



interchange

2024 UCDA DESIGN CONFERENCE

SPONSOR AND EXHIBITOR PROSPECTUS

SATURDAY, SEPTEMBER 26-29
JW MARRIOTT
INDIANAPOLIS, INDIANA



UCDA DESIGN CONFERENCE: INTERCHANGE

The **54th UCDA Design Conference** will be held in Indianapolis, Indiana, at the JW Marriott. Known as the Crossroads of America, this centrally located mid-size city is a great place for members from all over the country to converge, network and engage in professional development programming.

Becoming a sponsor of the UCDA Design Conference is a highly effective brand exposure and relationship building activity that aligns your product or service with designers in higher education and with their educational institutions.

The annual UCDA Design Conference has become the single largest gathering of design professionals producing work for educational institutions in the country, drawing attendees from throughout the United States and Canada.

UCDA is offering a special opportunity for you to increase your brand visibility with our conference attendees as a distinguished supporter of UCDA. Your company can choose from a variety of sponsorship levels that will amplify your presence among conference attendees, our entire membership, and our larger community of digital followers.

INDY.UCDA.COM

“UCDA ATTENDEES ARE ALWAYS VERY RECEPTIVE TO OUR MESSAGES AND MATERIALS. IT SEEMS LIKE MOST OF THEM DON’T GET TO GO TO CONFERENCES VERY OFTEN SO THEY ARE OPEN TO ALL THAT WE OFFER THEM.”

— PREVIOUS SPONSOR

UCDA SPONSORSHIP LEVELS

- Design Conference Presenting Sponsor
- Design Awards Presenting Sponsor
- Gold
- Silver
- Bronze
- Exhibitor

See pages 7 for more sponsorship level chart.

Make plans now to join the University & College Designers Association for its annual UCDA Design Conference.



WHO ATTENDS THE ANNUAL CONFERENCE?

UCDA membership is comprised of graphic designers, graphic design educators, art directors, creative directors and managers, directors of media services, photographers, and professionals associated with all aspects of visual communications. Most of these individuals work in institutions of higher education primarily in communications, marketing, and alumni relations departments. Some designers work at private firms whose clients may be educational institutions. Others have academic appointments teaching design or work in educational institutions outside of higher education. UCDA has over 800 members representing over 500 institutions.

OUR AVERAGE ATTENDEE:

- has been in graphic design for 11 years
- is a graphic designer, art director, or creative director
- works in or produces work for educational institutions
- is 38 years old
- 70% of attendees are female; 30% are male
- registered for the entire conference
- has his or her expenses paid for by an employer

WHY DO THEY CHOOSE THIS CONFERENCE?

The annual UCDA Design Conference has become the premiere event in the graphic-design industry for those individuals working in and for colleges, universities, and educational institutions. The conference offers opportunities to network and attend educational sessions while allowing attendees time to meet with and purchase goods and/or services from exhibitors.

INCREASE YOUR EDUCATIONAL SALES:

Get to know the members of the University & College Designers Association:

- 99% have in-house computer design capabilities
- 80% purchase art supplies and materials
- 84% specify paper stock for university or departmental identities
- 45% of member institutions produce more than 300 publications a year
- 58% specify text stock and cover stock
- 21% specify offset stock
- 49% spend more than \$100,000 per year on printing
- 53% spend more than \$10,000 per year on hardware and software
- 32% spend more than \$10,000 a year on paper
- nearly 1,000 members representing over 500 institutions

WHAT DO THEY MOST WANT TO SEE?

Designers attend for the opportunity to meet directly with suppliers in the areas of design hardware, software, photography, paper, print, and online resources, to name a few. Designers want to experience what's new and innovative before they make the investment to switch, upgrade, or partner.

The most-requested products or services include:

- demos of the latest software
- tools for professional print and web designers
- printing companies with capabilities to do unique projects or special effects
- sources for stock photography, fonts, illustration, and video
- papers and techniques for quality printing
- software for tracking jobs, asset management, and billing clients



“ As an exhibitor, I have attended almost every year and find that the contacts we make there are always good ones for many reasons...”

1. UCDA members are often hard for a sales rep to find since there are often many departments at a college which can contribute to communications. Coming to this conference lets me easily reach them;
2. The cost is reasonable for the number and quality of attendees;
3. The conference moves around so I reach new people from new markets each year;
4. Each year there is a core group of attendees who are members but beyond that there are always new attendees who are not members. I have no other way to reach those people other than at this conference;
5. I like that the Expo hours are short and sweet but during a time when everyone is enticed to attend by a great breakfast. If I did not attend, I could cover the conference with one day of one sales person's time. They wouldn't have to be there for several days.
6. Attendees are always very receptive to our messages and materials. It seems like most of them don't get to go to conferences often so they are open to all that we offer them.



EXPO INFORMATION

HIGHLIGHTS

- **EXHIBIT SPACE** during the EXPO this year is limited, and will be available first-come, first-served.
[EXPO IS OPEN FOR A TOTAL OF 3-1/2 HOURS TO CONFERENCE ATTENDEES](#)
- **EXHIBIT BOOTH** 8'x10' booth space with 8' tall drape in back and 3' side drapes, 6' table and 2 chairs.
- **SPONSOR PODS** 30-minute add-on during the Expo where you may give short presentations or demonstrations in addition to your exhibit booth
[LIMITED SPONSOR PODS AVAILABLE DURING THE EXPO](#)
- **SPONSORSHIP EVENTS:** If you are interested in hosting your own private add-on event such as a cocktail party or networking reception, please contact us.

SCHEDULE

EXPO

SATURDAY, SEPTEMBER 28

JW Marriott, Indianapolis, Indiana
10 S West Street
Indianapolis, Indiana 46204

EXPO SET-UP:

Friday, September 27, 2024, 6 p.m. - 9 p.m.

EXPO HOURS:

Saturday, September 28, 2024, 7:30 a.m. -11 a.m.

EXPO TEAR-DOWN:

Saturday, September 28, 2024, 11-12 p.m.

**SET-UP AND TEAR-DOWN TIMES ARE SUBJECT TO CHANGE. EXPO EXHIBITORS WILL BE UPDATED WHEN THEY SIGN UP.*





SPONSORSHIP BENEFITS

PRESENTING SPONSOR OPPORTUNITIES

Presenting sponsors receive all the benefits of the gold level below, along with these additional benefits:

DESIGN CONFERENCE PRESENTING SPONSOR	OPPORTUNITY	COST	AVAILABLE
	Put your brand above all others, stand out, and get noticed by making this the UCDA Design Conference presented by (company name). Numerous points of access and promotional benefits above regular sponsorship including being featured at one (1) virtual Creative Conversation or Webinar. Opportunity to host a breakout session at the conference. Free Sponsor Pod at Expo (\$500 value). Recognition at opening reception. Opportunity to join the executive director and president on stage during the opening session.	custom	1

DESIGN AWARDS PRESENTING SPONSOR	OPPORTUNITY	COST	AVAILABLE
	This is available to only one (1) company. Get noticed by making this the UCDA Design Conference presented by (company name). Numerous points of access and promotional benefits above regular sponsorship including being featured at one (1) virtual Creative Conversation or Webinar.	custom	1

SPONSORSHIP LEVELS

The 2024 UCDA Design Conference has a wide variety of sponsorship opportunities that allow your company to directly market your products and/or services to 150-200 design professionals from the United States and Canada.

	GOLD	SILVER	BRONZE	IN-KIND DONOR	EXHIBITOR	SWAG BAG
Sponsorship Level						
Monetary or In-Kind Donation	\$5,000	\$4,000	\$3,000	3,000 +	up to \$3,000	\$1,200
Vendor Expo (3 1/2 hours)						
Dedicated Booth (\$1,200 Value)	•	•	•	discount		•
Conference Registration (additional passes may be purchased separately at the prevailing rate)						
Conference Pass (\$1,500 value)	• (2)	• (1)	• (1)	discount		1-2 Expo Only
Branding Exposure (Sponsorship Level determines logo size and placement in recognition)						
Swag bag insert (both physical and digital available)	•	•	•	•	•	•
Brand recognition on conference event page on website	•	•	•	•	•	•
Brand recognition on conference sponsor page on website	•	•	•	•	•	
Brand recognition on UCDA social media channels	•	•	•	•	•	
Pre- and Post-conference						
Brand recognition in Pre and Post Promotional Conference Email	•	•	•	•		
Verbal and Visual main stage brand recognition during the conference	•	•	•	•		
One-year corporate membership to UCDA for one representative (\$295 value)	•	•				
Display Your Pop Up Banner During Conference	•					
Add-on Options						
Availability to add-on Sponsor Pod (limited availability)	\$250 each	\$400 each	\$500 each	\$500 each		\$500 each
Featured at one virtual Creative Conversation or Webinar (limited availability)	•	•	\$250	\$250		\$250

UCDA FOUNDATION

Make your sponsorship dollars go further when you donate **any amount** to the UCDA Foundation. The UCDA Foundation provides scholarships, endows educational programs, and recognizes creativity.



UCDA
 501 Moss Street
 PO Box 792507
 New Orleans, La 70119
 615-459-4559
 info@ucda.com

EXHIBITOR/SPONSOR APPLICATION

PLEASE SELECT:

GOLD SPONSOR

\$4,000
 \$ _____

SILVER SPONSOR

\$3,000
 \$ _____

BRONZE SPONSOR

\$2,000
 \$ _____

IN-KIND SPONSOR

Exhibit Space
 \$1,200

EXHIBITOR ONLY

Exhibit Space
 \$1,200

SWAG BAG

Insert for Swag Bag (up to 3 pc.)
 (physical or digital)
 \$250

SPONSOR PODS ADD-ON

\$500 each
 x _____

**VIRTUAL CREATIVE
 CONVERSATION OR WEBINAR
 ADD-ON**

\$250

UCDA FOUNDATION ADD-ON

Make your sponsorship dollars go even farther. Add any amount to be donated to the UCDA Foundation. Donations to the UCDA Foundation are tax deductible.

\$ _____

CONTACT INFORMATION

The name of the individual who is to receive future exhibitor correspondence from UCDA.

NAME/TITLE

COMPANY

STREET ADDRESS

CITY STATE ZIP COUNTRY

PHONE FAX EMAIL ADDRESS

WEB SITE ADDRESS/URL

CONFERENCE PASS REGISTRATION

Same as above

NAME/TITLE

STREET ADDRESS

CITY STATE ZIP COUNTRY

PHONE EMAIL ADDRESS

OTHER CONFERENCE PASS REGISTRATION(S)

NAME/TITLE

NAME/TITLE

Payment Information

Check enclosed (in US dollars payable to UCDA) in the amount of \$ _____

Charge my credit card MasterCard VISA American Express Discover
 the following amount \$ _____

CARD NUMBER EXP. DATE

SIGNATURE V-CODE

Please send this form with your payment to:

NEW ADDRESS: UCDA
 ATTN: EXPO
 501 MOSS STREET
 PO BOX 792507
 NEW ORLEANS, LA 70119

Questions or to pay by phone: 615-459-4559



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 501 Moss Street
 PO Box 792507
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EXHIBITOR/SPONSOR APPLICATION

Resource Center Prize and Auction Form

CONTACT INFORMATION

The name of the individual who is to receive future exhibitor correspondence from UCDA.

NAME

COMPANY

Donations and descriptions of the below donations received by September 1 will be included in the conference program distributed to each registered attendee the day of the event.

Booth Drawings

- PARTICIPATING
- NOT PARTICIPATING

Items to be available via individual booth drawings for attendees who visit your exhibit booth during Expo hours. You are in charge of your conducting your own drawings and posting the information. UCDA will list that your booth has a drawing.

DESCRIPTION

VALUE

Grand Prize(s)

- PARTICIPATING
- NOT PARTICIPATING

Items to be given away via UCDA drawing of all registered attendees and announced at the conclusion of the UCDA Expo.

DESCRIPTION

VALUE

Auction

- PARTICIPATING
- NOT PARTICIPATING

Items to be auctioned at UCDA Foundation Auction during the UCDA Design Conference.

DESCRIPTION

VALUE

DESCRIPTION

VALUE



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615-459-4559
info@ucda.com

EXHIBITOR/SPONSOR APPLICATION

UCDA Design Conference Sponsor Agreement

CONTACT INFORMATION

The name of the individual who is to receive future exhibitor correspondence from UCDA.

NAME

COMPANY

This agreement is between the **University & College Designers Association** and **Exhibitor/Sponsor** (listed above). This agreement provides the terms and conditions for sponsors of the 2024 UCDA Design Conference held September 26-29, 2024.

DESCRIPTION OF BENEFITS AND SPONSOR OBLIGATIONS

Complimentary Registration

- Gold sponsors will receive up to two complimentary Conference Passes.
- Silver and Bronze sponsors will receive one complimentary Conference Pass.
- In-Kind Donors of 3,000 or more can purchase a Conference Pass at a discounted rate.

Exhibit Space

- All Gold, Silver, and Bronze sponsors are entitled to a dedicated physical exhibit booth.
- Exhibitors are entitled to a dedicated physical exhibit booth.
- In-kind Donors of 3,000 or more may reserve a dedicated physical exhibit booth space for a discounted rate.

Exhibit Space: 8' x 10' with 8' pipe and drape in back and 3' pipe and drape on sides, with 6' table and two chairs.

Exhibitors are responsible for supplying their own marketing and promotional materials.

Recognition

- All exhibitors/sponsors will be able to have a single Swag Bag insert (physical and/or digital).
- All exhibitors/sponsors will have their company logo displayed on the conference website.
- All Gold, Silver, Bronze and In-kind Sponsors will receive Brand recognition on conference sponsor page on website
- All Gold, Silver, Bronze and In-kind sponsors will be included in UCDA's social media (including but not limited to Facebook, LinkedIn, and Instagram).
- All Gold, Silver, Bronze and In-Kind (3,000+) sponsors will receive Brand recognition in Pre and Post Promotional Conference Email
- All Gold, Silver, Bronze and In-Kind (3,000+) sponsors will receive Verbal and Visual Brand recognition at the main stage during the conference
- All Gold level sponsors have the opportunity to Display their Pop Up Banner During Conference

Logo on Website, Email and Social Media: All exhibitors/sponsors may have their company logo and link to their company site posted on the UCDA Design Conference web page. UCDA will provide brand recognition on conference emails and social media leading up to the conference. Exhibitors/sponsors logo in high resolution (AI or EPS format) and website link should be provided within 30 days of signing.



EXHIBITOR/SPONSOR APPLICATION

Exhibitor/Sponsor Payment

- Exhibitors/Sponsors agree to pay the full sponsorship fee within 14 days of signing this agreement. Sponsorship fees are non-refundable with the exception of unforeseen circumstances that force a cancellation of the entire event.

Exhibitor/Sponsor Promotion

- All exhibitors/sponsors, when possible, will provide a link from their website to the conference website and will promote the conference with their clients.

CODE OF CONDUCT

Please see UCDA's Code of Conduct and Anti-Harassment Policy, including our Statement of Inclusiveness at www.ucda.com/code-of-conduct. We expect conference participants to follow these rules at program venues and program-related social events, along with the COVID-19 Code of Conduct.

COVID-19 SAFETY PROTOCOLS

UCDA is always focused on ensuring a safe and productive conference. The CDC guidelines encourage event organizers like UCDA to follow state and local regulations on gatherings. Although there are no current plans in place, UCDA will continually monitor and make adjustments to the conference plan as needed. That may include additional safety and cleaning measures, social distancing, and/or the wearing of facial coverings. UCDA will work to implement this guidance, adjusting to meet the unique needs and circumstances of the local community.

Indemnification

Both UCDA and Sponsor (the "Indemnifying Party") shall indemnify the other party (the "Indemnified Party") against and save each other harmless from any and all suits, proceedings at law or in equity, claims, liabilities, damages, costs, payments and expenses, including reasonable attorney's fees, asserted against or incurred by the Indemnified Party, arising out of or in connection with the negligence or willful misconduct of the Indemnifying Party in the performance of this Agreement including, but not limited to, any claim for damages to property or injuries to persons, to the extent that such damages or injuries shall have been caused by, or shall have resulted from the willful or negligent acts or omissions of the Indemnifying Party, or its employees or agents.

Complete agreement. This Agreement contains the entire understanding between the parties with respect to the conference sponsorship benefits and obligations and supersedes all prior oral and written understandings, arrangements, and agreements between the parties.

SPONSOR SIGNATURE

DATE

UCDA SIGNATURE

DATE



CONFERENCE INFORMATION

Sept 26 - 29, 2024

JW Marriott,
Indianapolis, Indiana
10 S West Street
Indianapolis, Indiana 46204

Susan Matherne, executive director
info@ucda.com

Stephen Russell, sponsorship director
ucdasponsorship@gmail.com

University & College Designers Association

NEW ADDRESS:

UCDA

501 MOSS STREET
PO BOX 792507
NEW ORLEANS, LA 70119

CONFERENCE CHAIRPERSONS

Alex Parsons, conference chair
parsons4@msu.edu
Creative Director,
Facility for Rare Isotope Beams (FRIB)
Michigan State University

Sherri Matsumoto, conference co-chair
smatsumoto@callutheran.edu
Associate Creative Director,
California Lutheran University