

Decorative Surfaces Conference
2016

‘Focus on Design Specification’



Arizona Biltmore
5 – 7 December

Surfaces-conference.com

Information for Sponsors

- **Location:** The historic [Arizona Biltmore](#) hotel and resort in Phoenix
 - Designed by a student of Frank Lloyd Wright in the 1920s
 - FLW had input on many of the design details and flourishes
 - The property and its history is of great interest to designers and architects

Conference Day One: 6 December

- **Technical updates from the decorative surfaces value chain**
 - Presentation from OFS Brands – How suppliers can better help producers advance the market
 - Digital scanning
 - Inkjet printing
 - Advances in texture and visual technology
 - Other technical subjects
- **Laminates Hall of Fame Induction Dinner**
 - Honoring lifetime service to the industry

Day Two, 7 December – Morning Session

- **Morning Session**
 - Global market updates
 - Market updates
 - Design trends
 - Understanding the specification process: Your questions answered in a panel discussion with commercial interior design specifiers

Day Two, 7 December – Afternoon Session

- **Joint Session with Commercial Design Specifiers**
- **Content developed in partnership with the IIDA Southwest**
 - Very active and sizable chapter of the International Interior Design Association – commercial interior designers
 - The DSC 2016 is on their official calendar of events
 - Phoenix is a hotbed for hospitality design firms
 - Designers are inviting their local millworkers
 - To hear the same materials message, and
 - Reduce specification substitutions
- **Certified Continuing Education Unit (CEU) presentations designed with the IIDASW leadership**
 - CEU: “From Forest to Furniture”
 - Materials overview by OFS Brands
 - CEU: “Future Visions”
 - Presented by Renee Hytry Derrington, Formica’s global VP of design
 - Browsing sponsors’ displays is part of the program
 - Day ends with a design and history tour of the Biltmore, and a networking-and-cocktails session in the presentation ballroom
- **Face-to-face time with commercial specifiers**
 - One-hour break for browsing sponsors’ materials between CEUs
 - Designers love to explore and discover
 - Uncover additional applications, opportunities for your products
 - Upstream suppliers must have a better understanding of this part of the market
- **Why focus on designers?**
 - The choices made for commercial spaces influence perceptions and purchase decisions of consumers...both positively and negatively
 - Improving our understanding of and communication with help us sell our products on value, rather than price

Why Sponsor the DSC?

- **Benefits of becoming a sponsor for \$6,000**
 - Only sponsors will be allowed to have samples and promotional materials at the conference
 - Your display 10-ft table will be in the conference foyer for day one, and
 - In the presentation ballroom on day two with the designers
 - Show samples, literature, videos
 - Make direct connections with design specifiers
 - Your company and logo will be part of all of our promotions to the industry and design community
 - Three delegate registrations are included, valued at \$890 each
 - Your role as a leader moving our industry forward will be known far and wide!

Looking forward to seeing you in Phoenix.

Kenn Busch, 608-213-9662, kenn@materialintelligence.com

Kurt Fischer, +43 (0)2244 33870-11, kurt.fischer@tcman.at