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**Overview**

Thursday, October 23–Saturday, October 25, 2008  
The Roosevelt Hotel  
45 East 45<sup>th</sup> Street at Madison Avenue  
New York City  
[gainconference.aiga.org](http://gainconference.aiga.org)

When design and business work together, brilliant things happen. “Gain” provides examples of design’s impact on business success. Featuring case studies from a variety of industries, “Gain” demonstrates the broadening role design plays in business strategy, leadership, process and product.

Participants will hear today’s success stories from a select group of business and design leaders from a variety of industries, who will team up to share their innovative approaches to generating greater return on investment, fostering emotional connections and providing positive brand experiences for customers. Business and design leaders who attend “Gain” will explore how organizations can tap the full value of design by integrating it into their business culture.

**Tom Kelley**, general manager, IDEO, and author, *The Ten Faces of Innovation*, will serve as moderator for “Gain.”

**Featured presenters include:**

- Gail Anderson, creative director, SpotCo.
- Allison Arieff, senior content lead, IDEO
- Chris Bower, manager, retail strategies, Saturn and Udaya Patnaik, principal, Jump Associates
- Brian Collins, chief creative officer and chairman, Collins
- Michael Conforti, PhD, Jungian analyst, consultant and author, *Threshold Experiences: The Archetype of Beginnings* and Dave Kuehler, director, Clay Street Project, Procter & Gamble
- Heidi T. Dangelmaier, founder, 3iying
- Stephen Doyle, principal and creative director, Doyle Partners and Gayle Towey, chief creative officer and founding art director, Martha Stewart Living Omnimedia
- Luis Fitch, principal and co-founder, UNO
- Malcolm Gladwell, author, *The Tipping Point* and *Blink*
- Laura Granka, researcher tech lead, user experience team, Google

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- Chris Hacker, chief design officer, Johnson & Johnson
  - Bart Houlahan, founder, B Lab
  - Michael Jager, founder and creative director, Jager DiPaola Kemp
  - Marcia Lausen, principal, studio/lab and director, School of Art and Design, University of Illinois at Chicago
  - Young Lee, co-founder, Pinkberry and Yolanda Santosa, principal, Ferroconcrete
  - Jonah Lehrer, author, *Proust Was a Neuroscientist*
  - Grant McCracken, PhD, cultural anthropologist, research affiliate, MIT and author, *Culture and Consumption*

**20/20 presentations**

This year at “Gain,” 20 designers respond to one of the following questions, from their unique perspective and in their own way, in just 60 seconds.

How do design and business intersect in your practice?

What is your secret to success?

How have you sustained your practice in a competitive marketplace?

How do you win business?

What is one most important business practice you could share?

20/20 presentations by:

- Rodrigo Corral, founder, Rodrigo Corral Design
- Kristina DiMatteo, art director, Print magazine
- Kenna Kay, creative director, TV Land/MTV Networks
- Michael Ian Kaye, founder, Mother Design
- Chip Kidd, graphic designer and author
- Josh Liberson and Ethan Trask, co-founders, Helicopter
- Bryony Gomez Palacio and Armin Vit, co-founders, UnderConsideration
- Jakob Trollbäck, president and creative director, Trollbäck + Company
- Khoi Vinh, design director, NYTimes.com

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## Pre-conference events

### Workshops

Thursday, October 23, 1:00-3:00 p.m.

“Gain” offers two strands of workshops providing insight into specialized areas of design and business: In-house design and practice management. These workshops offer a more intimate and in-depth opportunity to augment your “Gain” conference experience and provide you with valuable skills, information and inspiration to take you to the next level. (optional and additional registration fee required)

### In-house workshops

*It's Okay, I'm a Professional.*

Elan Cole, creative director, Johnson & Johnson

*In-house Intrapreneurialism*

Andy Epstein, invangelist and head, AIGA Task Force on Corporate Design

### Practice management workshops

*Exerting More Control Over Your Client Base Through Positioning/Marketing*

David C. Baker, founder, Recourses, Inc.

### New York studio tours

Thursday, October 23, 4:00-6:00 p.m.

“Gain” attendees are invited to enhance their conference experience by visiting one of New York City’s most exciting design studios and showrooms. Each destination will include a studio tour and a brief presentation about current projects that demonstrate the interrelationship between great design and business success. Don’t miss this opportunity to engage in dialogues with design and business leaders over refreshments as a prelude to “Gain: AIGA Business and Design Conference.” (optional and additional registration fee required)

- frog design
- InterBrand
- Lippincott
- Martha Stewart
- Mother Design
- Pentagram
- Sterling Brands

**Gain: AIGA Business and Design Conference  
Conference sponsorship benefits summary**



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	<b>Presenting</b> <b>\$40,000</b> <b>(limited to two)</b>	<b>Supporting</b> <b>\$20,000</b> <b>(limited to four)</b>	<b>Exhibiting</b> <b>\$12,500</b> <b>(limited to ten)</b>
Presenting sponsor designation	●		
Category exclusive	●		
Host buffet breakfast (one day)	●		
Co-sponsor of opening party	●		
Exhibition space for tabletop pop-up display during opening party	●	●	●
Welcome packet insert	●	●	
Conference website promotional page (logo and link)	●	●	
Conference website home page (logo and link)	●		
Conference website sponsor page (logo and link)	●	●	
Conference website sponsor page (name and link)			●
Mention in <i>Communiqué</i> newsletter	●	●	
Press release announcing conference	●	●	
Reminder postcard (name)	●	●	
Chapter promotional cards (name)	●	●	
Conference program brochure (logo)	●	●	●
Conference program brochure (name)			
Pre-conference advertising (logo)	●		
Pre-conference advertising (name)		●	●
Conference signage (logo)	●	●	
Conference signage (name)			●
Stage screen during general sessions (logo)	●	●	
Stage screen during general sessions (name)			●
Recognition from main stage during opening remarks	●	●	
Pre-conference attendee mail list	●		
Post-conference attendee mail list	●	●	●
Invitation to VIP reception	4	2	1
Complimentary conference registration	6	4	2
Opportunity to host a pre-conference workshop (additional fee of \$5,000)	●	●	
Opportunity to host VIP/speaker reception (additional fee)	●	●	
Opportunity to host closing party (additional fee)	●	●	
Opportunity to host conference podcasts (additional fee)	●	●	