

Save The Dates!

**BOSTON
DESIGN
2024 WEEK**
11th Annual

April 23 – May 5

12-Day Citywide Festival

60+ Art & Design Events

Boston Design Week Awards

Thursday Evening May 2nd

Sponsor and Event Host

Inquiries Invited

BostonDesignWeek@FuscoFour.com

Produced by:

Fusco & Four/Ventures, LLC

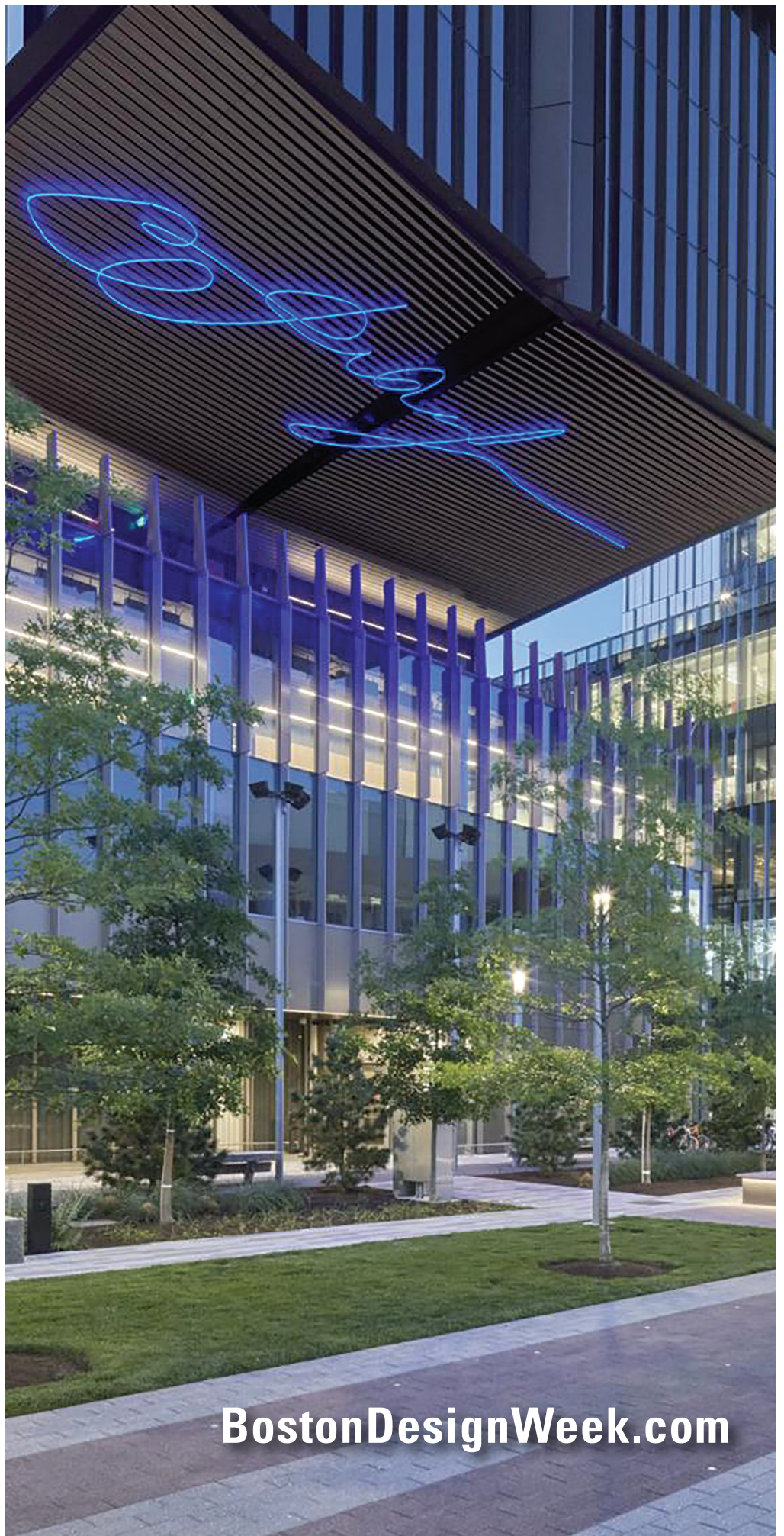
Sponsored by:



The Boston Globe



Photo courtesy of MIT List Visual Arts Center



BostonDesignWeek.com



11th Annual – April 23 - May 5, 2024

PARTICIPANT GUIDE

Event Registration Deadline February 16, 2024

Produced by Fusco & Four/Ventures LC, 617-363-0405 bostondesignweek@fuscofour.com

You Are Invited to Participate!

• IN-PERSON, VIRTUAL, OR HYBRID - INDOOR OR OUTDOOR EVENTS

Individuals, businesses, organizations, museums, schools, and professional societies are invited to propose a design-related event as part of the festival. Events can include speakers, panels, guided walks, competitions, demonstrations, interactive sessions, product design, digital design, design for climate change, exhibitions, networking events, product launches, behind-the-scenes tours, open houses and more. If you are unsure what to offer, need a speaker or want to partner with another organization, have questions about programming or want to discuss your event idea or the calendar for your event, please just call us!

• SPECIAL FESTIVAL THEME: *DESIGNING FOR THE FUTURE*

Today's designers must anticipate the future: we encourage events in all categories and in all fields of design that look to the future whether in new design or in preserving and protecting historic design. In addition to possibly receiving a Special Focus designation (see below) events that reflect this theme will receive special consideration for scheduling and visibility during the festival. We are particularly interested in events that respond to the economic, social and environmental imperatives of our city, country and world.

• SPECIAL FOCUS TRACKS

If your event falls into one of the special focus track categories, it will receive an extra track designation in the calendar listings to help attendees find it more quickly. Questions? Please call us.

- ARCHITECTURE AND URBAN PLANNING - Architecture, Placemaking, Preservation
- LANDSCAPE DESIGN AND OUTDOOR LIFE - Landscape architecture, Commercial/Residential
- DESIGN AND SOCIAL IMPACT - Sustainability, Racial Justice, the Environment
- PROFESSIONAL FOCUS - Design Industry, Design Education, Competitions
- HANDMADE DESIGN - Artisanal and Custom Design

• SPECIAL SECTION: DESIGN RESOURCE GUIDE - NO EVENT REQUIRED

Get listed in the "Design Resource Guide" on our website, where you can participate without hosting an event. All Design Resources are encouraged: custom builders, interior designers, furniture makers, textile designers, artists, graphic designers, landscape resources, architects, specialized showrooms and design retailers, muralists, lighting designers, kitchen designers, and others. Listings remain on line for a full year, and include other visibility benefits.

When you are ready, register your event here: <https://tinyurl.com/2024EventRegistration>



Produced by Fusco & Four/Ventures LC, 617-363-0405 bostondesignweek@fuscofour.com

Fees and Participation Benefits

• EVENT HOSTS AND PARTICIPANTS

Events are featured on the official Design Week website and in the online Guidebook, as well as in our eNews and Social Media. See the Benefit Grid on the next page for a quick reference. Online and in the official Guidebook you receive a 75-100-word calendar listing and photo, and any Special Focus designation. Linked to your Calendar Listing is an enhanced web page (Up to 200 words and 3 photos) to showcase your event, speakers or your company or organization in more depth. If you are a Non-Profit Organization, you will also be listed with your logo on our Non-Profit Partners web page. You also receive a full-page ad in the online Guidebook (you are responsible for design of the ad), and a year's license to use the Design Week logo in your marketing. We provide marketing, public relations and media sponsorship for the festival, and your event will be promoted through our extensive advertising and social media channels. Of course, we expect you to promote your event through your own channels as well, cross-promoting Design Week.

Event Host and Participant fees:

Design-Related Business: \$1,800

Non-Profit Organization \$600

Individual Designer, Artist, Trade Professional (no more than 1 employee other than the designer) \$600.

NEW! Individual Designers now also receive a full page ad in the online Guidebook.

NEW WAY TO PARTICIPATE! Individual designer and artisan Open Studio Listing \$350 – ask for details!

NEW WAY TO PARTICIPATE! Purchase a full page ad in our online Guidebook \$500 – reserve a page today!

- Panels and programs featuring more than 3 businesses will incur a fee of \$600 per additional panelist.

- If you are a non-profit organization, but your event features a design-related business, has a commercial focus, or takes place in a commercial location, the business involved must register as a design-related business.

- An additional event or repeat event will incur a discounted fee.

• ONLINE DESIGN RESOURCE GUIDE

In the online Design Resource Guide, you will receive a 75-100-word listing/description of your business (plus contact information). Linked to that listing is an enhanced web page (Up to 200 words and 3 photos) to showcase your business, yourself or your organization. All listings remain online a full year, and can be renewed/updated at a discount. **NEW!** A full page ad in the Guidebook is included.

Design Resource Guide fees:

Design-Related Business: \$1,800

Non-Profit Resource: \$600

Individual Designer Artist, Trade Professional (no more than 1 employee other than the designer) \$600

• A NOTE ON DESIGN WEEK SPONSORSHIPS

Boston Design Week Sponsorships start at the \$3,000 Sponsor level. In addition to supporting Boston Design Week and reaching our targeted audiences through exposure and recognition benefits, Sponsors also have the option of hosting an event with the benefits above, or receive a featured listing in the Design Resource Guide. We are happy to custom-tailor your Sponsorship. Please contact us for details.

Your Participation, Support and Cross-Promotion Make Boston Design Week Possible!

When you are ready, register your event here: <https://tinyurl.com/2024EventRegistration>

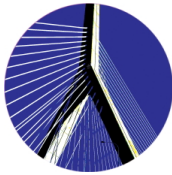
SPECIAL FESTIVAL THEME: *DESIGNING FOR THE FUTURE*

SPECIAL FOCUS TRACKS FOR 2024



LANDSCAPE DESIGN AND OUTDOOR LIFE

- Landscape Architecture
- Commercial/Residential
- Gardens, Pools, Patios
- Playscapes, parks
- Related Areas



ARCHITECTURE AND URBAN PLANNING

- Historic Preservation
- Architecture
- Urban Planning
- Future Design of Our City
- Related Areas



DESIGN AND SOCIAL IMPACT

- Sustainable Design and Recycling
- Design and Racial Justice
- Design with a Social Purpose
- Design and the Environment
- Related Areas



PROFESSIONAL FOCUS

- Design Industry Programs
- New Products and Applications
- Continuing Design Education
- Design Competitions
- Related Areas



HANDMADE DESIGN

- Artisanal Design
- Bespoke and Custom Design
- Hands-On Design Training
- Related Areas

If your event falls into one of the special track categories, it will receive an extra track designation logo in the calendar listings to help attendees find it more quickly.

When you are ready, register your event here: <https://tinyurl.com/2024EventRegistration>

DESIGN WEEK EVENT HOSTS	DESIGN-RELATED BUSINESSES	NON-PROFIT	INDIVIDUAL DESIGNER
Calendar Listing on Boston Design Week Website	Yes*	Yes*	Yes*
Enhanced Event Listing - full page on the Website	Yes*	Yes*	Yes*
Calendar Listing in the Boston Design Week Guidebook	Yes	Yes	Yes
Featured in "Today's Events" Daily Festival Email	Yes	Yes	Yes
Dedicated Facebook Event Posting, and other social media.	Yes	Yes	Yes
Ad in the Online Guidebook	Full Page	Full Page	NEW! Full Page
Two VIP passes to the Design Week Awards - Thursday May 2	Yes	Yes	Yes
Logo Recognition on Website	Sponsors Only	Yes - Non-Profit Partners Page	Sponsors Only
License to use the BDW Logo to market and promote your business	Yes	Yes	Yes
PARTICIPATION FEE:	\$1,800	\$600	\$600
Each Additional Event	\$600	\$400	\$400

DESIGN RESOURCE GUIDE	DESIGN-RELATED BUSINESSES	NON-PROFIT	INDIVIDUAL DESIGNER
Full Year - Listing in the Design Resource Guide on the Website	Yes*	Yes*	Yes*
Full Year - Enhanced Web Page on the Website	Yes*	Yes*	Yes*
NEW! Ad in the Online Guidebook	Full Page	Full Page	Full Page
PARTICIPATION FEE:	\$1,800	\$600	\$600
OPTION - Full Page Ad in the Online Guidebook	\$500	\$500	\$500
OPTION - Host An Open Studio - ask for details!	N/A	\$350	\$350



Produced by Fusco & Four/Ventures LLC, 617-363-0405 bostondesignweek@fuscofour.com

PARTICIPATION REQUIREMENTS

Boston Design Week is the collaborative effort of all of its Participants and Sponsors.

Your participation fees support the tremendous amount of work it takes to create, run and promote the festival. Your support and cooperation maximizes our impact. As an event host or participant in Boston Design Week you agree to:

- Market and promote your event as part of Boston Design Week. Use the Design Week logo and provide a link in your announcements and promotions to www.BostonDesignWeek.com
- Promote Boston Design Week on your website, through your newsletter, email announcements, and social media. Recognize Boston Design Week at your event, and encourage your followers to attend other events..
- Share event follow-up information with us after the close of Boston Design Week to help plan for next year, including a written survey/evaluation.

STEPS FOR CREATING YOUR EVENT

- **Plan An Event** - Need inspiration? Flip through past Guidebooks at BostonDesignweek.com for inspiration or call us to discuss and brainstorm. Let's talk!
- **Schedule Your Event** - One-time, multi-day, or ongoing events can be scheduled anytime Tuesday through Sunday April 23 – May 5. If you have concerns about when to schedule an event, please check with us. Outdoor events should include a rain date. We will make every effort to minimize time and date conflicts.
- **We Love Free Events! – Paid, or free, all events must be open to the public.** If your event is free, you should anticipate 25%-30% or more no-shows, so plan to increase the number of RSVPs you can accept. You may want to charge a small fee (\$5 - \$20) to ensure that your registrants will attend.
- **Register Your Event (s)** - Complete the proposal form for each event you want to offer at <https://tinyurl.com/2024EventRegistration> **by February 16** with as much information as you have. We will follow-up to confirm your participation and work with you to finalize all of the details of your event **by March 1**. All registration and events are subject to approval and submitting a proposal does not guarantee acceptance.

We look forward to collaborating with you to make this the best Boston Design week ever! Please do not hesitate to contact us at 617-363-0405 bostondesignweek@fuscofour.com