



An FIU School of Architecture Event
Architecture | Interior Architecture
Landscape Architecture +
Environmental and Urban Design





D3E

STUDENT CONFERENCE

DESIGNERS

ENGAGE, EMPOWER, EMERGE



THE EVENT

OUR MISSION

To empower students in the Architecture, Interior Architecture, and Landscape Architecture + Environmental and Urban Design disciplines through professional engagement, from which they emerge prepared with new career insights and opportunities.

D3E STUDENT CONFERENCE

Formerly known as Emerge, D3E is an all-day conference that brings together students, design professionals, educators, and manufacturers' representatives for a variety of workshops that educate students about different career paths within the industry, give them opportunities to receive feedback on their portfolios and resumes, and introduce them to cutting-edge ideas that encourage them to rethink the way they design.



BECOME A SPONSOR

ENGAGE WITH BOTH CURRENT + FUTURE CLIENTS IN ONE EVENT!

With more than 100 South Florida design professionals and 180 FIU students from the Interior Design, Architecture, and Landscape Architecture disciplines estimated to be in attendance, the D3E Student Conference provides unique sponsorship opportunities. As an event sponsor, you expose your product, service, and/or company/firm to both new and existing audiences, support future designers, and create goodwill toward your brand.

Net proceeds from the event directly support the FIU School of Architecture.





SPONSOR MARKETING PLAN

TARGET KEY MARKETS

Attendees at the event include over 350 design professionals and students who come to engage, gain new insights, and expand their knowledge.

INDUSTRY SECTORS INCLUDE:

Professionals:

- Architecture
- Interior Design
- Landscape Architecture + Environmental and Urban Design
- FIU Faculty, Staff & Alumni

FIU School of Architecture Students:

- Architecture
- Interior Design
- Landscape Architecture + Environmental and Urban Design

MAXIMIZE MEDIA EXPOSURE

Our media plan will generate interest and participation in FIU's D3E Student Conference, while specifically targeting our key markets. Pre- and post-event coverage packages are designed to ensure maximum digital media exposure for our sponsors.

ENHANCE YOUR BRAND

Sponsorship provides recognition for your business at one of the foremost design networking events in South Florida, the D3E Student Conference. This event is a platform for introducing your company to students and building brand recognition with top designers from leading architecture, interior design, and landscape architecture firms.

Supporting students through event sponsorship augments customer relations and enhances the way your target market perceives your company. In addition, being a major sponsor both heightens your visibility and differentiates you from your competitors.

Moreover, sponsorship supports deserving students in renowned Architecture, Interior Architecture, and Landscape Architecture + Environmental and Urban Design programs at one of the largest public research universities in the country.



MARKETING STATS

AUDIENCE

D3E reached its tipping point in 2019 by maxing out its venue and capturing the attention of a wider audience. In 2020, the event moves to the FIU GC Ballrooms, where we expect attendance to **exceed 350 students and industry professionals.**

STUDENTS

D3E now hosts students from all three FIU School of Architecture departments:

Architecture
Interior Architecture
Landscape Architecture +
Environmental and Urban Design



INDUSTRY PROFESSIONALS



80+ - Representing local, national,
and global design firms
100 - Sponsors + FIU faculty/staff

DIGITAL MEDIA REACH

Our website and social media reach expands over four different accounts, including FIU Architecture, Interior Architecture, Landscape Architecture + Environmental and Urban Design, and the College of Communication, Architecture + The Arts. Additional posts may be shared on participating partner accounts. All FIU School of Architecture students receive promotional emails leading up to the event.



6,188 followers



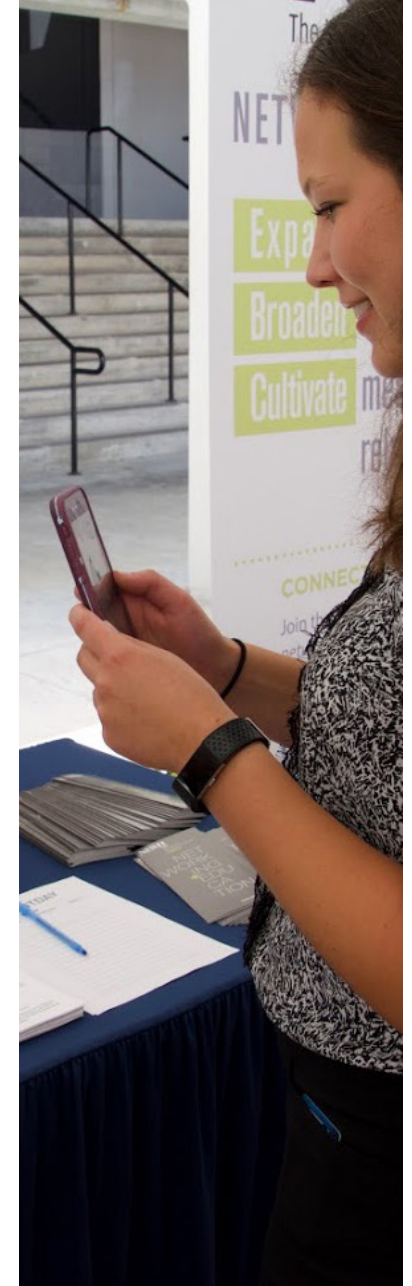
8,220 followers



12,182 average hits per month



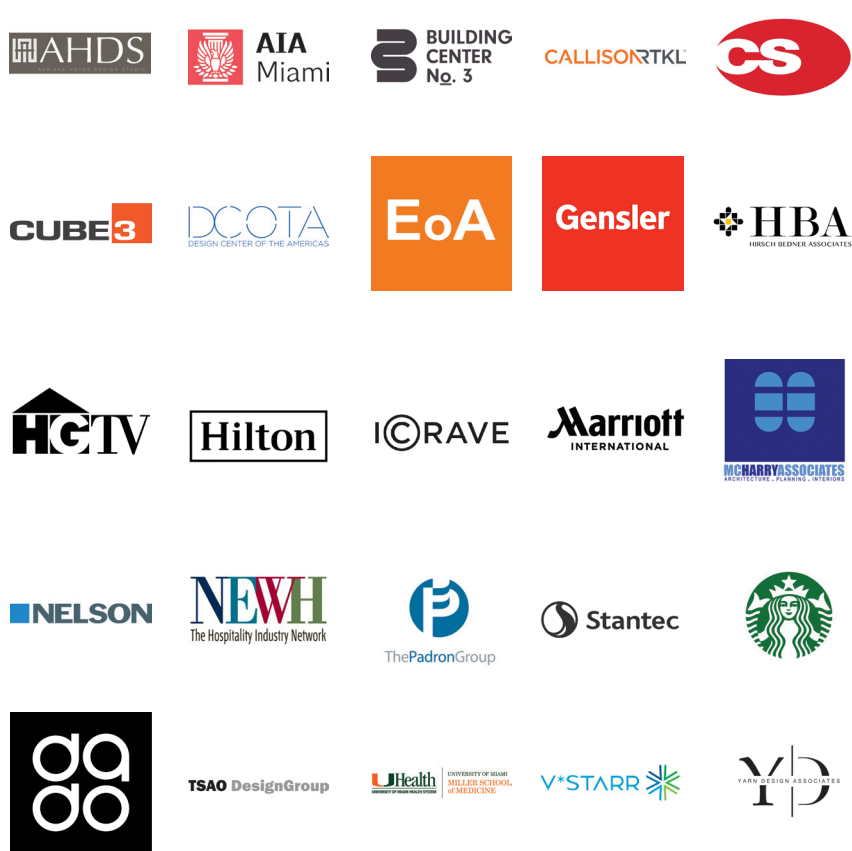
10,000 subscribers
779 students across 3 departments



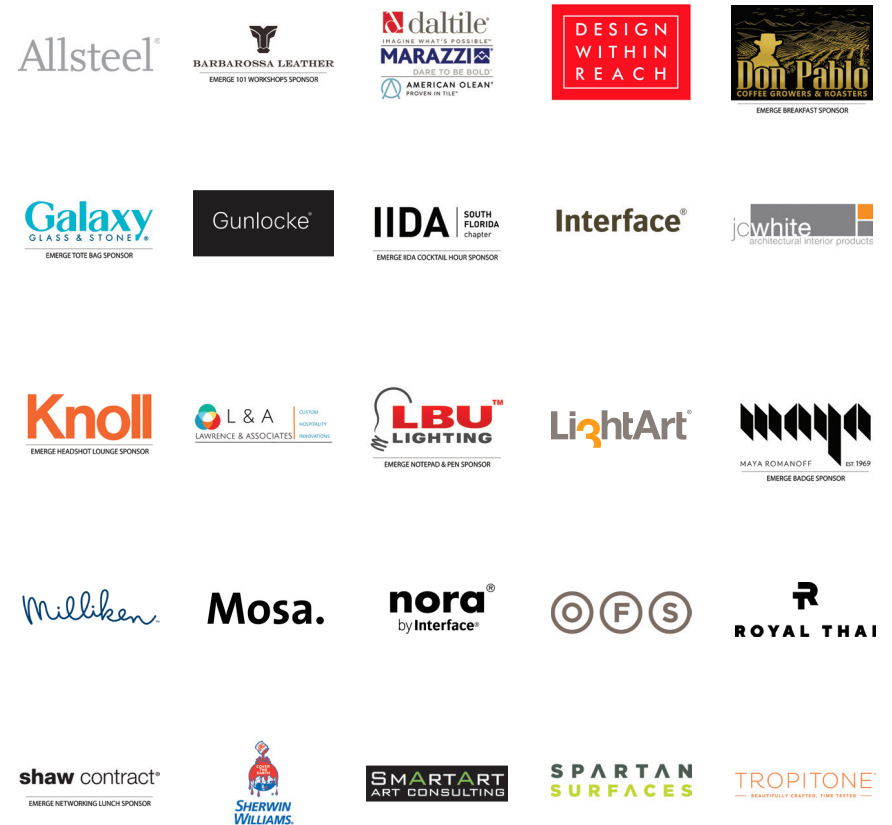


PAST PARTICIPANTS

PAST DESIGNERS + PARTNERS



PAST SPONSORS





D3E STUDENT CONFERENCE STANDARD SPONSORSHIP BENEFITS



STANDARD BENEFITS PROVIDED WITH ALL D3E STUDENT CONFERENCE SPONSORSHIPS

Sponsor-provided logo identifying your company's sponsorship level on selected marketing materials including, but not limited to, social media, event signage, and D3E Student Conference program.

Sponsor-provided logo identifying your company's sponsorship level displayed on D3E Student Conference website with link to sponsor website.

Opportunity to participate in FIU student + alumni recruitment pilot program (inquire for additional details).

Sponsor-supplied swag included in D3E Industry Expo Passport Event.

1/4-page sponsor-provided ad in the D3E Student Conference program.

List of student attendees provided post-event.



D3E STUDENT CONFERENCE SPONSORSHIP LEVELS

TITLE SPONSOR - \$10,000

EXPOSURE RATING: ★★★★★★

Category exclusivity.

Naming rights to the event -
"[Your Company Name] presents
the 3rd Annual D3E Student Conference."

Name and logo identifying your company
as the Title Sponsor on all event marketing
materials including, but not limited to, press
releases, electronic invitations to over 1,000
recipients, event signage, and 350
commemorative programs.

Continual presence on social media sites.

Title Sponsor profile, logo, and link to your
company website on the D3E website.

Opportunity to introduce the
Keynote Speaker.

Title Sponsor tabletop space in the D3E
Student Conference pre-function area with
sponsor-provided banner prominently
displayed, and the opportunity to distribute
promotional materials.

(1) tabletop exhibit space at the D3E Student
Conference Industry Expo: (1) 6' table +
(2) chairs.

Title Sponsor profile and logo in the D3E
Student Conference Program.

Full-page ad in the D3E Student Conference
program.

All D3E Standard Sponsorship Benefits.





D3E STUDENT CONFERENCE SPONSORSHIP LEVELS CONT'D

SENDOFF SPONSOR - \$2,000

EXPOSURE RATING: ★★★★★

Category exclusivity for \$6,000 OR
(3) \$2000 co-sponsorships available.

Sponsor-provided banner or poster prominently
displayed at the D3E Student Conference
Happy Hour.*

Opportunity to host interactive idea exchange
with mixed student-professional teams.

(1) tabletop exhibit space at the D3E Student
Conference Industry Expo: (1) 6' table + (2) chairs.

All D3E Standard Sponsorship Benefits.

*Food and beverages provided by FIU.

NETWORKING SPONSOR - \$2,000

EXPOSURE RATING: ★★★★★

Category exclusivity for \$6,000 OR
(3) \$2000 co-sponsorships available.

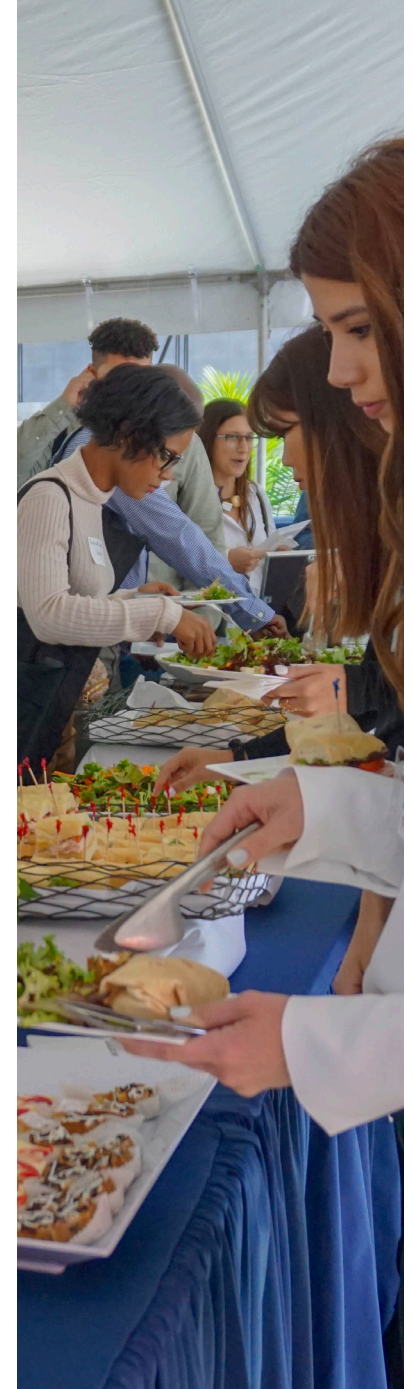
Sponsor-provided banner or poster prominently
displayed at the D3E Student Conference
Networking Lunch.*

Opportunity to introduce Local Alumni
Spotlight Speaker.

(1) tabletop exhibit space at the D3E Student
Conference Industry Expo: (1) 6' table + (2) chairs.

All D3E Standard Sponsorship Benefits.

*Food and beverages provided by FIU.





D3E STUDENT CONFERENCE SPONSORSHIP LEVELS CONT'D

WELCOME SPONSOR - \$2,000

EXPOSURE RATING: ★★★★★

Category exclusivity for \$4,000 OR
(2) \$2000 co-sponsorships available.

Sponsor-provided banner or poster prominently
displayed at the D3E Student Conference

Welcome Breakfast*

Opportunity to introduce (1) 101 Workshop
speaker.

(1) tabletop exhibit space at the D3E Student
Conference Industry Expo: (1) 6' table + (2) chairs.

All D3E Standard Sponsorship Benefits.

*Food and beverages provided by FIU.

REFRESH SPONSOR - \$1,500

EXPOSURE RATING: ★★★★★

Category exclusivity.

Sponsor-provided banner or poster prominently
displayed at the D3E Student Conference

Snack + All-Day Coffee Station.*

(1) tabletop exhibit space at the D3E Student
Conference Industry Expo: (1) 6' table + (2) chairs.

All D3E Standard Sponsorship Benefits.

*Snacks and all-day coffee and beverages
provided by FIU.

PORTRAIT SPONSOR - \$1,500

EXPOSURE RATING: ★★★★★

Category exclusivity.

Sponsor-provided banner or poster prominently
displayed at the D3E Student Conference

Headshot Lounge.*

Opportunity to include sponsor-provided
furniture for photo-shoot.

(1) tabletop exhibit space at the D3E Student
Conference Industry Expo: (1) 6' table + (2) chairs.

All D3E Standard Sponsorship Benefits.

*Photographer provided by FIU.



D3E STUDENT CONFERENCE SPONSORSHIP LEVELS CONT'D

AUTOGRAPH SPONSOR - \$1,200

EXPOSURE RATING: ★★ ★

Category exclusivity.

Sponsor-provided logo displayed on the D3E Student Conference **lanyards and badges**.*

Distribution: Approximately 350 attendees.

(1) tabletop exhibit space at the D3E Student Conference Industry Expo: (1) 6' table + (2) chairs.

All D3E Standard Sponsorship Benefits.

*Lanyards and badges provided by FIU.

CANVAS SPONSOR - \$750

EXPOSURE RATING: ★★ ★

Category exclusivity.

Sponsor-provided logo prominently displayed on **tote bags*** distributed at D3E Student Conference.

Distribution: Approximately 350 attendees.

(1) tabletop exhibit space at the D3E Student Conference Industry Expo: (1) 6' table + (2) chairs.

All D3E Standard Sponsorship Benefits.

*Tote bags provided by sponsor.





D3E STUDENT CONFERENCE SPONSORSHIP LEVELS CONT'D

INDUSTRY EXPO SPONSOR - \$500

EXPOSURE RATING: ★

Multiple opportunities available, but space is limited.

(1) tabletop exhibit space at the D3E Student Conference Industry Expo: (1) 6' table + (2) chairs.

All D3E Standard Sponsorship Benefits.

IN-KIND DONATIONS + DOOR PRIZES

EXPOSURE RATING: VARIES

All D3E Standard Sponsorship Benefits.

Additional benefits vary with donation.





ABOUT FIU

As Miami's first and only public research university, offering bachelor's, master's, and doctoral degrees, FIU is worlds ahead in its service to the academic and local community. Designated as a top-tier research institution, FIU emphasizes research as a major component in the university's mission. We are dedicated to enriching the lives of the local and global community. With a student body of nearly 54,000, we are among the top 10 largest universities in the nation and have collectively graduated more than 200,000 alumni, 115,000 of whom live and work in South Florida.

For more information about FIU, visit fiu.edu.

ABOUT FIU SCHOOL OF ARCHITECTURE

The FIU School of Architecture, founded in 1980, is composed of three closely aligned departments: Architecture, Interior Architecture, and Landscape Architecture + Environmental and Urban Design. Jointly headed by the three department chairs, the School of Architecture provides a rich and diverse platform for interdisciplinary activities at the curricular and research levels.

For more information about the School of Architecture, visit soa.fiu.edu.

ABOUT THE COLLEGE OF COMMUNICATION, ARCHITECTURE + THE ARTS

Driven by its mission to use the power of architecture, arts and design to engage our local and global communities to create, innovate, and inspire solutions to social, economic, and environmental problems, the College of Communication, Architecture + The Arts offers degrees to over 4,000 undergraduate and graduate students majoring in architecture, interior architecture, landscape architecture, music, theatre, visual arts, art history, and communication arts.

For more information about the College, visit carta.fiu.edu.



IMPORTANT DATES

- | | |
|-------------------------|--|
| December 2, 2019 | Online event tickets available |
| January 10, 2020 | Sponsorship deadline + deadline for inclusion in the D3E program |
| January 17, 2020 | Deadline for purchasing tickets at the early bird price |
| February 1, 2020 | D3E Student Conference
8:30am - 5:30pm
FIU Graham Center Ballrooms
10955 Southwest 15th Lane, GC 219
Miami, FL 33199 |





TESTIMONIALS



SPONSORS

MARIA HURTADO + AILEEN GARCIGA
ACCOUNT MANAGERS
SHAW CONTRACT

“The fresh future of design starts right here! With each graduate, there starts a new cycle of ideas and creativity and community. We are so happy to be a part of this, as all of us from design professionals to interiors providers are intricately tufted together!”



DESIGNER

ELIESER DURAN
INTERIOR DESIGN MANAGER
CUBE 3

“For the past three years, I have been lucky enough to be part of the FIU D3E Student Conference, and I feel more than honored to contribute to the development of their students’ careers.

I find the FIU D3E Student Conference to be very helpful to those students about to get out into the field by helping them to present themselves to future employers.”



FIU ALUMNA

CASSANDRA CHARLES
DESIGN COORDINATOR
13TH FLOOR INVESTMENTS

“D3E creates opportunities for students to practice skills they do not typically learn within a classroom. As a student, I enjoyed the variety of speakers from all different industries. It was helpful to be able to sit down with designers from a variety of firms and speak to them about my work.

My favorite part was the Industry Expo during lunch because I was able to meet a ton of new people and learn about interesting products to implement into my projects.”





FIU School of Architecture
CAREER FAIR

SAVE THE DATE
MARCH 3, 2020



PREPARATION INTO PRACTICE

DO YOU REMEMBER YOUR FIRST JOB?

FIU is committed to providing employment opportunities for our students:

At D3E, students **engage** with professionals through networking activities, are **empowered** by receiving new insights at workshops and portfolio and resume reviews, and **emerge** prepared to meet and interview with potential employers at the FIU School of Architecture Career Fair.

Your support for D3E gives students the tools necessary to successfully interview for and land their first job.

For more information about Career Fair, contact Senior Special Events Manager Charlotte Raynaud: craynaud@fiu.edu.

CONTACT INFORMATION

FIU School of Architecture

[SOA.FIU.EDU/D3E](https://soa.fiu.edu/d3e)

Newton D'Souza

Department Chair + Associate Professor
Interior Architecture
ndsouza@fiu.edu
305-348-1875

Katie Rothfield

D3E Chair + Senior Instructor
Interior Architecture
krothfie@fiu.edu
305-348-1884

Zinaida Hirlemann

Senior Program Coordinator
Interior Architecture and
Landscape Architecture +
Environmental and Urban Design
zhirlema@fiu.edu
305-348-6914





Thank You for Supporting



ID3E

STUDENT CONFERENCE

+

FIU | Communication,
Architecture +
The Arts
FLORIDA INTERNATIONAL UNIVERSITY