



2024 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.

WINTER

Impact Breakfast West	\$2,000 - \$5,000
Industry Sales Professionals Course West	\$500
Propel Emerging Leaders Program	\$4,000
Mentorship Platform	\$5,000
Innovation Awards Submission	\$499, \$199
DesignEx (Ottawa)	\$800 - \$3,000

SUMMER

Impact Breakfast Central	\$2,000 - \$5,000
Industry Sales Professionals Course Central	\$500
School Presentation	\$3,000

SPRING

Impact Breakfast East	\$2,000 - \$5,000
Industry Sales Professionals Course East	\$500
DesignEX (Toronto)	\$800 - \$3,000
DesignEX Destination (Ontario)	\$800 - \$3,000

FALL

Design Symposium	\$3,000 - \$30,000
Awards Celebration	\$2,500 - \$5,000

National

West

GTA

Ontario

East

Additional sponsorship opportunities are available throughout the year, such as:

- Opportunities to host IDC events at your showroom location
- Opportunity to host IDC Board Meetings
- Opportunity to partner on events

2024 SPONSORSHIP OPPORTUNITIES

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.

Investment and Typical Schedule

- Fully hosted meeting including travel, meals and accommodations.
- Partially hosted board meetings are also possible and could include hosting in a showroom, providing lunch, or an invitation to a networking dinner.

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

"Hosting the event was a privilege. IDC ran a great and open seminar, and the discussion was beneficial to all involved. New contacts were made, and our brand was enhanced by reaching a diverse group. We would definitely recommend others doing this and look forward to hosting again in the future."

– Greg Bottrell

Winnipeg Sales Representative
VICOSTONE

SCHEDULE

IDC runs two or three offerings of this course per year in different provinces.

Refer to IDC Annual Events plan for more details.

"The sessions were extremely informative, and it was great to spend the day with key industry professionals in our marketplace."

– Matthew Ruscica

Regional Sales Manager
Global Furniture Group

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. 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

WINTER	DesignEx Ottawa
SPRING	Destination DesignEx Ontario DesignEx Toronto

** Events and dates are subject to change or cancellation.*

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

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

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
- Opportunity to include a handout for every registrant
- Complimentary admission for one (1) company representative
- Opportunity to participate in door prizes

DesignEx

The IDC Impact Breakfast celebrates the significant contributions of Canadian interior designers and the impact their legacy leaves on the interior design community.

This event features a renowned keynote speaker and recognizes honourees who were carefully selected by IDC's nominations committee.

Champion

- 2 x VIP table location for 10 (20 seats)
- Your company's name included on table signage
- Your company's logo added to IDC's event web page
- Your company's logo included on IDC communications tools (IDC Newsletter, email event notices, press releases, etc.)
- Your company's logo included in the Impact Breakfast event presentation
- Opportunity to place your company's promotional item on each breakfast chair (approximately 300 items required)
- Your company mentioned as a sponsor in the news release

Patron

- Preferred table location for 10
- Your company's name included on table signage
- Your company's logo added to IDC's event web page
- Your company's logo included on email event notices to all IDC members
- Your company's logo included in the Impact Breakfast event presentation

Table of 10

- Select table location for 10
- Your company's name included on table signage
- Your company's name added to IDC's event web page
- Your company's name included on email event notices to all IDC members
- Your company's name included in the Impact Breakfast event presentation

IDC IMPACT BREAKFAST

IDC invites you to stand out and connect with members at our 2024 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 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.

Presenting Conference Partner & Awards Host (Four opportunities 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

- Your company's name, logo, and website featured on IDC's Design Symposium website
- Acknowledgment of your sponsorship at the beginning of the tour
- Acknowledgment of your sponsorship to the project design team leads
- Two (2) complimentary tickets to attend the Design Symposium
- An insert promoting your company or products provided to all conference delegates attending the tour

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

Design Tour Sponsor

- Recognition as Tour Sponsor in all marketing materials at IDC's Design Symposium and in materials related to tour programming

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.

Wine Sponsor

- Donation of 3 wines (red/white/rose) per awards table
- Recognition as Wine Sponsor in all marketing materials at IDC's awards presentation
- Your company's name, logo, and website featured on IDC's awards presentation event page
- Personalized presentation of your wine to 150 design professionals
- Complimentary newsletter ad

Value of Design Awards (VODA)

- Over 40 submissions received annually
- 63 winning projects since 2018
- Over 300 attendees annually

Awards Presentation Sponsor

- Two (2) 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
- Your company mentioned in event recap to all members and post-event media

IDC DESIGN SYMPOSIUM

INNOVATION AWARDS

Established in 1984, IDC's Innovation Awards honour excellence in product design and showroom creativity. Entries are open exclusively to IDC Industry Partners, and must successfully address criteria such as problem solving, budget, strategy, environmental responsiveness, sustainability, and marketing objectives. Winners can showcase their products to top design specifiers across North America and during IDC's Design Symposium and Awards Celebration. IDC Industry Partners are eligible to submit multiple entries for multiple products.

Awards Gala Table for 10

- Select table location for ten (10) people
- Your company's name included on table signage
- Your company's name included on IDC's event web page
- Your company's name included in email event notices to all IDC members
- Your company's name included in Awards presentation

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

IDC DESIGN SYMPOSIUM

Coast to Coast Sponsor

IDC is committed to supporting the diversity of individuals and organizations working to strengthen the interior design profession. The Coast-to-Coast Subsidy affords designers who are IDC members, and who might otherwise not be able to attend, the opportunity to represent their organization at IDC's Design Symposium. The Subsidy is funded by individual sponsors in an effort to promote participation and reduce barriers for delegates wishing to attend the Design Symposium.

- Recognition as Coast-to-Coast 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 to network with attendees
- Invitation to the opening reception of the IDC Design Symposium

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

- Over 200 design industry attendees
- Over 12 design firm sponsors including:
 - Arcadis IBI Group
 - Zeidler Architecture
 - Figure3
 - Bullock + Wood Design
 - Gensler
 - CIBC
 - Mason Studio
 - Kasian
 - 34F
 - MCM Interiors
 - Stantec

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 2024 Propel participants
- Networking opportunity for building relationships with product specifiers, emerging professionals, and senior designers
- 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 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. 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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