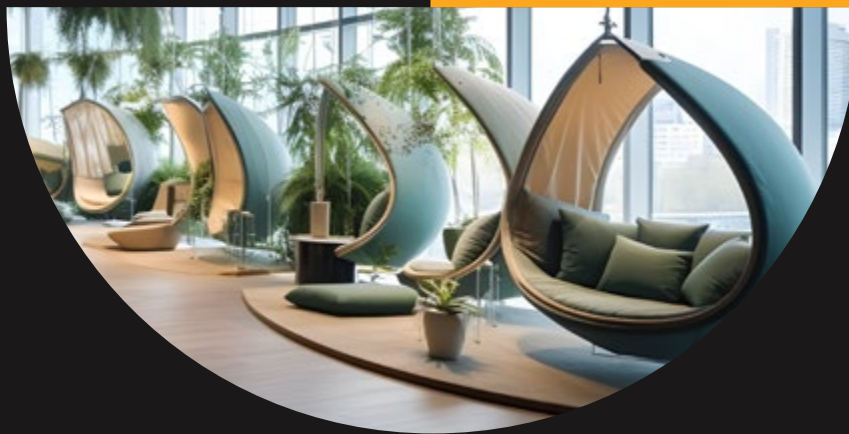


INTERIOR DESIGN
EDUCATORS COUNCIL



THE FUTURE OF DESIGN
BEGINS HERE.



SPONSORSHIP PROSPECTUS

IDEC *MISSION*

IDEC's mission is to enhance interior design by assisting educators with effective teaching resources and promoting research. As technology evolves, the skills professionals need to advance have changed. IDEC supports professionals and educators, providing resources to navigate misconceptions and improve design applications for clients' goals.

IDEC organizes events connecting people, offering learning opportunities, and supporting academic growth. These events include the Annual Conference, regional gatherings, online webinars, and teaching hubs held across the US throughout the year.



CORE *VALUES*

- We believe in the value of formalized interior design education.
- We believe the preparation of an interior designer includes learning through formalized education, scholarship, and service.
- We believe the foundation of interior design education is grounded in ethics and encompasses environmental, cultural, social, global issues.
- We believe in an open dialogue and collaboration among colleagues.
- We believe a successful interior design education depends upon the participation of diverse groups of people.





JOIN THE *MOVEMENT*

Benefits of Level Sponsorship

Becoming a Level Sponsor is an excellent way to showcase your brand to influential Interior Design educators. IDEC proudly serves over 550 members from 325 institutions in 11 countries worldwide, all dedicated to advancing interior design education, scholarship, and service. Our core values inform everything we do throughout the year, made possible by the continuous support of our sponsors.

Level Sponsorships offer year-round exposure through email, online, and social media channels, reaching our extensive network of contacts on a regular basis.

Level Sponsors enjoy significant visibility at the IDEC Annual Conference and at regional conferences each year. The Annual Conference attracts an international group of leading practitioners, interior product manufacturers and distributors, publishers, educators, and students from interior design programs. As a Level Sponsor, you may have the opportunity to address attendees at a key event during the conference and receive complimentary registrations, exhibit spaces, and advertising space in the program guide.



LEVEL SPONSORSHIP *OPPORTUNITIES*

IDEC Website Partner —————> \$20,000 (2 Available)

This sponsorship level will add your logo to the footer of the website noting the website is “powered by” your company.

Conference Engagement

- Conference Exhibit Table
- Verbal Recognition on Stage
- Two (2) complimentary registrations
- Lunch and Learn Session
- 1st choice of Event Sponsorship item (see Page 6)
- Board/Sponsor Reception

Marketing Recognition

- Branding recognition on IDEC’s website footer, with message “Powered by” w/ company logo
- Personalized landing page with sponsor content and links on new IDEC website
- Logo included on Banner and Annual Conference marketing pieces
- Logo included on IDEC email communication.
- Full-page Advertisement in IDEC Exchange magazine

Communication

- Two (2) webinars for the IDEC Membership
- Three (3) email communications to members either through weekly IDEC Connect or direct mail

Social

Three (3) Social Media posts on IDEC social accounts (currently Facebook, LinkedIn, Instagram)

Visionary Partner —————> \$15,000 (3 Available)

This sponsorship level indicates a commitment to IDEC’s vision to be the convening place for educators and students of interior design.

Conference Engagement

- Conference Exhibit Table
- One (1) complimentary registrations
- Verbal Recognition on Stage
- 2nd Choice of Event Sponsorship item (see Page 6)
- Board/Sponsor Reception

Marketing Recognition

- Recognition on IDEC website, logo included on IDEC email communication
- Logo included on Banner & Annual Conference marketing pieces.
- 1/2-page Advertisement in IDEC Exchange magazine

Communication

- One (1) webinar for the IDEC Membership
- Two (2) email communications to members through weekly IDEC Connect or direct mail

Social

Two (2) Social Media posts on IDEC social accounts (currently Facebook, LinkedIn, Instagram)



Premier Partner —————> \$10,000 (4 Available)

Premier sponsors focus their support on the IDEC Annual Conference, with an exhibit table and an opportunity to meet with the IDEC Board of Directors at the conference.

Conference Engagement

- Conference Exhibit Table with one (1) registration
- Verbal Recognition on Stage
- Board and Sponsor Reception

Marketing Recognition

- Recognition on IDEC website, logo included on IDEC email communication
- Logo included on Banner & Annual Conference marketing pieces.
- ¼ page advertisement in IDEC Exchange magazine

Communication

- One (1) email communication to members either through weekly IDEC Connect or direct mail

Social

One 1 Social Media post on IDEC social accounts (currently Facebook, LinkedIn, Instagram)

Abstract Sponsor —————> \$7,500 (2 Available)

IDEC's peer-reviewed abstract selection process is a robust process focused on academic rigor and integrity. All researchers and presenters use IDEC's abstract management system to submit and manage abstracts and presentation slots and all IDEC abstract reviewers access the system throughout the year. Support the review process with this sponsorship and your logo reaches hundreds of members throughout the year.

Conference Engagement

- Verbal Recognition from Stage
- Thank you slide with logo in session rooms

Marketing Recognition

- Thank you slide with logo in session rooms
- Logo on Call for Abstracts page
- Logo on all abstract acceptance emails

Communication

- One (1) email communication to all accepted abstract authors

Social

One (1) Social Media post from IDEC Facebook, X, Instagram or LinkedIn page



Studio LIVE Sponsor —————> \$5,000 (4 Available)

IDEC STUDIO LIVE offers a unique opportunity to engage directly with hundreds of interior design students during a single, high-impact hour in September. These students represent the next generation of interior designers who will soon influence product and material selection, brand loyalty, and drive specifying decisions across commercial and residential projects. Engaging them now helps position your brand at the forefront of the industry's future decision-makers.

Studio LIVE

- Prepared virtual presentation and/or tour

Communication

- Promotional email to members to plan for Studio LIVE
- Reminder emails to registrants

Marketing Recognition

- Logo on Studio LIVE page on idec.org
- Logo on all Studio LIVE correspondence to membership
- Logo on Studio LIVE registration page

Social

One (1) Social media post from IDEC on LinkedIn and Instagram

IDEC Virtual Symposium Sponsor —————> \$2,500 (4 Available)

IDEC's Virtual Symposium presents peer-reviewed research, spark sessions, and panels in a virtual format that reaches the entire membership and is promoted to a worldwide audience. Sponsors support the program's free registration for academia.

Symposium Engagement

- Verbal recognition during symposium
- Thank you slide with logo

Communication

- One (1) email communication to registered attendees sent by IDEC on behalf of sponsor

Marketing Recognition

- Logo on call for abstracts page
- Logo on symposium page
- Logo on confirmation emails to registrants

Social

- One (1) Social media post from IDEC on LinkedIn and Instagram

Marketing & Advertising Sponsor —————> *Varies*

Marketing & Advertising	# Available	Amount
Newsletter (12x per year)	1	\$3,600
Newsletter (6x per year)	2	\$2,800
Newsletter (3x per year)	4	\$1,200
Newsletter (1x per year)	12	\$500



ANNUAL CONFERENCE EVENT SPONSORSHIP *OPPORTUNITIES*

Event Supporters	# Available	Package Includes	
Conference Exhibitor Registration	1	6-foot tabletop, 2-chairs and wastebasket, Online agenda and conference app recognition	\$1,500
Morning Breaks	2	Logo on signage/ online agenda, and conference app recognition	\$3,000
Afternoon Breaks	2	Logo on signage/ online agenda, and conference app recognition	\$3,000
Lanyards	1	Logo on lanyard	\$3,000
Signage on Charging Stations	3	Logo on signage and conference app recognition	\$3,000
Logo on Hotel Key Card	5	Logo on key card, and conference app recognition	\$3,000
Registration Welcome Desk	2	Branded message and link to all conference attendees; online agenda and conference app recognition	\$3,000

Event Sponsorship	# Available	Package Includes	Amount
IDCEC Continuing Education	2	Logo recognition with the QR code at the end of every session during conference. Logo in conference app. Logo on conference webpage. Recognition as event sponsor during event.	\$5,000
Keynote	2	Promotional handout for attendees (digital file required) branded message and link to all conference attendees; online agenda, mainstage and conference app recognition	\$5,000
Mobile App and Wifi	2	Networking app featured sponsor logo, branded message and link to all conference attendees; Online agenda, and conference app recognition	\$5,000
Welcome Reception	2	Promotional handout for attendees (digital file required) branded message and link to all conference attendees; online agenda, and conference app recognition	\$5,000
Closing Reception	2	Promotional handout for attendees (digital file required) branded message and link to all conference attendees; online agenda, and conference app recognition	\$5,000
Breakfast Buffet	1	Promotional handout for attendees (digital file required) branded message and link to all conference attendees; online agenda, and conference app recognition	\$5,000
Networking Lunch	1	Promotional handout for attendees (digital file required) branded message and link to all conference attendees; online agenda, and conference app recognition	\$5,000
Annual Awards	10	Branded message and link to all conference attendees; online agenda, mainstage and conference app recognition	\$5,000



SPONSORSHIP CONTRACT FORM

Company Name: _____

Contact Name: _____

Address: _____

Email Address: _____

Authorized Signature: _____

IDEC Level Sponsorship Opportunities

- ☐ Website Host* – \$20,000
- ☐ Visionary* – \$15,000
- ☐ Premier – \$10,000
- ☐ Abstracts - \$7500

* Website and Visionary Sponsors choose an Event Sponsorship below to include for FREE!

Annual Conference Event Sponsorship

- ☐ \$5,000 IDCEC Continuing Education
- ☐ \$5,000 Opening Keynote
- ☐ \$5,000 Closing Keynote
- ☐ \$5,000 Mobile App and WIFI
- ☐ \$5,000 Welcome Reception
- ☐ \$5,000 Closing Reception
- ☐ \$5,000 Breakfast Buffet
- ☐ \$5,000 Networking Lunch
- ☐ \$5,000 Annual Awards

Annual Conference Event Supporters

- ☐ \$1,500 Conference Exhibitor Registration
- ☐ \$3,000 Morning Breaks
- ☐ \$3,000 Afternoon Breaks
- ☐ \$3,000 Lanyards
- ☐ \$3,000 Signage on Charging Stations
- ☐ \$3,000 Logo on Hotel Key Card
- ☐ \$3,000 Registration Welcome Desk

Marketing and Advertising

- ☐ \$3,600 Newsletter (12x per year)
- ☐ \$2,800 Newsletter (6x per year)
- ☐ \$1,200 Newsletter (3x per year)
- ☐ \$500 Newsletter (1x per year)

IDEC Studio LIVE (4 available)

- ☐ \$5,000 Sponsorship

IDEC Virtual Symposium (4 available)

- ☐ \$2,500 Sponsorship

Method of Payment

- ☐ Check *(please make payable to IDEC)*

Mail To: IDEC
35 East Wacker Drive. Suite 850
Chicago, IL 60601

- ☐ ACH Payment

Checking Account/Fifth Third Bank
Routing: 071923909 / Account: 7244566985
*(Please be sure to add your company name
and the invoice # to your ACH information)*

All Credit Card payments will incur a 3% transaction fee.

To Pay by credit card, or if you have a question, please contact the IDEC Home Office at : 630-716-3404

