

INTERIOR DESIGN
EDUCATORS COUNCIL



THE FUTURE OF DESIGN
BEGINS HERE.



2024-2025

SPONSORSHIP PROSPECTUS

IDEC *MISSION*

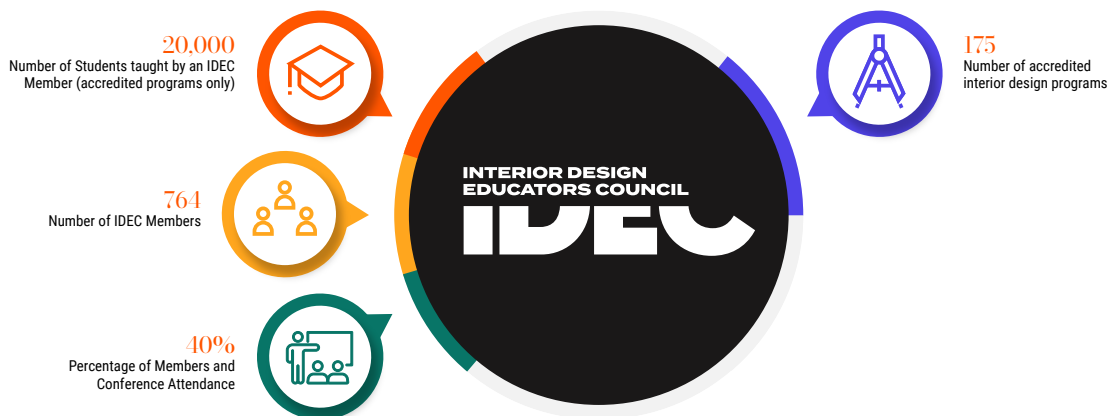
IDEC's mission is to enhance interior design by assisting educators with effective teaching resources and promoting research. As technology evolves, the skills professionals need to advance have changed. IDEC supports professionals and educators, providing resources to navigate misconceptions and improve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





IDEC

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 750 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.



2025 LEVEL SPONSORSHIP *OPPORTUNITIES*

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

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 Sponsor —————> **\$15,000** (3 Available)

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 Sponsor —————> *\$10,000* (4 Available)

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)

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



2025 ANNUAL CONFERENCE EVENT SPONSORSHIP *OPPORTUNITIES*

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
Photo Booth (w/ Banner Design)	1	Company logo on signage/ banner design background (company must provide) and conference app recognition	\$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
Cocktail Reception in Exhibit Hall	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
Student Mixer	1	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
Evening Board Reception	2	Private reception with IDEC Board	\$5,000
Board Lunch	2	Lunch with IDEC Board	\$5,000

Marketing & Advertising	# Available	Package Includes	Amount
Conference Exhibitor Table	6	1-registration and Exhibitor Table top; online agenda and conference app recognition	\$2,500
Morning Breaks	2	Logo on signage/ online agenda, and conference app recognition	\$2,500
Afternoon Breaks	2	Logo on signage/ online agenda, and conference app recognition	\$2,500
Lanyards	1	Logo on lanyard	\$2,500



Marketing & Advertising (Continued)	# Available	Package Includes	Amount
Signage on Charging Stations	3	Logo on signage and conference app recognition	\$2,500
Logo on Hotel Key Card	5	Logo on key card, and conference app recognition	\$2,500
Registration Welcome Desk	2	Branded message and link to all conference attendees; online agenda and conference app recognition	\$2,500
Regional Reception/Lunch	2	Online agenda and conference app recognition	\$1,000

Advertising	# Available	Amount
IDEC Exchange Full-page color ad	2	\$1,500
IDEC Exchange 1/2 page color ad	4	\$1,000
IDEC Exchange 1/4 page color ad	4	\$750
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

REGIONAL CONFERENCE SPONSORSHIP *OPPORTUNITIES*

Regional Conference Supporters	# Available	Package Includes	Amount
Opening Keynote	1	Promotional handout for attendees (digital file required) branded message and link to all conference attendees and online agenda, mainstage and conference app recognition	\$1,000
Closing Keynote	1	Promotional handout for attendees (digital file required) branded message and link to all conference attendees and online agenda, mainstage and conference app recognition	\$1,000
Morning Breaks	2	20-second submitted video clip featured during conference and on social media	\$1,000
Afternoon Breaks	2	20-second submitted video clip featured during conference and on social media	\$1,000



2024-2025 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 Photo Booth (w/Banner Design)
- \$5,000 Opening Keynote
- \$5,000 Closing Keynote
- \$5,000 Mobile App and WIFI
- \$5,000 Welcome Reception
- \$5,000 Closing Reception
- \$5,000 Cocktail Reception in Exhibit Hall
- \$5,000 Student Mixer
- \$5,000 Breakfast Buffet
- \$5,000 Networking Lunch
- \$5,000 Annual Awards
- \$5,000 Board (Evening) Reception
- \$5,000 Board Lunch

Marketing and Advertising

- \$1,500 Full-page color ad
- \$1,500 1/2 page color ad
- \$750 1/4 page color ad
- \$3,600 Newsletter (12x per year)
- \$2,800 Newsletter (6x per year)
- \$1,200 Newsletter (3x per year)
- \$500 Newsletter (1x per year)

Annual Conference Supporters

- \$2,500 Conference Exhibitor Table
- \$2,500 Morning Breaks
- \$2,500 Afternoon Breaks
- \$2,500 Lanyards
- \$2,500 Signage on Charging Stations
- \$2,500 Logo on Hotel Key Card (5 available)
- \$2,500 Registration Welcome Desk
- \$1,000 Regional Reception/Lunch (possible presentation)

Regional Conference Supporters

- \$1,000 Opening Keynote
- \$1,000 Closing Keynote
- \$1,000 Morning Breaks
- \$1,000 Afternoon Breaks

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

