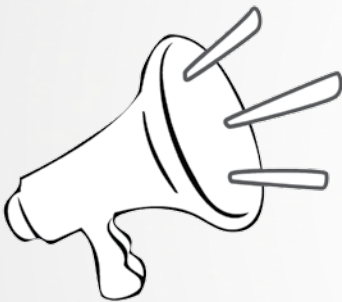




General

Study association i.d is the study association of the Faculty of Industrial Design Engineering at the Delft University of Technology and has a mere 2800 members – from first-year to master students. The information desk that connects to our boardroom serves as a link to the faculty and together with the broad range of activities that we host this builds a strong connection between the study association and the students. We have different activities for either specific groups or all members together. The publications that we make are distributed for free to all members. Furthermore, we offer our members the opportunity to get acquainted with the future industry and work life. By means of promotion and activities your company can reach our students successfully.

In this folder you will find the opportunities that we offer for your company to connect with our students. The various opportunities can be subdivided into three categories. Each category has its own logo and is defined as follows:



Crowd

This category entails all promotional ads in our publications, logos on printed matter and linking your name to –a part of – an activity. With these opportunities you will reach a large crowd and make name among the students.



Contact

Although direct contact with students might reach a smaller group of companies, the contact is much more in-depth. Think for example about speed dates, a business fair or giving lectures of workshops.



Cases

Cases are an excellent opportunity to gain the most from both students and your company. Therefore you will also find information about doing (collaborative) cases. These cases could take place at our faculty or your company site.

In order to create an ideal package, we suggest combining all three categories.

Aside from the possibilities mentioned from here onwards, it is always possible to discuss other ways of collaborating, for example through the exchange of services, materials of knowledge.

If you have any questions or would like to know more about the various possibilities, feel free to contact us.

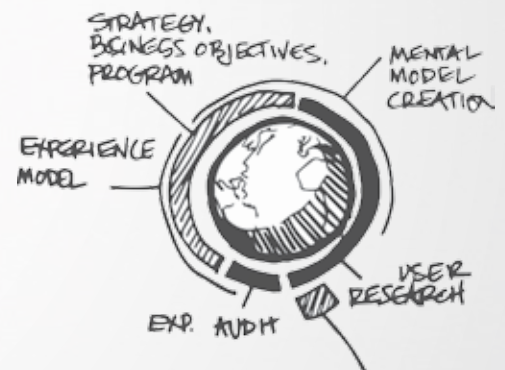
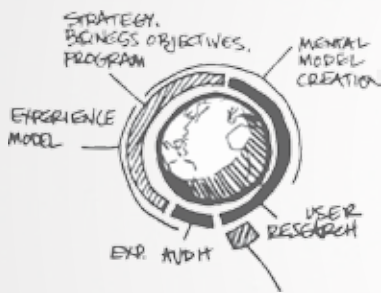


Industrial designers in a nutshell

To get a better view of who we are and what we do here is a short introduction to get to know our education. This way you'll have an image of what our students learn and what they might be able to do for your company. Hopefully, this offers you some insight and you can judge yourself how useful a collaboration could be.

Bachelor

During the bachelor, students learn about all aspects of industrial design. Ranging from design methods, brainstorming, doing research, statistics, mechanics, marketing, economics and user tests, there is a lot to take in. Furthermore the fundamentals for some skills are introduced, such as design drawing, CAD modeling and making use of several software packages. When done with their bachelors, the students are capable designers. However, to specialize themselves within a field of design, most of them will follow up with one of our three master directions.



Interaction

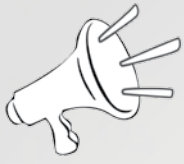
Students studying Design for Interaction (DFI) study the interaction between products, users and their environment. They are very skillful in visualizing their insights from research and translate these insights into important values during product development.

Productdevelopment

Students studying Integrated Product Design (IPD) learn more about the technical side of product development, for example, generating new mechanical systems and solving technical challenges, optimizing production methods and material usage and guaranteeing optimal dimensions.

Strategy

Students studying Strategic Product Design (SPD) specialize in developing innovation strategies. Furthermore, they focus on market and industry research in order to develop products and services that are strategically and successfully placed into the market, thereby creating a competitive advantage for companies.



IO Business fair

For over 10 years now the IO business fair (IOB) takes place annually. This unique fair focuses on the field of Industrial Design Engineering and takes place within our own faculty. During this two-day fair over 40 companies present themselves to both bachelor- and master students. This fair creates the ideal opportunity for you, students, and other professionals to connect with each other.



Stand

With a stand you can show students what your company has to offer. Furthermore, students can present their portfolios to you in order for you to get acquainted with his or her skills and attributes.

The stands are set up in the central hall of the faculty to create maximum exposure to all employees and students within the faculty.

1 day

2 days



Speed dates

Aside from the stands on the fair, the study association offers you the opportunity to have 1-on-1 personal conversations with students; your company could hosts speed dates for about 15 students. Every individual conversation lasts 10 to 15 minutes. During this conversation you could talk about possible internships, graduation project or other job openings.

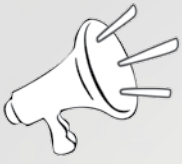


Promotional lecture

During the IO business fair several lectures take place. Your company could present itself during a lecture to employees and students.

These lectures could for example concern different work methods, projects or a specific branch of the company.

The logos of all collaborating companies will be placed on all promotional materials. Aside from this all companies will be described on the website and in the program that visitors will receive.



Turn The Page

Study association i.d has its own magazine; 'Turn The Page'. This magazine is distributed to all members and alumni of Industrial Design Engineering. Furthermore, the magazine is sent to companies in related work fields. Turn The Page is not only a magazine about the study association. It is first and foremost a magazine covering the professional work field of Industrial Design Engineering. It contains interesting articles, interviews and topics that will speak to the imagination of both students, alumni and others.



Promotional ad

We offer promotional ads for your company of either a half or a whole page. This ad can be designed by yourself and can hold whatever message you want to convey.

1 page
1/2 page

Do you prefer other ways of advertising in our magazine? For example by enclosing a flyer? We are always happy to discuss the different opportunities.



Advertorial

An advertorial in the Turn The Page is a two-page spread that is collaboratively designed with your company and our committee.

This advertorial could be an interview or an article written by you. The committee will take care of the lay out in order to match it with the style of the magazine.

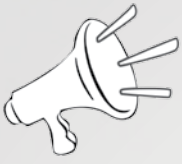


Colophon

On the first page of the magazine the colophon is placed, in which everyone that contributes to the magazine in any way is mentioned.

Your company could be mentioned in this colophon. This would happen for one year; four magazines.

Copies	6900
Editions each year	4
Print specifications	Full-colour
Size	220x280 mm



Yearbook

Every autumn the yearbook is released. In this bound, full colour book an overview is given of all activities of Study association i.d throughout the past study year. The yearbook does not only focus on the study association but also deals with developments within the industry.

The yearbook is an important channel for the study association to communicate the various events, activities and committees. Students often use it to review what they can expect from next year, and look back at what has happened.



Promotional ad

A promotional ad gives your company the opportunity to present itself in our yearbook.

This ad can be designed by yourself and can hold whatever message you want to convey.

- 1 page
- 1/2 page
- 1/4 page



Advertorial

In the yearbook one chapter is reserved for advertorials from companies in the industry. These advertorials discuss the company and possible career opportunities.

For an advertorial your company would deliver the content text-wise. We will then make sure this fits with the layout and style of the yearbook.

- 1 page
- 2 pages
- 4 pages



Missing faces

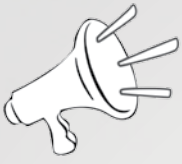
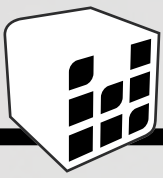
The face book is a chapter within the yearbook in which all first-year students are shown with their name and picture.

Because not all students have a picture available, there are some spots to fill. You could fill these spots with your company logo.

150x filling missing faces

€

Copies 1300
Free for members
Print specifications Full Colour



Agenda

Study association i.d distributes an agenda to all first year students. Furthermore, students can collect a free agenda at any time. The agenda is used daily by many students and is therefore a great opportunity to broadcast the various activities of the study association. It is also a good opportunity for your company to create some exposure. The agenda is distributed at the start of the study year, together with the yearbook. It is possible to create a combination between these two publications in order to generate maximum exposure. If this is something you are interested in we are happy to talk about that.



Promotional ad

We offer promotional ads for your company of either one page or a two- page spread.

This ad can be designed by yourself and can hold whatever message you want to convey.

1 page
2 pages

Promotional line

In the agenda we offer the possibility to put a small line of text on specific dates. These could for example communicate events that you host and would like students to be part of.

This way you can make sure these events are already in the agenda.

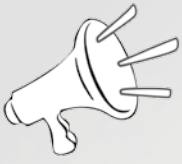
Logo

It is also possible to place a logo or message with your own layout in the agenda.

These can be placed in the banner on top of a page or in the weekend boxes at the bottom.

2x in Weekend
4x in Banner

Copies 500
Print specifications Black/White
Release August



IO Festival

IO festival is the largest annual music festival in the Netherlands that is organized by students. During this 8-hour event a broad range of bands and acts contribute to a buzzing night at the various stages. IO festival is the largest event of Study association i.d and is an excellent and low-key way of introducing your company to students. The promotional posters are distributed throughout Delft. The festival is visited by approximately 1700 students during a night in May.



Printing

Various kinds of printed goods are being distributed throughout Delft.

This also includes the festival website (www.iofestival.com).

Logo on B1 Poster

1000 pieces

Ad in Programme

1800 pieces

Logo on Banner

Banner website



T-shirts

A full week before and during the festival the committee, two boards and several supporting committees will wear the festival crew-shirt.

It is of course possible to place your company logo on these shirts. During the week about 50 people will be wearing these shirts continuously and during the festival, this number will be much higher.

Front

Back



Stage & Coins

Your name can be connected to one of the bars of stages during the festival. This will be highlighted in the programme, the maps and the on-site routing.

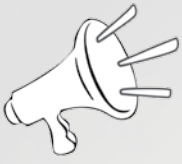
Food and beverages are bought with coins or special festival credit cards. One side can hold your company logo.

Name small stage

Name large stage

Logo on coins

The logos of all collaborating companies will be shown in all promotional activities. Furthermore, these companies will be described on the website and in the program that visitors will receive.



Eerstejaarsweekend

Each year Study association i.d organizes an introduction weekend for the new first-year students Industrial Design Engineering. During this weekend in August they get acquainted with their study and their fellow students. This is the first moment that these students can be reached and therefore an excellent opportunity to highlight your company. The weekend is attended by approximately 250 first-year students and 50 student mentors.



T-shirts

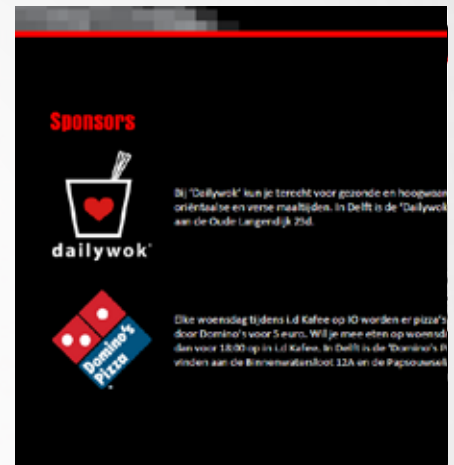
During the weekend each student and student mentor receives a T-shirt that they are supposed to wear at all activities. The front of the t-shirt will hold the logo of the Freshmen's weekend. The back is available to place your company logo.

10x10 cm
20x20 cm



Cups

Each participant receives a plastic cup with the logo of the freshmen's weekend. There is also space to place your company logo. These cups will be used during the weekend and students take them home afterwards to continue using them.



Website

The website is the only way for us to communicate with the first-year students before the freshmen's weekend. And therefore all the information about the weekend is placed on this website. Your company can be mentioned on this website.

Aside from the possibilities mentioned above it is also possible to support us by providing materials, food or products to put in the goodie-bag. Ask us about the possibilities.



Cases

It is possible to have a group of master students visit you to work on specific cases that have been designed beforehand. For you this creates an in-depth introduction with students from Industrial Design Engineering, their skills and ideas. For the students this is an excellent opportunity to put their knowledge to practice. The results from these cases will become property of the participating companies.



Cases on Tour

It is possible to have a group of master students visit you to work on specific cases that have been designed beforehand. For you this creates an in-depth introduction with students from Industrial Design Engineering, their skills and ideas. For the students this is an excellent opportunity to put their knowledge to practice. The results from these cases will become property of the participating companies.

One-Day-Case

Cases on Tour depends on a strict planning and takes place at a fixed moment in the year. One-Day-Cases, however, can take place at any time. The cases can take place at either your company or our faculty. 20 students will work on the proposed case for a full afternoon. At the end of the day, the results will be presented by the students.



Speed dates

If you are looking for students to fill your vacancies for graduation research, internships or available jobs, hosting speed dates can provide you with valuable information about our students. During the speed dates you get to meet students that you have selected beforehand in private conversations in order to see if they would fit your company.



Multiple companies

A few times a year speed date sessions are organised with multiple companies. Students apply by handing in their portfolio and motivational letter. You can select six students based on these documents.

After the speed dates we close the session with some drinks together with all the participating students and companies.

One company

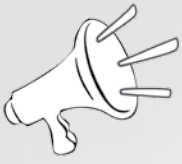
To make sure that you can meet as many students as possible it is also an option to organise speed dates for your company solely. You can then select 15 students based on their portfolios and motivational letters and you can meet them in private conversations.

This event is also closed with drinks together with all participating students.

IOB

During the IO Business fair it is also possible to engage in speed date sessions. Students will be actively looking for available spots in your company and are therefore eager to participate.

The logos of all collaborating companies will be shown in all promotional activities. Furthermore, these companies will be described on the website.



Website en Balie

Two channels that are used regularly are the i.d website and our desk. The website is frequently updated with photos and (promotional) information about events and activities. Furthermore, the website holds the online face book of all members.

The desk serves as a connection between the study association and the faculty and its students and employees. Students can approach the study association with questions about education or our activities. Furthermore the desk is used to sell tablets, gadgets, dust coast and workshop shoes.



Banner Website

Your logo will be placed in the banner the right upper corner of the website and will always be shown, regardless of the page the visitor is on.

Size 330 x 60 pixels

per Quarter



Online face book

Members of our study association can login to view the online face book that holds information about all members. Because not all students have a picture available, there are some spots to fill. You could fill these spots with your company logo.

per Quarter



TFT-screen

The desk is equipped with a TFT-screen. Activities and items for sale are announced on this screen.

It is possible for your company logo to appear on this screen as well.

per Half year
per Year