2021/22 SPONSORSHIP + EXHIBITION OPPORTUNITIES
MEET THE BOARD

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ABOUT IDEC

The mission of the Interior Design Educators Council, Inc. is the advancement of interior design education, Scholarship and service.

IDEC aims to support professional interior design educators at each stage of their career while providing interior design students the resources needed for educational and professional development.

WHY SPONSOR?

Sponsoring with IDEC gives you the opportunity to interact with our expansive list of interior design educators and practitioners, design firm representatives and partners, universities and colleges, along with current students and recent graduates. Establish valuable relationships with these groups and support the future of the design profession by reaching out to our varied audience.

By supporting IDEC and developing relationships with key educators and department heads, your brand will gain exposure to future designers and over 700 educators across the U.S. and Canada who are the Gatekeepers to the future workforce in Interior Design.

Become an Annual Partner with IDEC and receive year-round exposure to membership.

Looking to customize a sponsorship package to meet your objectives? Contact us! (630)-544-5057 or info@idec.org.
THANK YOU TO OUR 2021 SPONSORS!

<table>
<thead>
<tr>
<th>VISIONARY SPONSOR</th>
<th>IDECF</th>
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<tbody>
<tr>
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<td>CET DESIGNER</td>
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<td>STANTEC</td>
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<tr>
<td>TAYLOR, FRANCES, AND ROUTLEG</td>
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<td>TEXTILE FABRIC CONSULTANTS</td>
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## 2021/22 ANNUAL SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Visionary</th>
<th>Premiere</th>
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<tbody>
<tr>
<td>$10,000</td>
<td>$5,000</td>
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### ANNUAL BENEFITS

- Recognition as the IDEC Visionary Partner for all IDEC conferences. Logo featured on IDEC website as Visionary Partner. Event logo on onsite signage and marketing pieces and signage.
- Opportunity to promote your research and/or products by publishing in IDEC’s Exchange Newsletter and be showcased in IDEC’s weekly eNews (shared with over 1,000 Educators and Stakeholders).
- Opportunity to host two (2) webinars for the IDEC Membership. Sponsor to be mentioned in all marketing materials and event analytics will be provided once webinars are complete.
- Two (2) Social Media posts from IDEC on Facebook and Twitter.
- Two (2) Direct email communications to over 750 members.

- Recognition as the IDEC Premiere Partner for all IDEC conferences. Logo featured on IDEC website as Premiere Partner. Event logo on onsite signage and marketing pieces and signage.
- Opportunity to promote your research and/or products by publishing in IDEC’s Exchange Newsletter and be showcased in IDEC’s weekly eNews (shared with over 1,000 Educators and Stakeholders).
- Opportunity to host one (1) webinar for the IDEC Membership. Sponsor to be mentioned in all marketing materials and event analytics will be provided once webinars are complete.
- One (1) Social Media posts from IDEC on Facebook and Twitter.
- Recognition on Conference Mobelie App.
# 2021/22

**ANNUAL SPONSORSHIP OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Visionary</th>
<th>Premiere</th>
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<tbody>
<tr>
<td>$10,000</td>
<td>$5,000</td>
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</table>

## CONFERENCE BENEFITS

- **Visionary ($10,000)**
  - 2022 IDEC Service Award named in honor of your company. Given at the Annual Conference, granted to those who have offered significant contributions to the field.
  - Online focus group with IDEC leaders to discuss new initiatives for reaching and supporting students.
  - Online Focus Group with IDEC Leaders to discuss new initiatives, generate new ideas for reaching and growing Students, showcase products and services.
  - Two complimentary six-foot exhibit space.
  - Opportunity to address attendees during opening session for 3-5 minutes at conference event.
  - Logo included on event marketing pieces.
  - Recognition on Conference Mobile App.
  - Four (4) Complimentary Annual Conference registrations.
  - Opportunity to provide (1) promotional item (subject to IDEC approval) in event bag.

- **Premiere ($5,000)**
  - One (1) complimentary virtual exhibit space.
  - Logo included on event marketing pieces.
  - Recognition on Annual Conference webpage.
  - Two (2) Complimentary full Annual Conference registrations.
  - Opportunity to provide (1) promotional item (subject to IDEC approval) in event bag.
March 2-5 2022

CONFERENCE SPONSORSHIP & EXHIBIT OPPORTUNITIES

Align your brand with the thought leaders of interior design. IDEC's Annual Conference has an established history of offering significant contributions to the practice and professions of Interior Design and Interior Design Educations. In addition to gaining valuable insight through the research, education and creative scholarship presentations, attendees gain valuable exposure and face-time with on-site industry elite.

All Conference sponsorships include: the opportunity to put one (1) marketing piece in the event bag; recognition on IDEC website.

KEYNOTE SPONSOR - $5,000

Take the opportunity to address over 200 attendees at the opening keynote presentation! Announce the keynote speaker and receive acknowledgement as the sponsor.

- Opportunity to address attendees at a Keynote session.
- Opportunity to put one (1) marketing piece at each place setting.
- Press release announcement of your participation.
- Exclusive signage at Keynote Address.
- Mobile App rotating banner ad on the day of the Keynote Address.

PRESIDENT’S BANQUET SPONSOR - $5,000

The Awards Ceremony recognizes excellence in teaching, scholarship, and service in various categories. As a sponsor, you will have the opportunity to make a lasting impression by addressing more than 100 educators in the audience.

- Opportunity to address attendees at Awards Ceremony Banquet.
- Opportunity to put one (1) marketing piece at each place setting.
- Exclusive event signage at President's Banquet.
- Press release announcement of your participation.
- Mobile App rotating banner ad on the day of the President’s Banquete.
March 2-5 2022

CONFERENCE SPONSORSHIP & EXHIBIT OPPORTUNITIES

BREAKFAST OR LUNCH SPONSOR - $5,000

Help over 300 attendees rejuvinate with food and beverages as the sponsor of a breakfast or lunch. These events take place in the exhibit hall to maximize exposure and traffic.

- Exclusive event signage.

EVENT BAG SPONSOR- $5,000 (EXCLUSIVE)

This is your company’s opportunity to gain exposure during – and even after - the show. 300 attendees use these branded bags to carry personal items and conference materials during the event – drop in a useful virtual souvenir they will hold on to and reuse long after the conference has ended.

- Company logo (1 color logo) along with IDEC conference logo on tote bags (imprint cost included in sponsorship).

WELCOME RECEPTION SPONSOR - $5,000 (EXCLUSIVE)

As a sponsor for the conference kick-off reception, your brand will be front-and-center throughout the night and visible to all attendees.

- Opportunity to address attendees at sponsored event.
- Opportunity to put one (1) marketing piece at each place setting.
- Mobile App rotating banner ad on the day of the conference.
- Exclusive event signage.
PECHA KUCHA EVENT SPONSOR - $5,000 (EXCLUSIVE)

As a sponsor for the zany and fun Pecha Kucha nights which draws over 100 attendees (our most well attended event), your brand will be front-and-center throughout the night and visible to all attendees.

- Opportunity to address attendees at sponsored event.
- Exclusive event signage.
- Opportunity to put one (1) marketing piece at each seat.
- Mobile App rotating banner ad on the day of Pecha Kucha.

STUDENT COMPETITION - $4,000 (EXCLUSIVE)

Our competition is a wonderful opportunity to create an awareness of human, economic, environmental and ethical concerns for future interior designers. Connect your brand to an encouraging experience, reflecting socially responsible design and the importance of design in our society, for students and faculty alike.

- Exclusive signage with the Student Design Competition Display

REGISTRATION SPONSOR - $3,000

Be the attendee’s first glimpse into the event by being featured on the online form.

- Exclusive signage with logo.
- Opportunity to put one (1) marketing piece in the Virtual Thank You Bag.
March 2-5 2022

CONFERENCE SPONSORSHIP & EXHIBIT OPPORTUNITIES

NETWORKING HAPPY HOUR - $3,000

The Networking event promotes the involvement of attendees to participate in one or more of the 16 IDEC networks. The purpose of a network is to share teaching ideas and discuss issues with other interested members. This is a forum for members to voice or identify issues that can be addressed in the organization. Show off your brand in a local showroom and provide beer, wine & snacks for 75 - 100 attendees.

- Company logo, link and description on conference app.

SERVICE CHARETTE SPONSOR - $3,000

Join IDEC as we provide outreach to the community. IDEC attendees will offer design assistance to a local non-profit during the conference.

- Opportunity to address participants in the charette.
- Provides lunch for participants.
- Recognition on signage at the event and in design documents sent to the non-profit.

EVENT NOTEPAD SPONSOR - $3,000

This is your company’s opportunity to gain exposure during – and even after - the show. Attendees use these branded notepads long after the conference has ended.

- Company logo (1 color logo) along with IDEC conference logo on cover.

LANYARD SPONSOR - $2,500

Just imagine: your brand name visible on every attendee at the conference! Lanyards are a great way to enhance your brand recognition.

- Company logo (1 color logo) along with IDEC conference logo on cover.
March 2-5 2022

CONFERENCE SPONSORSHIP & EXHIBIT OPPORTUNITIES

COFFEE/ BEVERAGE SPONSOR - $2,500

Be the official coffee supplier! Breaks provide a great opportunity for attendees to network and socialize in a relaxed environment. Sponsorship of one of the refreshment breaks allows you to put your name and brand in full view of IDEC attendees.

• Exclusive signage in break area.

WELCOME BAG INSERT $500

Insert a piece of product literature or giveaway item into conference attendee bags.
March 2-5 2022
EXHIBITOR OPPORTUNITIES

DOUBLE EXHIBIT SPACE - $2,200

- Two (2) six-foot draped table with two chairs and wastebasket.
- Two (2) conference registrations.

SINGLE EXHIBIT SPACE - $1,200

- One (1) six-foot draped table with two chairs and wastebasket.
- One (1) conference registration.

ADDITIONAL EXHIBIT OR CONFERENCE REGISTRATIONS- $100
2021/22

NEW SPONSORSHIP OPPORTUNITIES

FOCUS GROUP WITH IDEC LEADERS $2500

Discuss new initiatives, generate new ideas for reaching and growing students, showcase products and services.

- Recognition on IDEC Website.
- Press release announcement of your participation.
- One (1) Social Media posts from IDEC on Facebook and Twitter for 2021
- One (1) Direct email communications to over 750 members for 2021.

EMERGING LEADER/SPONSOR ROUNDTABLE $7500

Undergraduate and/or Graduate IDEC students collaborate with our Industry sponsor to understand about what students need to transition from school to practice and what can the sponsor learn from the next generation. 4 (Four) total opportunities available.

- 2 (3 hour) Virtual events
- Recognition on IDEC Website.
- Press release announcement of your participation.
- Two (2) Social Media posts from IDEC on Facebook and Twitter for 2021
- Two (2) Direct email communications to over 750 members for 2021.

CORPORATE STUDENT COMPETITION PROMOTIONS $1,000

IDEC to promote your Student Competitions! Have your competition available to IDEC students and instructors.

- 2 Social Posts
- Link and profile of competition listed on our website
- 2 dedicated email blasts
- Spring submissions for Summer announcements for Educators
- Recognition of competition and winners at the IDEC Annual Meeting and on the IDEC website
2021/22

**NEW SPONSORSHIP OPPORTUNITIES**

<table>
<thead>
<tr>
<th>PROFESSIONAL (NON-PROFIT) ASSOCIATION PARTNERS</th>
<th>STUDENT COMPETITION PROMOTIONS</th>
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- 2 Social Posts
- Link and profile of competition listed on our website
- 2 dedicated email blasts
- Spring submissions for Summer announcements for Educators
- Recognition of competition and winners at the IDEC Annual Meeting and on the IDEC website

<table>
<thead>
<tr>
<th>IDEC ANNUAL AWARD(S) SPONSOR</th>
<th>$5,000</th>
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IDEC values the recognition of excellence in service, teaching and scholarship. Sponsor any one of our annual recognition awards.

- Book Award
- Community Service Award
- Media Award
- Partners in Education Award
- Scholarship Excellence Award
- Teaching Excellence Award
2021
FALL VIRTUAL SYMPOSIUM OCTOBER 1 + 15

IDEC SYMPOSIA: PLATINUM EXCLUSIVE SPONSOR $2000

Opportunity to be a Platinum Symposia Partner working alongside IDEC in the educational forefront for 2021. Sponsor to be “spotlighted” year round in IDEC communications and events (excludes Journal of Interior Design)

- Recognition as a sponsor in online materials for virtual events.
- Logo to appear on home screen of virtual symposium
- Three (3) emails sent to IDEC members on sponsors behalf
- One complimentary registration to each virtual event
- Feature in Fall IDEC Exchange
- Attendee address prior to each keynote speaker (1-2 minutes)
- Social media recognition

IDEC SYMPOSIA: GOLD SPONSOR $1000

Opportunity to be a Gold Symposia Partner working alongside IDEC in the educational forefront for 2021. Sponsors to be “spotlighted” year round in IDEC communications and events (excludes Journal of Interior Design) (one gold sponsor per event)

- Recognition as a sponsor in online materials for virtual events.
- Logo to appear on home screen of virtual symposium
- Two emails sent to IDEC members on sponsors behalf
- One complimentary registration to each virtual event
- Feature in Fall IDEC Exchange
- Attendee address prior to each keynote speaker (1-2 minutes)
- Social media recognition
2021

FALL VIRTUAL SYMPOSIUM OCTOBER 1 + 15

IDEC SYMPOSIA: SILVER SPONSOR $500

Opportunity to be a Silver Symposia Partner working alongside IDEC in the educational forefront for 2021. Sponsors to be “spotlighted” year round in IDEC communications and events (excludes Journal of Interior Design) (one silver sponsor per event).

- Recognition as a sponsor in online materials for virtual events.
- Logo to appear on home screen of virtual symposium 2021
- One email sent to IDEC members on organizations behalf
- One complimentary registration to each virtual event
- Social media recognition

IDEC SYMPOSIA: KEYNOTE SPONSOR $500

- Host the introduction of the Keynote Speaker
- Recognition as a sponsor in online materials
- Social media recognition

IDEC SYMPOSIA: PARTICIPATE ON A PANEL OR INFORMATION SESSION $500

- Session Panelist or host sharing expertise
- Recognition as a sponsor in online materials
- Social media recognition
2021

FALL VIRTUAL SYMPOSIUM OCTOBER 1 + 15

IDEK SYMPOSSIA: HOST A MEET + GREET $400

- Lead a 1 hour all attendee Meet and Greet
- Recognition as a sponsor in online materials
- Social media recognition
- Post Attendee URL

IDEK SYMPOSSIA: EMAIL CAMPAIGN TO ATTENDEES $250

- Recognition as a sponsor in online materials
- Social media recognition

IDEK SYMPOSSIA: VIRTUAL GOODIE BAG $150

- Special item for attendees to receive in a virtual Goodie bag post-virtual conference
- Recognition as a sponsor in online materials
- Recognition as a sponsor in online materials
- Social media recognition

IDEK SYMPOSSIA: ONLINE PROGRAM GUIDE ADVERTISING $50 - $250

- Back Cover - $200
- Inside Front Cover -$150
- Full-Page -$100
- Half -Page -$50

IDEK SYMPOSSIA: VIRTUAL STUDENT HAPPY HOUR

- Lead a 1 hour student attendee Meet and Greet to showcase your product line or services
- Recognition as a sponsor in online materials
- Social media recognition
- Recognition as an Advertiser
**SPONSOR INFORMATION**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Company Address</th>
<th>Website</th>
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**MAIN CONTACT**

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**NEW SPONSORSHIP OPPORTUNITIES**

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<th>Option</th>
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<td>IDEC Annual Award Sponsor</td>
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<td>Professional (Non-Profit) Association Partners</td>
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<td>Emerging Leader/ Sponsor Roundtable</td>
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**ANNUAL SPONSORSHIP**

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<th>Sponsorship Type</th>
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<tbody>
<tr>
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<td>Premiere</td>
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**ANNUAL CONFERENCE SPONSORSHIP**

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**EXHIBITOR OPPORTUNITIES**

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**FALL VIRTUAL SYMPOSIUM SPONSORSHIP**

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<td>IDEC Symposia Virtual Goodie Bag</td>
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<td>IDEC Symposia Virtual Student Happy Hour</td>
<td>$200</td>
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<td>IDEC Symposia Email Campaign</td>
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Please complete, sign and mail this Contract with your payment to:
IDEC – 529 15th St NW, Suite 1280, Washington, DC, 20045, Alan Goodin agoodin@idec.org