

THE INTERIOR DESIGN SHOW

THE INTERIOR DESIGN SHOW

EXHIBITOR ORIENTATION

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

- Programming Highlights: Will Sorrell
- Public Relations: Faulhaber
- Booth Design: Catia Varricchio
- Booth Strategy: Christine Heyman
- Marketing Plans & Recommendations: Jeff Newland
- Move-In & Out Logistics, Health & Safety: Melissa Lauzon

WHAT'S HAPPENING AT THE SHOW

- IDS Party - Thursday, January 23 7-11pm
- The after party is back! 11pm till late at CLIIO
- Conference program
- Exciting Keynote Line up + Media Sponsors
- Night & Day
- IDC + ARIDO activation
- LIV Design competition
- Select Furniture Feature
- The District
- Studio North + Prototype
- Booth awards



SHOW HOURS

- Thursday, January 23: 9am – 4pm (trade day & IDS conference);
7pm – 11pm (Opening Night Party)
- Friday, January 24: 9am – 6pm (trade day & IDS conference)
- Saturday, January 25: 10am – 5pm (consumer day)
- Sunday, January 26: 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 IDS25
- 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

For questions please contact Faulhaber:

Tara Anderson tara@faulhaber.agency -or-

Natalie Sarkic natalie@faulhaber.agency.

You can find us on site in the IDS25 Media Lounge – Room 204

BOOTH DESIGN

BOOTH DESIGN

TELL YOUR DESIGN STORY. Your booth is a representation of your brand, company and product.

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

RAW SPACE ONLY. Exhibitors must bring in their entire display.

Exceptions include: Studio North, Prototype, District, Select, 100sq.ft. or less.

COMMITMENT TO SUSTAINABILITY

- The following elements of your booth design must be either re-usable or recyclable: walls/structure, flooring platform, lighting, furniture.
- All exhibitors must complete the [Mandatory Sustainability Survey](#).
- Habitat for Humanity at the MTCC: For pre-approval and to make arrangements for donations, please contact the Sustainability Team at donations@mtccc.com. Note: The process will require photos of all items, prior to approval.
- **INSPIRATION.** For inspiration and to see lots of great images of the show, please visit our [Flickr](#).

BOOTH DESIGN

FLOORING

- We recommend a floor covering for your booth.
- All booths should be accessible to all attendees.
- There is no aisle carpet.



BOOTH DESIGN

BOOTH HEIGHT

- Booth height standard is 8ft.
- Island booths may go as high as 12ft.
- Please submit stamped engineered drawings if your island booth is above 12ft.



BOOTH DESIGN

LIGHTING

- Lighting is mandatory and essential.
- The light levels in the hall are low.



BOOTH DESIGN

COLOUR

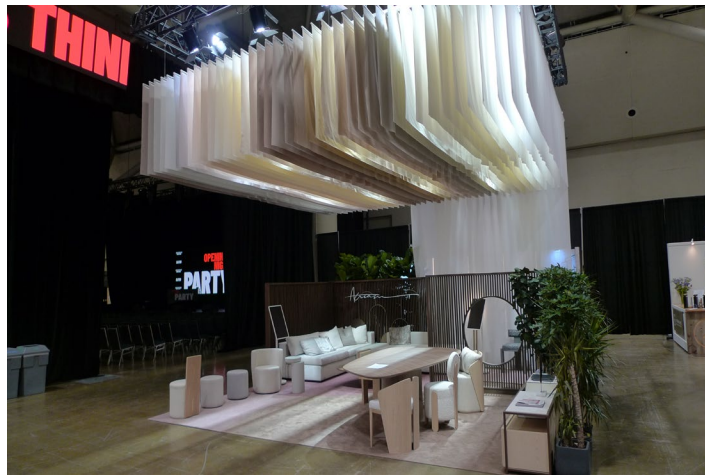
- Colour is a cost-effective way to create impact.



BOOTH DESIGN

SIGNAGE & LOGO TREATMENT

- NOT PERMITTED: Suspended signs, banners, halo banners, roll up signs, plastic banners, pop-up displays.



BOOTH DESIGN

PRODUCT DISPLAY

- EDIT EDIT EDIT. Do not clutter your booth with product.
- If your space is enclosed, think about traffic flow.



BOOTH STRATEGY

BOOTH STRATEGY

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

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.

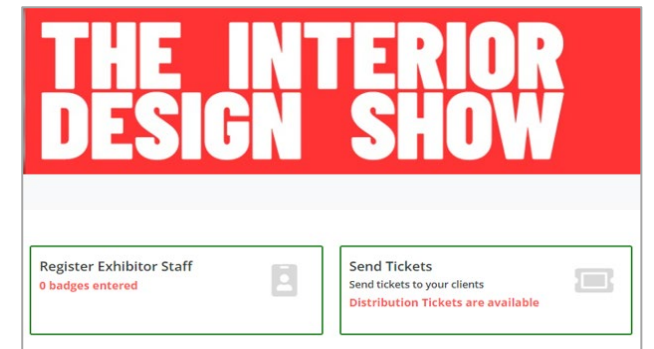
BRING YOUR BEST PEOPLE: You have a powerful and unique opportunity to be in front of thousands of attendees who have made an investment to attend the show with a project in mind looking for the right companies to work with. Bring your best salespeople who know your brand, product, business well and can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

- Staff Badges: register online / pick up onsite as of Tuesday of move-in
- 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. Exhibitor Badges are only required for those onsite during show hours.
- Contactless and cashless ticketing: all tickets are provided digitally. You will receive access to your ticket distribution portal to send out complimentary Party, Trade Reg and Weekend Tickets and a separate portal to register Exhibitor Badges. Be sure to give away all your tickets to your best customers.
- The number of badges and tickets are allotted based on booth size.
- Tickets cannot be held for pick up onsite and must be sent electronically to your guests.



Exhibitor Staff Badge & Guest E-Ticket Portal will launch at the end of November.

LEAD RETRIEVAL AND EXHIBITOR BADGES/ TICKETS

LEAD RETRIEVAL – Attendee Scanning

Build your sales prospect list by scanning attendees* (and fellow exhibitors) using the lead retrieval service provided by MicroSpec, the official registration and ticketing provider for IDS Toronto. Their system enables you to easily capture, qualify and connect with potential buyers at the show. From your lead retrieval portal, you'll be able to view, filter and export your leads to Excel.

** Only attendees during the day on Thursday & Friday (Professional Trade Days) wear badges that can be scanned by the Mini Scanner. Attendees at Thursday's Opening Night Party and on the weekend don't wear badges and can't be scanned by the Mini Scanner. Those attendees use tickets that can only be scanned by the Leads123 mobile app. More info about the two scanning options will be available in the exhibitor kit at the end of November and will be highlighted in an upcoming Exhibitor Essentials Newsletter.*

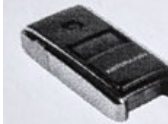
LEAD FOLLOW UP

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.



Leads123 App

The App on YOUR Phone or Tablet
Download Leads123 for iOS or Android and turn your phone or tablet into a state-of-the-art lead retrieval device.



Mini Scanner

OUR Hand-Held Wireless Device
Use the mini scanner on Thursday or Friday to capture leads and view in your personal portal post-event. Does not work for attendee tickets at the Opening Night Party or on the weekend.



Leads123 License + Tablet Rental

The App on OUR Tablet
Use the feature-filled app on our device and never miss out on capturing leads.

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

THE INTERIOR DESIGN SHOW **JAN 23-26**

METRO TORONTO CONVENTION CENTRE NORTH BUILDING
TICKETS & INFO IDSTORONTO.CA

**DESIGN
DESIGN
DESIGN**

presented by onatola Astley-Gibert AZURE BLANCO THE GLOBE AND MAIL HOUSE & HOME VOLVO YORKVILLE

THE INTERIOR DESIGN SHOW

JAN 23-26

THE INTERIOR DESIGN SHOW **IDS25**

THE INTERIOR DESIGN SHOW

JAN 23-26

THE INTERIOR DESIGN SHOW

MEET DESIGN EXPERTS

JAN 23-26 METRO TORONTO CONVENTION CENTRE NORTH BUILDING

THE INTERIOR DESIGN SHOW

MEDIA PARTNERS



- Print Ads
- Newsletters ad
- Run of Site

HOUSE & HOME

- Print Ads
- Newsletter ad
- Run of Site



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



- Newsletter ad
- Social Media
- Run of Site

NEXTHOME

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



- TTC Subway ads



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



- Radio spots



- Newsletter ad
- Social Media
- Digital Article



- Newsletter ad
- Social Media
- Run of Site



- Elevator ads
- Print ad
- Distributed in Toronto Condos

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 now live! Keep an eye on your inbox for more details
- 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

January 23-26, 2025
IDS Toronto Main Floor Exhibitor Kit

Home **Info** Regulations Move-In/Out Badges/Tickets Marketing Checklist/Forms Safety Exhibitor Essentials Search

Info Contact Us

GENERAL INFORMATION

- | | | |
|--|---|--|
| 1) Show Hours | 4) Official Suppliers | 7) Prepaid Parking Passes |
| 2) Floor Plan | 5) Unauthorized Suppliers | 8) Hotels |
| 3) Exclusive Suppliers | 6) Exhibitor Badges | 9) Onsite Exhibitor Services |

1) SHOW HOURS

Thursday, January 23, 2025
9:00 am - 4:00 pm (Trade day & IDS conference)

Thursday, January 23, 2025
7:00 pm - 11:00 pm (Opening Night Party)

Friday, January 24, 2025
9:00 am - 6:00 pm (Trade day & IDS conference)

Saturday, January 25, 2025
10:00 am - 5:00 pm

Sunday, January 26, 2025
10:00 am - 5:00 pm

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IDS Toronto Main Floor Exhibitor Kit

Home **Info** Regulations Move-In/Out Badges/Tickets Marketing **Checklist/Forms** Safety Exhibitor Essentials Search

Checklist **Forms**

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

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

METRO TORONTO CONVENTION CENTRE

SERVICES:

- ★ Booth Cleaning
- ★ Catering (Will be available on November 10, 2023)
- Parking Pass
- Internet

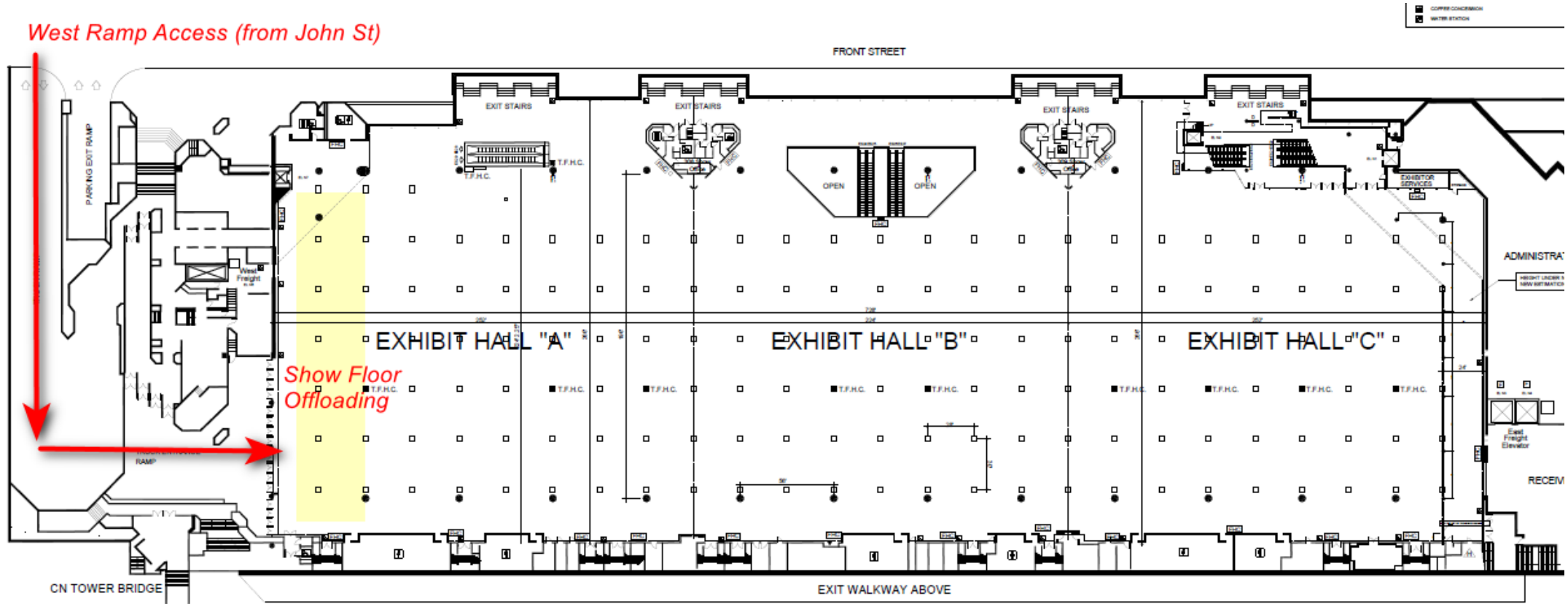
STRONCO

SERVICES:

- Advance Warehouse Receiving
- Material Handling
- Shipping and Customs
- ★ In-booth Forklift Operator
- Installation & Dismantle Labour
- Storage
- Hardwall Rental

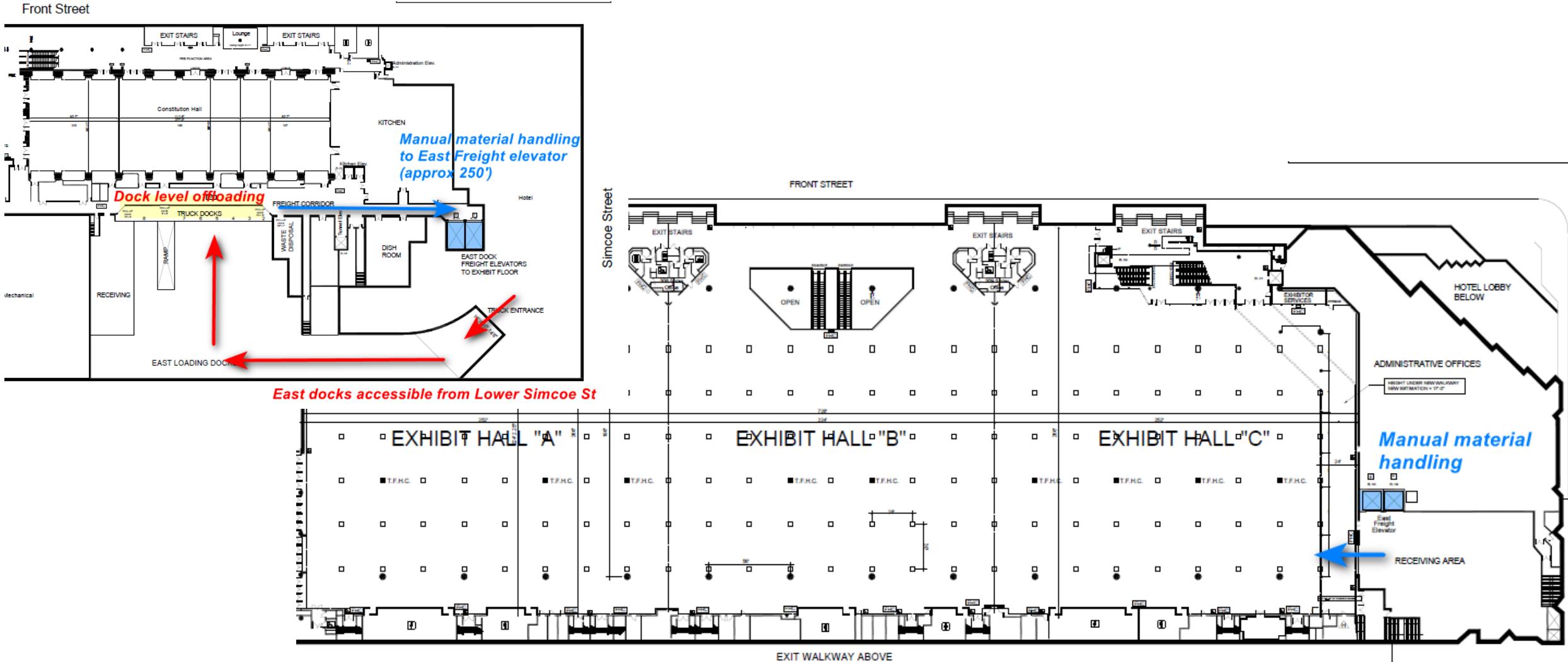
OFFLOADING OPTION 1: WEST RAMP & SHOW FLOOR OFFLOADING

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.)

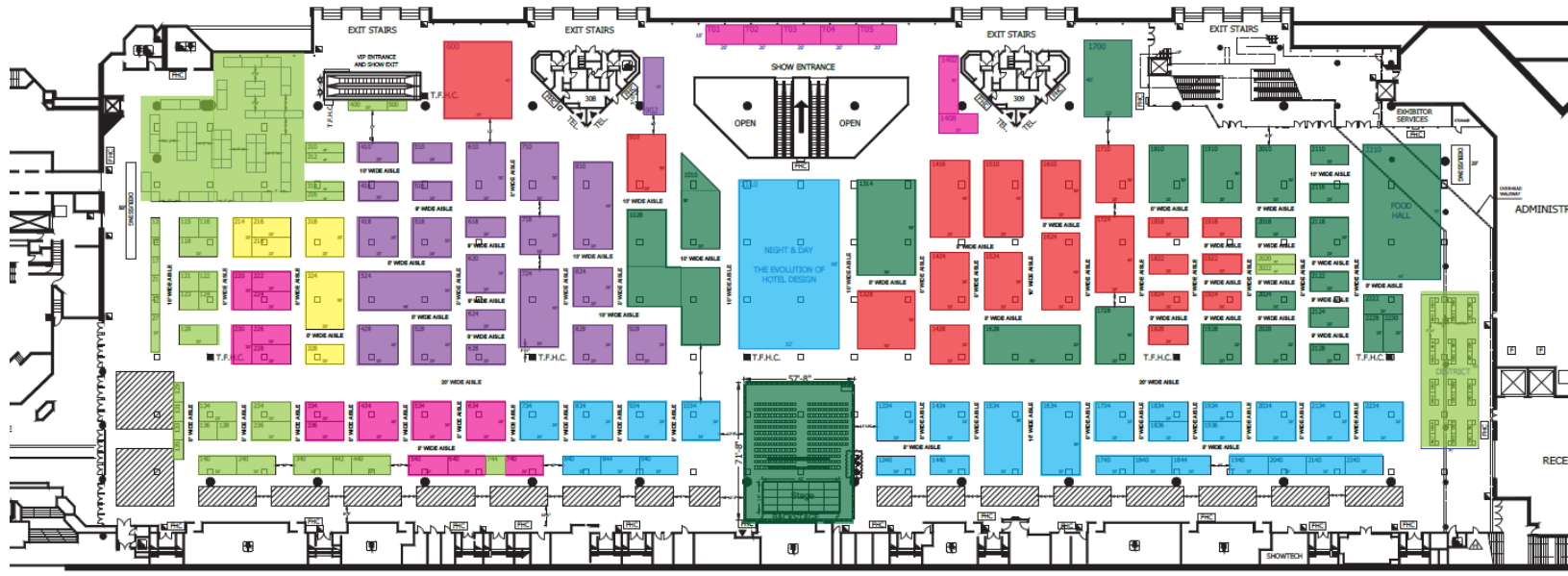


VIRTUAL MARSHALLING YARD

THE INTERIOR DESIGN SHOW

Jan 23-26
2025
Toronto

Current as of October 27, 2024
*Subject to change



Targeted Move-In Plan

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 December.

| | | |
|---|---|--|
| ■ MONDAY JANUARY 20 9 AM - 12 PM | ■ MONDAY JANUARY 20 12 PM - 3 PM | ■ MONDAY JANUARY 20 3 PM - 10 PM |
| ■ TUESDAY JANUARY 21 8 AM - 2 PM | ■ TUESDAY JANUARY 21 2 PM - 10 PM | |
| ■ WEDNESDAY JANUARY 22 8 AM - 2 PM | ■ WEDNESDAY JANUARY 22 4 PM - 10 PM | |

MTCC Loading Dock Management -

MAKE A BOOKING AT MTCC LOADING DOCK MANAGEMENT

Select date Get available times

Event

Next



Vehicle Move-In Pass
Booking Ref: MTCIDS1802497



Recipient company: Sample Company

Exhibitor Name: **Stephanie Heddon** Exhibitor Contact Number: 4165541819

Move-In Date: **04 April - 20202**

Arrive Time: **11: 00**

Departure Time: **11: 30**

Loading Bay: **South Docks**

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

THE INTERIOR
DESIGN SHOW

January 23-26, 2025
IDS Toronto Main Floor Exhibitor Kit

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

BOOTH REGULATIONS

[1\) Informa's Better Stands - Environmental Consideration](#)
[2\) MTCC Material Donation Program and Recycling](#)
[3\) Walls](#)
[4\) Floor Covering](#)
[5\) Booth Types](#)
[6\) Lighting](#)
[7\) Electrical](#)
[8\) Ceilings and/or Second Storys](#)
[8\) Signage](#)

[9\) No Overhead Trade Banners](#)
[10\) Sale Signs](#)
[11\) Suspended Installations](#)
[12\) Soliciting](#)
[13\) Furniture & Accessory Rentals](#)
[14\) Water/Plumbing](#)
[15\) Natural or Propane Gas](#)
[16\) Cleaning](#)
[17\) Occupational Health and Safety](#)
[18\) Installation](#)
[19\) Storage](#)

[20\) Sustainability](#)
[21\) MTCC Material Donation Program and Recycling](#)
[22\) Display Vehicles](#)
[23\) Balloons](#)
[24\) Animals](#)
[25\) Internet Access](#)
[26\) Food & Beverage Service and/or Sampling](#)
[27\) Dismantling Procedures](#)

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.



Four mandatory forms must be completed:

1. Venue Fire Safety Reply Form (send direct to MTCC, due December 20)
2. Form 1000 (online form, due January 10)
3. Health & Safety Declaration (due January 10)
4. Sustainability Survey (due January 10)

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

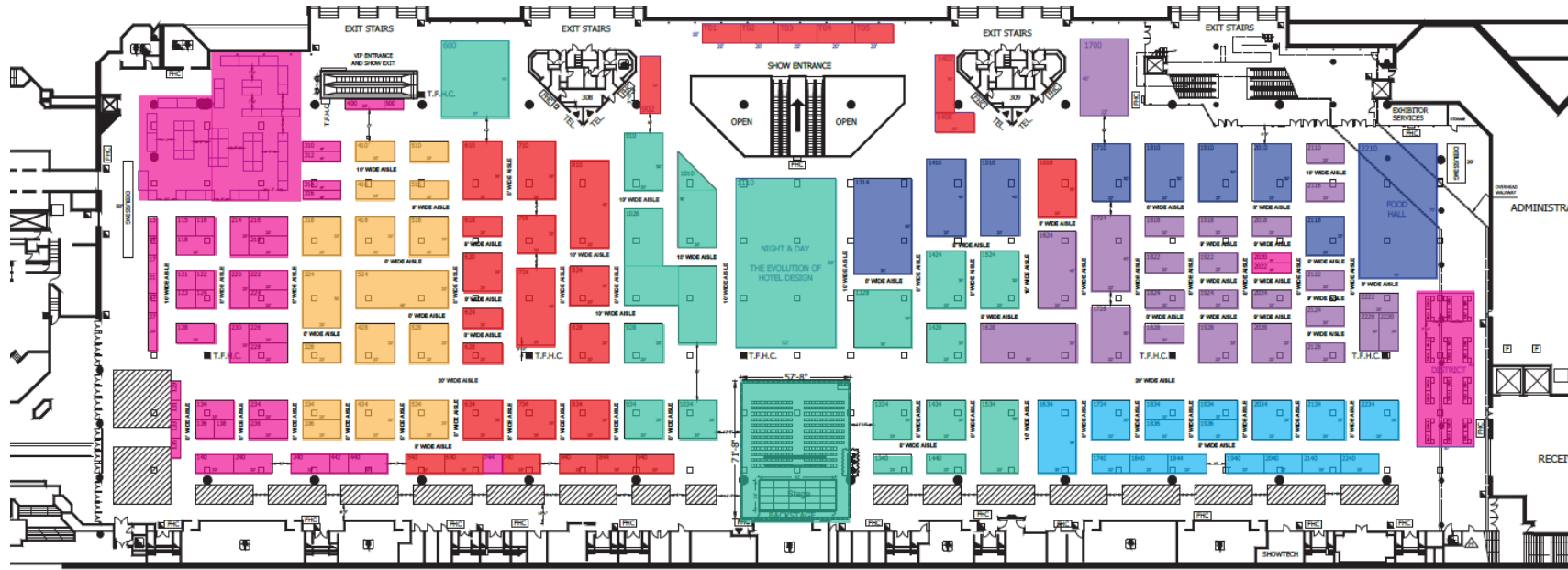


MOVE OUT LOGISTICS

THE INTERIOR DESIGN SHOW

Jan 23-26
2025
Toronto

Current as of October 26, 2024
*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 26 6 PM - 8 PM | MONDAY JANUARY 27 8 AM - 12 PM | MONDAY JANUARY 27 3 PM - 6 PM |
| SUNDAY JANUARY 26 8 PM - 10 PM | MONDAY JANUARY 27 12 PM - 3 PM | MONDAY JANUARY 27 6 PM - 8 PM |

THANK YOU! QUESTIONS?