

# TypeCon2012

## Information for Sponsors

### Be Part of the Experience

TypeCon2012 is the fourteenth 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 between 300 and 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, historic city. Milwaukee is a cultural and economic center and the surrounding region boasts a sizeable design and arts community. This year's TypeCon will benefit from its proximity to the greater Chicago area, as well as the Hamilton Wood Type & Printing Museum in nearby Two Rivers, Wisconsin.

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 TypeCon2012.

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 TypeCon2012 and travel after the conference. 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 TypeCon2012. 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 TypeCon2012. 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 Milwaukee.

Questions or suggestions? Let us know.

[sponsorship@typesociety.org](mailto:sponsorship@typesociety.org)

[typecon.com/sponsors](http://typecon.com/sponsors)

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# TypeCon2012

## Information for Sponsors

### 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

\* 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](mailto: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.

# TypeCon2012

## Information for Sponsors

### 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.\*\*

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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  
Minimal  
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  
Trincher 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  
CaArts  
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 Visual Arts