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 to 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.
Annual Sponsorship Opportunities

VISIONARY PARTNER
$10,000

Annual Benefits:

► Promote your research or promote your products: Opportunity to promote your research and/or products by publishing in IDEC’s Exchange Newsletter AND be showcased in IDEC’s weekly eNews with a reach of over 1000 Educations and Stakeholders.

► Company Feature On Web: Reach over 700 Members with your logo and link placed in the Partner logo and link rotation visible on every page of the website and also on the Sponsorship page during the Conference.

► Social Media Take Over: Promote your organization on IDEC’s Facebook or Twitter page 2 times a year.

► Reach Members Directly: Ability to coordinate direct mailings to over 800 members. You provide the content and dates two weeks prior to preferred distribution time.

► Regional Conference Exposure: At each of the five Regional fall conferences, IDEC will include your logo w/link online with the event registration. You will also have the opportunity to provide collateral for each meeting.

► Further Initiatives: Host a webinar where you will have direct access to educators to share your vision, goals, new products, etc.

► Host Webinar: Opportunity to host two (2) webinars for the IDEC Membership. Partner will be mentioned in all marketing materials and event analytics will be provided once webinar is complete.

► Be Recognized: Ability to name one of the prestigious IDEC Service Awards after your company. These awards will be granted to those who have offered significant contributions to the field.

Conference Benefits:

► Opportunity to address attendees for 3-5 minutes at conference event.

► Two (2), six (6) foot exhibit spaces.

► Onsite Focus Group with IDEC Leaders to discuss new initiatives, generate new ideas for reaching and growing students, showcase products and services.

► Four (4) full conference registrations.

► Opportunity to put one (1) marketing piece, pre-approved by IDEC, in attendee welcome bag.

► Recognition on the Conference mobile app.

► Company logo included on event marketing pieces and signage.

► Company logo included in onsite signage.
PREMIER PARTNER
$5,000

Annual Benefits:

- Promote your research or promote your products: Opportunity to promote your research and/or products by publishing in IDEC’s Exchange Newsletter AND be showcased in IDEC’s weekly eNews with a reach of over 1000 Educations and Stakeholders.
- Company Feature on website: Reach over 700 Members with your logo and link placed in the Partner logo and link rotation visible on every page of the website and also on the Sponsorship page during the Conference.
- Social Media Take Over: Promote your organization on IDEC’s Facebook or Twitter page one (1) time a year.
- Reach Members Directly: We will send two emails throughout the year to the IDEC membership on your behalf. You provide the content in html and the date you’d like us to send it out. Material is to be received by IDEC a week in advance of e-blast for review.
- Regional Conference Exposure: At each of the 5 Regional fall conferences, IDEC will include your logo w/link online with the event registration. You will also have the opportunity to provide collateral for each meeting.
- Host Webinars: Opportunity to host one (1) webinar for the IDEC Membership. Partner will be mentioned in all marketing materials and event analytics will be provided once webinar is complete.

Conference Benefits:

- One (1) exhibit space.
- Two (2) full conference registrations.
- Opportunity to put one (1) marketing piece, approved by IDEC, in attendee welcome bag.
- Recognition on Conference mobile app.
- Company logo included in onsite signage.

<table>
<thead>
<tr>
<th>PARTNER BENEFITS COMPARISON</th>
<th>Visionary $10,000</th>
<th>Premier $5,000</th>
</tr>
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<tbody>
<tr>
<td><strong>ANNUAL BENEFITS</strong></td>
<td></td>
<td></td>
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<tr>
<td>Share Research/Promote Products</td>
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<td>Company Feature on website</td>
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<td>Social Media Take Over</td>
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<td>1</td>
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<td>Reach Members Directly</td>
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<td>X</td>
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<tr>
<td>Regional Conference Exposure</td>
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<td>X</td>
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<tr>
<td>Further Initiatives</td>
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<td>1</td>
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<tr>
<td>Be Recognized</td>
<td>X</td>
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<tr>
<td><strong>CONFERENCE BENEFITS</strong></td>
<td></td>
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<tr>
<td>Opportunity to address attendees at conference event.</td>
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<td></td>
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<tr>
<td>Complimentary Exhibit Space</td>
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<td>Full conference registrations.</td>
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<td>2</td>
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<tr>
<td>Onsite Focus Group with IDEC Leaders</td>
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<tr>
<td>Marketing piece</td>
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<td>1</td>
</tr>
<tr>
<td>Recognition on the Conference mobile app</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Company logo included in signage</td>
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Conference Sponsorship and Exhibit Opportunities

Hyatt Regency Tulsa Downtown
March 5-7, 2020

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 attendee welcome bag; company logo on event signage and recognition on IDEC website.

KEYNOTE SPEAKER SPONSOR
$10,000

Take the opportunity to address over 100 attendees at the opening keynote presentation! Announce the keynote speaker and receive acknowledgement as the sponsor.

► Opportunity to address attendees at Keynote
► Press release announcement of your participation
► Opportunity to put one (1) marketing piece at each table setting
► Mobile app rotating banner ad on the day of the Keynote Address
► Exclusive signage at Keynote Address

PRESIDENT’S BANQUET SPONSOR
$7,500

The President’s Banquet 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 President’s Banquet
► Opportunity to put one (1) marketing piece at each table setting
► Mobile app rotating banner ad on the day of the President’s Banquet
► Press release announcement of your participation
► Exclusive signage at President’s Banquet

BREAKFAST OR LUNCH SPONSOR
$7,000

Help over 300 attendees rejuvenate their bodies with food and beverages as the sponsor of the breakfast or lunch. These events are always set in high-traffic gathering areas in the exhibit hall to help maximize exposure.

► Opportunity to put one (1) marketing piece at each table setting
► Exclusive event signage.
Conference Sponsorship and Exhibit Opportunities (cont.)

WELCOME RECEPTION SPONSOR  
$6,000 (EXCLUSIVE)

As a sponsor for the conference kickoff Welcome Reception, your brand will be front-and-center throughout the night and visible to all attendees.

- Opportunity to address attendees at sponsored event
- Opportunity to place one (1) marketing piece at each table setting
- Mobile app rotating banner ad for one (1) day of the conference
- Exclusive event signage.

PECHA KUCHA EVENT SPONSOR  
$6,000 (EXCLUSIVE)

As a sponsor for the zany and fun Pecha Kucha nights which draws over 100 attendees, your brand will be front-and-center throughout the night and visible to all attendees.

- Opportunity to address attendees at sponsored event
- Opportunity to place one (1) marketing piece at each table setting
- Mobile app rotating banner ad for one (1) day of the conference
- Exclusive event signage.

EVENT BAG SPONSOR  
$5,000 (EXCLUSIVE)

This is your company’s opportunity to gain exposure during – and even after - the show. 300 attendees use these branded bags to carry personal items and conference materials throughout the event – drop in a useful souvenir they will hold on to and reuse long after the conference has ended.

- Company logo (1 color logo) along with IDEC conference logo on tote bags (imprint cost included in sponsorship)

CONFERENCE APP SPONSOR  
$5,000 (EXCLUSIVE)

Put your company’s brand and message on the homepage of the app. Attendees use the app onsite to access session content, a schedule of events, exhibitor listings and all general event information. Mobile app presence, including: secondary opening page, schedule page watermark and rotating banner ad

- Press release announcement of your participation
Conference Sponsorship and Exhibit Opportunities (cont.)

**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.

- Exclusive signage with the Student Design Competition Display

**REGISTRATION SPONSOR**
$4,000

Be the attendees first glimpse into the the event by being featured at the registration desk and online form.

- exclusive signage of logo
- Opportunity to put one (1) marketing piece at the table

**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 showroom and provide beer, wine & snacks for 75-100 attendees *(not included in sponsorship).*

- Company logo, link and description on conference app

**SERVICE CHARRETTE SPONSOR**
$3,000

Join IDEC as we provide outreach to the community. IDEC attendees will offer design assistance to a local non-profit. during the conference.

- Opportunity to address participants in the charrette.
- Provides lunch for participants.
- Recognition on signage at the event and in design documents sent to the non-profit.

**EVENT NOTEPAD SPONSOR**
$3,000

This is your company’s opportunity to gain exposure during – and even after - the show. Attendees use these branded notepads onsite at the event and also long after the conference has ended.

- Company logo (1 color logo) along with IDEC conference logo on cover
### Conference Sponsorship and Exhibit Opportunities (cont.)

**Lanyard Sponsor**  
*$2,500 (exclusive)*

Just imagine: Your brand name visible on every attendee at the conference! Lanyards are a great way to enhance your brand recognition.

- Company logo (1 color) on each lanyard distributed to all attendees at registration (imprint cost included in sponsorship).
- Company logo displayed on event marketing pieces and signage.

**Coffee/Beverage Sponsor**  
*$2,500*

Be the official coffee supplier! Refreshment 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.

- Exclusive signage in break area.

### Conference Advertising Opportunities

**Silver Screen Video**  
*$750*

A pre-produced 2 minute video will play on loop in a high traffic location throughout the event.

**Welcome Bag Insert**  
*$500*

Insert a piece of product literature or giveaway item into conference attendee bags.

**Push Notifications**  
*$100*

Send a message to all Conference attendees via the mobile app on the day/time of your choice.
Exhibit and Sponsorship Opportunities

Exhibitor Opportunities

**TRIPLE EXHIBIT SPACE**  
$3,000  
- Three six-foot draped table with two chairs, wastebasket  
- Three conference registrations

**DOUBLE EXHIBIT SPACE**  
$2,200  
- Two six-foot draped table with two chairs, wastebasket  
- Two conference registrations

**SINGLE EXHIBIT SPACE**  
$1,200  
- One six-foot draped table with two chairs and wastebasket  
- One conference registration

**ADDITIONAL EXHIBITOR CONFERENCE REGISTRATIONS**  
$100

IDEC Regions Sponsorships

Sponsorship Opportunities are also available in conjunction with the annual regions meetings in the fall. Each region offers its own menu of sponsorship opportunities.

**ANNUAL REGION MEETINGS 2019**

<table>
<thead>
<tr>
<th>Region</th>
<th>Date</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>East</td>
<td>October 17-19</td>
<td>Buffalo, NY</td>
</tr>
<tr>
<td>South</td>
<td>October 9-12</td>
<td>Auburn, AL</td>
</tr>
<tr>
<td>Midwest</td>
<td>October 24-25</td>
<td>Grand Rapids, MI</td>
</tr>
<tr>
<td>Southwest</td>
<td>October 3-4</td>
<td>Waco, TX</td>
</tr>
<tr>
<td>Pacific West</td>
<td>October 17-18</td>
<td>Los Angeles, CA</td>
</tr>
</tbody>
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For more information on sponsoring one of these conferences, contact us at info@idec.org and we will connect you with the appropriate region representative.