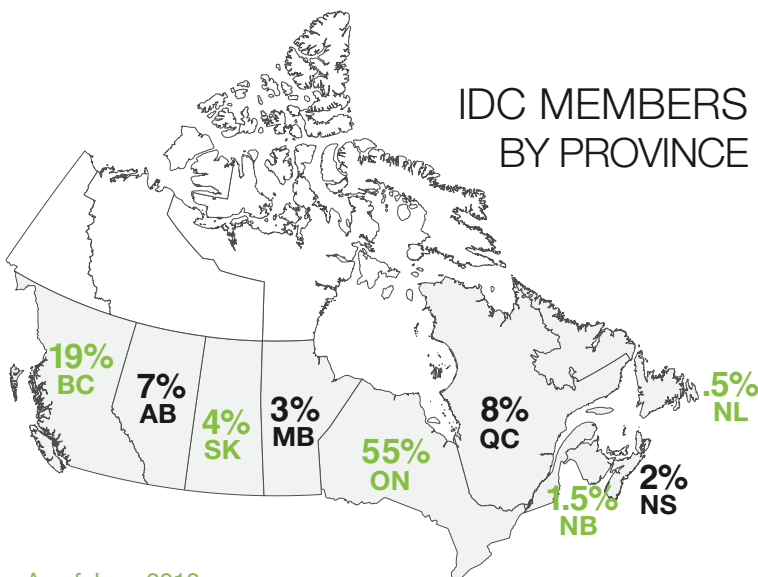


REGISTERED MEMBERS	<b>1,512</b>
INTERN MEMBERS	<b>524</b>
STUDENT MEMBERS	<b>1,715</b>
OTHER MEMBERS	<b>700+</b>
TOTAL NUMBER OF IDC MEMBERS ACROSS CANADA	<b>5000+</b>
INDUSTRY MEMBERS	<b>167</b>



As of June 2018

**Industry Partnerships Manager,**  
**Barbora Krsiakova 416.649.4438**  
**[bkrsiakova@idcanada.org](mailto:bkrsiakova@idcanada.org)**

-  [idcanada.org](http://idcanada.org)
-  [idcanadatweets](https://twitter.com/idcanadatweets)
-  [interiordesignersofcanada](https://www.linkedin.com/company/interiordesignersofcanada)
-  [interiordesignersofcanada](https://www.instagram.com/interiordesignersofcanada)
-  [interiordesignersofcanada](https://www.facebook.com/interiordesignersofcanada)

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**idc** | interior designers of canada  
 designers d'intérieur du canada

# INDUSTRY MEMBERSHIP

Effective June 30, 2018

# 5 Reasons to join IDC

IDC gives you the exposure you need to elevate your brand

IDC connects you with your target market

IDC represents a national community of over 5,000 members

IDC grants you access to the Canadian interior design industry

IDC helps you to build relationships and strengthen connections

# REACH YOUR AUDIENCE

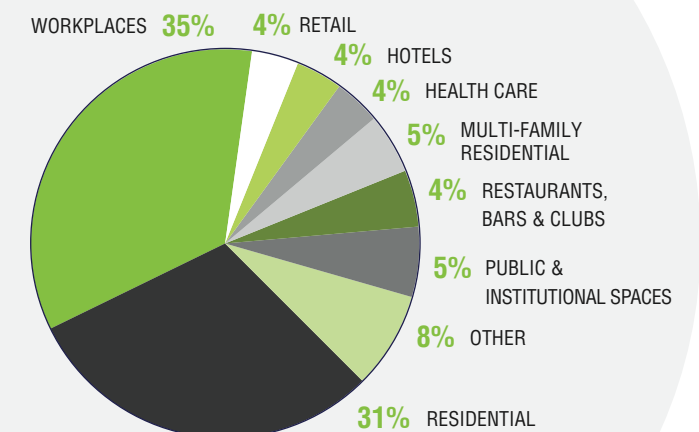
337,472  
Webpage views  
on idcanada.org

IDC social media audience 22,365

30% Average IDC open rate for e-mail broadcasts  
Industry standard 26.5%

	NATIONAL	REGIONAL	LOCAL
Number of main contacts	25	10	2
<b>BRAND EXPOSURE</b>			
Quarterly concierge service	x		
Exclusive access to all IDC networking and events opportunities	FIRST ACCESS	SECOND ACCESS	
IDC website			
• 1 month banner ad	x		
• Logo on IDC website	x		
• Company name on website		x	x
• IDC Member Directory profile	x	x	x
ID Community Newsletter			
• Newsletter add for product launch or showroom opening	Unlimited	Unlimited	Unlimited
• Logo on every issue	x		
i+d magazine advertising rates to reach international market & six complimentary subscriptions	25% off	15% off	15% off
Logos, appellation and window decals	x	x	x
Opportunity to receive Industry Legacy Award	x	x	x
<b>TARGET AUDIENCE OUTREACH</b>			
Social media posts	20	10	2
Opportunity to host accredited IDCEC sessions in partnership with IDC or at IDC events	x	x	x
One complimentary Email Broadcast to members and member rates for more deployments	Canada-wide	Region/Chapter	Region/Chapter
One complimentary Events Calendar posting and member rates for additional events	x	x	x
Opportunity to engage as a leader on national committees	x	x	x
Opportunities to showcase your products across Canada	x	x	x
Free job posting	2	1	
Opportunity to participate in IDC's Industry Sales Professional Trainings	x	x	x
Waive of the initial IDCEC registration fees	x	x	x
Member rates for IDC events and advertising services	x	x	x

## PRIMARY SPECIALIZATIONS OF IDC MEMBERS



\* **Region:** BC, AB, SK, ON, GTA, QC

\*\* **Chapter / Small Province** Eastern Ontario, Northern Ontario, Central Ontario, NL, NS, NB, MB, Okanagan, Vancouver Island, Vancouver

As of June 30, 2018