



2019 SPONSORSHIP PROSPECTUS

BUILD YOUR BRAND
CONNECT
STAND OUT



interior designers of canada
designers d'intérieur du canada

Founded in 1972, Interior Designers of Canada (IDC) is the national advocacy association for the interior design profession in Canada with a mandate to provide a unified voice to advance and promote the Canadian interior design industry locally, nationally, and internationally.



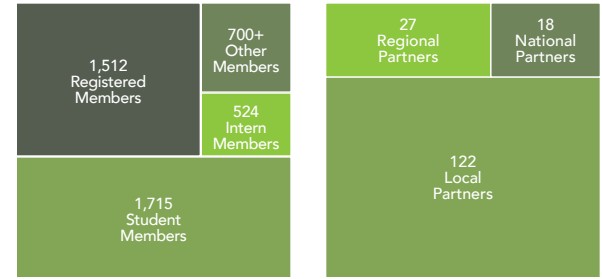
SOCIAL MEDIA ACTIVITY

	2019	2018
Facebook	6,254	5,990
Twitter	4,810	4,738
LinkedIn	6,948	6,031
Instagram	4,353	3,589
TOTAL	22,365	

COMMUNICATIONS

337,472
page views
on idcanada.org

5,000+ TOTAL NUMBER OF **IDC MEMBERS** ACROSS **CANADA**



REACH YOUR AUDIENCE

ABOUT IDC

MEMBER Michelle Biggar • FIRM office of mcferlane biggar architects • designers inc. • PROJECT Station Square Presentation Centre • PHOTOGRAPHER Ema Peter
COVER IMAGE • MEMBERS David Nicolay, Suzy Pesa • FIRM Evoke International Design Inc. • PROJECT DHX Media • PHOTOGRAPHER Janis Nicolay

MEMBERS David Nicolby • FIRM Evoke International Design • PROJECT DHX Media • PHOTOGRAPHER Janis Nicolby



PARTNERSHIP OPPORTUNITIES OVERVIEW

Annual Symposium Partner	Presenting Partner (One opportunity available)	Conference Partners (Limited opportunities available)
Symposium Key Program Partner	Wi-Fi Conference App VODA PROpel Tours Keynote Coast-to-Coast Trophies and more	
DesignEx Show Partner	EAST COAST St. John's, NL. Ottawa, Ont. Niagara, Ont. Quebec City, Que. Halifax, NS. St. Johns, NB.	WEST COAST Regina, Sask. Victoria, B.C. Okanagan, B.C.
Board Meeting host	Four opportunities annually	



PARTNERSHIP OVERVIEW

Join IDC in Vancouver in September, 2019 for one of North America's most uplifting, inspiring and expansive educational conferences showcasing the true value of design.

PRESENTING PARTNER

(One opportunity available)

- Symposium presented by your company
- Extensive branding throughout the Symposium
- Host/Organize Networking Reception at the IDC Design Symposium
- Product placement & branding at the IDC Design Symposium
- Announcement of the expanded relationship in IDC newsletter & all other promotional channels
- Spot on the Symposium planning committee
- Tickets to all related symposium programs

CONFERENCE PARTNER

(Limited opportunities available)

- Announcement of the expanded relationship in IDC newsletter & all other promotional channels
- Opportunity to host and/or organize a reception related to IDC awards programming
- Branding on all marketing materials
- Spot on the Symposium planning committee
- Tickets to all related symposium programs

IDC
DESIGN SYMPOSIUM

IDC DESIGN SYMPOSIUM WI-FI SPONSOR

Wi-Fi is a highly requested service from our delegates! Connect with attendees by sponsoring access to wireless internet during conference sessions.

Benefits

- Named as Wi-Fi Sponsor in all marketing materials at the IDC's Design Symposium
- Your company's logo on IDC's Design Symposium website
- Opportunity to include one (1) printed/custom marketing piece in attendees' welcome bag
- Opportunity to include marketing materials in IDC's Design Symposium lounge area
- Two complimentary tickets to the Design Symposium

IDC
DESIGN SYMPOSIUM

IDC is committed to finding new and innovative ways to engage emerging interior design professionals and connect them with our valued industry partners. For program partners, PROpel provides an opportunity for interactive discussions and helps build loyal relationships between sponsors and the next generation of interior designers in Canada.

Benefits provided

- Spot on the PROpel planning committee Brand visibility in PROpel marketing materials
- Designated brand week for promotion to PROpel participants
- Input in selection process of winners
- Your company's logo on all e-blasts to PROpel participants
- Your company's logo on IDC's website
- Company acknowledgement during Symposium opening remarks
- Two days of networking and building relationships with product specifiers, emerging professionals and senior designers
- Feedback on your products form emerging professionals with one-on-one time
- Three dedicated social media posts promoting your company
- Opportunity to provide company branded prize/branded material to participants
- Introduction of your products during conference product showcase
- Maximum of two representatives included in conference to network
- Opportunity to send a thank you post-conference package to conference delegates
- Participation in the two-month program leading to the Symposium to allow you to build relationships with new product specifiers
- Insight knowledge from emerging professionals on your products and how to best approach them

- **78% of sponsors said that PROpel increased their brand awareness among emerging professionals**
- **89% of sponsors said that PROpel strengthened their relationship with emerging professionals**
- **100% of emerging professionals want to participate again in PROpel in future years**
- **87% of emerging professionals made connections with over 15 individuals at the PROpel conference**

IDC PROpel PROGRAM

IDC's national Value of Design Awards (VODA), showcase the positive human and business impact that the design process can generate for the people and companies who hire a professional interior designer.

These awards demonstrate the value inherent in design for the client; illustrate the positive impact of design on the users of the space; and provide a national platform for Canadian interior design projects within Canada and around the world.

IDC Design Symposium VODA Trophies Sponsorship

Benefit

- Your company's logo and website link on VODA submission package
- Your company's logo and website link on IDC's event website page
- Your company's logo included on materials at the gala presentation
- Your company's logo included on the awards programs
- Two (2) complimentary tickets to attend the awards gala
- Your company's logo included on the trophies handed to awards winners



VODA AWARDS AND GALA

MEMBER McKenzie Cooper • FIRM sodbt architecture • interior design • PROJECT Hyde Park View • PHOTOGRAPHER Michele Friszen

The Symposium encompasses inspirational keynote speakers, professional guided tours, intimate networking gatherings, and in-depth education programs tailored towards senior practitioners and design firm principals.

Keynote Sponsor

- Opportunity to announce a keynote speaker, including acknowledgement of your organization during the speech
- Your company's name included in all promotional material, including symposium program and venue signage
- Corporate signage (supplied by you) displayed prominently during the keynote speech
- Two (2) complimentary tickets to the IDC Design Symposium
- Your company's name, logo and website link featured on IDC's Design Symposium website
- Opportunity for one promotional flyer (supplied by you) to be distributed prior to keynote speech

Tour Sponsor

- Recognition as Tour Sponsor in all marketing materials at the IDC Design Symposium and in materials related to tour programming
- Your company's name, logo and website link featured on IDC's Design Symposium website
- Acknowledgement of your sponsorship at the tour start time
- Two tickets to attend the conference
- An insert promoting your company or products provided to all conference delegates on the tour

Coast-to-Coast Sponsorship

- The opportunity for sponsors and recipients to meet
- Recognition as Coast-to-Coast Sponsor in all marketing materials at the IDC Design Symposium
- Your company's name, logo and website link featured on IDC's Design Symposium website
- Acknowledgement of your sponsorship in the opening ceremony
- Invitation to the opening reception of IDC's Design Symposium
- An insert promoting your company or products provided to all conference delegates

KEYNOTE, TOURS & TRAVEL SPONSORSHIP

DesignEx trade shows are cost-effective, intimate events where companies showcase their newest or most popular products to qualified professionals and specifiers, including interior designers, architects and others from the industry. These events typically garner approximately 88 per cent of local registered interior designers. This is a great way for your company to gain exposure and generate new client leads.

Platinum Sponsor

Stand out in the community! Only one opportunity available; for IDC members only; exhibit space is customizable.

- First choice of exhibitor space
- Recognition as 'Platinum Sponsor'
- Your company's logo on all event signage
- Your company's logo on on-screen presentation
- Your company's logo and website link on IDC's website
- Your company's logo and website link on DesignEx notices and invitations
- Opportunity to provide standalone CEU
- Social media announcement of platinum sponsorship
- Opportunity to include a handout for every registrant
- Complimentary admission for four company representatives
- Ten complimentary cocktail tickets
- Opportunity to participate in door prizes

Gold Sponsor

Exhibit space is one table, typically 5ft wide x 3ft deep.

- Second choice of exhibitor space (after platinum sponsors)
- Recognition as 'Gold Sponsor'
- Your company's logo on event signage
- Your company's logo and website link on IDC's website
- Your company's logo and website link on event notices
- Opportunity to include a handout for every registrant
- Complimentary admission for two company representatives
- Five complimentary cocktail tickets
- Opportunity to participate in door prizes

EVENT CALENDAR

SPRING SCHEDULE

BRITISH COLUMBIA	DesignEx Vancouver Island
ONTARIO	DesignEx Okanagan
QUEBEC	IDC DesignEx Montreal IDC DesignEx Quebec City
NOVA SCOTIA	IDC DesignEx Halifax
NEW BRUNSWICK	IDC DesignEx St. John

FALL SCHEDULE

SASKATCHEWAN	DesignEx Saskatoon or Regina
ONTARIO	IDC DesignEx Ottawa
NEWFOUNDLAND	DesignEx St. John's Forum + Function

Exhibitor

Exhibit space is one table typically 5ft wide x 3ft deep. Non-Member companies can register at this level for \$1600.

- Your company's name and website link included in exhibitor list on IDC's website
- Your company's name and website link on DesignEx notices
- Opportunity to include a handout for every registrant
- Complimentary admission for one company representative
- Opportunity to participate in door prizes

DesignEX

IDC is governed by a Board of Management that consists of nine elected directors and a past president. The board meets in person up to four times per year and additionally by teleconference. The meetings are scheduled in late September or early October following the IDC Annual Meeting, as well as February, May and late-July/early-August.

Investment

- Fully hosted meeting including travel, meals and accommodations
- Partially hosted board meetings are also possible and could include hosting a lunch, dinner, cocktails and transportation

THURSDAY travel day for 10 board members and up to two staff

FRIDAY full day with / for host for tours, roundtable discussions, etc., evening dinner with host

SATURDAY full day board meeting, evening with host

SUNDAY travel day for board members

OBJECTIVE

Our goal with hosted board meetings is to allow an IDC Industry Partner the unique opportunity to spend quality, dedicated time with a select group of interior designers from across Canada. Members of the IDC board are individuals who have committed to the profession and the association. To be a board member, they have had experience as a board or committee member – often for many years. In other words, they have their pulse on the interior design industry and profession across Canada. They are consummate volunteers who are interested in advancing the profession and ensuring that members' interests are served.

THOUGHT LEADERSHIP THROUGHOUT THE YEAR

IDC is always looking for new seminars, new content and new venues to deliver education at the local level. Continuing education is extremely important to interior design professionals.

Many manufacturers and suppliers offer accredited seminars to provide continuing education to the interior design community.

IDC can help you promote your seminar offerings to interior designers across Canada via our email broadcast program and calendar of events or you can partner with IDC to create co-hosted events at your showroom

IDC BOARD MEETINGS

IDC offers a custom course, tailored exclusively to meet the needs of architecture and design industry sales professionals. This two-day, practically-oriented course features several Q & A sessions with panels of registered interior designers and architects, drawn from boutique and large design firms serving the retail, commercial, healthcare, hospitality and residential sectors.

In a series of frank and informal exchanges, these leading designers will deliver helpful tips on how their studios operate as well as how to join their network of trusted industry resources.

See Events
Calendar on
idcanada.org
for
schedule of course
offerings.

Benefits

- Expanded network of registered interior designers and architects, drawn from boutique and large design firms
- A custom practically-oriented course, tailored exclusively to meet the needs of architecture and design industry sales professionals
- Two-way conversations with registered designers, architects and other sales professionals
- Helpful tips on how studios operate as well as how to join networks of trusted industry resources
- Certificate of completion



INDUSTRY SALES PROFESSIONALS COURSE

IDC BENCH MARKING AND BEST PRACTICES SURVEY SPONSOR

Why sponsor?

In 2011, Bramm Research collaborated with Canadian Interiors and Interior Designers of Canada to create the 2011 Canadian Interior Design Benchmarking & Best Practices Study. The overall objective of the study was to collect detailed information from design firms across Canada on a multitude of topics. The goal was to create value for interior design practices and for IDC who advocate for the profession. The information allowed individual firms to compare their practices and results with similar firms. As well, it provided valuable input for management as it established plans for the future. This survey is a proposal to replicate the essential elements of the 2011 study.

Support this IDC initiative and help source up-to-date information and statistics in the interior design industry such as demographics, project types, staffing and salaries, benefits offered, profits and losses, billing rates, sales and marketing, etc.

Benefits

- Your company promoted as Sponsor of Benchmarking and Best Practices Survey
- Your company's logo and other agreed-upon identifying information included on IDC's marketing, advertising, and promotional media in connection with the Survey.
- Co-hosted event for IDC members where the results of the survey will be presented
- One complimentary national e-blast for the year in 2019
- One complimentary membership in 2019 at the National Partner level

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idc

interior designers of canada
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