

2021 SPONSORSHIP + EXHIBITION OPPORTUNITIES



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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 2020 SPONSORS!

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ASID

PREMIERE SPONSORS

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DESIGN MANAGER
IIDA
MY RESOURCE LIBRARY
STANTEC
TAYLOR, FRANCES, AND ROUTLEGE
TEXTILE FABRIC CONSULTANTS
THE SHADE STORE

2021

ANNUAL SPONSORSHIP OPPORTUNITIES

Visionary
\$10,000

Premiere
\$5,000

ANNUAL BENEFITS

- | | |
|--|---|
| <ul style="list-style-type: none">• Recognition as the IDEC Visionary Partner for all IDEC conferences. Logo featured on IDEC website as Visionary Partner. Reaching over 750 Members with live link to your website, visible on all website pages for 2021 and also on the Sponsorship page during the 2021 Annual Conference. Introduction page to recognize sponsor as a Visionary Partner.• 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) for 2021.• Opportunity to host two (2) webinars in 2021 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 for 2021.• Two (2) Direct email communications to over 750 members for 2021. | <ul style="list-style-type: none">• Recognition as the IDEC Premier Partner for all IDEC conferences. Logo featured on IDEC website as Premier Partner. Reaching over 750 Members with live link to your website, visible on all website pages for 2021 and also on the Sponsorship page during the 2021 Annual Conference. Introduction page to recognize sponsor as a Premier Partner.• 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) for 2021.• Opportunity to host one (1) webinar in 2021 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 for 2021.• One (1) Direct email communications to over 750 members for 2021. |
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2021

ANNUAL SPONSORSHIP OPPORTUNITIES

Visionary
\$10,000

Premiere
\$5,000

CONFERENCE BENEFITS

- 2021 IDEC Service Award named in honor of your company. Given at the 2021 Annual Conference, granted to those who have offered significant contributions to the field.
 - Opportunity to host one (1) live session on product features during Virtual Conference Event.
 - Focus Group with IDEC Leaders to discuss new initiatives, generate new ideas for reaching and growing Students, showcase products and services.
 - One (1) complimentary virtual exhibit space.
 - Opportunity to virtually address attendees during opening session for 3-5 minutes at conference event.
 - Logo included on event marketing pieces.
 - Recognition on Annual Conference webpage.
 - Four (4) Complimentary full Annual Conference registrations.
 - Opportunity to provide (1) promotional item (subject to IDEC approval) in attendee Virtual Thank You Bag.
- One (1) complimentary virtual exhibit space.
 - Logo included on event marketing pieces.
 - Recognition on Annual Conference webpage.
 - Four (4) Complimentary full Annual Conference registrations.
 - Opportunity to provide (1) promotional item (subject to IDEC approval) in attendee Virtual Thank You Bag.

March 3-6 2021

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 virtual thank you 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 in the Virtual Thank You Bag.
- Recognition on IDEC Website.
- Press release announcement of your participation.
- Exclusive signage at Keynote Address, sponsor logo will appear on screen.

VIRTUAL AWARDS CEREMONY 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 in the Virtual Thank You Bag.



March 3-6 2021

CONFERENCE SPONSORSHIP & EXHIBIT OPPORTUNITIES

PECHA KUCHA EVENT SPONSOR - \$3,000

As a sponsor for the zany and fun Pecha Kucha nights which draws over 200 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.
- Logo featured during the event and registration.
- Opportunity to put one (1) marketing piece in the Virtual Thank You Bag.

VIRTUAL THANK YOU BAG SPONSOR- \$1,000 (EXCLUSIVE)

This is your company's opportunity to gain exposure during – and even after - the show. 300 attendees access the branded virtual goodie bags – drop in a useful virtual souvenir they will hold on to and reuse long after the conference has ended.

- Company logo (color logo) along with IDEC conference logo on Virtual Thank You Bag page.
- Opportunity to put one (1) marketing piece in the Virtual Thank You Bag.

VIRTUAL THANK YOU BAG INSERT - \$500

Insert a piece of product literature or giveaway item into Virtual Thank You Bags.



March 3-6 2021

CONFERENCE SPONSORSHIP & EXHIBIT OPPORTUNITIES

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.

- Opportunity to create a welcome video for event addressing competitors and message of good luck.
- Opportunity to put one (1) marketing piece in the Virtual Thank You Bag.
- Recognition on IDEC Website.
- Press release announcement of your participation.

REGISTRATION SPONSOR - \$4,000

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

- Website to host Sponsor logo.
- Exclusive Sponsor logo on confirmation of registration email.
- Opportunity to put one (1) marketing piece in the Virtual Thank You Bag.
- Recognition on IDEC Website.
- Inclusion on all registration reminders.
- Press release announcement of your participation.



March 3-6 2021

CONFERENCE SPONSORSHIP & EXHIBIT OPPORTUNITIES

VIRTUAL NETWORKING HAPPY HOUR - \$3,500

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 virtual showroom.

- Exclusive Sponsor logo on confirmation of registration email.
- Opportunity to put one (1) marketing piece in the Virtual Thank You Bag.
- Recognition on IDEC Website.
- Inclusion on all registration reminders.
- Press release announcement of your participation.

BRANDED MASKS - \$1,000

200 Sponsor branded masks will be delivered to the first 200 registered attendees.

EVENT NOTEPAD SPONSOR - \$4,000

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. Notepads will be delivered to the first 200 registrants.

- Company logo (1 color logo) along with IDEC conference logo on cover.
- Opportunity to put one (1) marketing piece in the Virtual Thank You Bag.
- Recognition on IDEC Website.
- Press release announcement of your participation.



March 3-6 2021

CONFERENCE SPONSORSHIP & EXHIBIT OPPORTUNITIES

VIRTUAL COFFEE BREAK SPONSOR - \$2,500

Host small virtual group “coffee breaks”. 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.

- Day 1 PM Break
- Day 2 PM Break

WELCOME BAG SPONSOR \$4,000

Welcome bags will be delivered to the first 200 registered attendees. Bags will be co-branded with Sponsor and IDEC logo's and will include included conference goodies

WELCOME BAG INSERT \$500 - \$1,000

Sponsor to provide a small logo item to be included in Welcome Bags. Bags to be delivered to first 200 registered attendees.



March 3-6 2021

CONFERENCE ADVERTISING OPPORTUNITIES

SILVER SCREEN VIDEO - \$750

A pre-produced 2 minute video will play during various conference times of the 3 day Conference.

POLLING QUESTION - \$500

Create a polling question to be aired during the 3 day Conference and receive the data after the event closes.

March 3-6 2021

EXHIBITOR OPPORTUNITIES

VIRTUAL EXHIBIT SPACE - \$750.00

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- Each Virtual exhibit space to host branding opportunities throughout the conference.
 - Opportunity to upload video.
 - Opportunity to upload PDF's.
 - Early and final conference attendee list.
 - Attendee engagement data analytics.

ADDITIONAL EXHIBIT OR CONFERENCE REGISTRATIONS- \$100



2021

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

NEW SPONSORSHIP OPPORTUNITIES

PROFESSIONAL (NON-PROFIT) ASSOCIATION PARTNERS STUDENT COMPETITION PROMOTIONS \$500

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

IDEC ANNUAL AWARD(S) SPONSOR \$5,000

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

SPONSOR IDEC

Sponsorship is not valid until contract is received. Fifty percent is due at time of signing and balance is due by January 15, 2021.

SPONSOR INFORMATION

Company Name

Company Address

Website

MAIN CONTACT

Name

Email

Phone Number

ANNUAL SPONSORSHIP

☐ Visionary \$10,000

☐ Premeire \$5,000



CONFERENCE SPONSORSHIP

☐ Keynote \$5,000

☐ Registration Sponsor \$4,000

☐ Virtual Awards Ceremony \$5,000

☐ Virtual Networking Happy Hour \$3,500

☐ Pecha Kucha \$3,000

☐ Libations Add On \$3,000

☐ Virtual Thank You Bag Sponsor \$1,000

☐ Welcome Bag Sponsor \$500-\$1000

☐ Virtual Thank You Bag Insert \$500

☐ Wecome Bag Insert \$2,500

☐ Student Competition \$4,000

☐ Branded Masks \$1,000

☐ Virtual Coffee Break (1) \$2,500

☐ Event Notepad Sponsor \$4,000

☐ Virtual Coffee Break (2) \$2,500

CONFERENCE ADVERTISING

☐ Silver Screen Video \$750

☐ Polling Question \$500

EXHIBITOR OPPORTUNITIES

☐ Virtual Exhibit Space \$750

Additional Exhibit or Conference Registration \$100.

NEW SPONSORSHIP OPPORTUNITIES

☐ Focus Group With IDEC Leaders \$2500

☐ Emerging Leader/ Sponsor Roundtable \$7500

☐ Corporate Student Competition Promotion \$1000

☐ IDEC Annual Award Sponsor \$5000

☐ Professional (Non-Profit) Association Partners \$500
Student Competition Promotions

PAYMENT INFORMATION

☐ Check Enclosed.

Dated _____ for \$ _____ (US funds) made payable to IDEC intended as payment for sponsorship.

*To pay via credit card, please contact Kristen Lew @
klew@idec.org or call 202.207.1131*

ACCEPTANCE

I, the duly authorized representative of the above-signed company, on behalf of said company, subscribe and agree to all terms, conditions, authorizations, and covenants obtained in this Application + Contract for Sponsorship + Exhibit Opportunities for the 2021 IDEC Annual Conference.

Signature _____

Please complete, sign and mail this Contract with your payment to: IDEC – 529 15th St NW, Suite 1280, Washington, DC, 20045, Kirsten Lew, klew@idec.org