

# THE INTERIOR DESIGN SHOW

**VANCOUVER**

PRESENTED BY  
 JENNAIR®

# WELCOME

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- 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

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

# THE SHOW

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- Dates & times
- Thank you to our sponsors and all our media partners
- 2025 Special Features
- Exciting Keynote Line Up + Media Partners
- Party on Opening Night
- Central bar... announcement coming soon!
- Collect in partnership with Artist Project
- Studio North + Prototype
- The District



# SHOW HOURS

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Thursday, September 25

Opening Night Party 7pm – 10pm

Friday, September 26

Trade Day 9am – 6pm

Saturday, September 27

Trade & Public Day 10am – 5pm

Sunday, September 28

Public Day 10am – 5pm

# FEATURES



# NIGHT & DAY

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# ILLUMINATE

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AND Light

Deltalight

Bover

Kuzco

Tom Dixon

Lutron

Axis Lighting

ONE A

Modular

Diffusion Lighting by RJ Cross





# SHOW PROGRAM

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Friday, September 26

10am ILLUMINATE Tour

12pm IES Networking Session

2pm HAVAN Networking Session

4pm ILLUMINATE Tour

5pm AFBC Networking Session

Saturday, September 27

12:30pm ILLUMIATE TOUR

2pm TDC Networking Session

3pm IDIBC 75th Anniversary Cocktail Closeout Party

# ENTRANCE FEATURE

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## MONTAUK X NEW TECH WOOD

# **MAIN STAGE TALKS**

**PRESENTED BY VICOSTONE**

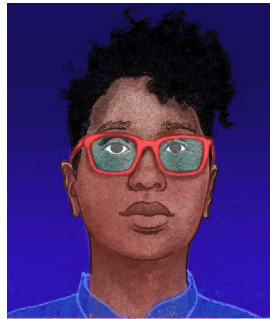
# FRIDAY – AZURE TALKS

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## BRUCE KUWABARA



## DESIGNING BELONGING WITH JENNAIR: CREATING INCLUSIVE SPACES FOR ALL



**CHANELLE TYE**



**JASON HURD**



**ALYKHAN VELJI**



**PHYLLIS LUI**

## ‘ANTI NIMBY’



**LUKE MARI, ARYZE  
DEVELOPMENTS**



**KAYLA BROWNE, BOLD  
ARCHITECTS**

## NUOVA GROUP





# SATURDAY – WESTERN LIVING

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## PAOLO FERRARI



## NIGHT & DAY



## KARIN BOHN





# SUNDAY – HOUSE & HOME

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## AVD PODCAST



## KELLY DECK



## ROSIE DAYKIN



# **SEMINARS**

**PRESENTED BY KOHLER**

# SEMINARS

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- Increasing ROI Through Inclusive Design Principles
- Building Culture: A Blueprint for Success
- Colour Forecast 2026
- AI-Driven Object-Oriented Lighting: Revolutionizing Color Optimization for Art and Retail
- Navigating What's Next: The Evolving Workplace Journey

# **BOOTH DESIGN & STRATEGY**

# BOOTH DESIGN

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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](mailto: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](mailto:catia.varricchio@informa.com)

IDS Main – Raw space only.

Studio North, Prototype, District, Select, Collect – Turnkey

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



# BOOTH DESIGN

Video available on the homepage of the Exhibitor Kit and in this chat



## LET'S CHAT!

Get ready for a successful exhibition experience at the Interior Design Show Vancouver 2025! Our short, informative videos cover everything you need to know

### BOOTH STRATEGY

Best practices for maximum engagement

**WATCH**

### BOOTH DESIGN

Create a compliant, standout space

**WATCH**

### MOVE-IN/MOVE-OUT PROCEDURES

Streamlined logistics for stress-free setup

**WATCH**

### HEALTH & SAFETY

Ensure a safe environment for all

**WATCH**

# BOOTH DESIGN

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## Informa and IDS Commitment to Sustainability

- Single use or disposable stands are not permitted at IDS
- Exhibitors must fill out the MANDATORY Sustainability Survey by **Friday, July 31**
- 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.

# LEAD RETRIEVAL

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Microspec is the official registration and ticketing provider for IDS Vancouver. Build your sales prospect list by scanning attendees.

They provide two retrieval options:

- **Leads 123 Mobile App** - installed on your phone or tablet. Scans Trade Day Registrations, Opening Night Party tickets and Public Day tickets.
- **Mini Scanner** - supplied device which scans Trade Day Registrations on Friday only.

There is a link to a PDF in the Exhibitor Kit which compares the two so you can decide which one is best for you.

The Benefits: easy to use, accurate information, additional exposure and fully supported onsite.

# BOOTH DESIGN AWARDS

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The IDS Booth Design Awards celebrate excellence in exhibition design. These prestigious recognitions are judged by a panel of industry experts who evaluate booths based on innovation, quality, and visitor engagement.

## Four Award Categories:

- **Small Booth Award (50-199 sq ft)**
- **Medium Booth Award (200-499 sq ft)**
- **Large Booth Award (500+ sq ft)**
- **Sustainability Award - Acknowledging environmentally conscious booth design and construction**

Winning an IDS Booth Design Award significantly enhances your company's visibility and reputation within the design community. These awards highlight exhibitors who effectively showcase their products while creating memorable experiences for attendees and will receive extra digital marketing promotion.



# BOOTH STRATEGY

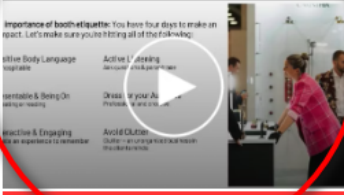
Video available on the homepage of the Exhibitor Kit and in this chat



## LET'S CHAT!

Get ready for a successful exhibition experience at the Interior Design Show Vancouver 2025! Our short, informative videos cover everything you need to know

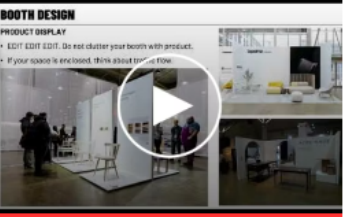
**BOOTH STRATEGY**



Best practices for maximum engagement

**WATCH**


**BOOTH DESIGN**



Create a compliant, standout space

**WATCH**


**MOVE-IN/MOVE-OUT PROCEDURES**



Streamlined logistics for stress-free setup

**WATCH**

**HEALTH & SAFETY**



Ensure a safe environment for all

**WATCH**



# BOOTH STRATEGY

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## **IDS Vancouver Official Suppliers**

Looking for a contact? We have partnered with local and convenient suppliers to ensure exhibitors receive premium services, competitive pricing, and seamless integration with venue requirements. Our official suppliers understand the unique needs of design exhibitions and provide specialized support throughout your IDS experience.

### **Introducing Our Newest Partners:**

#### **Ames Tile & Stone**

We're excited to welcome Ames Tile & Stone as our official flooring supplier, featuring their revolutionary **Kerlite Easy** system—the first tile like re-suable flooring system, certified and patented dry laying installation without adhesive.

#### **Astley Gilbert**

Our trusted signage partner, delivers exceptional quality exhibition graphics and signage solutions with industry-leading expertise, ensuring your booth makes a powerful visual impact while providing seamless service from design consultation through installation.

**Visit our exhibitor kit to learn how the official suppliers can enhance your IDS Vancouver experience.**

# BOOTH STRATEGY

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**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

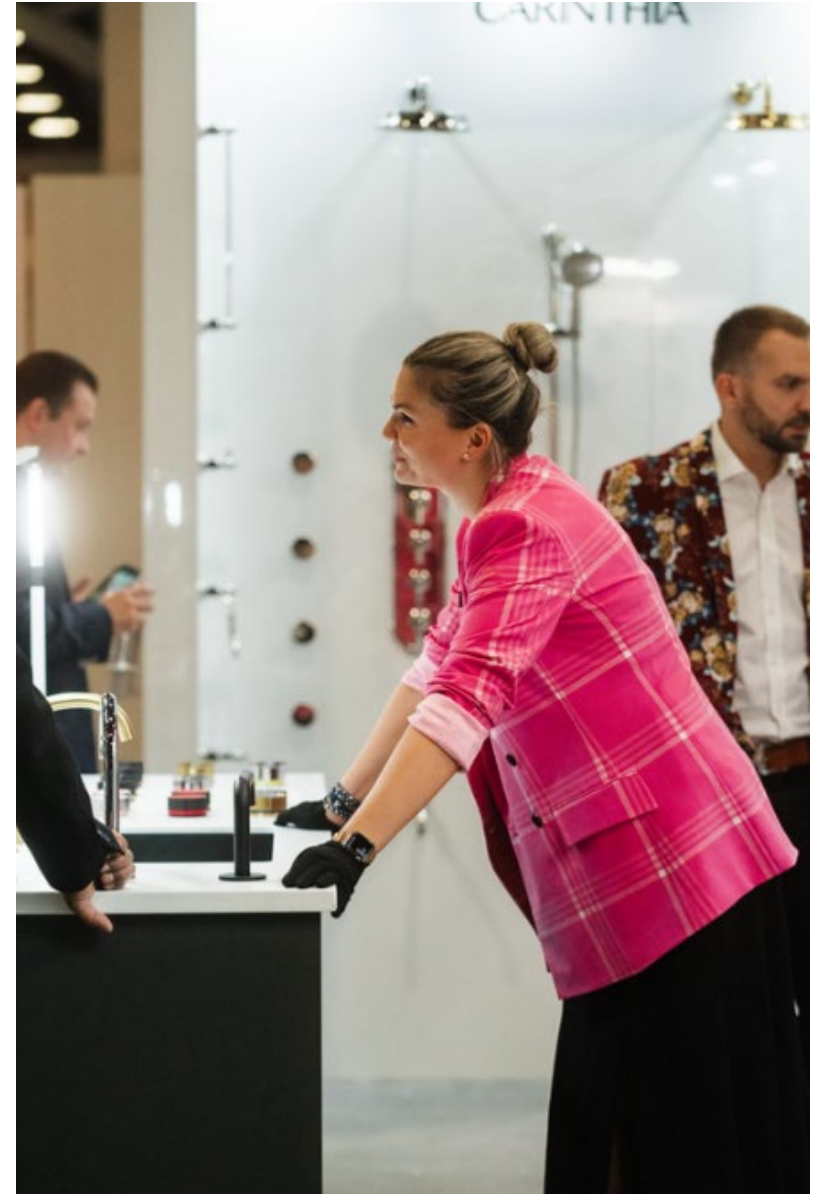
Professional and creative

Interactive & Engaging

Create an experience to remember

Avoid Clutter

Clutter = an unorganized business in the clients minds



# BOOTH STRATEGY

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**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

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**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**



# MEDIA PARTNERS

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## 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



- Video
- Social media
- Newsletters



- Social media
- Newsletter



- Custom content translation
- Social media

## BOULEVARD

- Print Ad
- Social Media

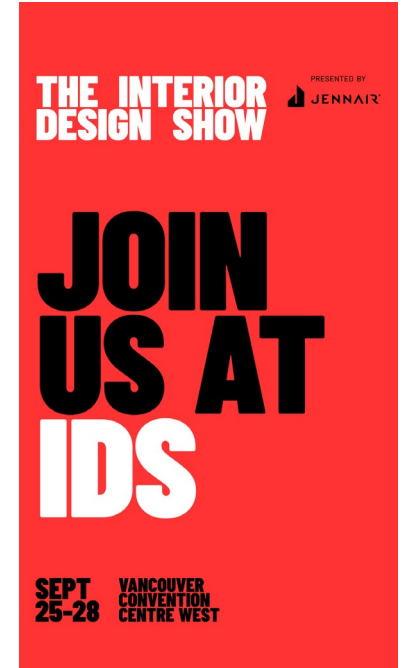
## RENO+DECOR

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

# PROMOTE YOUR PRESENCE

## Exhibitor Marketing Assets

- Use the IDS logo on your website to mark your presence at the show
- Leverage the creative [templates](#) provided for social posts and stories
- Communicate the **20% discount code EXHIBITOR25** to your audiences (valid for trade and public, all products)
- \*NEW\* online directory intaking information now. Please fill out your directory listing with your logo, bio and photos to make sure your presence on our website.
- Make sure your exhibitor directory information is updated as most visitors will use that to make decisions about attending the show.
- Do you need other materials that are not listed/included? Please contact [jeffrey.newland@informa.com](mailto:jeffrey.newland@informa.com)
- [Submit your product photography](#) for consideration for use in our PR, social channels or on the website to reach 100K+ subscribers/followers.



**PUBLIC RELATIONS**

# PUBLIC RELATIONS

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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 PRESS KIT

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- 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

**LOGISTICS**



# EXHIBITOR KIT

THE INTERIOR  
DESIGN SHOW

September 25 - 28, 2025  
IDS Vancouver Exhibitor Kit

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

## IDS VANCOUVER EXHIBITOR KIT

### WHAT'S NEW THIS WEEK...

#### Phishing Notice:

As we get closer to the start of the show, it's (unfortunately) not uncommon for IDS exhibitors to receive phishing emails offering to sell the fair's mailing lists. Please do not respond to these messages and be assured we would never offer our lists for sale. We ask all exhibitors to please be mindful when opening and replying to communications surrounding the fair that are not from an email ending in [@informa.com](#) (and later you will be receiving ticket portal communications once it is launched from [@microspec.com](#)). Please don't hesitate to contact your account manager if you are ever uncertain about an email you received.

A known list of unauthorized suppliers can be found [HERE](#).

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### THE IDS VANCOUVER TEAM INVITES YOU TO JOIN US FOR A VIRTUAL EXHIBITOR ORIENTATION!

Join us on Thursday, June 19, 2025, this orientation will provide an overview of what to expect as an exhibitor with IDS Vancouver. We will walk you through move-in & move out, programming highlights, marketing plans, the digital press kit, booth design considerations and much more.

[REGISTER NOW](#)

THE INTERIOR  
DESIGN SHOW

September 25 - 28, 2025  
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[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](#)

### VANCOUVER CONVENTION CENTRE

★ [Electrical](#), ★ [Cleaning](#), ★ [Water/Plumbing](#), ★ [Suspended Installations](#), ★ [Lighting](#) (see Rigging section of the link below),  
★ [Catering](#), Phone/Internet, Audio Visual, etc.

### HEALTH & SAFETY FORMS

Deadline Date: **August 29, 2029**

# MOVE-IN LOGISTICS

THE INTERIOR  
DESIGN SHOW

PRESENTED BY  
JENNAIR

September 25-28, 2025

Current as of May 27, 2025  
\*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.

Yellow Tuesday, Sept 23 9am-1pm

Green Tuesday, Sept 23 12pm-4pm

Purple Tuesday, Sept 23 4pm-8pm

Blue Wednesday, Sept 24 9am-12pm



## Vancouver Convention Centre Events

### 1) EXHIBITOR MOVE-IN

Tuesday, September 23, 2025 9:00am - 8:00pm  
Wednesday, September 24, 2025 9:00am - 8:00pm  
Thursday, September 25, 2025 9:00am - 8:00pm

All exhibitors have been assigned a booth location. Please check your schedule to determine your scheduled move-in time.

Please note: exhibitor space is not guaranteed. Exhibitors are not allowed to move-in and set up until their scheduled move-in time. For balance please contact Christine.Hayman@infocon.com

THE INTERIOR  
DESIGN SHOW  
VANCOUVER

MOVE-IN & MOVE-OUT

Floor Plan

# BOOTH REGULATIONS

**THE INTERIOR  
DESIGN SHOW**

**September 25 - 28, 2025  
IDS Vancouver Exhibitor Kit**

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



## REGULATIONS

[1\) Informa's Better Stands](#)

[2\) Booth Types](#)

[3\) Walls](#)

[4\) Floor Covering](#)

[5\) Lighting](#)

[6\) Electrical](#)

[7\) Ceilings and/or Second Storeys](#)

[8\) Signage](#)

[9\) No Overhead Trade Banners](#)

[10\) Suspended Installations](#)

[11\) Sale Signs](#)

[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

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**\*Sustainability Survey** – Friday, July 31

**Order Exhibitor Catering** – September 14

**Order Electrical, Rigging, Water/Plumbing** – August 31 (Early Bird Deadline), September 16

**Order Cleaning, Internet, AV** – August 31 (Early Bird Deadline), September 16

**Order Hardwalls** – August 22 (Early Bird Deadline)

**Order Carpeting, Furniture, Material Handling, Shipping** – September 4 (Early Bird deadline TBC),  
September 12 (Portal deadline TBC)

**Order Exhibitor Insurance** – August 29

**\*Health & Safety Declaration** – August 29

**Notice of Project Form (If Necessary)** – August 29

**Exhibitor Appointed Contractor Form (If Necessary)** – August 29

**\*Mandatory Forms**

# EXHIBITOR BADGES & TICKET PORTALS

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- 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.
- 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

PRESENTED BY JENNAIR®

SEPT 25-28 VANCOUVER CONVENTION CENTRE WEST

Information

Logout

MAC Furniture [Edit](#) (Booth: 899)

Register Exhibitor Staff

0 badges entered

Lead Retrieval

Build your sales prospect list by scanning attendee badges via a Mini Scanner or Leads123 app

Early bird pricing ends Sep 11, 2025

Send Tickets

Send tickets to your clients

For Portal How-To Instructions, download the PDF below.

[PDF Download](#)

Powered by:

THE INTERIOR DESIGN SHOW

PRESENTED BY JENNAIR®

SEPT 25-28 VANCOUVER CONVENTION CENTRE WEST

Profile

Help

Logout

Electronic Pass Distribution Portal

Abby Test - MAC Furniture

Summary

Tickets Sent

[+ Add New](#)

Ticket Type	Your Allotment		Used	Available	Fulfilled <sup>?</sup>	Redeemed <sup>?</sup>
	Free	Purchased	Sent			
Opening Night Party Pass (EX)	4	0 <a href="#">buy more</a>	4	0	1	0
Trade Day Pass (EX)	15	0 <a href="#">buy more</a>	1	14	0	0
Weekend Public Day Pass (EX)	6	0 <a href="#">buy more</a>	0	6	0	0

Powered by [MicroSpec / TIX123](#)

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Your badge/ticket portal links were sent June 18  
Please email [IDSOperations@Informa.com](mailto:IDSOperations@Informa.com) for assistance with your portal



# HEALTH & SAFETY

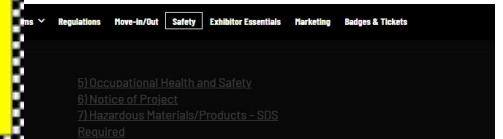
To access your booth during move in and out, all exhibitors will be required to wear a high visibility safety vest and steel toe shoes.

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



## 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



Mandatory forms to be completed:

1. Sustainability Survey (due July 31)
2. Exhibitor Health & Safety Declaration Form (due August 29)



# MOVE OUT LOGISTICS

## THE INTERIOR DESIGN SHOW

PRESENTED BY  
JENNAIR®

September 25-28, 2025

Current as of May 27, 2025

\*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 28 6pm-8pm  
\*MUST be moved out by 8pm
- Sunday, Sept 28 8pm-11:59pm  
\*MUST be moved out by 11:59pm
- Monday, Sept 29 9am-11am
- Monday, Sept 29 11am-1pm  
\*MUST be moved out by 2pm.  
All forklifting ends at 2pm.  
Unclaimed freight will be rescued at 1pm.



**THANK YOU! QUESTIONS?**