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

Barbora Krsiakova Industry Partnerships Manager

416.649.4438

Industry Membership

For more information, visit idcanada.org

Interior Designers of Canada 400-901 King Street West Toronto, ON M5V 3H5

f in InteriorDesignersofCanada

IDCanadaTweets



interior designers of canada designers d'intérieur du canada

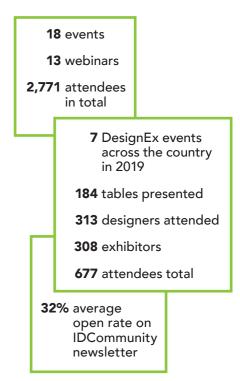
HELPING YOU STAND OUT

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.

Target group	: city-wide & local chapters (Okanagan, Vancouver Is	Local sland, Eastern Ontario)
		Regional	
Target group: province-wide & regions; Western Canada (B.C., Alta., Sask.), Central Canada (Man		ada (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	v		
Access to IDC events and opportunities	First choice	Second choice	
Opportunity to host accredited IDCEC sessions at IDC events or in partnership with IDC	v	V	V
Opportunity to receive Industry Legacy Award	v	v	V
Opportunity to engage as a leader on national committees	v	v	✓
Opportunity to showcase products at DesignEx shows	v	'	'
Opportunity to participate in IDC's Industry Sales Professional Courses	✓	V	~
On Our Website			
1 web banner ad (30-day cycle)	V		
Logo placed on IDC home page	V		
Dedicated Q&A featured on IDC blog	v		
Company information included on IDC Partners page	Logo, description, contact & URL included	Name, description & URL included	Name & URL included
IDC Member Directory profile	v	v	/
1 free IDC web event calendar post (special member rates available for additional event posts)	v	V	v
Free job posting	2	1	
In Our Monthly e-Newsletter & Targeted e-Blasts			
1 free dedicated e-blast to IDC members (special member rates available for additional e-blasts)	v		
Showroom opening advertised in IDC monthly e-newsletter	· ·	V	v
Product launch advertised in IDC monthly e-newsletter	✓	V	~
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	✓	V	~
GIVING YOU MORE			
Waiving of the initial IDCEC registration fees	V	V	v
Member rates for IDC events and advertising services	v	v	v
i+D magazine advertising rates to reach international markets	25% off	15% off	15% off
Personalized IDC partner logo and window decals	V	V	v
Industry news and event invitations in your inbox	✓	V	V



PRIMARY SPECIALIZATIONS OF IDC MEMBERS

