



INTERNATIONAL DESIGN CONFERENCE

**24 HOUR LIVE STREAM EVENT
September 17–18, 2020**



A GLOBAL EVENT UNLIKE ANYTHING WE'VE DONE BEFORE!

We're doing something special for the International Design Conference 2020. Get ready for a 24-hour virtual conference event specifically for design professionals, students, and creatives across disciplines. It will be packed with opportunities to learn, network, hone skills, and accelerate your path to innovation.

Our unique 24-hour virtual format for IDC 2020 will allow us to deliver content and attract participation from designers worldwide. It is sure to be a very special experience for attendees. All IDC 2020 keynotes, talks, workshops, panel discussions, and more will take place during a single and continuous 24-hour block of time. There will be moments where all participants are together, sharing in the same powerful content contrasted by opportunities to attend sessions based on your specific interests or focus areas.

But we're not stopping there. In the days immediately leading up to IDC 2020, we are also planning a full range of teasers and pre-conference content. All this will add up to create nearly five full days of all new design content delivered directly to screens around the world. IDC 2020 is not our first foray into the virtual event space. We've been hosting webinars since the early days of the technology, and most recently we welcomed almost 600 designers from over 25 countries for our Sustainability Deep Dive virtual event in June 2020.

IDC 2020 is a platform for amplifying the unique and bold voice of industrial design while celebrating the deep interconnection with other creative disciplines. IDC 2020 is centered on the goal of convening a diverse group of the brightest minds in design, innovation, and creativity. As always, this conversation is open to as many creative perspectives as possible. Our interest is in developing a shared dialogue that advances our ability to collaborate and magnifies the impact of our work.

Now more than ever, the importance of brands showing their commitment, support, and dedication to the design community is paramount. Your support allows IDC 2020 to be available to attendees at a fraction of the in-person registration price. Together we can deliver a one-of-a-kind experience for a global audience!

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.

FEATURED EMCEES



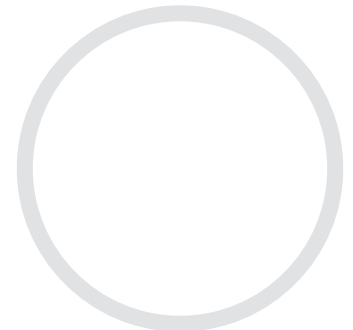
Kristine Arth
Lobsterphone



Spencer Nugent
Sketch-A-Day.com



Verena Paepcke-Hjeltness
University of Texas, Austin



Announcing Soon!



SCHEDULE OVERVIEW

Monday September 14

- Virtual Global Studio Tours
- Special Pre-Conference Events

Pre-Conference, Free for all

Tuesday September 15

- Virtual Global Studio Tours
- Special Pre-Conference Events

Pre-Conference, Free for all

Wednesday September 16

- IDSA Annual Membership Meeting
- IDSA Awards Ceremony
- IDEA 2020 Ceremony

Pre-Conference, Free for all

Thursday September 17

**IDC 2020
Ticket holders only**

12:00pm EST - IDC 2020 24-hour event starts

Track 1 - 12pm - 4pm EST
Emcee, Kristine Arth

Track 2 - 4pm - 8pm EST
Emcee, Verena Paepcke-Hjeltness (IDSA Education Symposium)

Track 3 - 8pm - 12am EST
Emcee, Spencer Nugent

Friday September 18

**IDC 2020
Ticket holders only**

Track 4 - 12am - 4am EST
Emcee, Kristine Arth

Track 5 - 4am - 8am EST
Emcee, Announcing Soon!

Track 6 - 8am - 12pm EST
Emcee, Spencer Nugent

12:00pm EST - IDC 2020 24-hour event ends

**Virtual
Exhibitor
Design
Gallery**



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 a virtual environment that inspires and an event that has a real impact on those who attend.

Benefits of sponsoring *include: recognition on pre- and post-event marketing materials, recognition on IDC and media partners' websites, recognition and logo placement during the IDC event, complimentary registrations, recognition in INNOVATION magazine, ability to provide a one-pager for attendee virtual swag bag, recognition in the closing credits, logo placement in event session recordings, promotion on social media, post-event attendee list and much more!

*based on sponsorship level





OPPORTUNITIES

Here are just a few ways that your brand can get involved. If you have a specific idea, please reach out and let's discuss customizable experience options.

Pre-Conference Virtual Studio Tour - A fun way to show off your space, inviting global guests into your office LIVE as you showcase some of your work.

Pre-Conference IDC Instagram LIVE - A fantastic pre-event teaser event, for you to be interviewed by our team LIVE on our IDC Instagram page.

Pre-Conference Video Drops - Deliver a pre-recorded video presentation (30 min maxium) which will be 'dropped' at a specific time in our pre-conference promotions.

Pre-Conference Virtual Happy Hour - A mixologist will show how to create an IDC-themed drink for virtual attendees. These attendees will be able to ask questions and contribute to the conversation.

Virtual Networking - Help us provide a rich virtual networking experience for IDC attendees via an interactive platform which allows individuals to connect 1:1 or in groups for discussion and knowledge exchange.

Virtual Exhibitor Gallery - A central place on the IDC website to share links, content specific to your brand, and connect with attendees 1:1.

Giveaways - Throughout IDC, we will give away prizes to lucky attendees. Could you sponsor an item? Think software, subscriptions, an electronic item (computer, tablet, phone), something cool and fun!

Breakout Session / Virtual Workshop - 45 minute sponsor provided content, workshop style or panel.

Entertainment Breaks & Games - Sprinkled throughout IDC, we will host fun mental breaks, interactive activities, and games.

Pop-Up Ads - Your banner ad can pop up between the main IDC LIVE presentations.

24 Hour Design Competition - Challenge our IDC attendees to a rapid fire design competition which could feature your technology or connect to your brand.



IDC AUDIENCE

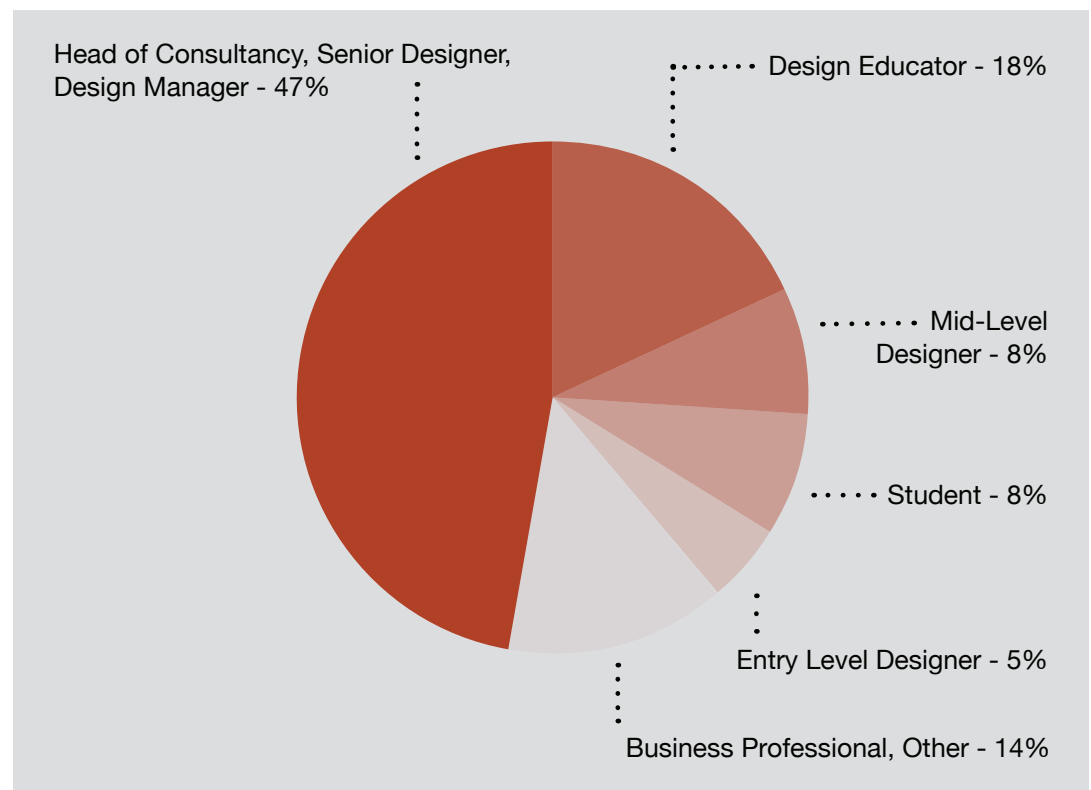
BRANDS (abbreviated)

3M
Adidas
ASTRO Studios
Athenahealth
Autodesk
Bank of America
BMW Group
Capital One
Core77
Covestro
Delta Faucet
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
NewDealDesign
Nike
Pensar
PepsiCo, Inc.
Radio Flyer
Samsung
Smart Design
Stanley Black & Decker
Tactile
TEAGUE
TEAMS Design
Thermos
Wacom
Whipsaw
Whirlpool

PROFESSIONS

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

ATTENDEE JOB ROLES



Data from 2015-2019 International Conference attendance records