

What is the Dallas Modern Expo?



■ **The Dallas Modern Expo, *The Premier Texas Modernism Show***, is a two-day exposition and sale of 20th century modern furniture and decorative arts with an emphasis on the mid-century. The event is sure to appeal to serious collectors as well as modern aficionados. This show and sale features the highest quality 20th century modern furniture and decorative arts.

■ **The Dallas Modern Expo Preview Night Party** on Friday is a elegant, high energy, high-spirits evening, where guests have the opportunity to purchase merchandise exhibitors have saved especially for this show and bid on many of the wonderful items that have been donated for a special silent auction.

■ **The DME Modern Lecture Series** will be held in conjunction with the **Dallas Modern Expo** and will feature nationally known speakers lecturing on topics to include architecture, decorative arts, fashion, and landscape design.

What is the goal of the Dallas Modern Committee?

The Dallas Modern Committee is dedicated to promoting knowledge, awareness, and appreciation of modern architecture and design in Dallas and Texas. The committee advocates the preservation of this cultural legacy and seeks support from its members and fellow modern enthusiasts in achieving this goal. We not only celebrate the cultural legacy of the recent past while embracing the present, but also look to the future and encourage continuity within the spirit of modern design and innovation.

Through Preservation Dallas, the Dallas Modern Committee works hard to assemble a variety of events for those interested in modern architecture and design. The committee's programs include the exchange of information, documentation of cultural resources, seminars, lectures, exhibitions, study tours, and preservation advocacy.

Who benefits from the Dallas Modern Expo?

Support of the Dallas Modern Expo enables Preservation Dallas to further inspire residents through education to invest in modern buildings. From rescuing historic landmarks to building community awareness, Preservation Dallas has been successful in its mission of preservation and revitalization. Our organization works with both public and private entities to ensure that the legacy of 20th Century architecture and design does not go unnoticed.

Who attends the Dallas Modern Expo?

Last year, we hosted over 500 people. We expect a significant response from across the Southwest. With increased media coverage in both Houston and Dallas, our 2006 event has a potential to reach over 1 million readers.

Dallas Modern Expo - October 13-15, 2006 – Dallas Market Hall

www.preservationdallas.org

214-821-3290

DALLAS MODERN EXPO
FRIDAY, SATURDAY AND SUNDAY OCTOBER 13TH, 14TH AND 15TH



BECOME A SPONSOR OF THE PREMIER MODERNISM SHOW OF TEXAS!

HERITAGE SPONSOR - \$10,000

- Full page inside front cover advertisement in event program
- Name and logo on publicity posters, event banners, signage and 3,000 mailed invitations
- Invitation for twelve to Preview Party and weekend Exposition
- Invitation for twelve to Modern Lecture Series
- Featured as the Major Sponsor in all publicity material
- Logo and website link on preservationdallas.org web page
- One year Corporate Membership
- Six tickets to the Preservation Dallas Fall Architectural Tour

PRESERVATIONIST SPONSOR - \$5,000

- Full page inside back cover advertisement in event program
- Name and logo on publicity posters, event banners/signage and 3,000 mailed invitations
- Invitation for ten to Preview Party and weekend Exposition
- Invitation for ten to Modern Lecture Series
- Featured as a Major Sponsor in all publicity material
- Logo and website link on preservationdallas.org web page
- One year Corporate membership

Name _____ Contact Person _____
as it should appear in publications

Address _____
city state zip

Phone _____ Fax _____ E-mail _____

Check enclosed in the amount of _____ Please charge to my _____ VISA _____ MasterCard

Card Number _____ Expiration Date _____

I/We are unable to attend, but wish to make a tax-deductible contribution of _____

I/We prefer NOT to be listed in publications

Make checks payable to Preservation Dallas • 2922 Swiss Avenue • Dallas, Texas 75204
Sponsorship confirmations can be faxed to 214-821-3573 • Telephone 214-821-3290

DALLAS MODERN EXPO
FRIDAY, SATURDAY AND SUNDAY OCTOBER 13th, 14th AND 15th



BECOME A SPONSOR OF THE PREMIER MODERNISM SHOW OF TEXAS

CONSERVATOR SPONSOR - \$2,500

- *Full page* advertisement in event program
- Name and logo on all publicity posters, banners, signage and 3,000 mailed invitations
 - *Invitation for six* to Preview Party and weekend Exposition
 - *Invitation for six* to Modern Lecture Series
- Logo and website link on preservationdallas.org web page

MODERNIST SPONSOR - \$1,500

- *Half page* advertisement in event program
- Name and logo on 3,000 mailed invitations
- *Invitation for six* to Preview Party and weekend Exposition
 - *Invitation for six* to Modern Lecture Series
- Logo and website link on preservationdallas.org web page

COLLECTOR SPONSOR - \$1,000

- *Quarter page* advertisement in event program
- *Invitation for four* to Preview Party and weekend Exposition
 - *Invitation for four* to Modern Lecture Series
- Logo and website link on preservationdallas.org web page

PATRON SPONSOR - \$500

- *Name listed* in event program
- *Invitation for two* to Preview Party and weekend Exposition
 - *Invitation for two* to Modern Lecture Series
- Complimentary copy of AIA Guide to Dallas Architecture

Name _____ Contact Person _____
as it should appear in publications

Address _____
city state zip

Phone _____ Fax _____ E-mail _____

Check enclosed in the amount of _____ Please charge to my _____ VISA _____ MasterCard

Card Number _____ Expiration Date _____

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