



# 2022 SPONSORSHIP PROSPECTUS

BUILD YOUR BRAND  
CONNECT  
STAND OUT



interior designers of canada  
designers d'intérieur du canada



## ABOUT IDC

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.



This year IDC celebrates its 50<sup>th</sup> anniversary and we invite industry partners to help make this a celebration to remember.

IDC is embarking on a video project that will help showcase the history of IDC through the eyes of designers, partners, and clients.



### Video Production Sponsor

Named as the main sponsor of IDC's 50<sup>th</sup> Anniversary

- Your company's branding on all marketing materials related to video production
- Opportunity to host a private viewing party of the final, packaged product prior to the reveal, showcased at the IDC AGM
- Two (2) social media posts announcing video production sponsorship
- Opportunity to feature your company and representatives as part of video interviews
- Opportunity to hold filming in showroom and invite designers to attend as interview subjects

### IDC'S 50<sup>TH</sup> AGM

IDC members from across Canada join each year to hear a report on IDC's activities and accomplishments.

This event is an opportunity to connect with IDC CEO, Trevor Kruse and the 2021-22 Board of Directors.

### AGM Host Sponsor

(Contra) Provides venue and catering to limited attendees

- Your company's branding on all marketing materials related to AGM
- Free banner ad on IDC website (value of \$1,000) – for one month
- Two (2) social media posts announcing sponsorship leading up to AGM
- Networking with IDC leaders and in-person attendees
- Opportunity to present your company and showroom (15 minutes)
- Opportunity to include a speaker of accredited seminar to this event

CELEBRATE 50 YEARS  
OF IDC

IDC is governed by a Board of Directors 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 nine board members and up to two staff members
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

September	Industry Sales Professionals Course X2
November	Industry Sales Professionals Course X2

\*Opportunities to host this event 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 partners. 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.

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.

### Platinum Sponsor

Stand out in the community! Only one opportunity available; for IDC partners 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 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 partners for branding on all promotional materials and for selection of the table location.

### SCHEDULE

March	DesignEX West
	DesignEX Central
April	DesignEX New IDC Partner Introduction
August	DesignEX East

# 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

# DesignEx

**BREAKING BARRIERS**

IDC's provocative panel discussions bring important conversation and prominent figures to the forefront of today's changing design world. Your sponsorship will help shine a light on crucial and timely topics that create inclusion and move our industry forward.

**Panel Sponsor**

Named as the main sponsor of the *Breaking Barriers* Panel Discussions

- Your company's branding on all marketing materials related to the panel discussions
- Your company's logo on IDC's website with a link to your organization's website
- Opportunity to host a panel discussion in your event space or showroom
- Opportunity to introduce your company and the panelists to the IDC audience
- Opportunity for your company's representative or speaker of choice to participate in panel discussion
- Six (6) complimentary tickets to the panel for your invitees

**FUTURE OF DESIGN**

(Panel Discussion / Workshop)

Stand out in the community of future registered interior designers – the next generation of qualified specifiers in the industry. Your sponsorship will provide student and intern members of IDC an opportunity to prepare for a career in interior design. This event brings senior designers, educators, and manufacturers to a panel discussion about the future of interior design and tips for success.

**Panel Sponsor**

Named as the main sponsor of the *Future of Design* Panel Discussions and Workshop

- Your company's branding on all marketing materials related to the panel discussions and workshop
- Your company's logo on IDC's website with a link to your organization's website
- Opportunity to host the panel discussion in your event space or showroom
- Opportunity to introduce your company and the panelists to the IDC audience
- Opportunity for your company's representative or speaker of choice to participate in panel discussion
- Six (6) complimentary tickets to the panel for your invitees
- Opportunity to provide draw prize to attendees
- Opportunity to connect with the next generation of designers after the event via direct broadcast

**SCHEDULE**

February	Black History Month
May	Asian Heritage Month
June	Indigenous History Month

# PANEL DISCUSSIONS



This summer IDC brings the market experience to your community, with the addition of new Street Market Events, held in Toronto and Vancouver. Join the open-air market as a participant to generate new clients, network, and showcase your latest products.

### Event Sponsors

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

- First choice of exhibitor space
- Recognition as 'Event Sponsor'
- Your company's logo on all event signage
- Your company's logo and website link on IDC's website
- Your company's logo and website link on Street Market notices & invitations
- Opportunity to provide reception attached to the event
- Social media announcement of the sponsorship
- Opportunity to include a handout for every registrant
- Complimentary admission for four company representatives
- Opportunity to participate in door prizes

### SCHEDULE

June	Vancouver, B.C.
July	Toronto, Ont.

### Exhibitor

- Your company's name and website link included in exhibitor list on IDC's website
- Your company's name and website link on notices
- Opportunity to include a handout for every registrant
- Complimentary admission for one (1) company representative
- Opportunity to participate in door prizes

# STREET MARKET EVENTS

IDC invites you to stand out and connect with members at our 2022 Design Symposium. IDC's biggest event of the year allows you to maximize your corporate brand awareness, enhance your visibility, build new connections and market your products and services at a national level.

Join IDC in Fall 2022 and help make this event the kind of outstanding success that will help 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.

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

### Presenting Partner (One opportunity available)

- Design Symposium presented by your company
- Extensive branding throughout the Design Symposium
- Host/Organize Networking Reception at the Design Symposium
- Product placement & branding at the Design Symposium
- Announcement of the expanded relationship in newsletter & all other promotional channels
- Sponsor inclusion in Design Symposium Committee meetings for networking and event planning
- Ten (10) complimentary tickets to the Design Symposium

### Keynote Sponsor

- 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
- 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

### Panel And Roundtable Sponsor

- 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

# IDC DESIGN SYMPOSIUM



## VALUE OF DESIGN AWARDS

Sponsor 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.

The purpose of this program is to demonstrate the value inherent in design for the client; to illustrate the positive impact of design on the users of the spaces; to provide a national platform for Canadian interior design projects within Canada and around the world.

As a sponsor, you have the opportunity to celebrate excellence in interior design and gain exposure to interior design professionals across Canada.

### Awards Sponsor – Host

- Thirty (30) tickets to attend the awards presentation, available to your company or invited guests
- Your company's logo and website link included in all invitations sent to all IDC members in promotion for the event
- Your company's logo and website link on IDC's awards presentation event listing
- Acknowledgement of your company as a sponsor on IDC's social media platforms with 37,000 followers
- Acknowledgement of your company as a sponsor, including your company's name and logo featured on all marketing materials
- Acknowledgement of your company as a sponsor during the live event
- Your company's logo on the printed presentation backdrop used by the MC and presenters
- Opportunity to present one award (VODA, PROpel, or Legacy) in the form of a short video (coordinated by IDC)
- Opportunity to showcase a 15-30-seconds video during the event (supplied by your company)
- Opportunity to showcase your brand to all student members in attendance
- Your company mentioned in event recap to all members and post-event media

# IDC DESIGN SYMPOSIUM

### Satellite Venue Sponsor/ Showroom Host

- Twenty (20) tickets to awards presentation available to your company or invited guests
- Your company's logo with link included in all invitations nationally to all IDC members and in promotion for the event
- Your company's logo and link included on the IDC event website pages
- Acknowledgement of your company as sponsor on IDC social media with 37,000 followers
- Acknowledgement of your company as sponsor on IDC's marketing, advertising, and promotional channels in connection with the event
- Opportunity to showcase your brand to all student attendees and PROpel participants
- Your company mentioned in event recap to all members and post-event media

### Awards Presentation Sponsor

- Ten (10) tickets to attend the awards presentation, available to your company or invited guests
- Opportunity to present one award in the form of a short video (coordinated by IDC)
- Opportunity to deliver VODA trophies to winners in person and organize celebration
- Your company's logo and website link on IDC's awards presentation event listing
- Acknowledgement of your company as a sponsor, including your company's name and logo featured on all marketing materials promoting the event
- Acknowledgement of your company as a sponsor during the live event
- Opportunity to showcase your brand to all student event attendees and announced PROpel winners
- Your company mentioned in event recap to all members and post-event media

# IDC DESIGN SYMPOSIUM



### Student Innovation Award Sponsor

The Innovation in Design Thinking – Student Competition is a new opportunity exclusively for Canadian interior design students. The purpose of this competition is to provide students with a national platform to demonstrate the value of interior design and illustrate the positive impact design has on the users of the spaces, supported by evidence-based research.

- Five (5) tickets to attend the awards presentation, available to your company or invited guests
- Your company's logo and website link on IDC's awards presentation event listing
- Acknowledgement of your company as a sponsor on IDC's social media platforms with 37,000 followers
- Acknowledgement of your company as a sponsor, including your company's name and logo featured on all marketing materials
- Acknowledgement of your company as a sponsor during the live event
- Opportunity to showcase your brand to all student members in attendance
- Your company mentioned in event recap to all members and post-event media

### Diversity, Equity, and Inclusion (DEI) Outreach Sponsor

IDC aims to provide programming that takes into account the diversity, equity and inclusion (DEI) of its membership. This sponsorship initiative would ensure that those areas are accounted for with respect to representations at the Design Symposium.

- Article published on IDC's news page and promoted on social media outlining your company's involvement in IDC's new sponsorship category
- Your company's logo included in all conference promotional materials related to the IDC Design Symposium
- Acknowledgment of your company and sponsorship in promotional materials
- Five (5) complimentary tickets to the IDC Design Symposium
- Your company's logo on IDC's website with a link to your organization's website

### Technology & Broadcast Sponsor

- Ten (10) tickets to awards presentation available to your company or invited guests
- One (1) newsletter ad featuring your company in two issues of IDC Newsletter
- Opportunity to include one (1) custom marketing e-blast to all attendees
- Opportunity to showcase a 15-30-seconds video during the event (supplied by your company)
- Your company's logo with link on the IDC event website pages
- Acknowledgement of your company as a sponsor on IDC's social media platforms with 37,000 followers
- Acknowledgement of your company as sponsor on IDC's marketing, advertising, and promotional channels in connection with the event
- Acknowledgement of your company as sponsor during the awards celebration live opening
- Your company mentioned in event recap to all members and post-event media

# IDC DESIGN SYMPOSIUM

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.

#### PROpel Title Sponsor(s)

- Brand visibility in PROpel marketing materials
- Your company's logo on all e-blasts to PROpel participants
- Your company's logo on IDC's website
- Your company's acknowledgement during PROpel opening remarks
- Acknowledgement of your company as a sponsor on IDC social media
- Opportunity to present 2022 PROpel participants
- Networking opportunity for building relationships with product specifiers, emerging professionals, and senior designers
- Feedback on your products from emerging leaders
- Dedicated social media posts promoting your company
- Opportunity to showcase your brand to and connect with PROpel participants
- Your company mentioned in event recap to all members and post-event media

# PROpel EMERGING LEADERS PROGRAM



## MENTORSHIP PROGRAM & PLATFORM

Mentorship is a valuable experience for both mentors and mentees – it is a way for mentors to give back and for mentees to learn new skills and prepare for the demands of a career in interior design. Your sponsorship will help IDC connect senior designers and retired members with students and interns across Canada and promote the program to new audiences.

### Program Sponsor

Named as a sponsor of IDC's Mentorship Program

- Your company's branding on all marketing materials related to the mentorship program and related events
- Opportunity to host a meet & greet with mentors and mentees in your event space or showroom
- Two (2) social media posts announcing video production sponsorship
- Opportunity to introduce your company to a fast-growing IDC audience

## SCHOOL PRESENTATIONS

Whether it is in the classroom or in the virtual world, IDC's CEO and members of the board have been promoting IDC and interior design careers to students across the country. In 2022 IDC aims to continue to deliver school presentations and with the help of a sponsor could provide branded swag and materials for students.

### School Presentations Sponsor

Named as a sponsor of IDC's School Presentations

- Your company's branding on all marketing materials related to the school presentations and outreach
- Opportunity to provide a presentation about your company's influence in the interior design community
- Two (2) social media posts announcing sponsorship
- Opportunity to introduce your company to an audience of potential members – students and educators
- Opportunity to provide swag bags to attendees

# MENTORSHIP PROGRAM & PLATFORM





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