

I | I D | A
INTERNATIONAL
INTERIOR DESIGN
ASSOCIATION
Houston City Center

PRODUCT
runway 2010
april 14th

OFFICIAL
UNDERWRITER PACKAGE
& GARMENT SPONSOR RECAP

**CRITICAL
UNDERWRITER
DEADLINES**

Garment Sponsor Registration / January 13, 2010

"Early Bird" Underwriter Registration / January 22, 2010

Underwriter Registration / March 1, 2010

Underwriter Logo Submission / March 1, 2010

INFO

iidarunway@gmail.com



UNDERWRITER LEVELS

PRODUCT **20**
runway **10**



OPEN TO ALL BUSINESSES & ORGANIZATIONS, INCLUDING DESIGN FIRMS
UNDERWRITER LEVELS ARE NONEXCLUSIVE

EARLY BIRD SPECIAL: 15% off all underwriter levels if payment is received by Friday, January 22, 2010!

EVENT UNDERWRITER

\$10,000=

RECOGNITION

Company **logo** will appear on the following:

- All advertising and promotional materials for Product Runway, including printed and electronically distributed materials
- Printed on the front cover of the event program in conjunction with the Product Runway logo
- Printed on the front cover of the Product Runway DVD (to be sold and distributed after the event)
- Incorporated into stage/set design at event
- Printed on large backdrop wall that will be used to stage photographs taken on the red carpet
- In a looping video at the private VIP reception

Company will be verbally recognized at upcoming IIDA events as an Event Underwriter for Product Runway
Opportunity to include promotional materials in the VIP and Judges' gift bags

TICKETS AND PRIVATE RECEPTION

Exclusive VIP Reception before the show honoring the underwriters

(20) VIP Tickets (3 drinks/VIP ticket + appetizers at the VIP Reception)

Premium Seating on Floor Level around runway or **Box Seating on Mezzanine Level** (optional)

Complimentary Valet for (20) at House of Blues entry

(20) People's Choice Award Votes for judging during the show

OTHER BENEFITS

Receive Underwriter Gift Bags

(20) Product Runway event DVDs (to be received in months following Product Runway)

Group photo with models following the show

Access to dinner reservations in the Foundation Room before event (meal not included)

If Event Underwriter is also a Garment Sponsor, the \$250 registration fee for Garment Sponsors will be waived

(Note: Garment Sponsors will still be required to provide their Design Team with materials up to \$300 Net)



FIERCE UNDERWRITER

\$5000=

RECOGNITION

Company **logo** will appear on the following:

- Incorporated into stage/set design at event
- Printed on large backdrop wall that will be used to stage photographs taken on the red carpet
- In a looping video at the private VIP reception
- Printed inside the event program
- Printed on the back of the Product Runway DVD (to be sold and distributed after the event)

Opportunity to include promotional materials in the VIP and Judges' gift bags

TICKETS AND PRIVATE RECEPTION

Exclusive VIP Reception before the show honoring the underwriters

(12) VIP Tickets (3 drinks/VIP ticket + appetizers at the VIP Reception)

Elite Seating on Floor Level around runway

Complimentary Valet for (12) at House of Blues entry

OTHER BENEFITS

Receive Underwriter Gift Bags

(12) Product Runway event DVDs (to be received in months following Product Runway)

MAKE IT WORK UNDERWRITER

\$2500=

RECOGNITION

Company **logo** will appear on the following:

- Printed on large backdrop wall that will be used to stage photographs taken on the red carpet
- In a looping video at the private VIP reception
- Printed inside the event program
- Printed on the back of the Product Runway DVD (to be sold and distributed after the event)

Opportunity to include promotional materials in the VIP and Judges' gift bags

TICKETS AND PRIVATE RECEPTION

Exclusive VIP Reception before the show honoring the underwriters

(8) VIP Tickets (3 drinks/VIP ticket + appetizers at the VIP Reception)

Elite Seating on Floor Level around runway

Complimentary Valet for (8) at House of Blues entry

OTHER BENEFITS

Receive Underwriter Gift Bags



FASHION WEEK UNDERWRITER

\$1000=-

RECOGNITION

Company name will appear on the following:

- In a looping video at the private VIP reception
- Printed inside the event program
- Printed on the back of the Product Runway DVD (to be sold and distributed after the event)

TICKETS AND PRIVATE RECEPTION

Exclusive VIP Reception before the show honoring the underwriters

(4) VIP Tickets (3 drinks/VIP ticket + appetizers at the VIP Reception)

Seating on Floor Level

OTHER BENEFITS

Receive Underwriter Gift Bags

PATTERN UNDERWRITER

\$500=-

RECOGNITION

Company name will appear on the following:

- Printed inside the event program
- Printed on the back of the Product Runway DVD (to be sold and distributed after the event)

TICKETS AND PRIVATE RECEPTION

Exclusive VIP Reception before the show honoring the underwriters

(2) VIP Tickets (3 drinks/VIP ticket + appetizers at the VIP Reception)

Seating on Floor Level

OTHER BENEFITS

Receive Underwriter Gift Bags

	Event \$10,000	Fierce \$5,000	Make It Work \$2,500	Fashion \$1,000	Pattern \$500
Company Logo (♦) or Name (◆) to be used for the following:					
All advertising & promotional materials	♦				
Program front cover & DVD front cover	♦				
Incorporated into stage / set design	♦	♦			
Printed on 2 backdrop walls used to stage photographs	♦	♦	♦		
Video Loop at VIP Reception	♦	♦	♦	◆	
Listed Inside Event Program	♦	♦	♦	◆	◆
Listed on back of Product Runway DVD	♦	♦	♦	◆	◆
Other Benefits:					
Receive 2010 Product Runway DVDs	♦	♦			
Complimentary Valet	♦	♦	♦		
Promotional materials in VIP & Judges' Gift Bags	♦	♦	♦		
Receive Underwriter Gift Bags	♦	♦	♦	♦	♦
Private VIP Reception (drinks & appetizers)	♦	♦	♦	♦	♦
Floor Level Seating: (◆)Premium Seating (◆) Elite Seating	◆	◆	◆	◆	◆

UNDERWRITER FORM

PRODUCT **20**
runway **10**

EARLY BIRD DISCOUNT - 15%
SUBMIT BY
JANUARY 22, 2010



All underwriter forms & company logos (**vector images only**: eps or ai files) must be submitted electronically to iidarunway@gmail.com by **March 1, 2010**.

Credit Card Authorization Form

Houston City Center Event: Product Runway

Date: April 14, 2010

Payment Type: (check one)	Visa_____	MasterCard_____	American Express_____
Received of _____	Date _____		
Name on Card _____			
Card Number _____	Expiration _____		
Signature _____			
Description		Amount	
		\$	
(Underwriter Level)			
TOTAL		\$	

Thanks for supporting the IIDA Texas/Oklahoma Chapter City Center Function listed.

Company _____

Contact
(if not listed above) _____

Card Address _____

Phone Number _____ Fax
(optional) _____

E-Mail Address _____

Please send your completed form to: iidarunway@gmail.com

GARMENT SPONSORSHIP

PRODUCT
runway 18



GARMENT SPONSORS

\$250 ENTRY + \$300 MATERIALS

****Registration Due: January 13, 2010 / Forms must be sent electronically to iidarunway@gmail.com**

Two manufacturers (one "softgoods" manufacturer and one "structural" manufacturer) will be **randomly** paired with each Design Team. Groupings will be announced at January IIDA Event: TAID Fundraiser on January 21, 2010 at Armadillo Palace. Garment Sponsorship covers the following:

Entry Fees – \$250 for each participating manufacturer. Combined cost of two manufacturers per team will cover (1) ticket for each manufacturer as well as tickets for the team members and team's model.

Materials Budget – materials equivalent to \$300 NET for each participating manufacturer. Each Manufacturer will be responsible for providing design team with manufacturer's own materials. Design Teams must abide by this budget.

40% or more of the Design Team's garment **MUST** be made of your materials. All materials will be outlined in detail in the event program. This is an opportunity for your product to be showcased on the runway, as well as a chance to work with new firms and enhance business relationships.

Manufacturer and Dealer partnerships will be considered as one manufacturer partnered with one team; however, a dealer can only register for Product Runway one time and partner with **ONLY** one manufacturer. Manufacturer/Dealer partnerships must register together.

Manufacturer/Dealer will be listed in program and promotional material together:

i.e. Design Firm A "**Garment Name**"
Manufacturer 1 and Manufacturer 2/Dealer

REGISTRATION FORM: GARMENT SPONSOR

PRODUCT runway 10



DUE JANUARY 13, 2010
by 11:59pm!!
iidarunway@gmail.com

MANUFACTURER: _____ SOFT Goods HARD Goods (structural)
(please check one)

MAIN CONTACT (please print clearly)

1. Name _____
Phone Number _____ Email _____ IIDA Member (Y/N) Photo Consent (Y/N)

DEALER (If Applicable): _____

MAIN CONTACT (please print clearly)

1. Name _____
Phone Number _____ Email _____ IIDA Member (Y/N) Photo Consent (Y/N)

Photo Consent: For valuable consideration received, I hereby grant to photographer and publisher, IIDA, the absolute and irrevocable right and unrestricted permission to use, re-use, display, distribute, transmit, publish, re-publish, copy, either in whole or in part, for any purpose whatsoever and without restriction, photographs taken of me, or in which I may be included; to alter the same without restriction: digitally and in print on IIDA's website, marketing, or print materials. I hereby release and discharge photographer, his or her agents, representatives, and assignees and publisher, IIDA, from any and all claims and demands arising out of or in connection with the use of the photographs, including without limitation any and all claims for invasion of privacy, right of publicity, and defamation.

I represent that I am over the age of eighteen (18) years and that I have read the foregoing and fully understand its contents. This release shall be binding upon me, my heirs, legal representatives, and assigns. No modification of this agreement shall be of any effect unless it is made in writing and signed by all of the parties of the agreement.

By signing your name BELOW and submitting this form, you agree to abide by all rules and regulations of Product Runway 2010 presented by the Houston City Center of IIDA. Thank you for your willingness to participate!

****Registration Form and \$250.00 Registration Fee Due: January 13, 2010**

Forms must be sent electronically to iidarunway@gmail.com / Contact iidarunway@gmail.com for payment information
(Payment will not be processed until all teams are randomly paired at the IIDA January Event on 1/21/01)

FOR PRODUCT RUNWAY COMMITTEE USE ONLY
Date Submitted: _____
Approved By: _____
DT: _____
M: _____

MFR 1. _____

DLR 1. _____