



Interior Design Show **Apr 7-10 2022 Toronto**

Presented by

Miele

IDS22 EXHIBITOR PUBLIC RELATIONS

We're [Faulhaber Communications](#), the agency of record for this year's **Interior Design Show**. We're looking forward to working with you to promote IDS22!

Our goal is to drive attendance through a variety of media placements, including show coverage with magazines, newspapers, television and radio shows, websites, social media, blogs and podcasts. In order to do so, we need to hear from you! Please share your new, never-before-seen, and headline-worthy products, installations and happenings with our team to be considered for IDS22 promotion to the press.

The following information and materials will be valuable in the development of newsworthy angles:

COMPANY

- Name
- Brand profile, including history and background information
- Spokesperson, contact info, topics of expertise, availability for press, hi-res headshot and bio, and camera experience
- Any Canada specific details on your brand (made-in Canada, Canada-based, inspired by, etc.)
- Social media links

IDS22 EXHIBIT

- **Materials and information on new products, collaborations, collections, lines and brands launching at IDS22**
 - Press Release(s)
 - Designer &/or partner backgrounds
 - Line sheet, if applicable
 - Pricing & availability (date available for sale; location available for sale, i.e. retail locations, e-commerce, etc.)
- **3 Key Messages About the Exhibit** This could relate to:
 - Creative direction
 - Key features & differentiators – What makes this special?
 - Relation to local and international trends
- **High resolution imagery of what will be on display (JPG format, 300 dpi+)**
 - Seamless (white background) product shots
 - Lifestyle (in-situation) shots
 - Booth sketches or renderings
- **High resolution video relating to what will be on display (online links suffice for now)**

UPCOMING

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

MEDIA



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- Please keep us in the loop on any ongoing media discussions or confirmed coverage
- Any media interested in attending IDS22 must fill out the Media Accreditation Form online at toronto.interiordesignshow.com/en/news-media/media-contact.html

The earlier you can submit materials, the better! Please provide the above noted items to FAULHABER as soon as possible. **Please note:** Dropbox/WeTransfer/Google Drive links are preferable for files larger than 10MB.

EXHIBITOR PRESS KITS

Each year, media gather a lot of information at the **Interior Design Show**. Press kits are useful in extending the face time your brand has with a journalist; kits can remind media of what they saw on the show floor and provide additional background information. Keep in mind editors are busy and see numerous press kits each day. Offer just enough content to pique their interest – they can always contact you for more. As you plan your press materials for the show, we would like to recommend that in lieu of creating a physical press kit for the media room, you develop a digital media kit.

The benefits of digital vs physical media kits:

- A digital media kit has no cost and means no waste for unused materials
- Media will have access to your information anywhere they have internet
- You're able to include more information and images in a digital media kit
- As soon as you create your digital media kit, media can have access
- Media are more likely to review your information if it is easy to access

How it works:

- You send us your files and we upload them to a Dropbox
- All media receive this Dropbox link - magazines, newspapers, television and radio shows, websites, and blogs
- We can add to the Dropbox as IDS approaches. You can send files now and closer to the show

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

BRANDING

Keep all components of your press kit consistent (i.e. font size, style, logos, colours etc.)

- If you chose a hard copy press kit
 - Select high quality paper and/or folders
 - Personalize packaging



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- Organize your press kit so the materials are presented in a logical order and are easy to navigate
- Electronic/paperless press kits
 - Branded USB or media website link
 - Organize and name the content so it's easy to navigate
 - Include high resolution (300 dpi+) colour images in JPG format

DROP-OFF

Please deliver your press kits to the IDS22 Media Lounge (Room 713A and 713B) between 12:00pm and 2:00pm on Wednesday, April 6, 2022. Bring a minimum of 30 kits and have additional kits available to replenish supply throughout the show. Any leftover media kits must be picked up by the close of the show on Sunday, April 10, 2022; unclaimed kits will be discarded.

We're always available to chat should you have any questions or want to discuss ideas. We'll be on-site during the entire show, managing media on-site - find us in the Media/VIP Room.

For questions please contact Faulhaber Communications:

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ABOUT FAULHABER COMMUNICATIONS

Faulhaber Communications is a full-service communications agency specializing in lifestyle brands. We parlay our imaginations into forward-thinking campaigns and develop impassioned strategies that are comprehensive and connect. Every day, across North America, we engage the media, influencers, and consumers to optimize exposure for our clients. Offline and on, *we create and communicate powerful brand stories.* www.faulhabercommunications.com

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