

THE INTERIOR DESIGN SHOW

WELCOME

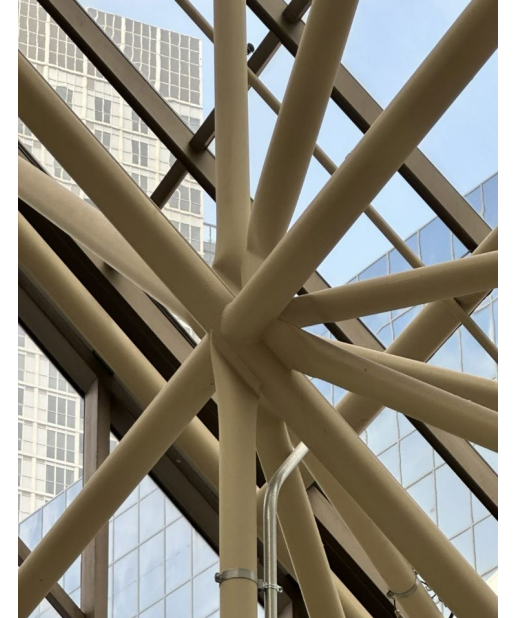
- Questions? Our team is on the chat ready to assist. Please do put your questions in the chat.
- We will open it up to questions at the end of the presentation
- The webinar is being recorded and will be available to view, along with a downloadable copy of this presentation, in the exhibitor kit.

AGENDA

- Welcome & Team Intro: Will Sorrell
- New This Year & Programming Highlights: Will Sorrell
- Public Relations: Faulhaber Communications
- Booth Design: Catia Varricchio
- Booth Strategy: Christine Heyman
- Marketing Plans & Recommendations: Domnita Postea
- Move-In & Out Logistics, Health & Safety: Melissa Lauzon

THIS YEAR'S CHANGES

- Back to the North Hall
- 25th Edition of IDS
- New graphic identity



WHAT'S HAPPENING AT THE SHOW

- IDS Party is back! Thursday 18th January 7-11pm
- Conference program
- Exciting Keynote Line up + Media Sponsors
- IDC + ARIDO stage
- Future Neighbourhood
- Modern Prefab feature
- LIV Design competition
- Select Furniture Feature
- The District
- Studio North + Prototype
- Booth awards:
 - Sustainability; 50-199 sq.ft; 200; 201-499; 500 and above



SHOW HOURS

Thursday 18th January:	9am – 4pm (trade day & IDS conference); 7pm – 11pm (Opening Night Party)
Friday 19th January:	9am – 6pm (trade day & IDS conference)
Saturday 20th January:	10am – 5pm (consumer day)
Sunday 21st January:	10am – 5pm (consumer day)

PUBLIC RELATIONS

We need to hear from you!

Who you are

- Name
- Brand profile, including history and background information

What you're doing at IDS

- Materials and information on new products, collaborations, collections, lines and brands launching at IDS24
- 3 Key Messages About the Exhibit
- High resolution imagery and video (if applicable) of what will be on display (JPG format, 300 dpi+)

What you've got coming up

- Is there anything else new and exciting that you're working on?

- Digital vs Physical Press Kit
- Dropbox

What to include in a digital media kit:

- Press release/information about your never-before-seen, and headline-worthy products, installations and happenings
- High-res images of your IDS space, including renderings (must be professionally shot)
- High-res images of featured and key products (must be professionally shot)
- Brand/spokesperson biography and headshot
- Company contact information (phone, email, PR and/or marketing contacts, website, social media, etc.)
- Pricing and availability (where to buy, how to buy)
- Notable testimonials and/or recent awards

SHOW HOURS



For questions please contact Faulhaber Communications:

IDS@faulhabercommunications.com

You can find us on site in the IDS24 Media Lounge – Room 204

BOOTH DESIGN & STRATEGY

BOOTH DESIGN

Your booth is a representation of your brand, company and product. Your booth design should tell your design story and capture the attendee's imagination. Design your booth with the IDS market in mind: Trade professionals + design savvy consumers.

All booth designs must be approved. If you have not submitted your booth design, please send your booth design today to catia.varricchio@informa.com

Collaborations or Activations? Tell us about your designer collaborations or special activations like designer Q&A's in your booth or special appearances. We can use this content for consideration in our promotion on social. Send details to catia.varricchio@informa.com

IDS Main – Raw space only.

Studio North, Prototype, District, Select, 100sq.ft. or less– Turnkey

For inspiration and to see lots of great images of the show, please visit our [Flickr](#).

BOOTH DESIGN

When designing your booth, consider the following:

Flooring

- We recommend a floor covering for your booth. Please review the details in the exhibitor kit for best practices regarding sub-floors, approved tape and transitions to prevent tripping.
- All booths should be accessible to all attendees.
- There is no aisle carpet. The floor in the hall is a cement floor. We recommend a floor covering for all booths so that your space is delineated from the aisle and for comfort.
- Consider hardwood, cork, laminate, tile.
- Carpet is not generally recommended for K&B. or concrete (unless it is part of your aesthetic / overall design ie gallery spaces)

BOOTH DESIGN

Lighting

- Good lighting is key to making an impact and standing out.
- Ensure your space is professionally lit. Consider: highbays or spotlights (Showtech order form available from the Exhibitor Kit).
- Reminder that we keep light levels low so it is important to properly light your booth.

Colour

- Colour is a cost-effective way to create impact.
- Chose a colour palate to model your booth design around.
- Neutral backgrounds to make colourful products pop or dramatic walls to make neutrals stand out or to create a mood.

BOOTH DESIGN

Signage & Logo Treatment

- REMINDER: no suspended signs or banners. We allow installations and lighting to be hung.
- If you are unsure about your signage, please send your booth drawing to catia.varricchio@informa.com for approval. (we do not allow halo banners)
- Integrate your brand and name into your booth design in a meaningful way. No show signs advertising “deals” or “specials”.
- No roll up signage, plastic banners or fabric modular pop-up displays. Do not clutter your booth with logos or tag lines.
- You have 3-5 seconds to make an impression. Clearly communicate what you have to offer and what sets you apart from your competition

BOOTH DESIGN

Product Display

- EDIT EDIT EDIT. We work with architects and designers to curate the show floor and one comment we always get when reviewing the booth design is the need to edit.
- Do not clutter or pack your booth with product.
- Do not create barriers to entry.
- If your space is enclosed, think about traffic flow.

BOOTH DESIGN

Informa and IDS Commitment to Sustainability

- Become a carbon neutral business by 2025 with the goal of decreasing waste by 50% by 2025.
- Re-Use of materials
- Habitat for Humanity program. In the kit you will find an email for pre-approval for product you might wish to donate at the end of the show. YOU MUST get approval to donate.
- Product donation to schools
- Reuse of space next time
- Mandatory Sustainability Survey to audit which components of your booth design are recyclable

Move-in Ends on Wednesday, January 17, 8pm

- All exhibits must be complete by Wednesday evening at 8pm. Show opens at 9 am on Thursday.

BOOTH STRATEGY

Booth Etiquette: No eating or reading in your booth. You have four days to make an impact and attendees will avoid interrupting someone who is eating or otherwise occupied. Be alert, attentive and friendly. Treat your booth as your showroom.

Bring your best people: You have a powerful and unique opportunity to be in front of thousands of attendees who have made an investment to attend the show with a project in mind looking for the right companies to work with. Bring your best salespeople who know your brand, product, business well and can address all questions.

Collateral or takeaways: Qualify attendees and think about what you would like them to take away. Again, be mindful of sustainability here. Don't put your booth number or year on the postcards so you can use them again. Think about what your printing material is. Are there other valuable take aways? Can you use QR codes or signage that encourages people to take pictures of as a way to collect your info?

BOOTH STRATEGY

Exhibitor Badges & Tickets:

- Register online / pick up onsite on the Lobby level as of Tuesday of move-in
- Contactless and cashless ticketing: all tickets are provided digitally. You will receive access to a ticket distribution portal to assign complimentary Party, Trade Reg and Weekend Tickets and a separate portal to distribute Exhibitor Badges. Make sure to give away all your tickets to your best customers.
- The number of badges and tickets are allotted based on booth size.
- Other than badges, there will be no ticket will call station at the show this year.
- You do not need to register contractors or your setup team. Anyone onsite during move in and out will be provided temporary badges each day. Official Badges are only required for those onsite during show hours.

LEAD RETRIEVAL AND EXHIBITOR BADGES/ TICKETS

Lead Retrieval

- Lead Retrieval system is booked through the exhibitor kit via MicroSpec.
- Lead Retrieval system scans Exhibitor Badges and Trade Day Badges ONLY. Exhibitor Badges are worn throughout the show. Trade Day Badges are worn on Thursday and Friday during Trade Days.
- Visitors who attend the Opening Night Party and the weekend purchase tickets so do not wear badges. If a member of the Trade wears their Trade Day badge at the party or over the weekend you will be able to scan the badge. So for visitors without a badge or visitors over the weekend have another plan for data capture, for example ask for business cards, have a QR code or have them sign up for your newsletter.

Lead Follow Up: The biggest mistake that companies make is not following up on the leads that they received from the show. Include this in your overall strategy. Have a plan to collect names and follow up post show.



MARKETING

DIGITAL AND PRINT ADVERTISING

PRINT in Trade & Consumer Media (15+ insertions) Nov-Jan

DIGITAL 21+M impressions

- Programmatic Targeted 1,000+ /Premium Sites /
Google Ads/Paid Search/Paid Social/YouTube



MEDIA PARTNERS



- Print Ads
- Newsletters ad
- Run of Site

HOUSE & HOME

- Print Ads
- Newsletter ad
- Run of Site

AZURE
DESIGN | ARCHITECTURE | INTERIORS | CURIOSITY

- Print Ads
- Newsletters ad
- Social Media
- Run of Site



- Print Ad
- Newsletter ad
- Run of site

NEXTHOME

- Print Ads
- Newsletter ad
- Social Media
- Run of Site



- TTC Subway ads

**TORONTO
LIFE**

- Print Ad
- Custom content
- Newsletter ad
- Run of Site

blogTO

- Newsletter ad
- Run of Site

Gray

- Print Ads
- Newsletter ad
- Social Media
- Run of Site

**INDEX
DESIGN**

- Newsletter ad
- Social Media
- Run of Site

archello

- Newsletter ad
- Social Media
- Run of Site



- Elevator ads
- Print ad
- Distributed in Toronto Condos

**de
zeen**

- Newsletter ad
- Social Media
- Run of Site

INVITE YOUR CUSTOMERS TO IDS TORONTO!

Exhibitor Marketing Assets

- Make sure your [exhibitor directory](#) information is updated as most visitors will use that to make decisions about attending the show.
NEW Exhibitor Directory coming soon! Keep an eye on your inbox for more details in the coming days
- Use IDS logo on your website to mark your presence at the show
- Leverage creative [templates](#) provided for social posts and stories
- Communicate the **20% discount code EXHIBITOR20IDS** to your audiences (valid for trade and public, all products)
- [Submit your product photography](#) for consideration for use in our PR, social channels or on the website to reach 100K+ subscribers/followers.
- Do you need other materials not listed/included? Please contact jeffrey.newland@informa.com



LOGISTICS

EXHIBITOR KIT

THE INTERIOR
DESIGN SHOW

PRESENTED BY
Miele

January 18 - 21, 2024
IDS Toronto Main Floor Exhibitor Kit

HomeInfoRegulationsMove-In/OutBadges/TicketsMarketingChecklist/FormsSafetyExhibitor Essentials

InfoContact Us

IDS TORONTO
EXHIBITOR KIT

GENERAL INFORMATION

1) Main Floor Show Hours

2) Floor Plan

3) Exclusive Suppliers

4) Official Suppliers

5) Unauthorized Suppliers

6) Exhibitor Badges

7) Prepaid Parking Passes

8) Hotels

9) Onsite Exhibitor Services

1) SHOW HOURS

Thursday, January 18, 2024	9:00 am - 4:00 pm (Trade day & IDS conference)
Thursday, January 18, 2024	7:00 pm - 11:00 pm (Opening Night Party)
Friday, January 19, 2024	9:00 am - 6:00 pm (Trade day & IDS conference)

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IDS Toronto Main Floor Exhibitor Kit

HomeInfoRegulationsMove-In/OutBadges/TicketsMarketingChecklist/FormsSafetyExhibitor Essentials

ChecklistForms

IDS TORONTO
EXHIBITOR KIT

SAVE AS MUCH AS 25% ON YOUR SHOW SERVICES BY BOOKING BEFORE THE DEADLINES BELOW

To make your preparation for IDS Toronto as effective and trouble-free as possible, please use the links below to arrange all mandatory and optional services/rentals you may require.

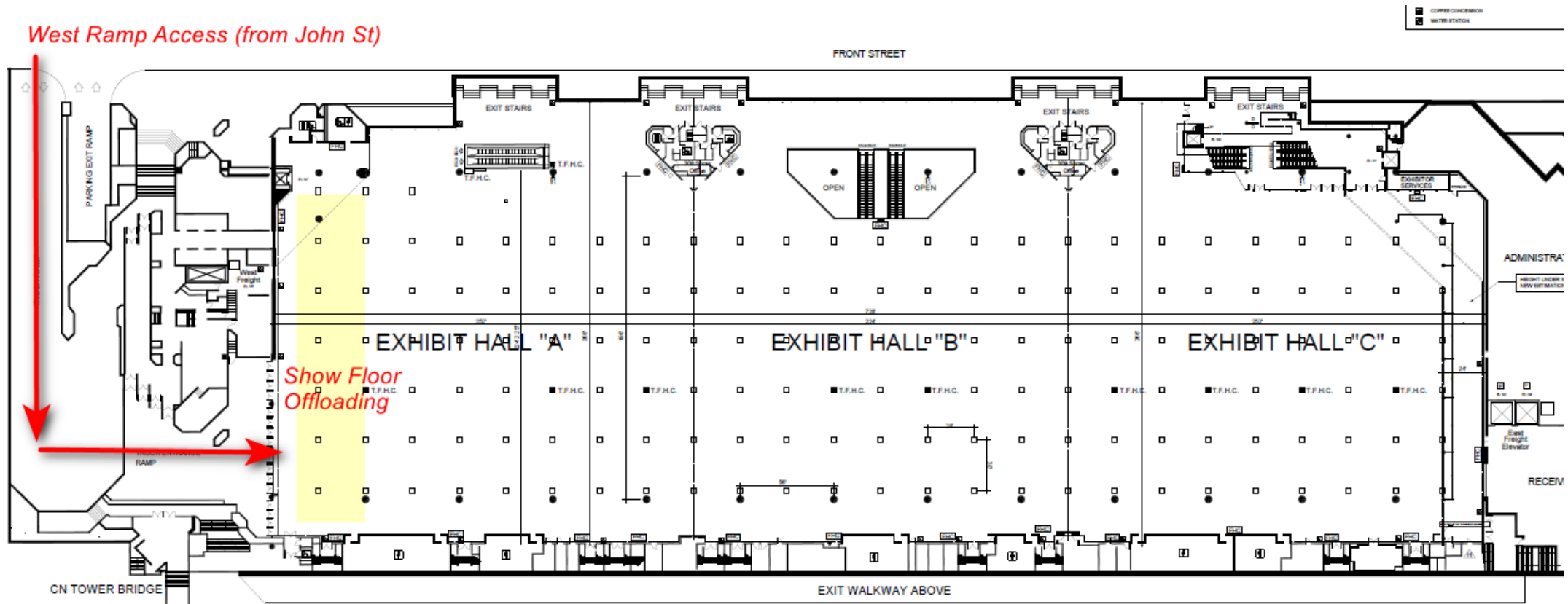
SERVICE ORDER FORMS

If you are interested in ordering services before booth numbers are announced, here are a few tips on how to fill out some of the most common order forms:

Stronco	Booth Number: 0000
SHOWTECH	Booth Number: check the "not sure" box
MTCC	Booth Number: 0

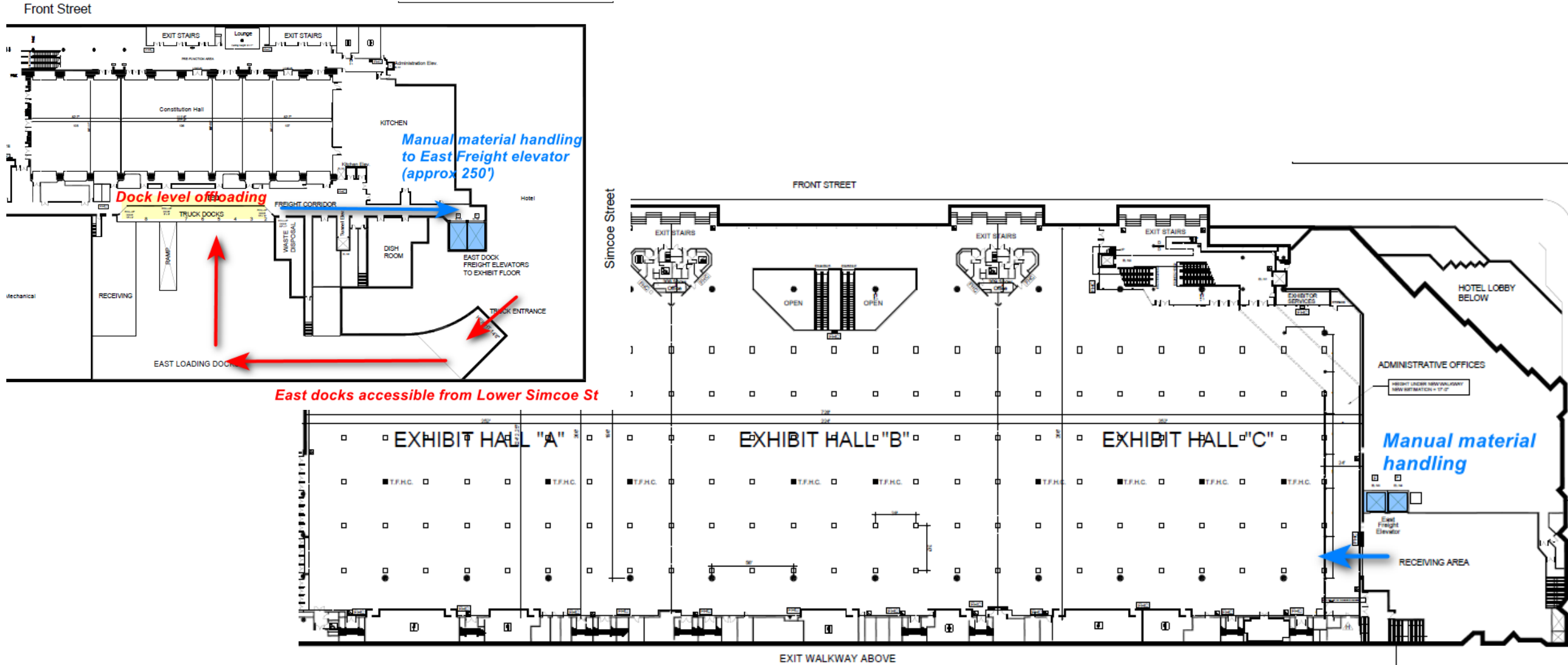
OFFLOADING OPTION 1: WEST RAMP & SHOW FLOOR OFFLOADING

To help expedite the offloading process, preference will be given to exhibitors who have booked Stronco's material handling service for this access point.



OFFLOADING OPTION 2: EAST DOCKS ACCESS & OFFLOADING

Available to exhibitors who choose manual material handling – crates on castors & materials on dollies
(This option will also be used by large vehicles that need to make deliveries on Wednesday as there won't be enough space on the show floor to accommodate offloading them there.)



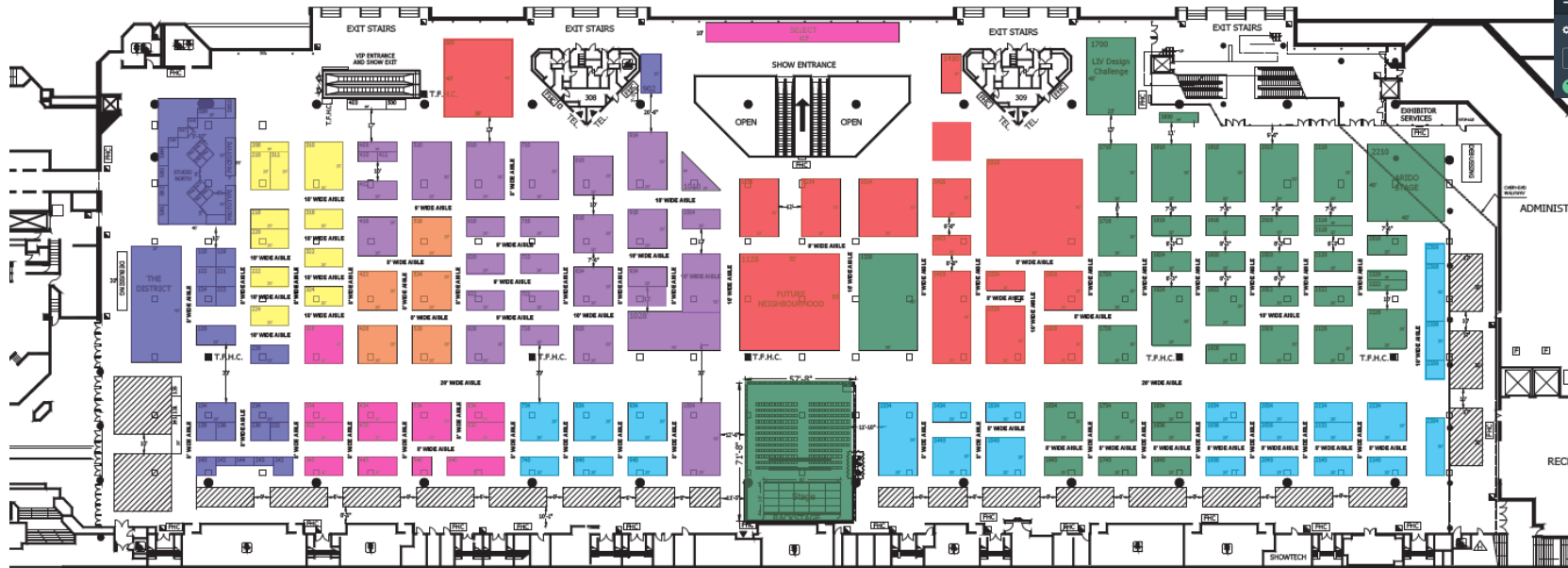
THE INTERIOR DESIGN SHOW

Current as of November 7, 2023
***Subject to change**



MAKE A BOOKING AT MTCC LOADING DOCK MANAGEMENT

Next



WEDNESDAY JANUARY 17 4 PM - 8 PM



Company name:	SAMPLE - -
Driver Name:	-
Driver Contact No:	-
Vehicle License Plate	Tractor Trailer
Type of Vehicle	South Dock - Level 800
Site Access Gate	(MTCC)
Booth Number:	

BOOTH REGULATIONS

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January 18 - 21, 2024
IDS Toronto Main Floor Exhibitor Kit

[Home](#) [Info](#) [Regulations](#) [Move-In/Out](#) [Badges/Tickets](#) [Marketing](#) [Checklist/Forms](#) [Safety](#) [Exhibitor Essentials](#)

IDS TORONTO EXHIBITOR KIT

BOOTH REGULATIONS

- | | | |
|--|---|--|
| 1) Walls | 10) Suspended Installations | 19) Sustainability |
| 2) Floor Covering | 11) Soliciting | 20) MTCC Material Donation Program and Recycling |
| 3) Booth Types | 12) Furniture & Accessory Rentals | 21) Display Vehicles |
| 4) Lighting | 13) Water/Plumbing | 22) Balloons |
| 5) Electrical | 14) Natural or Propane Gas | 23) Animals |
| 6) Ceilings and/or Second Storys | 15) Cleaning | 24) Internet Access |
| 7) Signage | 16) Occupational Health and Safety | 25) Food & Beverage Service and/or Sampling |
| 8) No Overhead Trade Banners | 17) Installation | 26) Dismantling Procedures |
| 9) Sale Signs | 18) Storage | |

EXHIBITOR BADGES & TICKET PORTALS

THE INTERIOR DESIGN SHOW

JAN 18-21 2024
TORONTO

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Miele

METRO TORONTO CONVENTION CENTRE
NORTH BUILDING

Information

Logout

Informa Test [Edit](#)

Register Exhibitor Staff

2 badges entered

Lead Retrieval

Set up follow ups, surveys and literature before the show to maximize your leads onsite

Early bird pricing ends Jan 5, 2024

For technical support please contact mers@microspec.com.

Powered by:
microspec

THE INTERIOR DESIGN SHOW

JAN 18-21 2024
TORONTO

PRESENTED BY
Miele

METRO TORONTO CONVENTION CENTRE
NORTH BUILDING

Logout

Electronic Pass Distribution Portal

For detailed instructions on how to use the Pass Distribution Portal please refer to this [How-To PDF](#).

Upload your logo ?

Invite a Contact

Import Contacts

Ticket Name	Allotted	Sent	Fulfilled	Redeemed
All Ticket Types	18	7	6	0

You have distributed the following electronic passes:

Search

Contact	Ticket Type	Sent	Qty	Ful.	Rdm.	
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Keep an eye out for these portal links the week of November 20, 2023.

HEALTH & SAFETY

The IDS Show floor has been deemed a Construction Site by the Ministry of Labour. To access your booth during move in and out, all exhibitors will be required to have a hard hat, safety vest and steel toe boots.



SHOW FLOOR HEALTH & SAFETY RULES

- All incidents/accidents or unsafe conditions must be reported immediately to show management.
- First Aid is located adjacent to booth 1700.
- No children (15 and under) are permitted on the show floor during move-in/move-out.
- All personnel on the show floor during set up & tear down must wear CSA approved steel-toed shoes, hard hats, and hi-vis vests. Other personal protective equipment such as eyeglasses, gloves, etc., must be worn as required by law.
- Fall protection equipment (ie. CSA approved tether and safety harness) must be worn when working at heights over 3m (10').
- Emergency exits must be kept clean and clear at all times.
- Hands should be washed often and touching the face with unwashed hands should be avoided.
- Do not stand on tables, chairs, boxes, etc.
- All work areas/booth spaces are to be kept clean and in reasonable order. Please put your garbage in the appropriate waste containers.
- Ensure you clean and disinfect high-touch areas within your work area as frequently as is necessary to maintain a sanitary condition.
- If you develop symptoms of COVID-19, go home to self-isolate immediately until all of the following apply:
 - your symptoms have been improving for at least 24 hours (or 48 hours if you had nausea, vomiting and/or diarrhea)
 - you do not have a fever
 - you have not developed additional symptoms
 - For 10 days after your symptoms started or after receiving a positive test result, wear a well-fitted mask



Four mandatory forms must be completed:

1. Venue Fire Safety Reply Form (send direct to MTCC, due December 15)
2. Form 1000 (online form, due January 5)
3. Health & Safety Declaration (due January 5)
4. Sustainability Survey (due January 5)

MOVE OUT LOGISTICS

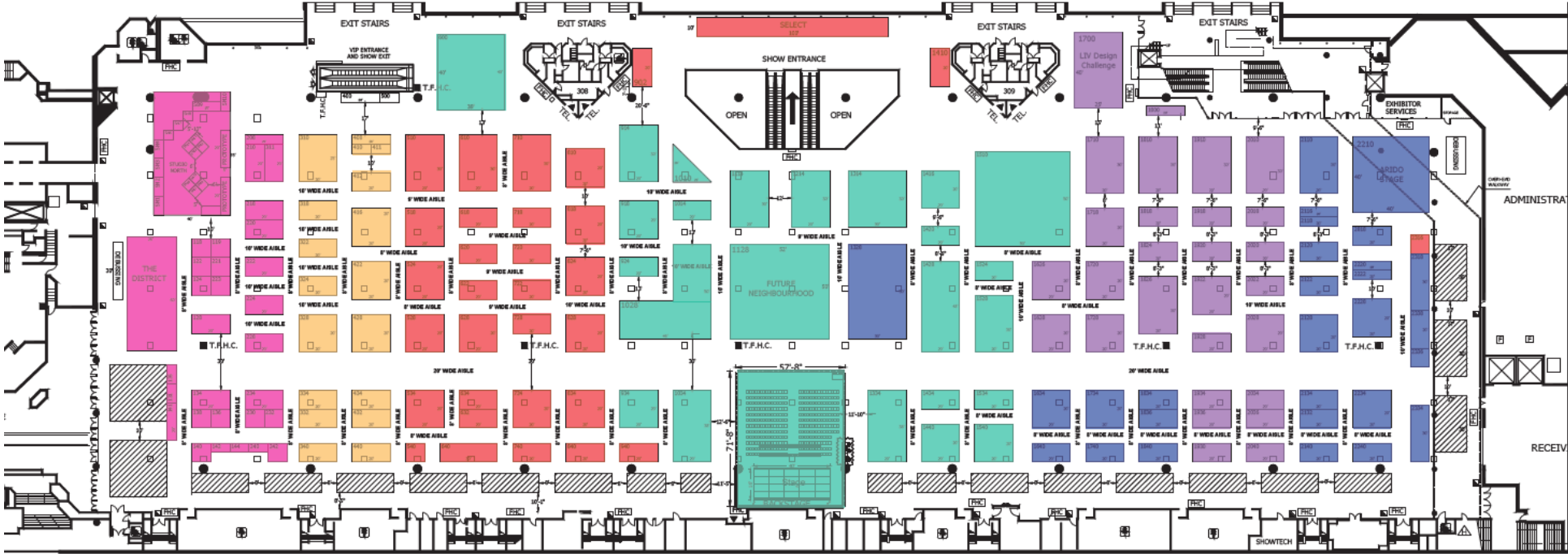
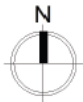
THE INTERIOR
DESIGN SHOW

PRESENTED BY



Jan 18-21
2024
Toronto







Current as of November 7, 2023
*Subject to change



Move-Out Plan

Times listed are when you should book a Voyage Control time slot.

Your booth must be packed and ready to load by this time.

 SUNDAY JANUARY 21 5 PM - 8 PM	 MONDAY JANUARY 22 8 AM - 12 PM	 MONDAY JANUARY 22 3 PM - 6 PM
 SUNDAY JANUARY 21 8 PM - 10 PM	 MONDAY JANUARY 22 12 PM - 3 PM	 MONDAY JANUARY 22 6 PM - 8 PM

THANK YOU! QUESTIONS?