



DIFFA's DINING BY DESIGN

DINING BY DESIGN CONTACT INFORMATION

DIFFA Chicago
Karen Hyland- Administration
222 Merchandise Mart, Suite 939
Chicago, IL 60654
Phone 312-644-6412
Fax 312-644-6413

We hope to make this as easy and rewarding for you as possible.

LOCATION

Merchandise Mart
8th Floor

EVENT DATES

November 6, 2008
COCKTAILS BY DESIGN
5:30 PM - 8:30 PM

November 7, 2008
OPEN HOUSE for the PUBLIC
10:00 AM - 2:00 PM

November 8, 2008
TABLE HOP & TASTE
11:00 AM - 3:00 PM

November 8, 2008
DINING BY DESIGN GALA
7:00 PM - 11:30 PM

DIFFA is thrilled that you have chosen to join us for DINING BY DESIGN Chicago! Your participation is integral to the event's creative and financial success.

Enclosed please find important forms that will ensure everything runs smoothly before during and after the event. Please review the Exhibitor/Designer Manual for specific guidelines for this event. These guidelines will help ensure that you have a rewarding experience throughout the event. Hopefully they answer most of your questions, but feel free to contact DIFFA Chicago if you have additional concerns or need clarification on any point.

Also, please pay close attention to the deadline noted on each form.

The DIFFA team looks forward to working with you and being inspired by your creative table environment!



Designer Guidelines

IMPORTANT DATES FORMS DUE

October 1, 2008

Contact Form
Table Sketch Guidelines/Ad
Specifications

October 6, 2008

Table Specifics
Installation & Dismantling
Labor Request Form
Exhibitor Appointed Contractor
Form
Permanent Tenant Move Form

October 10, 2008

Load In, Set-Up & Load Out
Schedule

October 22, 2008

CBD/TH&T Ticket Form
Silent Auction Donation
Form

October 29, 2008

Gala Guest List
Staffing Form
Inventory Form

SPONSORS, PLEASE COMPLETE THE FOLLOWING FORMS:

- Contact Form
Due: Wednesday, October 1
Provide contact information to ensure proper listing and spelling on all promotional materials.
- Silent Auction Donation Form
Due: Wednesday, October 22
Notification of all Donation items from your table or from elsewhere to the silent auction benefiting DIFFA/Chicago.
- CBD or TH&T Ticket Form
Due: Wednesday, October 22
Provide ticket preference for either CBD, TH&T or combination of both.
- Gala Guest List
Due: Wednesday, October 29
Provide names of guests dining at your table (total of 10). You will also receive ten invitations for you to formally invite your guests.



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DESIGNERS, PLEASE COMPLETE THE FOLLOWING FORMS:

- Table Sketch Guidelines/Ad Specifications
Due: Wednesday, October 1
All participants can include a sketch of your table in the program book. Include the cover sheet provided with your final table sketch. Gold and Silver sponsors are eligible to submit a full page as in the program. **THIS IS A FIRM DUE DATE AS THE PROGRAM MUST GO TO PRINT.**
- Table Specifics
Due: Monday, October 6
Completion of this form ensures successful installation of our table.
- Installation & Dismantling Labor Request Form
Due: Monday, October 6
Use this form if you require assistance in installing or dismantling your display.
- Exhibitor Appointed Contractor Form
Due: Monday, October 6
This form must be used if you plan to hire an independent contractor or display house rather than the services provided by the Merchandise Mart.
- Permanent Tenant Move Form
Due: Monday, October 6
If you plan to use product located in a showroom of the Merchandise Mart or Apparel Center, work with the showroom to complete this form, ensuring usage and prompt delivery of their (s), including chandeliers.



DBC Designer Guidelines

IMPORTANT DATES FORMS DUE

October 1, 2008

Contact Form
Table Sketch Guidelines/Ad
Specifications

October 6, 2008

Table Specifics
Installation & Dismantling
Labor Request Form
Exhibitor Appointed Contractor
Form
Permanent Tenant Move Form

October 10, 2008

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Schedule

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DESIGNERS, PLEASE COMPLETE THE FOLLOWING FORMS:

- Load-In, Set-Up & Load-Out Schedule
Due: Friday, October 10
Completion ensures proper delivery of your product to the Merchandise Mart, and the Mart to correctly transfer it to its proper table location.
- Inventory List
Due: Wednesday, October 29
Provides assistance with keeping track of products used in your display and values for your insurance purposes. Please be aware that we cannot guarantee that your items will not be lost, stolen or damaged: one-of-a-kind or irreplaceable objects should be used at your own discretion.
- Staffing Form
Due: Wednesday, October 29
Provides the Mart security with a list of all personnel involved with delivery and set-up of your table. All listed will receive security tags; only those with tags will be allowed in to the venue. There will be no exceptions.

Please feel free to call the DIFFA/Chicago office at: 312-644-6412 if you have any questions and concerns regarding the event. Once again, thank you for participating in DIFFA'S DINING BY DESIGN!

DIFFA'S DINING BY DESIGN Chicago Contact Form

Please return the completed form by **October 1**
This is how your name will appear in all printed materials.

TABLE NAME: _____

LEVEL: _____

SPONSOR(S): _____

Company Name

Main Contact Name

Address

City/State/Zip

Phone

Fax

Email

DESIGNER: _____

Company Name

Contact Name

Address

City/State/Zip

Phone

Fax

Email

Complete and return to:
DIFFA/Chicago
222 Merchandise Mart, Suite 939 Chicago, IL 60654
312.644.6412 phone / 312.644.6413 fax
info@diffachicago.org

DIFFA'S DINING BY DESIGN Chicago Table Sketch Guidelines/Ad Specifications

Please return the completed form by **October 1**

Designer: _____

Sponsor: _____

Contact: _____

Phone: _____

Please include this cover sheet with your FINAL table sketch

- ♣ This sketch will be used in the program guide
- ♣ If your sketch is hand-drawn, please send ORIGINAL sketch via mail to address below
- ♣ Your sketch will be scanned, therefore please use ink rather than pencil, or trace over pencil with ink – we will not do this for you.
- ♣ If your sketch is computer-generated, please email the high-resolution (300 dpi) illustrator or photoshop eps file to info@diffachicago.org

Program Guide ad specifications

- ♣ Trim Size: 7" x 9"
- ♣ Full Page Live Area Live Area: 6 1/2" x 8 1/2"
- ♣ **Black and White Only**
- ♣ NO Bleed ads
- ♣ Printing Method: Offset
- ♣ All materials must be supplied as digital files 200dpi PDF, EPS or QuarkXpress 6.0,
- ♣ Supply all support art & fonts or embed into files
- ♣ Pagemaker, PowerPoint or Publisher NOT ACCEPTABLE
- ♣ DIFFA reserves the right to reject artwork or copy that it considers objectionable or inappropriate

Please return the completed form and sketch to:
DIFFA/Chicago
222 Merchandise Mart, Suite 939 Chicago, IL 60654
312.644.6412 phone / 312.644.6413 fax
info@diffachicago.org

DIFFA'S DINING BY DESIGN Chicago Table Sketch Guidelines/Ad Specifications

Please return the completed form by **October 1**

Designer: _____

Sponsor: _____

Contact: _____

Phone: _____

Please note that your entire installation must fit into a **10'x10'** area. The height restriction is **7'8"**. Any variations must be approved in advance.
NO EXCEPTIONS WILL BE MADE ONSITE.

Please circle your answers and provide the most complete and detailed information possible.

1. **What shape table are you using?** ROUND SQUARE RECTANGLE OTHER _____
2. **What are the exact dimensions of your table?** _____
3. **Do you have a platform?** YES NO **If yes, exact size?** W _____ H _____ D _____
4. **Will you need electricity?** YES NO **If yes, from:** ABOVE FLOOR LEVEL
5. **Will you be hanging any items from the ceiling?** YES NO
If yes, what? _____ **Weight?** _____ (LIMIT 30 BS)
Please see electrical services section of the Exhibitor/Designer Manual for additional guidelines
6. **Will you have a tent or other framed structure?** YES NO
If yes, exact size? W _____ H _____ D _____
Please see Exhibitor/Designer Manual for additional guidelines
7. **Will your space have any partitions?** YES NO
If yes, how many? _____ **Exact size?** W _____ H _____ D _____
Please provide brief description (translucent, solid, material, etc.)

Please see Exhibitor/Designer Manual for additional guidelines
8. **The Merchandise Mart is willing to provide your table area with three spotlights. Would you like to use these?** YES NO

**The complete and accurate completion of this form is crucial
for the successful installation of your table!**

Please complete and return to:

DIFFA/Chicago

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312.644.6412 phone / 312.644.6413 fax

info@diffachicago.org

DIFFA'S DINING BY DESIGN Chicago CBD/TH&T Ticket Form

Please return the completed form by **October 22**

Designer: _____

Sponsor: _____

Contact: _____

Phone: _____

You may choose all CBD tickets, all TH&T tickets or a combination of tickets.

Each CBD ticket is worth two (2) TH&T tickets.

Example: A Silver Host chooses 2 CBD tickets & 8 TH&T tickets.

Platinum Host Tables

- (20) COCKTAILS BY DESIGN Tickets or (40) TABLE HOP & TASTE Tickets or a combination of tickets for both events

Gold Host Tables

- (10) COCKTAILS BY DESIGN Tickets or (20) TABLE HOP & TASTE Tickets or a combination of tickets for both events

Silver Host Tables

- (6) COCKTAILS BY DESIGN Tickets or (12) TABLE HOP & TASTE Tickets or a combination of tickets for both events

Bronze Host Tables

- (4) COCKTAILS BY DESIGN Tickets or (8) TABLE HOP & TASTE Tickets or a combination of tickets for both events

COCKTAILS BY DESIGN: _____

TABLE HOP & TASTE _____

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DIFFA's DINING BY DESIGN Chicago Silent Auction Donation Form

Please return the completed form by **October 22**

Table Name: _____

Donator Contact Person: _____ Phone: _____

Following is the list of items being donated to the Dining by Design Silent Auction. Please Print.

Donor Name _____ Item Name _____

Item Name _____ Value _____

Value _____ Description _____

Description _____

_____ Donor Name _____

Donor Name _____ Item Name _____

Item Name _____ Value _____

Value _____ Description _____

Description _____

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222 Merchandise Mart, Suite 939
Chicago, IL 60654
Phone 312.644.6412 Fax 312.644.6413
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Donor Name _____

DIFFA'S DINING BY DESIGN Chicago Gala Guest List

Please return the completed form by **October 29**

Table Name: _____

Table Sponsor: _____

Following is the list of people who will dine at my table. (Total of ten)

Name _____

Name _____

Address _____

Address _____

City _____ State _____ Zip _____

City _____ State _____ Zip _____

Phone _____

Phone _____

Name _____

Name _____

Address _____

Address _____

City _____ State _____ Zip _____

City _____ State _____ Zip _____

Phone _____

Phone _____

Name _____

Name _____

Address _____

Address _____

City _____ State _____ Zip _____

City _____ State _____ Zip _____

Phone _____

Phone _____

Name _____

Name _____

Address _____

Address _____

City _____ State _____ Zip _____

City _____ State _____ Zip _____

Phone _____

Phone _____

Name _____

Name _____

Address _____

Address _____

City _____ State _____ Zip _____

City _____ State _____ Zip _____

Phone _____

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DIFFA'S DINING BY DESIGN Chicago Staffing List

Please return the completed form by **October 29**

Designer: _____ **Sponsor:** _____

Contact: _____ **Phone:** _____

Please provide a list of all personnel involved with delivery and set-up of your table. All listed will receive a security tag; only those with tags will be allowed into the venue. There will be no exceptions. This is for the security of the event and your valuables. Please provide your staff with the following hours:

Load-In:	Tuesday, November 4	8am – 3pm
Set-Up:	Wednesday, November 5	8am- 5pm
	Thursday, November 6	8am –12pm
Breakdown:	Monday, November 10	8am – 4pm

Name _____ Name _____

Address _____ Address _____

City _____ State _____ Zip _____ City _____ State _____ Zip _____

Phone _____ Phone _____

Name _____ Name _____

Address _____ Address _____

City _____ State _____ Zip _____ City _____ State _____ Zip _____

Phone _____ Phone _____

Name _____ Name _____

Address _____ Address _____

City _____ State _____ Zip _____ City _____ State _____ Zip _____

Phone _____ Phone _____

Name _____ Name _____

Address _____ Address _____

City _____ State _____ Zip _____ City _____ State _____ Zip _____

Phone _____ Phone _____

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