



Logomark I designed following an elevator button motif. I wanted to make a mark that could be applied in either the horizontal or vertical orientation, depending on the placement context. With the conference running continuously for the past 15+ years, many regulars are still surprised when I point out that there are two versions, which I take as a sign of success.

### The Lobby Conference beach towel print specification

35" X 68" towel boundary

30" X 50" printing boundary

"weighted" volume of logo pattern

center of blanket is center of weighted volume, not center of orange logo

artwork provided is 100% of print size

color specification:  
orange: PANTONE 1575 C  
gray: PANTONE 421 C

### The Lobby embroidery placement for tote

logo scale: 100% of source artwork  
approx. 86 mm H x 52 mm W

color: same as inner liner

approx. 36.5 mm from both edges - centered

approx. 30 mm from bottom



Example specification sheets and proofs for just a small part of the branded swag from the first couple of years. I couldn't resist the Louis Vuitton homage for the beach towel. We were able to convince the iPod group at Apple to custom etch our logo, which was nice.

## The Lobby 08

iPod Nano logo etching reference



Artwork provided is 100% of etch size. The example image shown here is not to exact scale - provided for placement reference only.

**Logo size (approx):**  
14.8 mm wide X 8.9 mm high

**Placement:**  
Horizontally centered, top of logo approx. 7 mm from top of device

**Logo artwork filename:**  
Lobby08\_nanologo\_art.eps

In 2008, the orange iPod nano was a great brand fit. Shown here are specification sheet and the final result.



## Conference Schedule and Information Throughout

By STEPHEN LEEVEE

KOAHLA COAST – Remember the good old days when all the news that was fit to print, was all the news you'd get. Those newspapers were gold. So too is this one. The Lobby Star-Bulletin contains everything you need to know about your next three days here on Hawaii's Big Island. On page three you'll find the schedule for this year's Lobby conference. Page four contains the maps you need to get around. Feel free to pull pages three and four out and take them with you. They'll get you where you need to be when you need to be there.

As you can see from the schedule, there's a lot going on this year. We've got a packed schedule -- starting at 8 am and running until 2 am, if you've got the stamina. And we've got an equally packed schedule for your companions and families this year.

In an effort to assure that you make the most of this year's Lobby conference, we'd like to point out a few features of note:

### Lobby Headquarters

Lobby headquarters are located in the Paniolo Hospital-Room just off of the hotel lobby. Open from 8 am to 2 am, Lobby HQ will be staffed at all times with folks who can answer any questions you have. Headquarters are also doubling as a digital media hub this year, hosting the Xbox 360 Gameroom courtesy of XNA, as well as the Digital Photography Annex courtesy of Microsoft. Additional details on the Lobby HQ can be found on page 2.

## Two "User-Generated" Conversation Sessions to be Held This Year

### Lobby Organizers Succumb to Pressure for More Talk, Less Action

By O'WIN TOMISS

MENLO PARK – Feedback from attendees of last year's inaugural Lobby Conference convinced conference founder and organizer David Hornik to increase the talk time and back off of the games, according to inside sources.

In a statement at a press conference recently held at the offices of August Capital on Sand Hill Road, Hornik was not directly forthcoming about the reasons for his decision, stating only that, "The conversation aspect of the conference is, in fact, the primary purpose. In that spirit we will have two sessions this year dedicated to this open talk format."

The Star-Bulletin received an anonymous tip from a "close colleague" of Mr. Hornik's who asked not to be named. The tipster also provided documents from the post-conference survey taken after the conference last year. In this summary, a significant number of attendees said they "liked" the open dialog session with their colleagues more than they

### Lifetime Digital Motherslick Family Program

In an effort to continue to make The Lobby conference the favorite conference of your wives and husbands, children, and companions, we have added a bunch of resources for the folks who've accompanied us to the Big Island this year. With the help of Lifetime Digital/Motherslick, your companions will be treated to some great meet and greets, massages, smoothies, and a whole lot more. Check out the details of the Family Program below, as well as on the schedule on page 3.

### Dine Around Town

Friday evening is your chance to grab a small group of people for dinner in and around the Big Island. Where you go and with whom is entirely up to you -- you guys are on your own. But in an effort to help facilitate that process, we've made a bunch of reservations around town at a wide variety of restaurants. To get a sense of the restaurant choices available, check out the reviews on page 5. Then make your way to Lobby HQ, where you can sign up for the restaurant of your choice. Be sure to sign up by noon on Friday so that we can confirm the reservations we need to meet everyone's needs.

We couldn't be more excited about this year's Lobby program. Thanks for giving the Lobby Star Gazette a careful read. We'll see you around the Orchid.

## TAKING THE BULL BY THE HORNS, HORNIK LAUNCHES LOBBY CONFERENCE



GENSI DRISKELL FOR THE LOBBY  
David Hornik, founder of the Lobby Conference, and Craig Syverson, Creative Director, open the inaugural conference last year with a misguided homage to old media.

### Huge Majority Return to Big Island To Give it One More Try

KOAHLA COAST – After a risky inaugural run in 2007, The Lobby conference returns to the Fairmont Orchid on the Big Island this week. Unlike other executive conferences, The Lobby conference does not curate a lineup of brand name keynote speakers, nor does it amass panels of experts to opine on the state of technology. In fact, The Lobby conference does not boast a single pundit, shipped in to wow the crowds. Rather, each attendee of The Lobby conference serve as keynote, pundit and panelist.

The roots of the Lobby conference can be found throughout the ranks of technology confabs. The Lobby's forefathers include the likes of Agenda, DEMO, Etech, All Things Digital -- but the deepest Lobby roots can be found in the TED conference and Tim O'Reilly's FOO Camp. TED and FOO, at first glance, are seemingly disparate events. The TED conference

gleams with high sheen and solid gold production value. FOO Camp thumbs its nose at pretense, with tent cities and self-organizing sessions jotted on a white board. TED boast Fortune 500 CEOs and Nobel Laureates. FOO is populated by technology's unsung heroes. And, yet, TED and FOO share the same underlying DNA -- a celebration of intellectual curiosity.

Enter The Lobby (both literally and figuratively). According to Lobby founder, David Hornik, the conference was created to celebrate the intellectual curiosity of its attendees. And to answer the age old question -- which came first, the content or the crowd. Hornik speculated that conference attendees were there for each other more than for the pundits on the stage. Thus, he got rid of the stage altogether and focused his efforts on bringing together the audience. By making The Lobby

conference all about the attendees, the burden shifted from creating a great program to curating a fantastic crowd. And The Lobby conference did that in spades. Remarkable executives from throughout the digital media spectrum flocked to the Big Island to discuss the future of media. Those conversations took place in conference rooms, at meals, in the hallways, and even on the beach. The topics of conversation were equally wide-ranging, from copyright law, to online advertising, to digital photography, etc. And they were as notable for their depth as they were for their breadth.

To what can the candor of these conversations be credited? Hornik contends that it is due in large part to The Lobby's emphasis on privacy. The Lobby is entirely off the record. Attendees of The Lobby conference agree from the outset that they will not write about their conversations at the event, nor

will they post pictures publicly. As a result, individuals feel comfortable discussing controversial and, often times, compromising topics with their fellow Lobby attendees -- the level of discourse is heightened. As The Lobby enters its second year at the Fairmont Orchid, the people of Hawaii's Big Island looks forward to welcoming back this impressive group of thinkers. While it will never be reported, if the inaugural Lobby Conference is any indication, this year's digital media gathering will result in sweeping breakthroughs, propelling the digital media landscape forward. In the words of Hawaii's governor, Linda Lingle, "it is the great pleasure of the state of Hawaii to host such an illustrious group of people and play even a small role in this important evolution of digital media."

For the second year of the conference, I created a fictional Hawaiian newspaper to act as the conference program, *The Lobby Star Bulletin* (a take on *The Honolulu Star Bulletin*). It was printed as a full broadsheet on newsprint. David wrote most of the copy, which is quite funny in its satirical take on journalistic writing styles. This sample from the proof is showing a part of the front page (there were six pages in total) with some necessary redactions, privacy being one of the core values of the conference.

The conference takes place at remote locations to emphasize that privacy, hence the setting in the first few years in Hawaii. The photo on the front page is from the morning of the conference opening the previous year, where David and I could not pass up an opportunity (given our relative physical statures) to fully ham up the Fantasy Island meme. It was a bit tricky to find two white tuxedo rentals on the Big Island, but we managed in the end.



Inasmuch as the main activity of the conference is self-directed conversational groups around a varied set of topics, we designed the shade structures and number signs to enable these to take place outside comfortably.

**LOBBY**

**2010**

10-13 - 10-15

**Programme**

Cont. **8** pgs/pgz

Schedule and Information  
Calendrier de l'information  
Programma e informazioni



**LOBBY**

**2010**

10-14

**Motorbus**

Cont. **3 of 4** pcs/pzs  
Group Transportation Vehicle  
Véhicule Transportation Group  
Gruppo di Trasporto Veicolo

**3**

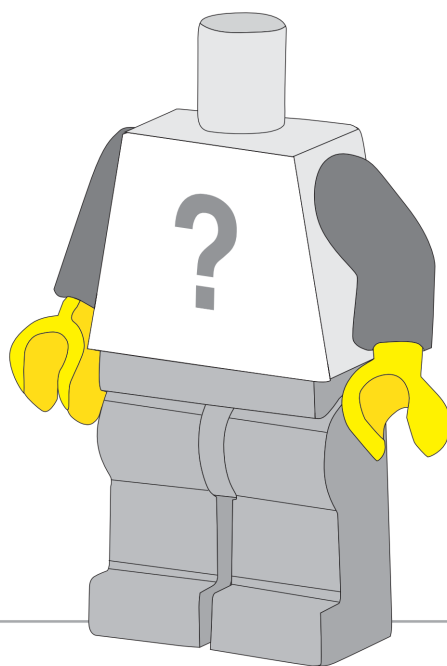
Each year David chooses a theme that influences the aesthetics, but not the structure of the event. For artifacts that are specific to that year, I would create a sub-brand that was befitting.

You guessed correctly that this theme was around Lego, so I made the program schedule that year to closely match the style and spec of a typical Lego instruction booklet, after drawing out my Lobby version of the Lego logo.

Also shown here are some signage examples and a spec for the cap sub-branding.

**PLEASE**

Do not leave children unattended



art as given at 100%  
overall size approx.  
33 mm high X 56 mm wide

approx. 11 mm  
from brim





# LOBBY

World Headquarters

**Hours:**

Wednesday 1:00 PM - 9:00 PM  
 Thursday 8:00 AM - 9:00 PM  
 Friday 8:00 AM - 7:00 PM

This year's theme was Superhero, so using a caricature image of David as a base, I commissioned designer Chin-Huat Chang to flesh out the "SuperDavid" character (standing and flying) which was then incorporated with my cartoon version of the Lobby logo. The printed program that year was on a custom cereal box, filled with Lobby cereal, a decoder ring, and a coupon (shown below) that was for a raffle drawing we decided to do that year.

**The Lobby Conference**

T-Shirt Logo Specification

approx. 35mm

center line

Size relationships in drawing are approximate

Artwork provided is 100% of print size (approx. 131mm at widest point)  
 filename: Lobby\_Emblem\_Shirt\_art.eps

Color spec: Orange = PANTONE 1575C

PLEASE NOTE: There is a small black shadow (at 75% opacity) surrounding the inner "L"

Enter to win an amazing new

# SPACE-AGE VEHICLE

Realistic Scale! Batteries Included!

- Prizes to be Drawn at Friday Night Dinner
- Only one Entry per Full Attendee
- Submit this Form Using the Special Mailboxes on the Resort Grounds

Name (Please Print Legibly)



**LOBBY CAPITAL**

I'm very pleased that when David started his own venture firm, Lobby Capital, the logomark was used in a new context.

The conference is still going strong after 15+ years.