

A large purple graphic with a white diagonal line running from the top-left to the bottom-right. The letters 'NMA' are printed in white, bold, sans-serif font, centered horizontally within the purple area.

NMA

*Design Is Human*

4-10 June 2012

2012 Sponsorship, Exhibitor, & Advertisement Campaign

# MA

Who is Modern Atlanta?

*A global brand with an eye on bold design*



Philip Babb Architecture, 2011 Design Is Human

## Envision the future with MA

Since 2006, MA (Modern Atlanta) partners have single-handedly put Atlanta and the southeast on the minds of design professionals and businesses that build world-class environments for living, working, and coming together. We love the creative process and take a collaborative approach to creating excitement. We are passionate about the joy of design and helping people and business flourish and prosper, together.

With our unique platform and highly successful annual design week, *Design Is Human*, we help businesses create winning campaigns and generate positive impressions that guide consumers to strong brands, while brands befriend new markets.



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## DESIGN IS HUMAN WEEK

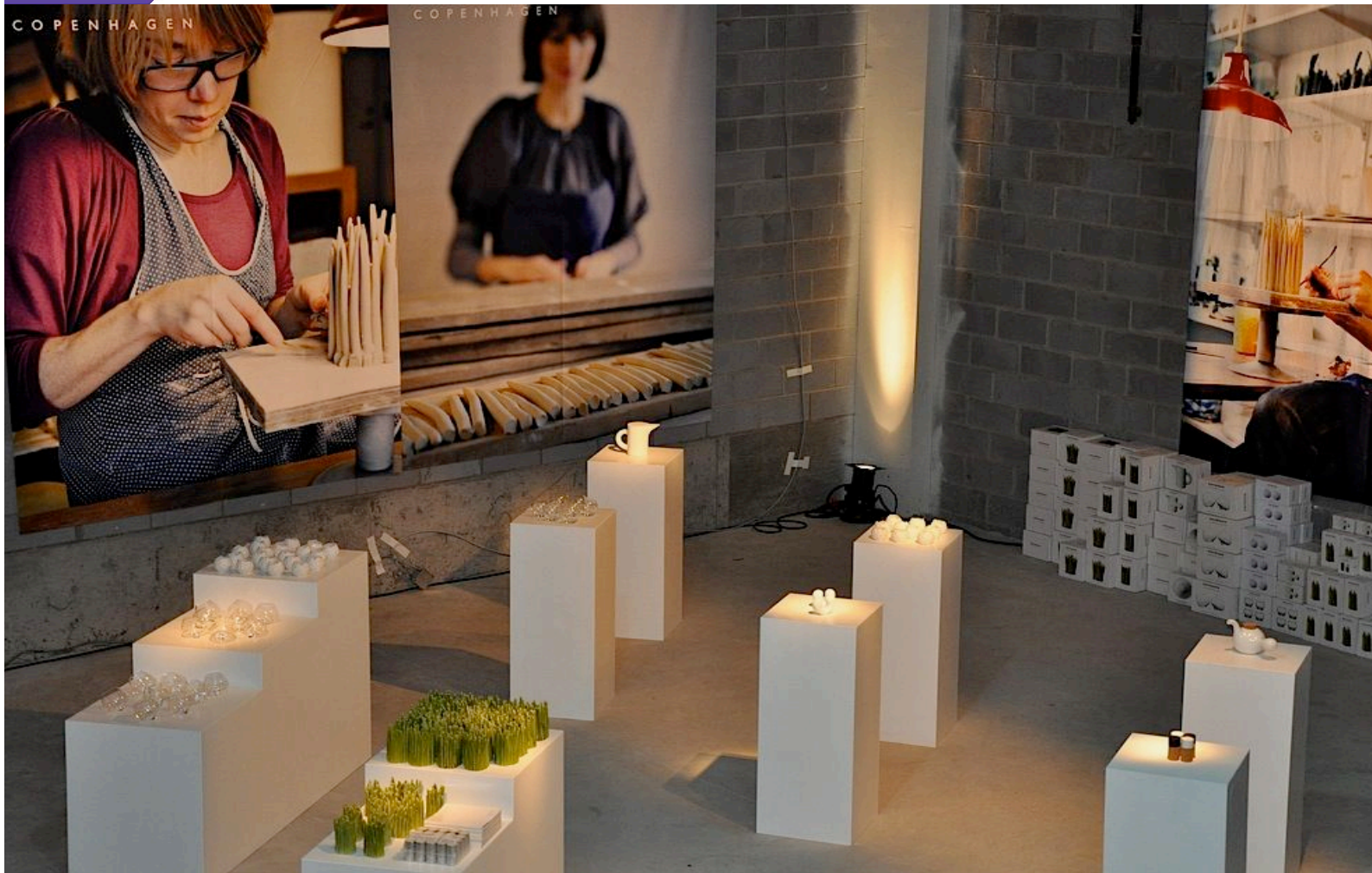
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## ‘Design Is Human’ *The philosophy*



Claydies, Norman Copenhagen , 2010 Design Is Human

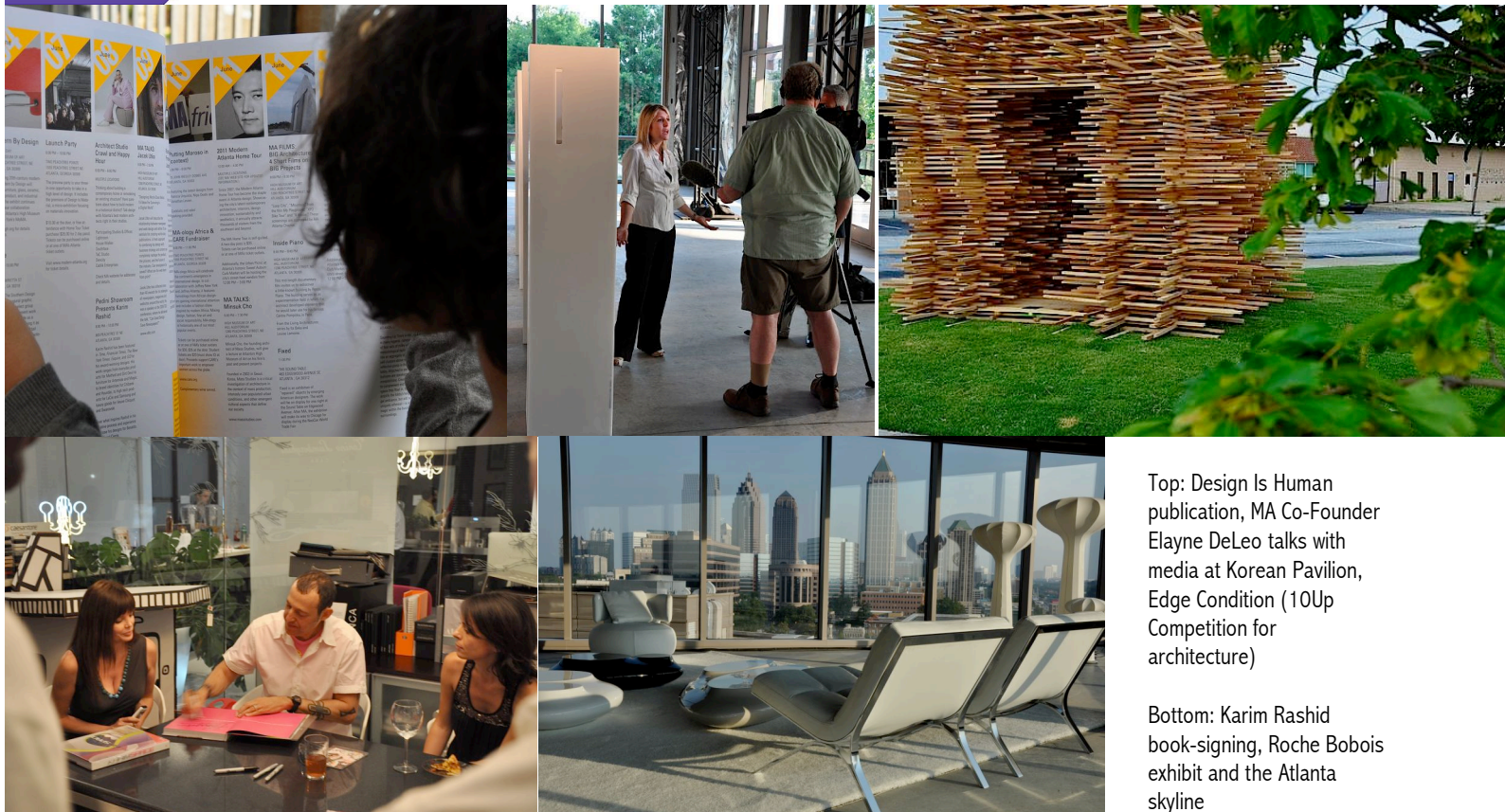
### Design Is Human accentuates the design process, its human element, and excellence

MA's mission and success lies in promoting creative excellence and showcasing desirable products that inspire and encourage a sustainable environment. The original event was born out of the need for an Atlanta-based hub supporting businesses active in multi-disciplinary design and a unique platform offering a bold new design language. Each year Design Is Human is built on these aspirations and prepared to expand markets, pushing the boundaries of applied contemporary design and modern urbanism to new heights.

According to MA founding partner, Bernard McCoy, “MA is clearly focused on leading and assembling in Atlanta the best design practices, products, and ideas in architecture and design, furnishings, materials, and innovation. Everything is connected “360 degrees”. MA creates the right conditions for manufacturers and the trade, design professionals, government, and non-profit organizations to successfully connect with businesses, consumers, and the public by engaging in activities that expose the creative process, systems of innovation and implementation.

Engage and interact is the MA way too. And to that end, 2012 Design Is Human programming is not only a platform for brand promotion and attracting business, but also a cultural magnet for experimentation, case studies, exhibitions, student work, and a “watering hole” for the local, national, and international community to unite and act. Because design IS human, MA also supports select not for profit initiatives.

## 'Design Is Human' Week *Event description*



Top: Design Is Human publication, MA Co-Founder Elayne DeLeo talks with media at Korean Pavilion, Edge Condition (10Up Competition for architecture)

Bottom: Karim Rashid book-signing, Roche Bobois exhibit and the Atlanta skyline

### From architecture to new media to eating, Atlanta is the south's creative hub

Now in its 5th successful year, Design Is Human Week runs through 4-9 June 2012 and is Atlanta and the Southeast's highly regarded activity exclusively about promoting bold contemporary/international design and creative excellence. Design Is Human Week presents newsworthy trends in cutting-edge architecture and design, modernity, sustainability, social responsibility, and contemporary culture at an elevated level happening all around Atlanta. The event offers its participants, exhibitors, and thousands of visitors converging upon Atlanta, a full week of targeted programming, including product launches, talks, films, exhibitions, showroom cosponsored events, installations, and more.

To further capture the imaginations of design professionals, consumers, and the general public, the popular MA Home Tour adds yet another layer rich in excitement and showcases the city's latest contemporary architecture and design. If social responsibility is high on your business agenda, Design Is Human Week provides opportunities to capture the hearts of consumers in a compelling way. Our beautifully designed glossy publication ensures the conversation continues way past the event, outlining the week's agenda while providing excellent promotional value that to a diverse targeted audience of like-minded professionals and consumers.

First launched in 2011, 'Design Is MATERIAL' Exhibition returns for 2012, giving the materials industry cause to take part in Design Is Human Week too. Expect a significant increase in the number of manufacturers showcasing future and innovative material samples. Powerful ideas and strong content are but some of the reasons Design Is Human Week continues to attract a wide range of repeat and new participants who want to be aligned with a real movement all about bold change and preparing for the future.

Additionally, for inquiries please contact Elayne DeLeo, MA Co-Founder and MA Events/ MA Sales & Marketing Director ([elayne@modern-atlanta.org](mailto:elayne@modern-atlanta.org)). On behalf of our dedicated team at MA, we look forward to seeing you in Atlanta as part of the Design Is Human.

# 'Design Is Human' Week *Showroom Sponsored Events*



Room & Board Atlanta, 2011 Design Is Human

## Consumers want to know more and more these days

In a very short time, we have gained a solid reputation as a trusted leader, working closely and in harmony with international brands, world-class architects and designers, manufacturers, retail, academia, non-profits, and consumers. The following are but a few of 2011 Design Is Human exhibitors and participants...



# MA

## 'Design Is Human' Week *Modern Atlanta Home Tour*



Flanagan Residence, 2011 MA Home Tour

The New South is beautiful, bold, innovative, sustainable & very contemporary

MA forever changed the face of design in the south and the international community is taking notice too. Our innovative tour of contemporary homes represents bold attitudes in architecture and is living proof that Atlanta is a city on the move.

MA is proud to announce that AIA (American Institute of Architects) Atlanta will partner with us in curating 2012 MA Home Tour.



Note: Homes showcased as part of 2012 MA Home Tour may not assign, sublet, share or apportion the whole or any part of the home, or represent, advertise or distribute literature promoting products or services of any other firm or individual or third party. The use of the home is strictly limited to the conditions strictly outlined in contract between MA and homeowner or appropriate parties.

## 'Design Is Human' Week *Modern Atlanta Home Tour*



Perkins+Will architecture studio

### Commercial Architecture and Interiors are great sources of inspiration too

Since 2009, we have featured cutting-edge commercial architecture as part of MA Home Tour programming. In 2011 Perkins + Will's new location became the first commercial project to join the MA Home Tour lineup. Showcasing commercial architecture is an effective means to highlight sustainable design, architecture and interior systems, innovation for the working environment, and the latest trends in applied materials.

Additionally, MA has an impressive lineup of world-class architecture studios and institutions sharing our lecture circuit. These include Bjarke Ingels Group (BIG), Mass Studies, Perkins+Will, John Portman and Associates, AIA Atlanta, GA Tech College of Architecture just to name a few.

MA is proud to announce that AIA (American Institute of Architects) Atlanta Chapter will partner with us in curating 2012 MA Home Tour.



Note: Properties showcased as part of 2012 MA Home Tour may not assign, sublet, share or apportion the whole or any part of the home, or represent, advertise or distribute literature promoting products or services of any other firm or individual or third party. The use of the home is strictly limited to the conditions strictly outlined in contract between MA and homeowner or appropriate parties.



## 'Design Is Human' Week *Design Is Material Exhibit*



Korean Pavilion. Hi-Macs, solid surface material by LG Hausys



Design Is Material Installation

## Innovative materials will become increasingly important in future designs

Design Is MATERIAL was created exclusively for the materials trade industry. Design Is MATERIAL allows manufacturers to exhibit innovative material samples on a specially-design installation and serves as the precursor to the much-anticipated Design Is MATERIAL Trade Fair. This exhibition makes Atlanta a leading hub in the materials global marketplace by showcasing the future and innovative solutions addressing the needs of the modern world. Emphasis is placed on architecture and design, systems, innovation, nano-technology, research and development, sustainability and the environment, lectures, and social responsibility.

### Special Introductory Rates

Cost is only \$500.00 per sample or swatch to exhibit a material sample.

Includes

- Sample added to Installation
- Sample details included
- Manufacturers website
- Featured in Design Is Material article, MA Design Is Human publication
- Featured on MA website
- 20% off half page advertisement (in MA Guide only)

Paying Exhibitors, Event Co-sponsors, Studios, businesses or individuals participating in 2012 Design Is Human Week activities may not assign, sublet, share or apportion the whole or any part of the exhibition space, event, installation, etc. allotted or represent, advertise or distribute literature promoting products or services of any other firm or individual or third party. The use of the exhibition space is strictly limited to the Exhibitor or authorized participants and its paid representatives for whom the admission fee described in Exhibitor's contract has been paid. Exhibitors and authorized participants may contract for one exhibition space only or an individual event per contract.



Design Is Human attendees

## Celebrate Design Is Human Week with MA at our Kickoff Party and Design Exhibition

It's your special evening of design, ideas, togetherness, and entertainment, all wrapped into one giant celebration and exhibition. The excitement begins here, jumpstarting Design Is Human week and 2012 Modern Atlanta Home Tour now in its 5th successful year!

Activities include exhibitions and product promotions, architects models and renderings showcase, MA Guerrilla Store, works from established and emerging designers, and lots more.

# 'Design Is Human' Week *Films and Talks*



Dutch architect Rem Koolhaas film  
"HouseLife"



Above: Danish film maker Kaspar Schroder's documentary film 'MY PLAYGROUND'



Korean architect Minsuk Cho, founding partner at Mass Studies talks at High Museum

## Acclaimed Films and inspiring Talks about modernity, creativity, and humans

Films screenings and talks are inspiring, educational, and fun entertainment for the entire family. Design Is Human week presents world-class designers including films about star-architects such as Rem Koolhaas, Bjarke Ingels Group; talks by architect Minsuk Cho, founding partner at Seoul-based Mass Studies and Smart Design's Dan Formoso, just to name a few. Attendees get unique insight and perspectives into what best defines design excellence.

## 'Design Is Human' Week

### *Architects Models and Renderings*



Visitors examining a model by Atlanta-based Dencity

### MA helps grow the southeast's architecture and design marketplace

Since 2006 MA has supported and advocated bold contemporary architecture and design in Atlanta. With the first-of-kind Design Is Human publication exclusively about contemporary architecture and design excellence in the southeast region, our popular MA Home Tour, and architects models/renderings exhibition, MA was first to educate the general public and in many ways the media as well, about modern Atlanta's 'other architecture' both locally and around the globe.

Every year at the MA Kickoff and Design Exhibition, architects exhibit models and renderings of their latest residential and commercial projects and concepts to an eager audience fascinated with bold architecture and a sustainable lifestyle.

## 'Design Is Human' Week *International Competitions and Public Installations*



'Edge Condition' inhabitable installation, YAF 10Up Competition  
Design: Synecdoche Design, Material Collaborator: Hardwoods of Michigan

Above: Korean Pavilion, Sang Lee and Jeeyong An of New York-based Manifesto Architecture and MA founders Bernard McCoy and Elayne DeLeo.

Material: HiMacs

Material Collaborator: LG Hausys official material sponsor

Korean Pavilion design: Manifesto Architecture

### Competitions unlocks the future, exposes new talent, and sparks collaboration

There is no better way to harvest ideas and showcase new talent than through open competitions. Young Architects Forum's (YAF) 10 Up Competition and MA's first competition, The MA Prize 'Architecture By, For, Of Korea,' were two popular MA-led competitions for 2011.

### Public Installations embodies '*Architecture for the people*'

Design a temporary inhabitable installation to promote bold architecture and create a unique spatial experience while also complimenting "Design is Human" week with a large scale design element accessible to thousands of event patrons.

# 'Design Is Human' Week

## *Programming descriptions*

### MA12 Design Is Human Program Components

The upcoming MA12 Design Is Human Week 5th edition comprises several exciting elements: architecture, interiors, product launches, new materials, seminars, talks, film screenings, exhibitions, art, public installations, workshops, and more. MA12 presents pioneering work by some of the most influential designers, architects, engineers, freelancers, future talent, and international brands from all over the world.

**Save 10%, Early Bird savings at 2011 prices. Deadline 30 December 2011.**

#### 1. Design Exhibitions, Public Installations, Competitions, and Displays

Allows companies to elevate their brand, promote products, and reach new markets during Design Is Human Week. This is a targeted platform and offers excellent ROI where exhibitors are encouraged to be bold and allow like-minded attendees to embrace their brand, be inspired, and provide valuable feedback. At an additional cost, MA can work directly with businesses and customize an event that fits your needs.

#### 2. Design Is MATERIAL Exhibition

Allows manufacturers active in the materials industry to exhibit material samples on a specially-design Materials Wall to be launched as the precursor to the much-anticipated Design Is MATERIAL Fair for the trade. This exhibition is created to make Atlanta a leading hub in the materials global marketplace by showcasing the future and innovative solutions addressing the needs of the modern world. Emphasis is on architecture and design, systems, innovation, nano-technology, research and development, sustainability and the environment, lectures, and social responsibility.

#### 3. Design Forums, Talks, Seminars

A central component that covers a host of stimulating subject-matter ranging from architecture and design, innovation and sustainability, material advances and product reviews, the environment and social responsibility, creativity and contemporary urban culture. These events are aimed at five key areas –the trade, design professionals, academics, consumers, and students. The public is also invited to take part.

#### 4. Events, Product Launches and Receptions

Facilitates direct marketing exposure by co-producing and managing events to fit any client's promotional needs and public relation requirement.

#### 5. Modern Atlanta Home Tour

A popular activity exploring Atlanta's best examples in contemporary architecture and interiors, taking place during the last two days of Design Is Human Week. The goal is to promote bold architecture in Atlanta. The tour also inspires change, attracting consumers to products and services associated with excellence. MA Home Tour serves to punctuate the subject and highlight the significance of contemporary design in everyday life; and is a great way of exploring overlooked and new areas of the city. Additionally, opportunities do exist for companies to promote their products on this unique platform.

#### 6. MA Film Screenings

Combines entertainment and content-related themes related to contemporary architecture and design. In addition, screenings are carefully selected to engage MA audience with unique audio-visual productions. Businesses are also encouraged to sponsor films as an effective means of brand promotion.

#### 7. Gastronomy: 'Design Culinaire'

Spotlight is on gastronomy within the context of design and part of Design Is Human Week. Design Culinaire features tastings, food designers, panel discussions and discounts to some of Atlanta's top restaurants.

## 'Design Is Human' Week *Sponsorships and Partnering*



CH Briggs promotion for Zodiaq Quartz Surfaces

### Program Sponsors

The MA12 Design Is Human offers businesses excellent return on investment and brand promotion for their participation. Our sponsor opportunities allow businesses to contribute to the event with either cash or in-kind support (hospitality, printing, etc). The advantages of sponsorship are wide ranging and the MA team works closely with all benefactors to develop a sponsorship package that is both appealing and effective. All backers receive the full benefit of the PR and media coverage generated by the Event, as well as an association with the best in international and national design. **Save 10%, Early Bird savings at 2011 prices. Deadline 30 December 2011.**

### Event Partner

MA12 Design Is Human Week is made possible through its network of partners. By giving patronage or staging events MA partners can reach a wide and varied audience and benefit of the media coverage generated by the Event. Partners get involved for many reasons and with differing objectives including access to a diverse demographic, association with the best in innovative modern design and development of a new audience of design initiatives. There are two criteria for becoming a partner of MA12: firstly, partners must stage a specific relevant activity within the period of the Event; secondly, the activity must be associated to the Event through the use of MA branding on all publicity material. Partners are asked to make a contribution to MA central marketing costs and their own event hosting and marketing expenses. **Save 10%, Early Bird savings at 2011 prices. Deadline 30 December 2011.**

## 'Design Is Human' Publication Advertising



Left: Big, Bright and Bold, Design Is Human publication. Right: full page ads from London's Design Museum, Objective Cinema's "MY PLAYGROUND"; Moroso , Elle Decor

Advertising matters. Our ads are big, beautiful, and at very attractive pricing.

From Moroso, Dupont, London's Design Museum to Elle Décor, LG Hausys, and Smart Car, the biggest names in design advertise in Design Is Human.

Advertising in Design Is Human publication guarantees ad space that is larger than life, access to a targeted audience and promotion of your brand to Atlanta and the south's largest contemporary design event. Each year thousands of visitors from all over the USA mark their calendars for Design Is Human week and eagerly anticipate getting their copy of the coveted publication full of exciting news and activities happening all around Atlanta. We offer value-pricing at a fraction of what similar publications may charge. Each year the award-winning and talented interactive-active agency Armchair, designs the Design Is Human publication.



## 'Design Is Human' *Pricing and Rates*

### Co-Sponsored MA Events

Al a Carte Advertising in MA12 Guide Book

Bonus: Al a Carte Advertising MA Insert in Atlanta Homes & Lifestyles Magazine

Exclusive Exhibition Opportunity at MA Kickoff and Design Exposition <sup>1,2</sup>

Architect Models and Rendering Exhibits at MA Kickoff and Design Exhibition <sup>1,2</sup>

Exhibiting Material Samples on Design Is MATERIAL Installation/Exhibit <sup>1,2</sup>

Sponsor Opportunities for 10 Up and MA PRIZE Competitions <sup>1,2,3</sup>

Note 1: All submissions are subject to approval by MA.

Note 2: Paid Exhibitors, Event Co-sponsors, Studios, businesses or individuals participating in 2012 Design Is Human Week activities may not assign, sublet, share or apportion the whole or any part of the exhibition space, event, installation, etc. allotted or represent, advertise or distribute literature promoting products or services of any other firm or individual or third party. The use of the exhibition space is strictly limited to the Exhibitor or authorized participants and its paid representatives for whom the admission fee described in Exhibitor's contract has been paid. Exhibitors and authorized participants may contract for one exhibition space only or an individual event per contract.

Note 3: Businesses interested in sponsoring 2012 10UP and MA PRIZE competitions can contact Elayne DeLeo at [elayne@modern-atlanta.org](mailto:elayne@modern-atlanta.org)

# 'Design Is Human' *Pricing and Rates*

## Co-Sponsored MA Events

**Save 10%, Early Bird Registration. Deadline 30 December 2011/ 2011 Rates.**

**Event Partnership Sponsor - \$4500.00/ \$4500.00**

Host your own event during the MA week, and get the benefits of MA's publicity engine and promotional vehicles. MA encourages event sponsors to engage MA attendees with speakers and educational programming that will generate interest in their philosophy, brand and business.

*Partners are responsible for marketing and promoting their events to their own contacts in addition to MA12 DIH promotions.*

Sponsorship package/benefits include:

1. Marketing and promotion of your event via Modern Atlanta services and PR.
2. Half-page ad in MA12 Design Is Human (DIH) publication/Modern Atlanta Home Tour (MAHT) guidebook.
3. Partner profile and banner ad on MA website home page.
4. MA Ticket outlet sales in store location(s).
5. Event listing on MA web site and printed materials.
6. Logo and link on Sponsor web page.
7. Inclusion in press release on participation in event.
8. Mention in available MA12 DIH National and Local Media Plan (Internet, Magazine, Newspaper, specific Radio if applicable)
9. Complimentary home tour passes for 5 company representatives and 5 guests
10. Complimentary admission for 5 company representatives and 5 guests to the exclusive Opening Night Launch Party.
11. 20% discount for home tour tickets for employees, clients, and customers.
12. 1x rental access to MA12 DIH Attendee contact database after event.

## Al a Carte Advertising in MA11 Design Is Human publication + Bonus Insert

**Save 10%, Early Bird savings at 2011 prices. Deadline 30 December 2011.**

MA invites you to do a stand-alone advertisement in the beautifully designed MA12 Design Is Human (DIH) publication/Modern Atlanta Home Tour (MAHT) guidebook AND receive a bonus ad/product placement in the exclusive MA-designed insert and modern buyer's guide, which will appear in Atlanta Homes & Lifestyle's May 2012 issue. This is your rare opportunity to promote your business to a large and affluent community of modern enthusiasts, architects, designers and city dwellers in the Southeast and reach Atlanta's vibrant contemporary marketplace.

The MA12 DIH publication/MAHT guidebook is also a prized souvenir kept and shared by attendees long after the event. The MA12 DIH publication/MAHT guidebook and MA website contains the complete Design Is Human Week agenda, inspiring articles and exclusive interviews with speakers, profiles of designers, acclaimed and emerging architects and designers, design showrooms, pictures of the tour homes, and lots more supporting content. We expect over 10,000 devotees and buyers of modern design all over the world to view your ad and brand before and during the week of the event.

## Print Ad Size/Configuration Cost and **Early Bird Rates/ 2011 Rates**

**Full Page & Large Bonus Ad in MA AH&L insert**

\$ 5000.00 / 5,500.00

**Half Page & Small Bonus Ad in MA AH&L insert**

\$ 3,150.00 / 3,500.00

**Business Card Size in MA Guide**

\$ 450.00 / 500.00

Print advertisers will also have their logo and link placed on the MA12 "sponsor" web page, and receive 3 free passes each to the MA12 Design Is Human Home Tour and MA12 DIH Opening Night Launch Party.

# 'Design Is Human' *Pricing and Rates*

## Exclusive Opportunity to Exhibit at MA Kickoff & Design Exhibition

Opportunities are available to promote your company's brand at the Opening Night Kickoff/Design Exhibition for MA12 Design Is Human Week and MA Home Tour. Our launch event reaches a targeted audience made up of design professionals, architects, interior designers, consumers, media, students, and public, all celebrating contemporary design at its finest. Opening night highlights also include the ever-popular Architects models and renderings exhibit now in its 5th consecutive year. Additionally, opening night offers design showrooms, businesses, and design schools a unique opportunity to be bold in creating an installation or vignette around your brand. Come engage design fans, penetrate new markets, and gain valuable feedback around your brand.

All submissions are subject to approval by MA.

Benefits of Exhibiting for Showrooms, Trade and Designers:

- Access to exhibition space
- Extensive on-line and off-line PR and marketing
- Editorial coverage in national and local press
- Access to design specifiers from local, national and international businesses
- Access to editors and journalists from national and local press
- 4 free tickets for exhibitors, staff and clients to the Opening Night Launch Party.

### Vignette Exhibition Configuration and Costs:

**Save 10%, Early Bird savings at 2011 prices. Deadline 30 December 2011.**

Exhibit	Includes	Cost to Exhibit
-Contemporary Furniture	-Business card size ad in MA Guide	<b>\$3000.00</b> / \$3300.00 for exhibition space (space is limited and subject to availability)
-Artwork/Objects	-Photo and Article on MA Website with links	
-Student Work (architecture and design)	-Logo on Signage and advertising	<b>\$4500.00</b> / \$5000.00 for exhibition space w/half page
-Products/Appliances	-PR and Marketing by MA	
-Green Building Materials		

Designers and Showrooms are responsible for delivery and setup of exhibitions. MA and the event location are not responsible for damage or loss to exhibitions. You must provide a design/layout of your exhibit by March 20, 2012 and you are responsible for visiting the site for measuring and planning of your space.

Note: Paid Exhibitors, Event Co-sponsors, Studios, businesses or individuals participating in 2012 Design Is Human Week activities may not assign, sublet, share or apportion the whole or any part of the exhibition space, event, installation, etc. allotted or represent, advertise or distribute literature promoting products or services of any other firm or individual or third party. The use of the exhibition space is strictly limited to the Exhibitor or authorized participants and its paid representatives for whom the admission fee described in Exhibitor's contract has been paid. Exhibitors and authorized participants may contract for one exhibition space only or an individual event per contract. 19

# 'Design Is Human'

## *Pricing and Rates*

### Architect Models and Rendering Exhibits at Opening Night Launch Party

By exhibiting your modern residential model/rendering, you are demonstrating a commitment to helping grow Atlanta's modern community. Your unique design will inspire legends of others to live modern and consider the beauty and benefits of good design.

**Save 10%, Early Bird savings at 2011 prices. Deadline 30 December 2011.**

Cost to Participate:

Exhibit	Costs	All Exhibits Includes
Model only	\$600.00 / \$660.00-	Exhibit space, mounting space (rendering only) 3'x3' table (models only), Business Card size ad in MA Event Guide; Logo and Link on Architects web page; Marketing and PR by MA
Rendering only	\$400.00 / \$440.00	
Model and Rendering	\$841.50 / \$935.00	
Model and Rendering PLUS Half page ad in MA Guide	\$2475.00 / \$2750.00	

Additional models: \$300.00 / \$330.00

Additional renderings: \$148.50 / \$165.00

**Models must fit on a 3 ft. x 3 ft table**

**Rendering must be no larger than 36 in. x 48 in**

Each architect who displays a model and/or rendering receives:

Two (2) complimentary tour passes (for both days)

An invitation for two (2) guests to attend the Opening Night Launch Party.

Note 1: All submissions are subject to approval by MA.

Note 2: Paid Exhibitors, Event Co-sponsors, Studios, businesses or individuals participating in 2012 Design Is Human Week activities may not assign, sublet, share or apportion the whole or any part of the exhibition space, event, installation, etc. allotted or represent, advertise or distribute literature promoting products or services of any other firm or individual or third party. The use of the exhibition space is strictly limited to the Exhibitor or authorized participants and its paid representatives for whom the admission fee described in Exhibitor's contract has been paid. Exhibitors and authorized participants may contract for one exhibition space only or an individual event per contract.

# 'Design Is Human'

## *Pricing and Rates*

### *Important dates and requirements*

## Design Is MATERIAL Exhibition

Design Is Material is created exclusively for the materials trade industry. Design Is Material allows manufacturers to exhibit innovative material samples on a specially-design installation and serves as the precursor to the much-anticipated Design Is Material Trade Fair. This exhibition makes Atlanta a leading hub in the materials global marketplace by showcasing the future and innovative solutions addressing the needs of the modern world. Emphasis is on architecture and design, systems, innovation, nano-technology, research and development, sustainability and the environment, lectures, and social responsibility.

### Special Introductory Rates

Cost is only \$500.00 per sample or swatch to exhibit a material sample.

#### Includes

- sample added to Installation
- sample details included
- manufacturers website
- featured in Design Is Material article, MA Design Is Human publication
- featured on MA website
- 20% off half page advertisement (in MA Guide only)

## Technical Details and Requirements

### Important Dates (event will be added as contracted)

- December 10, 2011 – Letter of Intent/Contract to sponsor, partner or advertise must be received
- January 31, 2012 – Contracts due
- January 31 – Showcase designs/booth layouts submitted for MA Kickoff and Design Exhibition
- February 3 – Ad artwork submission deadline
- February 12 – 100% of payment for all levels of partnership, advertising, etc. must be received
- February 27 - Initial review of partnership event plans/details
- March 5 – Final review/approval of partnership events
- April 22 – MA Guide Book and Ticket Distribution to Outlets

# 'Design Is Human'

## *Terms and Conditions*

**These Terms & Conditions must be signed, dated and submitted, prior to January 31, 2012. AND EMAIL OR FAX THIS FORM BACK TO Elayne DeLeo – 678-826-0599 (elayne@modern-atlanta.org)**

1. Registration: Registration is on a first-come, first-served basis. Participation in the Modern Atlanta, MA12 "Design is Human" event and home tour is subject to receipt by the conference office of a duly executed copy of these Terms and Conditions (the "Agreement") and required payment, and the delivery to you of a copy of this Agreement counter-signed by MA.
2. Payment: 100% of your total fees and ad artwork are due by **February 12, 2012**. All fees are non-refundable. If full payment is not made on or before the due date, your right to participate in the Conference may be cancelled without further notice and without refund of monies paid. Any attempted cancellation, including any failure to occupy the contracted space, shall be considered a default under this Agreement and shall not relieve any payment obligations hereunder.
3. Limitation of Liability and Indemnity: Neither Modern Atlanta, any of its contractors, nor any of their respective officers, directors, agents or employees (collectively, "Event Organizers") shall be liable for any damage, loss, harm or injury to person or property resulting from theft, fire, earthquake, water, unavailability of the conference facility, accident or any other cause. You hereby agree to indemnify, defend and hold harmless the Event Organizers from and against any and all claims, demands, damages, losses, costs, including reasonable attorneys' fees and costs, and expenses of any kind that may arise from or in connection with your installation, removal, maintenance, occupancy or use of the exhibit table or presence at the event. IN NO EVENT SHALL ANY EVENT ORGANIZER BE LIABLE, WHETHER ARISING UNDER ANY THEORY OF LIABILITY INCLUDING CONTRACT, STRICT LIABILITY, INDEMNITY, TORT (INCLUDING NEGLIGENCE), OR OTHERWISE, (i) FOR ANY TYPE OF SPECIAL, INCIDENTAL, PUNITIVE, INDIRECT OR CONSEQUENTIAL DAMAGES, INCLUDING, BUT NOT LIMITED TO, LOST REVENUE, LOST PROFITS, LOSS OF TECHNOLOGY, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES; AND (ii) FOR ANY DAMAGES WHICH, IN THE AGGREGATE, EXCEED THE PARTICIPATION FEES PAID HEREUNDER.
4. Cancellation or Termination by Modern Atlanta: In the event that MA shall cancel the event as a result of any fire, government regulation, war, unavailability of facilities or other circumstance either within or outside of MA's control, MA's sole obligation and your sole remedy shall be the refund by MA to you of the participation fees received by MA hereunder.
5. General: This Agreement constitutes the entire agreement between the parties and supersedes all prior or contemporaneous agreements or representations, whether oral or written, relating to the subject matter contained herein. This Agreement may not be modified or amended except in writing signed by a duly authorized representative of each party. This Agreement will be governed by and interpreted in accordance with the laws of the State of Georgia as those laws are applied to contracts entered into and to be performed entirely in Georgia-to-Georgia residents. No waiver of any provision or right will affect the right of the waiving party to enforce any other provision or right herein or the same provision or right in the future. This Agreement may be executed in several counterparts, all of which will constitute one agreement.
6. Paid Exhibitors, Event Co-sponsors, Studios, businesses or individuals participating in 2012 Design Is Human Week activities may not assign, sublet, share or apportion the whole or any part of the exhibition space, event, installation, etc. allotted or represent, advertise or distribute literature promoting products or services of any other firm or individual or third party. The use of the exhibition space is strictly limited to the Exhibitor or authorized participants and its paid representatives for whom the admission fee described in Exhibitor's contract has been paid. Exhibitors and authorized participants may contract for one exhibition space only or an individual event per contract.
7. Terms and Conditions are subject to change without notice.

***By signing below, our company and staff agree to the above rules and guidelines of sponsorship, partnership or advertising:***

Signature \_\_\_\_\_ Date \_\_\_\_\_



## 'Design Is Human'

### *Ad submission and Payment details*

#### Ad Submissions

Please email Zip files and supporting materials to [elayne@modern-atlanta.org](mailto:elayne@modern-atlanta.org).  
Ad specs will be sent to you in a separate file.

#### Payment Information:

Please provide both a valid P.O. number and check by **February 12, 2012**.

Make checks payable to: **Modern Atlanta LLC**

Mail checks to:

**Modern Atlanta LLC**

PO Box 191391

Atlanta, GA, 31119

#### Contact for questions:

Elayne DeLeo, cell 602-538-6821 [elayne@modern-atlanta.org](mailto:elayne@modern-atlanta.org)

On behalf of Team MA, thank you and looking forward to seeing you in Atlanta at 2012 Design Is Human Week!



'Design Is Human'  
*Payment Form*

**2012 Sponsorship, Partnership/Event, Advertising Registration and Payment Form**

**Company Name:** \_\_\_\_\_

**Primary Advertisement Contact Information:**

**Name:** \_\_\_\_\_

**Job Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Postal Code:** \_\_\_\_\_ **Country:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Please enter your level of sponsorship, partnership/event, or advertising:**

Title of sponsorship, partnership/event, advertising:	Cost	Quantity
<b>Total</b>		

**PO # for Invoice:** \_\_\_\_\_

**PLEASE SIGN AND FAX PAGES 10-12 BACK TO: Elayne DeLeo; FAX: 678-826-0599.**

**Ad Submission:**

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### The Press

Covered widely in local, national and international press, the annual Design Is Human event is a globally renowned gathering, which attracts large numbers of attendants from the general public as well as enthusiasts and professionals in both the art and design industries. Sponsors will benefit greatly from this wide-range of public and media exposure.



# 'Design Is Human' *Demographics and Press*

## Atlanta Demographics

(Buckhead, Midtown, Downtown areas):

- Average Cost of home range from \$200k into the millions
- Communities are increasingly wealthier and consumer-driven Atlantans
- 2006 population estimated within a 5 mile radius at 380,000
- 2006 households estimated within a 5 mile radius at 175,000
- Medium Household Income estimated within 5 mile radius at \$75k +
- Estimated population by sex within a 5 mile radius is 49% male, 51% female
- Marital status within 5 mile radius is 25% single male; 20% single female; 30% married
- Population by age within 5 mile radius is 17% 25-35; 26% 36-49; 12% 50-64
- Medium age within 5 mile radius is 30

## MA Attendees Demographics

- 4000 MA attendees/contacts
- 75% of MA members are between 26-45
- 65% are purchasers/owners of modern design
- 35% are architects, designers, students
- 60% make between \$100-\$250k
- 20% make between \$50-\$100k

## MA Media Plan (preliminary) approximately over 1.5 million positive impressions

- The Atlanta Magazine
- Atlanta Homes and Lifestyles Magazine
- Elle Décor
- Online media, bloggers
- Local and National TV contacts/solicitations
- Press Release and e-Press Release (4 times, national and selected abroad)