

I would like to inform you of some more details about the sponsorship of the 2006 IDSA book.

2006 Book Overview

This year's hardbound book will be published in June 2006 and features leaders from a variety of industries, addressing issues related to the convergence of design and business and the 'seduction' of the consumer. Many of the contributing authors are keynote speakers at the 2006 IDSA District Conferences across the US.

The book will also feature a selection of design-centric companies and design vendors, companies that are embracing change in the new design/business climate. -Each will get a two-page feature and are helping our costs for the book with \$2,500 each. These features are limited to six sponsors.

Last year's hardbound book is also on Amazon.com, and has sold internationally. This we heard that it has just received the 'US Inhouse Design Award' for the graphics -we'll be using the same graphic designers for this year's book too. Sample images here: www.urbanseduction.org/book.

The following are in the initial selection for contributors for the book. They are all speakers at the five District Conferences, and most are senior partners of their companies.

- Ehab Kaod, Ford Motor Company
- Charles Fishman, Fast Company Magazine
- Bill Fluharty, Johnson Controls
- Tom Granzow, Hermann Miller, Inc.
- Bruce Claxton, Motorola
- John-Michael Ekeblad, IKEA
- Joe Moya, Office Depot
- Gianfranco Zaccai, Design Continuum
- Charles Angell, Intel Corp
- Eric Chan, Ecco Design
- Sudhir Bhatia, Symbol Technologies
- Robert Brunner, Pentagram
- Martin Keen, Miōn Footwear
- Dan Hill, Sensory Logic
- Devin Moore, Big Bang
- Deana McDonagh, UIUC
- Paul Hatch, TEAMS Design
- Jonathan Hayes (ex Microsoft)
- Scott Henderson (ex smart)
- Grace Bonney, Design Sponge

Note, not all the above names will be in the final selection of authors for the book.



Sponsorship Benefits

If you choose to have a 2-page feature in the book, at \$2,500 cost, you get to choose the content of your feature. We would suggest that you keep the theme and reader in mind –we’re targeting design-interested mid-upper level management. You can simply provide us with the text and images and we’ll create the graphic layout, or you can provide us with the full 2-page layout.

As a sponsor of the book your logo will also be included on any promotion of the book, and links to your website from the website of the book.

Book Distribution

It will be sold on Amazon.com, at the IDSA National Conference, and will also be sent by the IDSA to many prominent businesses across the US in promotion of the 2007 ICSID World Congress. Business Week are currently discussing promoting the book on their online Design Pages -this agreement is still pending.

Featuring your company as part of the book would not only improve the market awareness of your company and products, but also create national recognition of your contribution to the field of design.

If you’d like to be part of the book or have any questions, please don’t hesitate to contact me.

Sincerely,
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