



# 2020 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.

#### DESIGNEX

**7** DesignEx events across the country in 2019  
**184** tables presented  
**313** designers attended  
**308** exhibitors  
**677** attendees total

#### ACTIVITIES

**18** events  
**13** webinars  
**2,771** attendees in total

25  
Regional  
Partners

16  
National  
Partners

127  
Local  
Partners

REACH  
YOUR  
AUDIENCE

ABOUT IDC





## 2020 SPONSORSHIP OPPORTUNITIES

	EVENT	LOCATION
<b>Winter</b>	DesignEx	Victoria, B.C.
	DesignEx	Kelowna, B.C.
	Industry Sales Professionals Course	Winnipeg, Man.
	Hosted Board Meeting	
	NCIDQ Exam Preparation	
	SCALE: ASID & IDC National Student Summit	Seattle, WA
<b>Spring</b>	DesignEx	Quebec City, Que.
	DesignEx	Halifax, N.S.
	DesignEx	Toronto, Ont.
	Destination DesignEx	Niagara, Ont.
	DesignEx	Edmonton, Alta.
	DesignEx	Montreal, Que.
	Hosted Board Meeting	
<b>Summer</b>	Industry Sales Professionals Course	Montreal, Que.
	Hosted Board Meeting	
	IDC Design Symposium 2020	
	• Conference Partner Sponsor	
	• Keynote, Panels, & Workshops Sponsor	
	• WiFi Sponsor	
	• Conference App Sponsor (NEW)	
	• Coast-to-Coast Subsidy Sponsor	
	• Design Tour Sponsor	
	• PROpel Emerging Leaders Program Sponsor	
	• Value of Design Awards Gala Table Sponsor	
<b>Fall</b>	Leaders Breakfast	Toronto, Ont.
	DesignEx	Ottawa, Ont.
	Industry Sales Professionals Course	Vancouver, B.C.
	Hosted Board Meeting	

# SPONSORSHIP OVERVIEW

IDC is governed by a Board of Management that consists of nine elected directors. The board meets in person up to four times per year. 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. IDC board members have their pulse on the interior design industry and profession across Canada.

Our commitment to a board host is to ensure that we provide you with valuable information that can help your company's outreach strategy. Our group will provide you with whatever insight or knowledge you are interested in; whether it is about your product offerings or your outreach strategy. Our specific intent is to give time to the industry partners who support us in so many ways throughout the year.

# HOSTED IDC BOARD MEETINGS



IDC offers a custom course, tailored exclusively to meet the needs of architecture and design industry sales professionals. This 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.

### Benefits

- Expanded network of registered interior designers and architects, drawn from boutique and large design firms
- Networking lunch with available panelists
- 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
- Appellation/logo for your email signature block
- LinkedIn designation

### SCHEDULE 2020

Spring Winnipeg, Man.

Fall Montreal, Que.  
Vancouver, B.C.

\*Opportunities to host ISPC in local showrooms are available.

# INDUSTRY SALES PROFESSIONALS COURSE

An alternative to tradeshow, DesignEx is a meet-and-greet event that is open to interior designers, decorators, architects and industry members. Using tabletops instead of booths, attendees can showcase new and popular products in an intimate setting allowing for effortless networking. Held in locations across Canada, local DesignEx events are a step-in-the door to regional markets and a great way to gain exposure while generating new clients. Destination DesignEx is held annually; it features a specialty workshop for designers and industry members.

Become a recognizable and trusted brand with designers across the country. Generate new clients, build on existing design relationships and demonstrate a commitment to design in Canada through DesignEx networking events. As a sponsor, gain continuous exposure to designers in local markets, nation-wide.

## EVENT CALENDAR

### WESTERN CANADA

BRITISH COLUMBIA	DesignEx Victoria
	DesignEx Kelowna
ALBERTA	DesignEx Edmonton

### EASTERN CANADA

	DesignEx Toronto
ONTARIO	Destination DesignEx Niagara
	DesignEx Ottawa
	DesignEx Quebec City
QUEBEC	DesignEx Montreal
NOVA SCOTIA	DesignEx Halifax

*\* Coming 2021: DesignEx Manitoba, DesignEx Saskatchewan*

## 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

**Priority given to IDC members for branding on all promotional materials and for selection of the table location.**

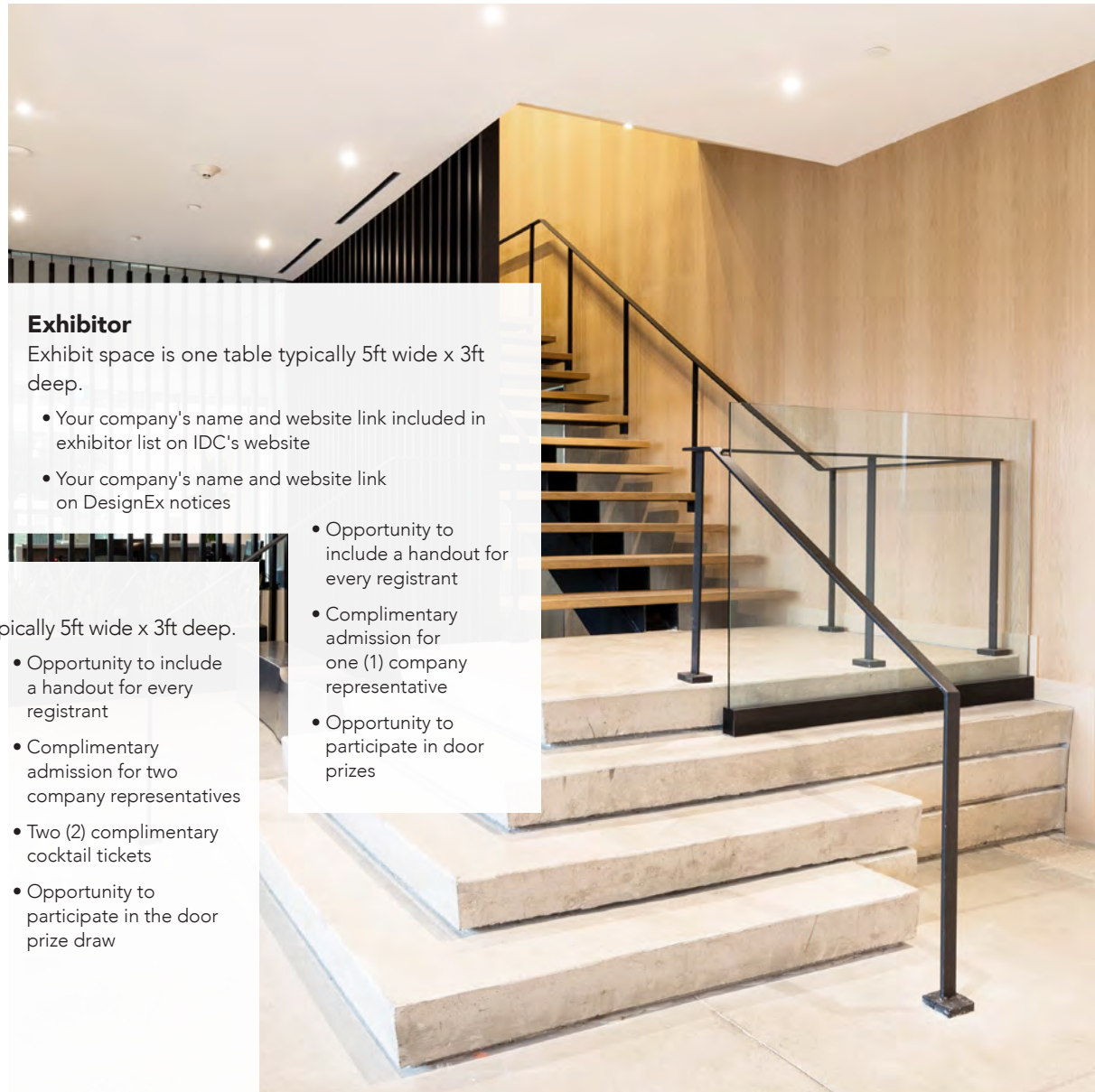
# DesignEx



## 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 (2) company representatives
- Five (5) complimentary cocktail tickets
- Opportunity to participate in door prizes



## Exhibitor

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

- 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

## Silver Sponsor

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

- Third choice of exhibitor space
- Your company's name on event signage
- Your company's name with link on IDC website
- Your company's name with link on DesignEx notices
- Opportunity to include a handout for every registrant
- Complimentary admission for two company representatives
- Two (2) complimentary cocktail tickets
- Opportunity to participate in the door prize draw
- Opportunity to include a handout for every registrant
- Complimentary admission for one (1) company representative
- Opportunity to participate in door prizes

MEMBER Noam Hazan • FIRM SDI Design • PROJECT Novo Nordisk • PHOTOGRAPHER Ben Tenn Yuk

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Stand out in the community of future registered interior designers – the next generation of qualified specifiers in the industry. The sole sponsor will provide members of IDC an opportunity to prepare for the NCIDQ exam, which is the most important step in their career and one that ensures their recognition of qualifications in the profession across North America.

To date, more than 30,000 people around the world have earned NCIDQ Certification, the gold standard for interior design professionals.

**Sponsorship will cover the cost of:**

- Exam preparation
- Hiring facilitators to run courses
- Exam materials
- Translation of materials

Secure your chance to be the sole sponsor of the practice sessions or co-present this opportunity with another partner:

- Your company's logo displayed on NCIDQ website event pages
- Your company's logo included on exam materials
- Your company's name, logo, and website on all promotional e-blast and communications
- Opportunity to reach attendees through customized banners to be displayed on attendees devices
- Free web banner ad on IDC's website
- Announcement of the partnership on IDC's news and events page
- Two (2) complimentary newsletter ads promoting your support of this initiative
- Two (2) social media posts promoting your support in this initiative
- Mention of your support in IDC's January President's Webinars
- Acknowledgement of your partnership during NCIDQ practice sessions

# NCIDQ EXAM SPONSORSHIP



Leaders Breakfast is an annual international event that celebrates design in the global marketplace by honouring individuals who are both the legacy and future of design.

Every year a chosen city hosts a breakfast that features a renowned keynote speaker and recognizes one city-selected honouree who has made significant contributions to the design industry.

#### Gold Table Sponsor

- Two VIP tables for 10 (20 seats)
- Your company's logo signage on table
- Your company's logo on IDC website
- Your company's logo on IDC communications tools (IDC Newsletter, email event notices, press releases, etc.)
- Your company's logo in Leaders Breakfast presentation
- Your company's logo in Leaders Breakfast program
- Opportunity to place your company's promotional item on each breakfast chair (approximately 300 items required)
- Your company included as a sponsor in the news release

#### Silver Table Sponsor

- Premium table location for 10
- Your company's logo signage on table
- Your company's logo on IDC website
- Your company's logo on email event notices to all IDC members

#### Bronze Table Sponsor

- Premium table location for 10
- Your company's name on IDC website
- Your company's name on email event notices to all IDC members
- Your company's logo in Leaders Breakfast presentation
- Your company's logo in Leaders Breakfast program

- Your company's name on table signage
- Your company's name in Leaders Breakfast presentation
- Your company's name in Leaders Breakfast program

# TORONTO LEADERS BREAKFAST

IDC invites you to stand out and connect with our members at our 2020 Design Symposium. Maximize your corporate brand awareness, enhance your visibility, build new connections and market your products and services at a national level.

Join IDC in Toronto in Fall 2020 and help us make it event the kind of outstanding success that will help us show the world the immense talent, cooperation and creative energy that helps set Canadian interior design, and designers, on equal ground with the international community.

### **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
- Sponsor inclusion in Symposium Committee meetings for networking and event planning
- Premier seating and tickets at all Symposium events

### **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
- Opportunity to host and/or organize a networking reception
- Premier seating and tickets at all Symposium events
- Sponsor inclusion in Symposium Committee meetings for networking and event planning

# IDC DESIGN SYMPOSIUM LARGE PACKAGES



This packed program will encompass inspirational keynote speakers, intimate networking gatherings, and in-depth education programs tailored towards senior practitioners and design firm principals.

### KEYNOTES

- Opportunity to announce the keynote speaker, including acknowledgement of your organization during the speech
- Your company's logo included in all Design Symposium promotional material, including conference 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 logo on IDC's website with a link to your organization's website
- Opportunity for one promotional flyer (supplied by you) to be distributed prior to keynote speech

### PANELS

- Your company's logo included in all conference promotional materials related to the panel
- Opportunity to participate in panel discussion
- Acknowledgment of panel sponsorship in promotional materials
- Corporate signage (supplied by you) displayed prominently during the panel discussion
- Two (2) complimentary tickets to the IDC Design Symposium
- Your company's logo on IDC's website with a link to your organization's website

### WORKSHOPS

- Your company's logo included in all conference promotional materials related to the workshop
- Opportunity to participate in workshop
- Acknowledgment of workshop sponsorship in promotional materials
- Corporate signage (supplied by you) displayed prominently during the workshop
- Two (2) complimentary tickets to the IDC Design Symposium
- Your company's logo on IDC's website with a link to your organization's website
- Branded company materials to support workshop (pens, notepads)

IDC DESIGN  
SYMPOSIUM  
MEDIUM PACKAGES

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

New this year, the conference app is the primary mechanism by which delegates navigate through the Symposium program. Showcase your company's products and services to more than 300 conference delegates. Exclusive sponsorship provides high-exposure placement in the app that will drive traffic to your company's on-site presence, or website, before, during and after the event.

#### Wi-Fi

- Named as Wi-Fi Sponsor in all marketing materials at the IDC's Design Symposium
- Your company's logo on the IDC 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 (2) complimentary tickets to the Design Symposium

#### CONFERENCE APP

- Your company's logo displayed on the conference app landing page
- Your company's logo included on all main conference app pages
- Your company's name, logo, and website on IDC's Design Symposium website
- Two (2) complimentary tickets to the Symposium
- Opportunity to reach attendees through customized banners to be displayed on attendees' devices
- One (1) full-page ad in conference program

IDC DESIGN  
SYMPOSIUM

MEDIUM PACKAGES



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

IDC is committed to supporting the diversity of individuals and organizations who are working to strengthen the interior design profession. Take advantage of one of two options for the Coast-to-Coast sponsorship.

IDC's Design Symposium will serve as a catalyst for growth and creativity. The interior design and architectural tour program will feature unique urban projects and provide your company with brand exposure at this very anticipated and popular program.

## COAST TO COAST

1. Sponsor an individual from within your network to attend IDC's Design Symposium.
2. Sponsor a designer from a pool of applicants who have submitted a proposal to IDC's Coast-to-Coast subsidy program. The Coast-to-Coast subsidy promotes participation and reduces barriers for delegates.
  - The opportunity for sponsors and recipients to network at the Symposium
  - Recognition as Coast-to-Coast Travel Subsidy Sponsor in all marketing materials at the IDC's Design Symposium
  - Your company's name, logo, and website on the Design Symposium website
  - Acknowledgement of your sponsorship in the opening ceremony
  - Invitation to the opening reception of the IDC Design Symposium
  - An insert promoting your company or products provided to all conference delegates

## DESIGN TOURS

- Recognition as Tour Sponsor in all marketing materials at IDC's Design Symposium and in materials related to tour programming
- Your company's name, logo, and website featured on IDC's Design Symposium website
- Acknowledgement of your sponsorship at the beginning of the tour
- Two (2) complimentary tickets to attend the Design Symposium
- An insert promoting your company or products provided to all conference delegates attending the tour

## VODA AWARDS TABLE

- Premium table location at the Awards Gala
- Awards Gala tickets for 10 attendees
- Your company's logo and signage displayed on the table

IDC DESIGN  
SYMPOSIUM  
SMALL PACKAGES

IDC is committed to finding new and innovative ways to engage emerging interior design leaders and connecting 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 industry leaders in Canada.

- 78% of sponsors said that PROpel increased their brand awareness among emerging professionals
- 89% of sponsors said that PROpel strengthened their relationship with emerging leaders
- 100% of emerging leaders want to participate again in PROpel in future years

#### Benefits provided

- Brand visibility in PROpel marketing materials
- 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
- Your company's acknowledgement during Symposium opening remarks
- Two days of networking and building relationships with product specifiers, emerging professionals and senior designers
- Feedback on your products from emerging leaders
- Dedicated social media posts promoting your company

## IDC PROpel PROGRAM



Secure your chance to be the sole sponsor or co-presenter with a partner of 2020 SCALE: The ASID National Student Summit, taking place at the Motif Hotel in Seattle, WA February 21-23, 2020.

This is your opportunity to connect with the next generation of interior designers and showcase your company's brand on the international stage. Your support of IDC students helps you position your brand and products for future events, and allows you to discover new clients.

**Sponsorship will cover the cost of:**

- Flight to Seattle, WA
- Hotel accommodation
- Meals during the conference

Secure your chance to be the sole sponsor of 2020 SCALE or co-present this opportunity with another partner:

- Your company's logo displayed on IDC's website event pages
- Your company's logo included on all IDC promotional materials about SCALE
- Your company's name, logo, and website on all promotional e-blast and communications
- Complimentary one-month web banner ad on IDC's website
- Announcement of the partnership on IDC's news and events page
- Two (2) complimentary newsletter ads promoting your support of this initiative
- Three (3) social media posts promoting your support of 2020 SCALE
- Mention of your support in IDC's January President's Webinars
- Acknowledgement of your partnership during 2020 SCALE program introduction
- Opportunity to include branded materials for the sessions for IDC student members
- Opportunity for one-on-one time with IDC students at 2020 SCALE

**SCALE is attended by more than 400 students across North America.**

# 2020 SCALE: THE ASID NATIONAL STUDENT SUMMIT





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IDCanadaTweets 

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