

THE INTERIOR DESIGN SHOW

VANCOUVER

PRESENTED BY

Miele

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.

WELCOME

- Introduction - Will Sorrell
- New This Year & Programming Highlights - Will Sorrell
- Digital Press Kit/ PR/ Image Request - Malania Dela Cruz & Megan Harper, Nine Point
- Booth Design Considerations - Christine Heyman
- Booth strategy - Megan Mauracher
- Marketing Plans & Recommendations - Jeff Newland
- Move-In & Out Logistics, Health & Safety - Melissa Lauzon
- Questions - in the chat & at the end

THE SHOW

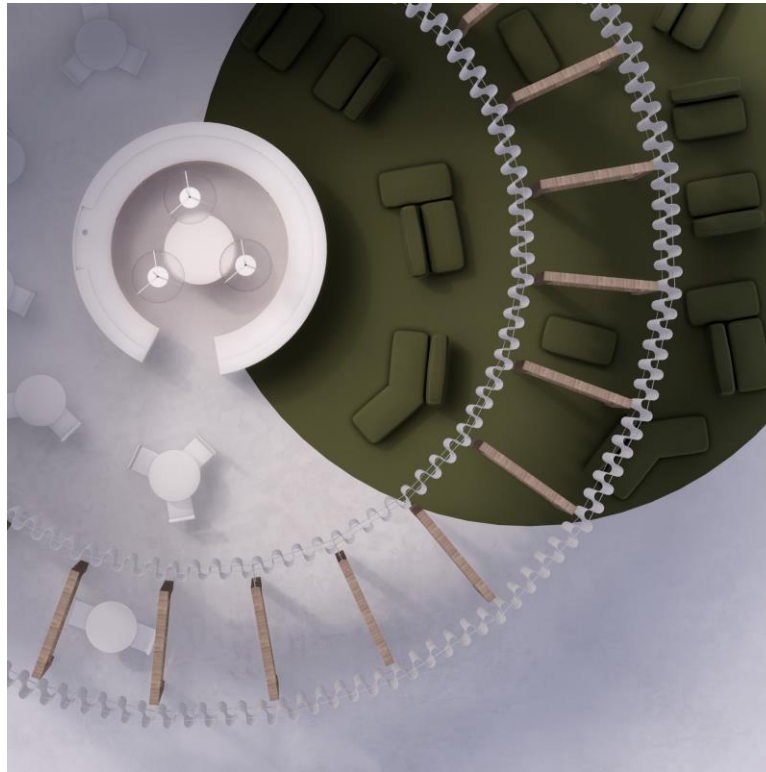
- Thank you to our sponsors and all our media partners
- New identity
- Party on Opening Night
- Exciting Keynote Line Up + Media Partners
- Future Neighbourhood
- Perpetua Bar by STARK
- Collect in partnership with Artist Project
- Studio North + Prototype
- The District



NEW IDENTITY



PERPETUA BAR



FUTURE NEIGHBOURHOOD



SHOW HOURS

Thursday, September 26

Opening Night Party 7pm – 10pm

Friday, September 27

Trade Day 9am – 6pm

Saturday, September 28 & Sunday, September 29

Public Days 10am – 5pm

PUBLIC RELATIONS

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 PRESS KIT

- Digital vs Physical Press Kit
- Google Drive or 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

PUBLIC RELATIONS

For questions please contact Nine Point Agency:
Malania Dela Cruz malania@ninepointagency.com
Megan Harper mharper@ninepointagency.com

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 christine.heyman@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 in 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 christine.heyman@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. Highlight the new and innovative.
- 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.
- Single use or disposable stands are not permitted at IDS
- Exhibitors must fill out the MANDATORY Sustainability Survey by **Friday, June 28**
- Make sure you have a plan to re-use or recycle your booth 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

Move-in Ends on Thursday, September 26, 2pm

- All exhibits must be complete by Thursday afternoon at 2pm. Exhibitors may return to the floor at 6:30 pm. Show opens at 7 pm on Thursday.

BOOTH STRATEGY

The importance of booth etiquette: You have four days to make an impact. Let's make sure you're hitting all of the following:

Positive Body Language
Be hospitable

Active Listening
Ask questions & paraphrase

Presentable & Being On
No eating or reading

Dress for your Audience
Professional and creative

Interactive & Engaging
Create an experience to remember

Avoid Clutter
Clutter = an unorganized business in the clients minds



BOOTH STRATEGY

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. Train your best salespeople to know your brand, product, business well and can address all questions.



BOOTH STRATEGY

Collateral or takeaways: Qualify attendees and think about what you would like them to take away. Again, be mindful of sustainability here.

Tips:

- 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 in place of print?
- Online ideas include: AR/VR Experiences, live polling, social media integrations, gamification, or product demonstrations



MARKETING

DIGITAL AND PRINT ADVERTISING

PRINT in Trade & Consumer Media (17+ insertions) June - Sept 2024

DIGITAL 22+M impressions June - Sep 2024

THE INTERIOR DESIGN SHOW **SEPT 26-29**

VANCOUVER CONVENTION CENTRE WEST TICKETS & INFO IDSVANCOUVER.CA PRESENTED BY **Miele**

DESIGN DESIGN DESIGN

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SEPT 26-29

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EXPERIENCE CANADA'S DESIGN FAIR

SEPT 26-29 VANCOUVER CONVENTION CENTRE WEST

MEDIA PARTNERS

HOUSE & HOME

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



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



- Custom content
- Newsletter ad
- Social Media
- Run of Site



- 120 + radio spots
- Social media contest
- Newsletter inserts



- Outdoor
- 16 bus routes



- Print Ad
- Newsletter ad



- Custom Content
- Newsletter ad
- Social Media

BOULEVARD

- Print Ad
- Social Media



- Presentation
- Social media

RENO+DECOR

- Custom content
- Newsletter ad
- Social Media
- Run of Site



- Video
- Social media
- Newsletters



- Social media
- Newsletter



- Custom content translation
- Social media



- Newsletter highlight



- Newsletter highlight



- Newsletter highlight

Promote your presence IDS VANCOUVER!

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 is now live!
- 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 EXHIBITOR20** 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.
- Post directly on LinkedIn, Facebook and Instagram with InGo
- Limited paid promotional opportunities are available. Contact your sales representative for more information.
- Do you need other materials not listed/included? Please contact jeffrey.newland@informa.com



LOGISTICS

EXHIBITOR KIT

THE INTERIOR DESIGN SHOW PRESENTED BY Miele

September 26 - 29, 2024
IDS Vancouver Exhibitor Kit

Home Info Regulations Move-in/Out Checklist/Forms Safety Exhibitor Essentials Marketing Badges & Tickets

Info

IDS VANCOUVER EXHIBITOR KIT

GENERAL INFORMATION

- 1) Show Hours
- 2) Vancouver Convention Centre Location
- 3) Floor Plan
- 4) Exclusive Suppliers
- 5) Official Suppliers
- 6) Unauthorized Suppliers
- 7) Exhibitor Badges
- 8) Hotels
- 9) Onsite Exhibitor Desk

1) SHOW HOURS

Thursday, September 26, 2024	7:00pm-10:00pm (Opening Night Party)
Friday, September 27, 2024	9:00am-6:00pm (Trade Day)
Saturday, September 28, 2024	10:00am-5:00pm
Sunday, September 29, 2024	10:00am-5:00pm

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September 26 - 29, 2024
IDS Vancouver Exhibitor Kit

Home Info Regulations Move-in/Out Checklist/Forms Safety Exhibitor Essentials Marketing Badges & Tickets

Checklist Forms

IDS VANCOUVER EXHIBITOR KIT

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

To make your preparation for IDS Vancouver 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

↓ PDF Download ↗ External Link ! Mandatory Forms ★ Exclusive Service

VIRTUAL MARSHALLING YARD

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September 26-29, 2024

Current as of June 10, 2024
*Subject to Change

Targeted Move-In Plan

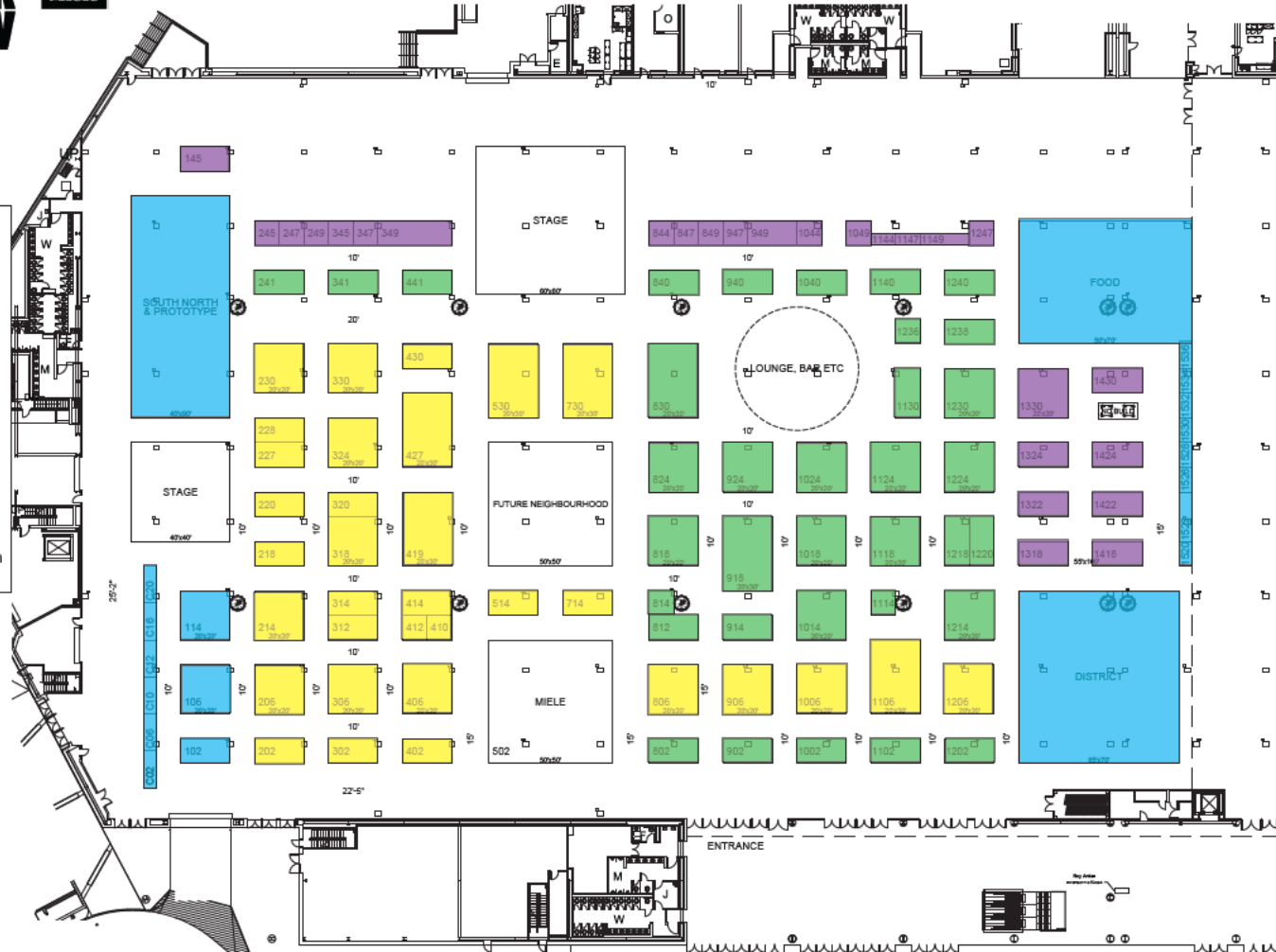
Offloading Times:

Times listed are when you should book a Voyage Control time slot to offload your exhibiting material.

You may continue setting up your booth following this time.

Codes will be sent out in August.

- Tuesday, Sept 24 9am-1pm
- Tuesday, Sept 24 12pm-4pm
- Tuesday, Sept 24 4pm-8pm
- Wednesday, Sept 25 9am-12pm



Vancouver Convention Centre Events

Millions of successful deliveries tracked.

BOOTH REGULATIONS

THE INTERIOR
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September 26 - 29, 2024
IDS Vancouver Exhibitor Kit

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

IDS VANCOUVER EXHIBITOR KIT

REGULATIONS

- [1\) Informa's Better Stands](#)
- [2\) Walls](#)
- [3\) Floor Covering](#)
- [4\) Booth Types](#)
- [5\) Lighting](#)
- [6\) Electrical](#)
- [7\) Ceilings and/or Second Storeys](#)
- [8\) Signage](#)
- [9\) No Overhead Trade Banners](#)
- [10\) Sale Signs](#)
- [11\) Suspended Installations](#)
- [12\) Soliciting](#)
- [13\) Furniture & Accessory Rentals](#)
- [14\) Water/Plumbing](#)
- [15\) Propane](#)
- [16\) Cleaning](#)
- [17\) Occupational Health & Safety](#)
- [18\) Notice of Project](#)
- [19\) Installation](#)
- [20\) Storage](#)
- [21\) Recycling](#)
- [22\) Display Vehicles](#)
- [23\) Balloons](#)
- [24\) Animals](#)
- [25\) Internet Access](#)
- [26\) Booth Catering & Liquor](#)
- [27\) Food & Beverage Sampling](#)
- [28\) Drones and Remotely Piloted Aircraft Systems \(RPAS\)](#)
- [29\) Dismantling Procedures](#)

IMPORTANT DEADLINES

*Sustainability Survey – Friday, June 28

Order Exhibitor Catering – September 16

Order Electrical, Rigging, Water/Plumbing – September 2(Early Bird rate), September 17

Order Cleaning, Internet, AV – September 2(Early Bird rate), September 17

Order Hardwalls – August 21(Early Bird rate),

Order Carpeting, Furniture, Material Handling, Shipping – September 5, 2024(Early Bird rate),
September 13

Order Exhibitor Insurance – August 30

*Health & Safety Declaration – August 30

Notice of Project Form(If Necessary) – August 30


Exhibitor Appointed Contractor Form(If Necessary) – August 30

*Mandatory Forms

EXHIBITOR BADGES & TICKET PORTALS

- Register online / pick up onsite on the Exhibit Hall 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.

EXHIBITOR BADGES & TICKET PORTALS



THE INTERIOR DESIGN SHOW

JAN 18-21 2024 TORONTO

PRESENTED BY **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 iners@microspec.com.

Powered by: 



THE INTERIOR DESIGN SHOW

JAN 18-21 2024 TORONTO


PRESENTED BY **Miele**

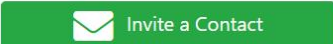

METRO TORONTO CONVENTION CENTRE NORTH BUILDING

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 

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 in July, 2024.

HEALTH & SAFETY

To access your booth during move in and out, all exhibitors will be required to wear a high visibility safety vest and steel toe shoes.

Exhibitors and their contractors must bring their own vest or purchase one from the VCC onsite. Vests will not be loaned out.



Mandatory forms to be completed:

1. Sustainability Survey (due June 28)
2. Exhibitor Health & Safety Declaration Form (due August 30)

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 (i.e. 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



MOVE OUT LOGISTICS

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September 26-29, 2024

Current as of June 10, 2024
*Subject to Change

Targeted Move-Out Plan

Loading Times:

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, Sept 29 6pm-8pm
*MUST be moved out by 8pm
- Sunday, Sept 29 8pm-11:59pm
*MUST be moved out by 11:59pm
- Monday, Sept 30 9am-11am
- Monday, Sept 30 11am-1pm
*MUST be moved out by 2pm.
All forklifting ends at 2pm.
Unclaimed freight will be rescued at 1pm.



THANK YOU! QUESTIONS?