INTERIOR DESIGN EDUCATORS COUNCIL®

2023 IDEC South Regional Conference

SCAD Atlanta

October 20-21, 2023

Photo courtesy of SCAD

WHAT IS IDEC?

The mission of IDEC is the advancement of interior design education, scholarship, and service.

WHAT IS THE 2023 IDEC SOUTH REGIONAL CONFERENCE?

- The annual IDEC South Regional Conference is a two-day conference that provides an opportunity for interior design educators, students, and practitioners from the southern United States to gather for networking and programming that this year includes:
  - A Keynote address by Dr. Alexis Abramson, Specialist in Aging.
  - IDCEC approved Scholarship presentations by educator members to share their latest research with practitioners and other educators.
  - Workshops on incorporating Virtual Reality in the classroom and in practice, Best Practices in Teaching, CIDA accreditation, Lunch and learn CEUs by sponsors, and more!
  - Networking opportunities, sponsor exhibitor booths, and special tours with the Atlanta Design Festival.

WHY SPONSOR?

- ***CONNECT*** with practitioners, educators, and students, the next wave of emerging professionals from across the southern United States!
- ***DEMONSTRATE*** the value of your brand and the problem-solving innovations that your products and services provide!
- ***CREATE*** lifelong, loyal clients and customers.

DETAILS:

- Dates: Friday, October 20, 2023: 8am to 5pm plus special dinner excursion at 6:30pm in partnership with the Atlanta Design Festival

  Saturday, October 21, 2023: 8am to 3pm

- Location: SCAD Atlanta campus locations, including the stunning FORTY Event Space featuring skyline views of the city and the Interior Design Department at 1600 Peachtree Rd, Atlanta, GA 30309

- Expected attendees: 100-125 designers, design educators, and design students from across the southern US are anticipated to attend this year

Be a NETWORKING SPONSOR for $500! Perks include:

- ***EXHIBIT SPACE: single exhibit space [30" x 72" table] in sponsor lounge for the duration of the conference, with the opportunity to interact with the attendees multiple times throughout the conference and during programming breaks***

- ***RECOGNITION: your logo included on all promotional materials and in the conference guide, plus a half page advertising space in the conference guide.***

- ***COMPLIMENTARY CONFERENCE REGISTRATION: for one ($145 value), including meals, excursions, and the ability to attend all programming.***

Or, select one of our EXTRA-SPECIAL SPONSORSHIP OPPORTUNITIES!

- ***KEYNOTE SPONSOR: $1250***
  - ***Take advantage of the opportunity to address the conference attendees directly during the opening session and welcome our Keynote speaker, Dr. Alexis Abramson, to the stage. Plus, enjoy a double exhibit space [two 30" x 72" tables] in the sponsor lounge for the duration of the conference, priority recognition on promotional materials, and a full page ad in the conference guide. Two complimentary conference registrations included ($290 value).***

- ***CELEBRATION SPONSOR: $3000***
  - ***Stand out as a premier sponsor by "hosting" our special Friday night post-conference excursion at 6:30pm! We're partnering with the Atlanta Design Festival for a sneak-peek progressive happy hour tour of two of the featured homes on the Contemporary Home Design Tour before they are open to the public! Attendees will enjoy appetizers, beer, and wine while relaxing with one another and receiving behind-the-scenes tours from the architects of the featured homes. As our Celebration sponsor, you'll be invited to welcome the attendees during the excursion, plus you'll receive the following perks during the conference: Double exhibit space [two 30" x 72" tables] in sponsor lounge, priority recognition on promotional materials, and a full page ad in the conference guide. Two complimentary conference registrations included ($290 value). The conference committee will coordinate all the details of the food and beverages on your behalf, so no extra work required!***

SPECIAL SPONSORSHIP OPPORTUNITIES:

- ***LUNCH SPONSOR – Friday, October 20: $1500***
  - *Your sponsorship covers the costs of a meal coupon ($12/ea.) for conference attendees. Enjoy the opportunity to introduce your copany at the end of the first morning session and invite the attendees to lunch. You'll receive special table top recognition in the SCAD dining hall while attendees indulge in a wide array of hot and cold food and beverages prepared by SCAD's award-winning culinary vendor. Also, you'll receive a double exhibit space [two 30" x 72" tables] in the sponsor lounge for the duration of the conference, priority recognition on promotional materials, and a full page ad in the conference guide. Two complimentary conference registrations included ($290 value).*

- ***LUNCH & LEARN SPONSOR – Saturday, October 21:***
  - *Enjoy the chance to provide a 1.0 hour IDCEC-approved CEU to all the conference attendees during lunch on Saturday, October 21, in the beautiful SCAD FORTY event space with skyline views of Atlanta. The lunch and learn sponsor is <u>not required to provide a monetary sponsorship</u> to IDEC, but will be required to arrange for boxed lunches and beverages of their choice for all attendees, to be coordinated with the help of the conference planning committee. Also, enjoy a Double exhibit space [two 30" x 72" tables] in the sponsor lounge, priority recognition on promotional materials, and a full page ad in the conference guide. Two complimentary conference registrations included ($290 value).*

SPECIAL SPONSORSHIP OPPORTUNITIES:

- ***SOCIAL LOUNGE SPONSOR: $1250***
  - *Receive special table top recognition in the conference social lounge featuring refreshments and beverages throughout the duration of the conference. Plus, you'll receive a double exhibit space [two 30" x 72" tables] in the sponsor lounge, priority recognition on promotional materials, and a full page ad in the conference guide. One complimentary conference registration included ($145 value).*

- ***BREAKFAST/COFFEE SPONSOR: $750 (2 sponsorships available)***
  - *Enjoy a chance to speak with our attendees during the breakfast/welcome hour and tabletop recognition, along with a double exhibit space [two 30" x 72" tables] in the sponsor lounge for the duration of the conference, priority recognition on promotional materials, and a full page ad in the conference guide. Two complimentary conference registrations included ($290 value).*

- ***TRANSPORTATION SPONSOR: $2000***
  - *Assist with the costs of transporting our attendees to the special excursion locations on Friday night, and enjoy the chance to speak with our attendees during the ride! Plus, receive a double exhibit space [two 30" x 72" tables] in the sponsor lounge for the duration of the conference, priority recognition on promotional materials, and a full page ad in the conference guide. Two complimentary conference registrations included ($290 value).*

SPECIAL SPONSORSHIP OPPORTUNITIES:

- ***INDIVIDUAL SPONSORSHIP PATRONS: $25 | $50 | $100 | custom***

  - ***This category is for individuals who wish to donate money to enhance the quality of IDEC's South Regional Conference. Categories include $25, $50, $100, or any other amount the donor wishes to contribute. Consider becoming a Patron Supporter of the IDEC South Region and receive recognition for your contribution on promotional materials and a shout out during our opening and closing sessions!***
  - ***Additional benefits for larger donations are possible.***

- ***CUSTOMIZED SPONSORSHIP PACKETS:***

  - ***Looking to customize a special sponsorship package to meet your objectives of connecting with our conference attendees? Contact Conference Chair Tony Purvis at apurvis@scad.edu to discuss!***

On behalf of the IDEC South Regional Board of Directors, the Regional Conference Planning Committee members, and the Savannah College of Art and Design, I thank you for considering monetarily partnering with us for the 2023 IDEC South Regional Conference as we bring together the best and brightest change makers in the A&D profession who directly influence the next generation of innovative, impactful, and purpose-driven designers! I hope to see you at the conference!

Cheers,
Tony Purvis, Conference Chair
SCAD Atlanta Interior Design