



# 2026 SPONSORSHIP PROSPECTUS

BUILD YOUR BRAND  
CONNECT  
STAND OUT



interior designers of canada  
designers d'intérieur du canada



## ABOUT IDC

Founded in 1972, Interior Designers of Canada (IDC) is the national advocacy association for the interior design profession in Canada with a mandate to provide a unified voice to advance and promote the Canadian interior design industry locally, nationally, and internationally.

Event	Timeline	Location	Price
Design Symposium	Fall	GTA	\$3,500-\$30,000
Awards Celebration (part of the Design Symposium)	Fall	GTA	\$3,000-\$7,000
Impact Award	Up to 3 times throughout the year	Multiple locations: Central, East, and West	\$2,500-\$5,000
Destination DesignEx	Spring	GTA	\$1,250-\$5,000
CSC Building Expo	Winter	GTA	\$1,250-\$1,650
Industry Sales Professional Course	Up to 4 times throughout the year	Canada-wide	Event host: Details available upon request Attendee: \$200-\$600
Innovation Awards	Spring — Summer	Canada-wide	Starting at \$450 for first entry
Annual Student and Emerging Professionals Program	Throughout the year	Canada-wide	\$4,000
Host of IDC Board Meeting	Throughout the year	Various locations	Details available upon request
Host of IDC AGM	Throughout the year	Various locations	Details available upon request

• Please note that event information is subject to change

# 2026 SPONSORSHIP OPPORTUNITIES

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IDC is governed by a Board of Directors that consists of nine elected directors. The board meets in person up to four times per year.

### Investment and Typical Schedule

- Fully hosted meeting including travel, meals and accommodations.
- Partially hosted board meetings are also possible and could include hosting in a showroom, providing lunch, or an invitation to a networking dinner.

THURSDAY	Travel day for nine board members and up to two staff members
FRIDAY	Full day with / for host for tours, roundtable discussions, etc., evening dinner with host
SATURDAY	Full day board meeting, evening with host
SUNDAY	Travel day for board members

### OBJECTIVE

Our goal with hosted board meetings is to allow an IDC Industry Partner the unique opportunity to spend quality, dedicated time with a select group of interior designers from across Canada. IDC board members have their pulse on the interior design industry and profession across Canada.

Our commitment to a board host is to ensure that we provide you with valuable information that can help your company's outreach strategy. Our group will provide you with whatever insight or knowledge you are interested in; whether it is about your product offerings or your outreach strategy. Our specific intent is to give time to the industry partners who support us in so many ways throughout the year.

# HOSTED IDC BOARD MEETINGS

IDC offers a custom course, tailored exclusively to meet the needs of architecture and design industry sales professionals. This practically-oriented course features several Q & A sessions with panels of registered interior designers and architects, drawn from boutique and large design firms serving the retail, commercial, healthcare, hospitality and residential sectors.

In a series of frank and informal exchanges, these leading designers will deliver helpful tips on how their studios operate as well as how to join their network of trusted industry resources.

Complimenting the designer panelists and industry reps in attendance are Principals and senior designers from local firms. This provides an excellent opportunity to continue the conversation and network during breaks.

### Benefits

- Expanded network of registered interior designers and architects, drawn from boutique and large design firms
- Networking lunch with available panelists
- Two-way conversations with registered designers, architects and other sales professionals
- Helpful tips on how studios operate as well as how to join networks of trusted industry resources
- Certificate of completion
- Appellation/logo for your email signature block
- LinkedIn designation

### SCHEDULE

IDC runs up to four offerings of this course per year in different provinces. Refer to IDC Annual Events plan for more details.

Opportunities to host this event in local showrooms are available.

“Incredible engaging opportunity to have an open and candid conversation on how we (manufacturers, distributors) can better support and work alongside our industry customers both in the design and architectural fields.”

– Dallas Klassen  
Regional Sales Director, Canada West  
Interface

“Connecting people of varied backgrounds of expertise, from renowned individuals in the industry to up-and-coming designers, these sessions are a great way to collectively bring a better understanding of our world and meet new, amazing people. The different perspectives in design allow the industry to continue evolving which is very exciting to witness.”

– Maxwell Azuma  
Customer Service Representative  
Cantu Bathrooms & Hardware  
(ISPC Vancouver event host)

# INDUSTRY SALES PROFESSIONALS COURSE

An alternative to tradeshows, DesignEx is a meet-and-greet event that is open to interior designers, decorators, architects and industry partners. Using tabletops instead of booths, attendees can showcase new and popular products in an intimate setting allowing for effortless networking. DesignEx events are a step-in-the door to regional markets and a great way to gain exposure while generating new clients.

Generate new clients and build on existing designer relationships.



Priority given to IDC partners for branding on all promotional materials and for selection of the table location.

### SCHEDULE

IDC runs at least two DesignEx events in Toronto and the GTA annually. Please visit IDC's events calendar for more details..



Display products to over 80 designers. Over 300 designers over the past four years!

# DesignEx Tabletop Showcase

### Platinum Sponsor

Stand out in the community! Only one opportunity available; for IDC partners only; exhibit space is customizable.

- First choice of exhibitor space
- Recognition as 'Platinum Sponsor'
- Your company's logo on all event signage
- Your company's logo and website link on IDC's website
- Your company's logo and website link on DesignEx notices and invitations
- Opportunity to provide standalone CEU
- Social media announcement of platinum sponsorship
- Opportunity to include a handout for every registrant
- Complimentary admission for four (4) company representatives
- Eight (8) complimentary cocktail tickets
- Opportunity to participate in door prizes

### Gold Sponsor

Exhibit space is one table, typically 5ft wide x 3ft deep.

- Second choice of exhibitor space (after platinum sponsors)
- Recognition as 'Gold Sponsor'
- Your company's logo on event signage
- Your company's logo and website link on IDC's website
- Your company's logo and website link on event notices
- Opportunity to include a handout for every registrant
- Complimentary admission for two (2) company representatives
- four (4) complimentary cocktail tickets
- Opportunity to participate in door prizes

### Silver Sponsor

Exhibit space is one table, typically 5ft wide x 3ft deep.

- Third choice of exhibitor space
- Your company's name on event signage
- Your company's name with link on IDC website
- Your company's name with link on DesignEx notices
- Opportunity to include a handout for every registrant
- Complimentary admission for two (2) company representatives
- Two (2) complimentary cocktail tickets
- Opportunity to participate in the door prize draw

### Exhibitor

Exhibit space is one table, typically 5ft wide x 3ft deep.

- Your company's name and website link included in exhibitor list on IDC's website
- Your company's name and website link on DesignEx notices
- Opportunity to include a handout for every registrant
- Complimentary admission for one (1) company representative
- Opportunity to participate in door prizes

# DesignEx Tabletop Showcase

The IDC Impact Award celebrates the significant contributions of Canadian interior designers and the impact their legacy leaves on the interior design community.

Treat your interior designer contacts to a spot at your sponsored table and enjoy an opportunity to network with the local design community over a plated breakfast and a networking coffee break. Of particular interest to designer attendees is a CEU-accredited on-stage interview with the event honouree.

### Presenting Sponsor

- 2 x VIP table location for 10 (20 seats)
- Your company's name included on table signage
- Your company's logo added to IDC's event web page
- Your company's logo included on IDC communications tools (IDC Newsletter, email event notices, press releases, etc.)
- Opportunity to place your company's promotional item on each chair
- Your company mentioned as a sponsor in the news release

### Table of 10

- Select table location for 10
- Your company's name included on table signage
- Your company's name added to IDC's event web page
- Your company's name included on email event notices to all IDC members

### Patron

- Preferred table location for 10
- Your company's name included on table signage
- Your company's logo added to IDC's event web page
- Your company's logo included on email event notices to all IDC members

### SCHEDULE

IDC runs up to three Impact Award events annually in cities across the country including Calgary, Vancouver, Winnipeg, and Toronto.

"As the Presenting Partner of IDC's Impact Award, we proudly salute Allan and Caroline for their remarkable career achievements. Their dedication, innovation, and unwavering commitment inspire us all, shaping the future of our industries with their exemplary leadership and expertise."

- Luciano Bonini  
ShawContract

# IDC IMPACT AWARD

IDC invites you to stand out and connect with members at our 2026 Design Symposium. IDC's biggest event of the year allows you to maximize your corporate brand awareness, enhance your visibility, build new connections and market your products and services at a national level.

Attach your brand to various parts of the Design Symposium to demonstrate your support for the Canadian interior design community!

Being recognized as an event sponsor opens opportunities to network and connect with designers, specifiers, and architects from leading firms from across Canada.

### Presenting Conference Partner & Awards Host (Four opportunities available)

- Design Symposium presented by your company
- Extensive branding throughout the Design Symposium
- Host/Organize Networking Reception at the Design Symposium
- Product placement & branding at the Design Symposium
- Announcement of the expanded relationship in newsletter & all other promotional channels
- Sponsor inclusion in Design Symposium Committee meetings for networking and event planning
- Ten (10) complimentary tickets to the Design Symposium

### IDC Design Symposium

- Over 200 design industry attendees
- Over 13 design firm sponsors including:
  - Arcadis
  - CIBC
  - Figure3
  - HOK
  - Kasian
  - SDI Design
  - Zeidler Architecture
  - and more!

### Design Tour Sponsor

- Recognition as Tour Sponsor in all marketing materials at IDC's Design Symposium and in materials related to tour programming
- Your company's name, logo, and website featured on IDC's Design Symposium website
- Acknowledgment of your sponsorship at the beginning of the tour
- Acknowledgment of your sponsorship to the project design team leads
- Two (2) complimentary tickets to attend the Design Symposium
- An insert promoting your company or products provided to all conference delegates attending the tour

# IDC DESIGN SYMPOSIUM

## VALUE OF DESIGN AWARDS

Sponsor IDC's Value of Design Awards (VODA), which showcase the value inherent in design for the client and to provide a national platform for Canadian interior design projects within the nation and around the world.

As a sponsor, you have the opportunity to attach your brand to a celebration of excellence in interior design, gaining exposure to and connecting with interior design professionals from across Canada.

### Wine Sponsor

- Contribution of 3 wines (red/white/rose) per awards table
- Recognition as Wine Sponsor in all marketing materials at IDC's awards presentation
- Your company's name, logo, and website featured on IDC's awards presentation event page
- Personalized presentation of your wine to design professionals
- Complimentary newsletter ad

### Value of Design Awards (VODA)

- Submissions from firms across the country including Toronto, Vancouver, Calgary, and more
- 84 winning projects since 2018
- Over 300 attendees annually

### Awards Presentation Sponsor

- Two (2) tickets to be seated with the winning design team, available to your company representatives
- Custom email invitation to connect with the winning firm following the event
- Your company's logo and website link on IDC's awards presentation event listing
- Acknowledgement of your company as a sponsor, including your company's name and logo featured on all marketing materials promoting the event
- Acknowledgement of your company as a sponsor during the live event
- Your company mentioned in event recap to all members and post-event media

"I wanted to send along our sincere thanks for including us in the Fall Symposium. It was a very impressive and highly informative event, and we truly appreciated the opportunity to be a part of it; thank you for highlighting the 3M brand throughout the three days as well! We were honoured to be part of the Awards ceremony - it was great to be a part of the community and to get to see all the incredible projects, as well as meet so many wonderful designers."

– Monika Sawicka, HBSc., MBA  
Business Development Manager  
Commercial Solutions Division  
3M  
(Program Sponsor)

# IDC DESIGN SYMPOSIUM

## INNOVATION AWARDS

Established in 1984, IDC's Innovation Awards honour excellence in product design and showroom creativity. Entries are open exclusively to IDC Industry Partners, and must successfully address criteria such as problem solving, budget, strategy, environmental responsiveness, sustainability, and marketing objectives. Winners can showcase their products to top design specifiers across North America and during IDC's Design Symposium and Awards Celebration. IDC Industry Partners are eligible to submit multiple entries for multiple products.

"As a Presenting Sponsor of the IDC Design Symposium, we were very proud to be supporting the interior design community with such a significant event. From the cocktail reception to the Wellness Meditation sessions, and ultimately the Awards Celebration gala, we were happy to bring together and host interior designers from coast to coast to coast."

– Gloria Rinaldi

*Architectural & Design Representative  
Benjamin Moore  
(Design Symposium Presenting Sponsor)*

**28 Innovation  
Awards winners  
from sectors  
including furniture,  
flooring, paint,  
fabrics, and more!**

### Awards Gala Table for 10

- Select table location for ten (10) people
- Your company's name included on table signage
- Your company's name included on IDC's event web page
- Your company's name included in email event notices to all IDC members
- Your company's name included in Awards presentation

# IDC DESIGN SYMPOSIUM

### Coast to Coast Sponsor

IDC is committed to supporting the diversity of individuals and organizations working to strengthen the interior design profession. The Coast-to-Coast Subsidy affords designers who are IDC members, and who might otherwise not be able to attend, the opportunity to represent their organization at IDC's Design Symposium. The Subsidy is funded by individual sponsors in an effort to promote participation and reduce barriers for delegates wishing to attend the Design Symposium.

- Two (2) tickets to attend the Symposium and awards presentation available to your company or invited guests
- Recognition as Coast-to-Coast Sponsor in all marketing materials at the IDC's Design Symposium
- Your company's name, logo, and website on the Design Symposium website
- Acknowledgement of your sponsorship in the opening ceremony to network with attendees
- Invitation to the opening reception of the IDC Design Symposium

### Technology & Broadcast Sponsor

- Two (2) tickets to attend the Symposium and awards presentation available to your company or invited guests
- One (1) newsletter ad featuring your company in two issues of IDC Newsletter
- Opportunity to include one (1) custom marketing e-blast to all attendees
- Opportunity to showcase a 15-30-second video during the event (supplied by your company)
- Your company's logo with link on the IDC event website pages
- Acknowledgement of your company as a sponsor on IDC's social media platforms with 40,000+ followers
- Acknowledgement of your company as sponsor on IDC's marketing, advertising, and promotional channels in connection with the event
- Acknowledgement of your company as sponsor during the awards celebration live opening
- Your company mentioned in event recap to all members and post-event media

# IDC DESIGN SYMPOSIUM

### Mentorship Program & Platform

Mentorship is a valuable experience for both mentors and mentees – it is a way for mentors to give back and for mentees to learn new skills and prepare for the demands of a career in interior design. Your sponsorship will help IDC connect senior designers and retired members with students and interns across Canada and, promote the program to new audiences and connect you with the platform members while giving profile to your brand.

### School Presentations

Whether it is in the classroom or in the virtual world, IDC's CEO and members of the board have been promoting IDC and interior design careers to students across the country. IDC aims to continue to deliver school presentations and with the help of a sponsor could provide branded swag and materials for students.

### IDC Student Competition

Since 2021, the Innovation in Design Thinking – Student Competition is an opportunity exclusively for Canadian interior design students. Be seated and introduced to annual winners, growing your network of future influencing specifiers.

### Networking Events

IDC, in collaboration with sponsors, hosts annual in-person and web based events for the student design community, providing a platform to network and showcase products. These events offer branding opportunities on all related marketing materials, participation in student-focused gatherings, direct engagement with students and educators, and the chance to provide swag bags to attendees.

- IDC has more than 1,600 Student and 330 Intern Members from across Canada.
- **Student Competition:**
  - 25 total winners since 2021; 9 winners in 2025
  - Participants hail from schools from the GTA, Vancouver, and Montreal
- **Propel Emerging Leaders Program**
  - 33 leaders selected since 2019
- **Event Attendance**
  - Student volunteers participating at IDC events throughout the year

# ANNUAL IDC STUDENTS & EMERGING PROFESSIONALS PROGRAM



To see more event testimonials and opportunities to participate in IDC initiatives, please visit **[idcanada.org/manufacturers-and-suppliers](http://idcanada.org/manufacturers-and-suppliers)**

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**IDC'S REACH**

**Social Media Followers**

**20,000+** LinkedIn followers

**11,800+** Instagram followers

**8,700+** Facebook followers

IDC's monthly member newsletter (IDCommunity) reaches an audience of 3,500+ members with a 65% open rate.



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