

IDEC STUDIO LIVE

Build Brand Preference with Future Interior Designers

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.

As a sponsor, you gain **direct access to a highly receptive audience** eager to learn about product innovation, emerging industry trends, and how leading manufacturers are shaping design's future. This is a powerful opportunity to build early brand recognition, establish lasting relationships, and position your company as a leader among future industry professionals.

A Scalable, High-Value Engagement Model

IDEC Studio Live is a live-streamed event reaching interior design studios at colleges and universities across the United States and Canada. During the program, your team will:

- **Introduce your company and value propositions** to future designers
- **Deliver a 45-minute presentation**, positioning your brand as an industry leader and educator
- **Establish clear follow-up pathways** by connecting students with local sales representatives and resources

With sponsor approval, sessions are recorded and made available on demand to **all IDEC members and their students**, extending your reach well beyond the live event and across time zones and class schedules.

Influence Future Design Professionals at the Earliest Stage

We cultivate an engaged student audience that actively explores your products, learns how and why to specify them, and integrates them directly into the coursework. This is **early-stage pipeline development at scale**—building familiarity, trust and product preference before purchasing habits and specification loyalties are established.

Limited Sponsorship Opportunities

IDEC Studio Live sponsorships are limited, and **faculty are actively designing fall curricula now**. Participating ensures your brand becomes part of critical design conversations at the exact moment students are researching, evaluating, and selecting products and systems for their projects. Early involvement positions your company as a valued industry partner and a lasting influence on future design professionals.

To discuss your participation, contact Ramona Hopkins at info@idec.org or 630-716-3404

**IDEC STUDIO LIVE – September 2026
SPONSORSHIP AGREEMENT & PAYMENT FORM**

Sponsorship Commitment

Yes, we would like to commitment to sponsoring a live-streamed event - IDEC Studio Live Sponsorship – **\$5,000** (\$10,000 value 50% discount at launch)

Yes, we to have the session recorded and available on demand to **all IDEC members and their students**

Sponsor Information

Company Name: _____

Primary Contact: _____

Title: _____

Email: _____

Phone: _____

Presentation Details

Preferred Week: September 1 September 7 September 21 September 28

Presentation Topic: _____

Presenter #1: _____ Title: _____

Presenter #2: _____ Title: _____

Please select your payment method

Check (Mail check to: IDEC, 35 East Wacker Drive, Suite 350, Chicago, IL 60601)

ACH / Electronic Transfer (details provided on invoice)

Credit Card: Visa MasterCard Discover American Express

Note: Credit card payments will incur a 3% transaction fee. For your convenience, an online payment link will be included with your invoice.

Please send invoice to: _____

Email Address: _____

Authorization Signature: _____ Date: _____

Sign and return completed form To: Ramona Hopkins | info@idec.org | 630-716-3404