TypeCon2011: Surge
Information for Sponsors

Be Part of the Experience

TypeCon2011: Surge is the thirteenth annual conference of The Society of Typographic Aficionados (SOTA), a United States-based 501(c)(3) non-profit cultural organization dedicated to the promotion, study, and support of type design, typography, and the related arts.

As a volunteer-driven grassroots organization, SOTA relies on the generosity of sponsors and partners like you in order to present TypeCon. In these trying economic times, your support is more critical and valued than ever — you make a real difference in the quality and accessibility of our offerings. Your participation as a sponsor this year will make you even more visible to your target market and in networking opportunities.

TypeCon is an innovative, affordable design event with an international appeal. Although TypeCon is presented in North America, delegates regularly travel from all over Europe, Australasia, Asia, and South America. TypeCon attracts a targeted, motivated audience of about 500 delegates each year. The attendee base is a balanced mix of type designers and distributors, typographers, graphic designers, new media gurus, software developers, printers, publishers, book artists, calligraphers, writers, historians, educators, students, and those from other fields who have a deep appreciation for type.

TypeCon is regularly written up in design publications like HOW, Eye, STEP, Graphic Design USA, and Communication Arts. TypeCon has also been covered by prestigious mainstream media outlets, including The New York Times and SF Weekly. This kind of exposure helps increase public awareness about type and design and those working in our community.

This summer, we are creating a week-long community-wide celebration of type and design in a vibrant, bustling city. Los Angeles is a business and cultural mecca and in the heart of southern California. The region boasts a sizeable design, publishing, film, broadcast, and education community, and is a major destination for tourism and technology.

In addition to our organizing partners, we are working with a variety of other educational institutions and cultural organizations from the region and beyond in presenting TypeCon2011.

As a complement to the main program, TypeCon features special events that are designed to attract attention from the press and greater design and cultural communities. The TypeGallery exhibition of type and design will open at TypeCon2011 and travel after the conference. For the ninth year, SOTA will present high-profile events that will be open to the public, attracting hundreds of attendees from the community and media and further extending our outreach and marketing efforts.

We promote TypeCon and our sponsors and partners heavily in print and online media, as well as to schools and professional organizations. Through your sponsorship, we are able to keep admission fees low and continually expand our offerings. TypeCon is famous for its friendly atmosphere, where students and novices mingle with seasoned professionals in a comfortable setting. Strong alliances are formed during this event. New friends, customers, future employees, and the next big client can all be found at TypeCon. We make sure everyone knows that sponsors make TypeCon possible. Our attendees are loyal and grateful to those who support their favorite conference. It's the perfect place to put your company in the spotlight.

You will reap great rewards by using your marketing dollars to sponsor TypeCon2011. Your support enables us to make TypeCon a special event that participants will remember for years to come–along with the sponsors who make it possible. Get in on this unique opportunity to make a difference in our community while promoting your business in front of our focused audience.

Please consider becoming a sponsor of TypeCon2011. A variety of sponsorship levels are outlined on the next page. In addition to cash contributions, donations of essential goods and services are welcome. If you're looking for something a little different, please contact us to discuss building your custom sponsorship package. We look forward to making TypeCon a fantastic experience for you.

Thanks for your support! See you in New Orleans.

Questions or suggestions? Let us know.

sponsorship@typesociety.org

typecon.com/sponsors

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Sponsorship Levels & Benefits

Headline Sponsor

$10,000+

Benefits

· Your company logo prominently displayed in the conference program guide
· Your company logo and link prominently displayed on the conference website
· Your company logo and link included in TypeCon opt-in email newsletters
· Your company announced as major sponsor in the TypeCon opt-in email newsletter
· Your company logo prominently displayed on the keepsake conference t-shirt
· Your company logo displayed on most pre-conference print advertising and promotional materials
· Your company name mentioned as a major sponsor in press releases
· Your company named as the sponsor of a morning or afternoon coffee break
· Your company name and sponsorship level announced multiple times during the conference
· Complimentary placement of your promotional materials in the conference goodie bags
· Opportunity to donate items as prizes or keepsakes to be given away to conference attendees
· Opportunity to sell your products in the SOTA-operated TypeCon store*
· Opportunity to display your banner or other signage in main conference room
· 2 complimentary six-foot exhibit table or equivalent space for your custom booth
· 1 complimentary full-page ad with favored placement in the conference program guide
· 8 complimentary conference admissions

Exclusive Opportunities

As a headline sponsor, you also have the exclusive opportunity to attach your company name to a special event during TypeCon. Contact us for details on creating your customized sponsorship package. Please note that supplemental charges will apply for catering and other costs associated with these special events.

72pt Sponsor

$5,000

Benefits

· Your company logo displayed in the conference program guide
· Your company logo and link displayed on the conference website
· Your company name and link displayed in TypeCon opt-in email newsletters
· Your company logo displayed on the keepsake conference t-shirt
· Your company logo displayed on most print advertising and promotional materials
· Your company name listed as a major sponsor in press releases
· Your company name and sponsorship level announced multiple times during the conference
· Complimentary placement of your promotional materials in the conference goodie bags
· Opportunity to donate items as prizes or keepsakes to be given away to conference attendees
· Opportunity to sell your products in the SOTA-operated TypeCon store*
· 1 complimentary six-foot exhibit table
· 1 complimentary full-page ad in the conference program guide
· 4 complimentary conference admissions

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Sponsorship Levels & Benefits, Continued

48pt Sponsor

$2,500

Benefits

· Your company logo displayed in the conference program guide
· Your company logo and link displayed on the conference website
· Your company name and link displayed in TypeCon opt-in email newsletters
· Your company name listed on the keepsake conference t-shirt
· Your company name listed in print advertising and promotional materials
· Your company name listed in press releases
· Your company name and sponsorship level announced during the conference
· Complimentary placement of your promotional materials in the conference goodie bags
· Opportunity to donate items as prizes or keepsakes to be given away to conference attendees
· Opportunity to sell your products in the SOTA-operated TypeCon store*
· 1 complimentary 1/2-page ad in the conference program guide
· 2 complimentary conference admissions

24pt Sponsor

$1,000

Benefits

· Your company logo displayed in the conference program guide
· Your company logo and link displayed on the conference website
· Your company name and link displayed in TypeCon opt-in email newsletters
· Your company name listed on the keepsake conference t-shirt
· Your company name listed on promotional pieces
· Complimentary placement of your promotional materials in the conference goodie bags
· Opportunity to donate items as prizes or keepsakes to be given away to conference attendees
· Opportunity to sell your products in the SOTA-operated TypeCon store*
· 1 complimentary 1/4-page ad in the conference program guide
· 1 complimentary conference admission

12pt Sponsor

$500

Benefits

· Your company name displayed in the conference program guide
· Your company name and link displayed on the conference website
· Your company name and link displayed in TypeCon opt-in email newsletters
· Your company name listed on the keepsake conference t-shirt
· Complimentary placement of your promotional materials in the conference goodie bags
· Opportunity to donate items as prizes or keepsakes to be given away to conference attendees
· Opportunity to sell your products in the SOTA-operated TypeCon store*

In Kind Sponsor

We happily accept donations of printing services, computer or audio-visual equipment, video production services, and other in-kind contributions. In exchange, your company logo is displayed in the conference program guide and on the conference website. Additional benefits may be available depending on the extent of donation.**

* The Society of Typographic Aficionados will retain 25% of gross sales through the SOTA-operated TypeCon store to help cover costs.

** Sponsorship opportunities listed here represent standard TypeCon sponsorship packages. Sponsors have opportunities for increased exposure through additional item-level and event sponsorships. To develop your custom sponsorship package or to discuss in-kind donations, please contact us: sponsorship@typesociety.org

Sponsorship rates are quoted in us dollars, and are based on cash contributions. Benefits are subject to change without notice. SOTA is a 501(c)(3) non-profit organization recognized by the United States Internal Revenue Service. Contributions are deductible to the extent allowable by law. Please consult your tax professional or the taxing body in your country for information regarding charitable contributions.

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A Sampling of TypeCon Attendees

Businesses and organizations choosing to send delegates to TypeCon include top design studios, branding agencies, font makers, software developers and distributors, publishers, cultural and educational institutions, major retailers, and others. Below is a representative sampling of past attendees.

Advertising & Design

A to A Graphic Services Inc
Aesthetic Apparatus
Alexander Isley Inc
American Greetings
Athlon
ATTIK
BBDO
Black Seagull
Butter Label
Cabbage Design
Carmichael Lynch Thorburn
Catalyst
Cina Associates
Critical Mass
Danilo Black Inc
Doyald Young Graphic Design
Edge Lab
Eleven Inc
Fallon
Farrar, Straus & Giroux
Felt & Wire
Gerard Huerta Design Inc
Hasan & Partners
Hot Studio
Indulgence Press
Jill Bell Design & Lettering
John D. Berry Design
Kame Design
Kilter
Kraftworks Ltd
Laird + Partners
Landor Associates
Larsen Design + Interactive
Lynda.com
Making Magazines
MetaDesign
Michael Osborne Design
Miniml
Mucca Design
Open
Optimo
Pentagram Design
Pereira & O'Dell
Periscope
Punchcut
Ramp Creative+Design
Research Studios
Roger Black Inc
Saatchi & Saatchi
Saltz Design
SandorMax
Second Story Interactive Studios
Shel Perkins & Associates
Skolos-Wedell
Sooy & Co
SpotCo
Stoltze Design
Strange Attractors Design
Sussman/Prejza
Test Pilot Collective
Transistor Design
Trollbäck + Company
TypeCulture
UnderConsideration
Underware
United Designers Network
Volume Design Inc
WGBH Interactive
Whitman Communications
Wolff Olins
Wunderman
Young & Rubicam
YouWorkForThem

Fonts & Typography

Ascender Corporation
Bitstream
Carter & Cone
Elsner+Flake
Emigre
Faces
Font Bureau
Fontdeck
Font Diner
FontHaus
FontShop International
Galápagos Design Group
GarageFonts
Hoefler & Frere-Jones
Holland Fonts
House Industries
ITC
LettError
Linotype
LucasFonts
Mark Simonson Studio
Monotype Imaging
MyFonts
P22
ParaType
Parkinson Type Design
Phil's Fonts
Psy/Ops
Rooster Types
ShinnType
Stone Type Foundry
Terminal Design Inc
Tiro Typeworks
The Type Studio
Typebox
Typeco
TypeKit
Typostrophe
Typotheque
Type Together
TypeTrust
UltraFonts
URW++
Veer
Village

In-House Creative

24-Hour Fitness
Abercrombie & Fitch
APCO Worldwide
Bloomingdales
The Bond Market Association
California State Legislature
Cartoon Network
CNN
Deluxe Corporation
ESRI
Fidelity Investments
General Mills
The Grow Network
Hallmark Cards Inc
Harpoon Brewery
HCI Direct Inc
LDS Church
Nautica
Oceania Cruises
Pelco
Reebok
Target Corporation
Trinchero Family Estates
The Venetian
Victoria's Secret
Vivendi Universal Games

Publishing

Arion Press
Arkansas Democrat-Gazette
Blinc Publishing
The Boston Globe
Boston Magazine
Candlewick Press
Chatelaine Magazine
Chow Magazine
Christian Science Publishing Society
Chronicle Books
City Pages
Communication Arts
Detroit Free Press
Fortune Magazine
Full Circle Press
Harvard University Press
Guitar Player Magazine
HarperCollins
Harmonix
Houghton Mifflin
HOW Magazine
Macworld
Mark Batty Publisher
Metropolis Magazine
Minnesota Historical Society Press
Network World
New England Journal of Medicine
The New York Times
Presspublica Ltd
Print Magazine
The Rake
Random House Inc
Redleaf Press
RIT Cary Graphic Arts Press
Saint Hieronymus Press Inc
San Francisco Chronicle
Signature Press
St. Paul Pioneer Press
Speak Up
Step Inside Design
Sunset Magazine
Time Inc
Tupigrafia
Tyndale House Publishers
Typographica
Typophile
University of California Press
Visionaire / V Magazine
The Wall Street Journal
Weekly Reader
Weider Publications
Wired Magazine

Cultural

American Printing History Association
Art Institute of Boston
Book Club of California
Design Innovation Institute
DesignFilms
Ford Foundation
Hamilton Wood Type & Printing Museum
Milwaukee Art Museum
Minnesota Center for Book Arts
Rubin Museum of Art
San Francisco Center for the Book
SIL International
Society for Calligraphy
St. Bride Printing Library
Type Club of Toronto
Type Directors Club
University of Minnesota Design Institute
Walker Art Center
Yale Center for British Art

Technology

Adobe
Apple
Cisco Systems
Extensis
Fontlab Ltd
Google
Kodak
Microsoft
Motorola
Ofoto Inc
SIL
You Software
W3C
Zoran Corporation

Education

Academy of Art University
Algonquin College
Art Institute of Atlanta
Boston College
Bowling Green State University
Brooklyn Union
CalArts
California College of the Arts
City College of San Francisco
Columbia College Chicago
Concordia University
The Cooper Union
Cornish College of the Arts
Drake University
Emily Carr Institute
Fashion Institute of Technology
Humber College
John Brown University
KABK
Loyola Marymount University
Massachusetts College of Art
Mills College
Minneapolis College of Art and Design
MIT
Northwestern College
Ohio State University
Ontario College of Art and Design
Otis College of Art and Design
Parsons School of Design
Portfolio Center
Pratt Institute
Rensselaer Polytechnic Institute
Rhode Island School of Design
Ryerson University
San Diego State University
Savannah College of Art and Design
School of Visual Arts
School of Visual Concepts
Seattle Central Community College
Stanford University
State University of New York
Tufts University
Université Laval
University of California
University of Kansas
University of Minnesota
University of Notre Dame
University of Massachusetts
University of Oregon
University of Reading
University of Washington
University of Wisconsin
Wellesley College
Wichita State University
William Paterson University
York University
Zimbabwe Institute of Vigital Arts