OVERVIEW: Over the past few years, we have been cultivating individual brand identities for each of the Chapter’s Signature Events – TOAST!, Leader’s Breakfast, and INawards. Our volunteer graphic designers have been challenged with the need to develop a public relations package for each event that will ultimately reinforce the Signature Event brand that we have worked to build as well as the yearly concept framing each event. These challenges have included; how can we reinforce the brand identity of each event while still developing a story that speaks to the yearly concept, how can we utilize the brand to excite the community through various social media outlets, and how can these messages be formed to integrate into our Chapter brand.

ANNUAL BUDGET: $200-800 per event for printing
**Event Concept**

**Teasers for Pre-Event PR**

**Event Poster**

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**TOAST!**

“Live Colorfully.” If not now, then when?

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**Date**

June 5th | Wednesday

**Location**

Melrose Market Studios | 1538 Melrose Avenue

**Ticket Prices**

<table>
<thead>
<tr>
<th></th>
<th>In Advance</th>
<th>At the Door</th>
</tr>
</thead>
<tbody>
<tr>
<td>IIDA Members</td>
<td>$31</td>
<td>$41</td>
</tr>
<tr>
<td>IIDA Non-Members</td>
<td>$36</td>
<td>$46</td>
</tr>
<tr>
<td>Students</td>
<td>$20</td>
<td>$30</td>
</tr>
</tbody>
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In an effort to raise awareness and funds for the IIDA ‘Marked Up’ Student Scholarships, TOAST! 2013 has added $1.00 to the final ticket prices. Thank you for your continued support of our next generation of design professionals.

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**Powerpoint and Event Decor**

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**Event Banners and Program**

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Northern Pacific Chapter
awards tickets on sale

tickets on sale

awards presentation

awards presentation

award graphic

pre-function projected graphics

pre-function projected graphics

event posters

event posters

Northern Pacific Chapter

Northern Pacific Chapter

Northern Pacific Chapter

Northern Pacific Chapter
SEATTLE
THURSDAY MARCH 13, 2014
7 TO 10 AM
THE GRAND HYATT
721 PINE STREET

SPEAKER
HONNOREE
Rysia Suchecka
NBBJ, Consulting Partner
“A driving force behind NBBJ’s design excellence, Rysia Suchecka has led many of the firm’s most acclaimed projects and has garnered several prestigious interior design awards, including two National AIA Honor Awards for Interior Architecture. Her passion for her work and her intuition about what makes spaces memorable and emotionally rewarding inspires the architects and artists with whom she collaborates.”

Charles Montgomery
Urban Experimentalist, Award-Winning Journalist, & Author of Happy City
How can we be happier in cities? Charles Montgomery looks for answers at the intersection of urban design and the new science of happiness. In psychology, neuroscience, and behavioral economics, and in cityscapes from Disneyland to Dubai, he explores the link between the ways we design our cities and the ways we think, feel, and act. His work demonstrates how each of us can change our own lives by changing our relationship with the cities we inhabit. It raises issues most of us have avoided for too long. Do we live in neighborhoods that make us happy?

http://seattleleaders14.eventbrite.com
WELCOME TO REVEAL '13: A PRODUCT EXPO

NEW PRODUCT

CONNECT, EXPLORE, EDUCATE, GROW, EQUIP, DISCOVER, NETWORK, LEARN

WELCOME TO REVEAL '13: A PRODUCT EXPO

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Day of Event Schedule

9:30 - 11:30am
Morning "Happy Hour" Coffee Available (Lincoln Ballroom and Mezzanine)

10:00am - 4:00pm
Expo (Lincoln Ballroom and Mezzanine)

10:00am - 7:00pm
INawards People's Choice Voting (Art Gallery Foyer)

12:00 - 1:00pm
CEU (Landau Room)

1:30 - 2:30pm
INW Campus Center Panel Discussion (Landau Room)

3:00 - 3:30pm
INW Campus Center Presentation & Networking (Art Gallery Foyer)

4:00 - 7:00pm
Networking "Happy Hour" Reception (Lincoln Ballroom and Mezzanine)

New products, education, networking

See the back for a detailed schedule!

Drink tickets - logo on front, sponsor on back

Booth, directional arrow and map signage for the day of the expo

Postcards handed out prior to the event

Special Thanks to our Event Hosts:
Happy Hour: Kayser Wesner, Milliken
Morning Happy Hour: Momentum Group, Mannington/3-Form, Daltile, Du Graf Associates, Inc., The Masonry Center
CEU: OfficeMax Workplace

Lincoln Mezzanine
Lincoln Ballroom