

5 REASONS TO JOIN IDC

1. IDC gives you the exposure you need to elevate your brand
2. IDC connects you with your target market
3. IDC represents a national community of over 5,000 members
4. IDC grants you access to the Canadian interior design industry
5. IDC helps you to build relationships and strengthen connections

7,800+ Facebook followers
9,500+ LinkedIn followers
5,300+ Instagram followers
54% highest impression rate
4,800+ Twitter followers
2% average social media engagement rate
(1.1% is industry average)
24% total social media following growth in the last year
43% growth over two years
5,000+ newsletter subscribers

127 Local partners
25 Regional partners
16 National partners
456 Industry reps (main contacts)
5,000+ IDC members across Canada

For more information, visit idcanada.org

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 IDCCanadaTweets

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Industry Membership

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

HELPING YOU STAND OUT

IDC MEMBERS THROUGHOUT CANADA

British Columbia	20%
Alberta	7%
Saskatchewan	4%
Manitoba	3%
Ontario	53%
Quebec	9%
Nova Scotia	2%
New Brunswick	1.5%
Newfoundland	0.5%

An Industry member is a company or association engaged in the manufacturing or supplying of services, products, or materials used in the realization of an interior design project.

Local			
Target group: city-wide & local chapters (Okanagan, Vancouver Island, Eastern Ontario)			
Regional			
Target group: province-wide & regions; Western Canada (B.C., Alta., Sask.), Central Canada (Man., Ont., GTA), or Eastern Canada (Que., Maritimes)			
National			
Target group: Canada-wide			
Number of main contacts	25	10	2
Live and In-Person			
Quarterly concierge service to discuss quarterly business goals and opportunities	✓		
Access to IDC events and opportunities	First choice	Second choice	
Opportunity to host accredited IDCEC sessions at IDC events or in partnership with IDC	✓	✓	✓
Opportunity to receive Industry Legacy Award	✓	✓	✓
Opportunity to engage as a leader on national committees	✓	✓	✓
Opportunity to showcase products at DesignEx shows	✓	✓	✓
Opportunity to participate in IDC's Industry Sales Professional Courses	✓	✓	✓
On Our Website			
1 web banner ad (30-day cycle)	✓		
Logo placed on IDC home page	✓		
Dedicated Q&A featured on IDC blog	✓		
Company information included on IDC Partners page	Logo, description, contact & URL included	Name, description & URL included	Name & URL included
IDC Member Directory profile	✓	✓	✓
1 free IDC web event calendar post <i>(special member rates available for additional event posts)</i>	✓	✓	✓
Free job posting	2	1	
In Our Monthly e-Newsletter & Targeted e-Blasts			
1 free dedicated e-blast to IDC members <i>(special member rates available for additional e-blasts)</i>	✓		
Showroom opening advertised in IDC monthly e-newsletter	✓	✓	✓
Product launch advertised in IDC monthly e-newsletter	✓	✓	✓
On Our Engaging Social Media Channels			
Post(s) on Twitter, Facebook, LinkedIn, Instagram Story	10	5	2
Unlimited shares/reposts on IDC relevant event tagged posts	✓	✓	✓
GIVING YOU MORE			
Waiving of the initial IDCEC registration fees	✓	✓	✓
Member rates for IDC events and advertising services	✓	✓	✓
i+D magazine advertising rates to reach international markets	25% off	15% off	15% off
Personalized IDC partner logo and window decals	✓	✓	✓
Industry news and event invitations in your inbox	✓	✓	✓

18 events

13 webinars

2,771 attendees in total

7 DesignEx events across the country in 2019

184 tables presented

313 designers attended

308 exhibitors

677 attendees total

32% average open rate on IDCommunity newsletter

PRIMARY SPECIALIZATIONS OF IDC MEMBERS

