

IDEC Annual Conference Opening Day at The Mart | *Monday March 16, 2026*

Making Good Design Decisions for the Future of Our Profession

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IDEC is a community of interior design faculty and students representing more than 325 institutions across 11 countries. With the support of industry partners, IDEC brings meaningful experiences into classrooms and conferences worldwide. Sponsorship is more than visibility—it's a chance to connect your brand with the next generation of interior designers.

□ Welcome Reception Sponsorship - \$15,000 (1 available)

The Annual Conference Welcome Reception is among the highest attended conference events. Colleagues from across the country finally gather in person to reconnect, network, share ideas, and more. Host the reception of up to 175 faculty and students of interior design from 5:30 pm – 7:30 pm in your showroom at The Merchandise Mart. This sponsorship includes two Showroom Presentations Sponsorships to be used in any two spaces co-owned by the sponsor in the Merchandise Mart (a \$10,000 value!)

Sponsor Provides:

- Welcome Reception in their showroom for up to 175 conference attendees, 5:30pm – 7:30pm (beverages + heavy hors d'oeuvres)
- Conference Room / Touch Down space for conference team of five (5)

IDEC Provides:

Annual Conference Benefits

- Promotion of event to all conference attendees
- Logo included on Annual Conference marketing pieces.
- Branding and logo recognition on conference webpage and mobile app
- Reception and meal signage
- Recognition as the welcome sponsor in all promotional materials.
- Opportunity to include information handout (1) and branded item (1) to attendees

Year-Round Benefits

- Standalone promo email to all members from IDEC
- Recognition on IDEC website, logo included
- Logo included on IDEC email conference communications
- Advertisement in IDEC News, our weekly electronic newsletter
- Two social media postings in IDEC's social media channels (currently LinkedIn and Instagram) in 2026 (text and image provided by sponsor)

VALUE ADD: Welcome Reception Sponsor may also have up to (2) showroom presentation sponsorships (see next page)

Sponsorship Commitment - Please fill out form and email back to info@idec.org

For more information | Ramona Hopkins, IDEC Business Development Manager, rhopkins@idec.org / 312.596-5244

Please send invoice to:

Company Name: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

All proceeds would go directly to IDEC in key areas to advance design education, cultivate and support diversity in the discipline, inspire new leaders, and produce the highest quality research for the advancement of the profession. Your financial contribution helps IDEC grow our efforts to serve educators and students as they progress into practice.

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□ Showroom Presentations Sponsorship - \$5,000 (6 available)

This sponsorship consists of opening a showroom to conference attendees as a location for research presentations according to the following schedule:

1:00 pm – 2:00 pm	2 Presentations
2:00 pm – 2:30 pm	Move & Mingle with Sponsor
2:30 pm – 3:30 pm	2 Presentations
3:30 pm – 4:00 pm	Move and Mingle with Sponsor
4:00 pm – 5:00 pm	2 Presentations
5:00 pm – 5:30 pm	Mingle with Sponsor

Anticipated attendance is 20 per session/presentation. IDEC will schedule and coordinate all presentations. Presenters to provide laptops for all presentations

Sponsor Provides:

- Showroom space and seating for 15-25 attendees
- Projector and screen or television for presentation of slides (IDEC provides laptop)
- Refreshments for attendees
- Option to provide facilitator/moderator for sessions
- Opportunity to include information handout (1) and branded item (1) to attendees

IDEC Provides:

- Logo recognition in the conference app and featured on IDEC conference website
- Promotion of event to all potential conference attendees
- Opportunity to include informational handout (1) and branded items to attendees
- IDEC to create and provide a moderator guide

□ I am interested in learning about other sponsoring opportunities with IDEC and may qualify for a discount on a customized sponsorship package (See 2025-2026 Sponsorship Prospectus)

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