



IIDA Student Conference Call for Underwriters



Dear Interior Designers and Industry friends,

As representatives of the IIDA Texas Oklahoma Chapter, it is with great pleasure that we bring to your attention the opportunity to support the 12th annual IIDA Student Conference. The conference will be held in **Houston, Texas** on **February 23-24, 2012** at **CityCentre**, Houston's newest mixed-use development (www.citycentrehouston.com).

This location provides a setting that fosters creativity and design innovation. CityCentre is a vibrant 37-acre development with sophisticated dining and retail, commercial office space, a conference center, beautifully designed green spaces, high-end lofts, and the elegant Hotel Sorella, which received the IIDA Texas Oklahoma Chapter's Hospitality Design Excellence Award for 2010.

This event is produced by Houston City Center Education Chair, **Jessy Fuller**, and TX OK Vice President of Campus Centers, **Karina Garza** of San Antonio, who are dedicated to making this year's conference a distinguished event. As the discipline of Interior Design continues to grow, our responsibility as educators and practitioners is to cultivate opportunities that elevate the profession to the level it warrants and lead the way for the next generation of interior design innovators.

The IIDA Student Conference brings together students, professionals, educators, and manufacturers' representatives for two days of academic and professional enrichment. Conference supporters will have opportunities to showcase their space or a recent project, present products and materials, and meet the next generation of interior design talent. The conference will host 150 interior design students from universities across Texas, Oklahoma, Louisiana, and Arkansas that are accredited by the Council for Interior Design Accreditation (CIDA) as well as other interior design programs. Around fifty talented students will be selected by their professors to participate in a unique charrette competition. The conference will also include tours throughout Houston, small group presentations, a keynote speaker luncheon, and an industry table top expo, featuring companies from across the region.

We need your support to make this conference a success. If you have underwritten the conference in the past, we would like to thank you for your generous support. We are sure you recognize the value of this event and will continue to participate by supporting this year's conference. If you have not had the opportunity to underwrite this special event, we invite you to join us as a 2012 underwriter.

An explanation of underwriting levels can be found in the following pages. We count on your participation in making these two days memorable and informative for our students. We thank you for taking time to review this information and pledge your level of support. Please note that we have added an **Early Bird Discount Program** for Student Conference 2012. To participate, please submit your underwriting pledge by December 31, 2011. The future of Interior Design is influenced by today's students, and your contribution will play a major role in allowing the discipline to continue to grow.

Sincerely,

Jessy Fuller, IIDA, EDAC, LEED AP ID+C, RID
Houston City Center Education Chair
IIDA Texas Oklahoma Chapter
J. Tyler Services, Inc.

Karina Garza, IIDA, RID
VP of Campus Centers
IIDA Texas Oklahoma Chapter
Insite Architects

Kristi Gaines, Ph.D., IIDA, IDEC, EDRA
Director of Education
IIDA Texas Oklahoma Chapter
Texas Tech University

www.iidastudentconference.com

Questions? Contact one of the following:

Jessy Fuller
fullerj@tyler.com
713-468-2166

Karina Garza
karina@insite-architects.com
210-226-4195 x 224



February 23-24, 2012
CITYCENTRE, Houston

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IIDA Student Conference Underwriting Opportunities



DESIGN CHARRETTE UNDERWRITER \$4,500

(Limited to one underwriter, open to Industry Partners or Manufacturer/Dealers)

Exclusive underwriter of the IIDA Texas Oklahoma Chapter's Student Design Charrette, which includes a select group of elite students from each participating university (contributions support the students' expenses associated with participating in the Student Design Charrette, including lodging and meals).

Oversee the Student Design Charrette

Product integration into design challenge and supply of materials (including finish samples, textile swatches, tearsheets, etc.) for students' use during the competition.

Direct interaction with students and brief presentation during charrette lunch (some AV available).

Participation in charrette judging, Thursday, February 23, 2012. (two representatives).

Other Benefits

1 student group tour of company's firm or recent project (additional tours may be underwritten for \$500)

Half-table at Keynote Luncheon (5 tickets)

Company's logo and link to company's website included on IIDA Student Conference website

Opportunity to include promotional materials in the students' grab bags (must be received by 2/1/2012)

Two tables for display at the Industry Table Top Expo

List of student attendees

Company logo included on all IIDA Student Conference promotional materials

PANEL BREAKFAST UNDERWRITER \$1,500

(Limited to two underwriters)

Premium half-table at Panel Breakfast, Friday, February 24, 2012 (5 tickets)

Recognition during welcoming remarks

Company logo integrated into Panel Breakfast printed materials

Other Benefits

1 student group tour of company's firm or recent project (additional tours may be underwritten for \$500)

Company's logo and link to company's website included on IIDA Student Conference website

One table for display at the Industry Table Top Expo

Opportunity to include promotional materials in the students' grab bags (must be received by 2/1/2012)

List of student attendees

Company logo included on all IIDA Student Conference promotional materials

101 TOPICS UNDERWRITER \$1,500

(Limited to four underwriters)

Up to 3 representatives of underwriter may sit in one 101 Topic, to be introduced to the students.

Recognition during closing remarks at Panel Breakfast, where 101 topics are introduced

Company logo integrated into 101 topic printed materials

3 tickets to Panel Breakfast, Friday, February 24, 2012

Other Benefits

1 student group tour of company's firm or recent project (additional tours may be underwritten for \$500)

Company's logo and link to company's website included on IIDA Student Conference website

One table for display at the Industry Table Top Expo

Opportunity to include promotional materials in the students' grab bags (must be received by 2/1/2012)

List of student attendees

Company logo included on all IIDA Student Conference promotional materials

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IIDA Student Conference

Underwriting Opportunities (continued)



KEYNOTE LUNCHEON UNDERWRITER

\$1,500

(Limited to two underwriters)

Premium half-table at Keynote Luncheon (5 tickets)
Recognition during welcoming remarks
Company logo integrated into Keynote Luncheon printed materials

Other Benefits

1 student group tour of company's firm or recent project (additional tours may be underwritten for \$500)
Company's logo and link to company's website included on IIDA Student Conference website
One table for display at the Industry Table Top Expo
Opportunity to include promotional materials in the students' grab bags (must be received by 2/1/2012)
List of student attendees
Company logo included on all IIDA Student Conference promotional materials

TOUR UNDERWRITERS

\$1,000

1 student group tour of company's firm or recent project (additional tours may be underwritten for \$500)
Company logo integrated into Tour printed materials

Other Benefits

Company's logo and link to company's website included on IIDA Student Conference website
One table for display at the Industry Table Top Expo
Opportunity to include promotional materials in the students' grab bags (must be received by 2/1/2012)
List of student attendees
Company name listed on all IIDA Student Conference promotional materials

TOUR BUS UNDERWRITER

\$550

(limited to five underwriters)

1 underwriter per tour bus; limited spots available
Company logo printed on bus signage and integrated into Tour printed materials
2 chaperone spots on bus for student group tours

Other Benefits

One table for display at the Industry Table Top Expo
Opportunity to include promotional materials in the students' grab bags (must be received by 2/1/2012)
List of student attendees
Company name listed on all IIDA Student Conference promotional materials

INDUSTRY TABLE TOP EXPO UNDERWRITER*

\$325

One exhibit table for display at the Industry Table Top Expo
Opportunity to include promotional materials in the students' grab bags (must be received by 2/1/2012)
List of student attendees
Company name listed on all IIDA Student Conference promotional materials

**Chapter Sponsors/Partners receive an additional discount for exhibit tables. Please contact a conference chair for additional information. Architecture and Design Firms receive an additional discount for exhibit tables. Please see commitment page at the end of the Underwriting Package for this rate.*

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IIDA Student Conference Underwriting Form



This form must be returned by **Friday, January 20, 2012** to be included in event advertisements. To qualify for the Early Bird discount, this form must be received by **Saturday, December 31, 2011**.

UNDERWRITER LEVELS

Selection	Level	Amount	Early Bird
<input type="checkbox"/>	Design Charette Underwriter*	\$4,500	\$4,000
<input type="checkbox"/>	Panel Breakfast Underwriter	\$1,500	\$1,250
<input type="checkbox"/>	101 Topic Underwriter	\$1,500	\$1,250
<input type="checkbox"/>	Keynote Luncheon Underwriter	\$1,500	\$1,250
<input type="checkbox"/>	Tour Underwriter	\$1,000	\$ 850
<input type="checkbox"/>	Additional Tour	\$ 500	\$ 425
<input type="checkbox"/>	Tour Bus	\$ 550	\$ 495
<input type="checkbox"/>	Industry Table Top Expo Underwriter	\$ 325	\$ 275
<input type="checkbox"/>	Industry Table Top Expo Underwriter - A&D Firms	\$ 250	\$ 225

*If interested in becoming the Design Charette Underwriter, please contact Karina Garza at karina@insite-architects.com.

TOTAL AMOUNT: _____

CONTACT INFORMATION

Company Name (as it should appear on signage): _____

Contact Person: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

PAYMENT INFORMATION

Check Number: _____ (please make checks payable to IIDA - Texas/Oklahoma Chapter)

Credit Card (circle one): VISA Mastercard American Express

Credit Card Account Number: _____ Expiration Date: _____

BILLING INFORMATION Check if same as above

Cardholder Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Signature: _____ Date: _____

Please send your completed underwriter form via e-mail or fax to:

IIDA Texas Oklahoma Chapter

Email: Chapter@iida-tx-ok.org

Fax: 214-550-6930

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12
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the future of design

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