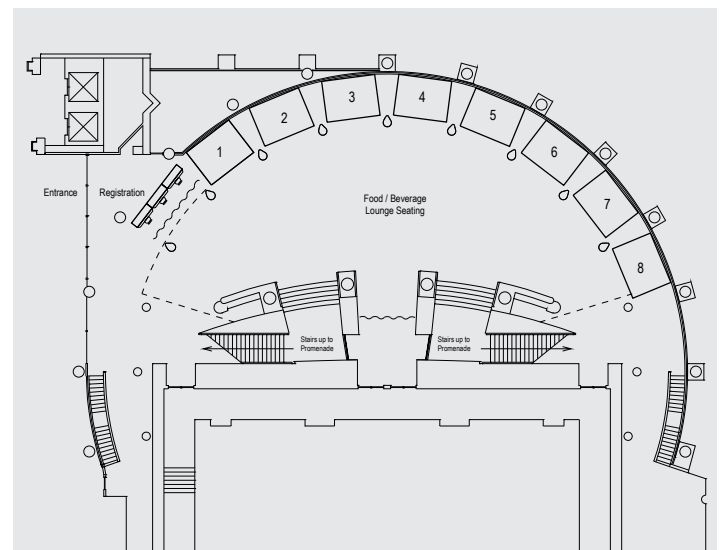
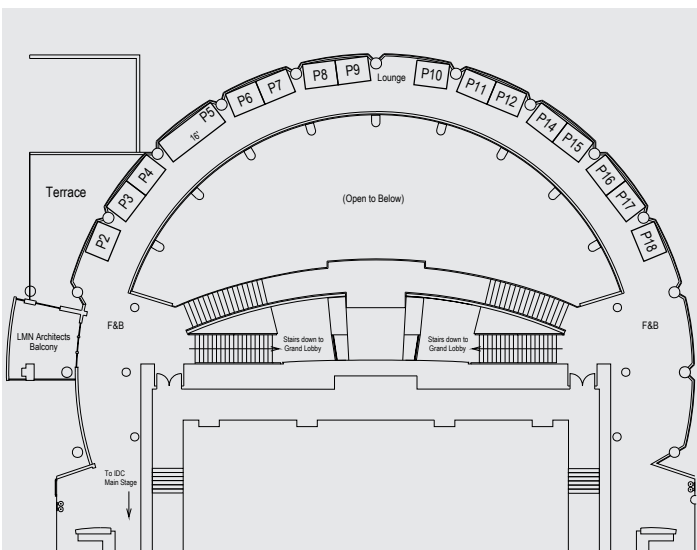
The IDC Design Gallery is located in an expansive open atrium space, flooded with daylight through a huge, five-story window wall. All guests will enter and exit the building through doors adjacent to this location, which will ensure high levels of foot traffic throughout all three days of the conference.

### PROMENADE OVERLOOK 6' X 8' - \$6,500

Our most popular opportunity! These spaces will sell out quickly and are first come, first serve. Want more space? Any pair can be combined to double your exposure. Additional costs apply.

### GRAND LOBBY 10' X 13' - \$13,500

Stretch out and expand your footprint in these prime spaces that will be sure to create a massive brand presence.





## SPONSORSHIP & EXHIBIT OPPORTUNITIES GUIDE INTERNATIONAL DESIGN CONFERENCE 2022

### SPONSORSHIP LEVELS

Support at any level signifies your unwavering commitment to the design community and the celebration of cross-disciplinary dialogue. Through your contribution, the IDC is able to create an environment that inspires and an event that has a real impact on those fortunate enough to attend.

Benefits of sponsoring \*include: complimentary registration; pre- and post-event attendee lists; recognition on onsite signage, the IDC website, and pre-and post-event marketing materials; a complimentary attendee bag insert; chair drop; promotional email blasts and much more!

LET'S WORK TOGETHER! If you have an idea, please reach out and let's discuss customizable experience options.

*\*based on sponsorship level*







## FOR THE EXPOSURE

Elevate your brand by creating a special experience for guests at IDC 2022! Not only does this provide incredible brand exposure and awareness, but your presence also creates a positive experience for the attendees and shows your support and commitment to the entire design community!



## GO BIG!

**Experience Lounges** - Think VR, arcades, friendly games, wellness and relaxation lounge or charge & refuel...you'll be the most popular kid on the block!

**Lunch & Learn Session** - A great way to provide a breakout session with your experts to share your company's knowledge and teachings in this working lunch.

**Networking Reception** - This fantastic networking reception will take attendees offsite to really enjoy all Seattle has to offer. A great way to mingle and reconnect after a full event day.

**Themed Breaks** - Fun food and drinks....ice-cream carts, local bites, customized coffee...endless opportunities. Let's get creative together.

**The Main Stage** - Share your message with our entire IDC audience by helping bring the main stage to life.

**VIP Lounge** - Connect with attendees over drinks or host a small mixer for your special guests in an exclusive area within Benaroya Hall.

**Wi-Fi** - Keep the attendees connected with this great digital exposure and primary branding.

## ADDITIONAL OPPORTUNITIES

**Program Guide**

**Lanyard**

**Swag Bag**

**Sketchbook**

**Pens / Pencils**

**T-Shirts**

**Charging Stations**

**Environment Banners & Wayfinding**

**Welcome Packet (at hotel check-in)**



## SPONSORSHIP & EXHIBIT OPPORTUNITIES GUIDE INTERNATIONAL DESIGN CONFERENCE 2022

