

THE INTERIOR DESIGN SHOW

**VANCOUVER
2024 PROSPECTUS**

**SEPT
26-29**

PRESENTED BY

Miele

DESIGN
DESIGN
DESIGN



THE SHOW

Interior Design Show (IDS) is Canada's platform for contemporary, cutting-edge design. It is the leading event and experience for the burgeoning interior design and architecture specification market. The Vancouver event provides access to the A&D communities in the Pacific Northwest, and down the coast of the United States.



2024 DATES

Thursday Sept 26th	Opening Night Party
Friday Sept 27th	Trade Day & Seminars
Saturday Sept 28th	Trade & Consumer
Sunday Sept 29th	Trade & Consumer

LOCATION

IDS takes place in the contemporary Vancouver Convention Centre, West Building which is a double LEED® Platinum certified facility. The venue greatly aligns with IDS Vancouver's commitment to sustainability and a responsibly run event.

THE IDS EXPERIENCE

IDS is by the industry, for the industry. Our team has decades of experience working in the Canadian and international design sector. We have produced design events, worked as interior designers, and for manufacturers and suppliers. We pride ourselves on our exhibitors having a successful show and a good experience.

COMPONENTS OF THE SHOW

The IDS show floor is a mixture of product launches, brand presentations, experiences and installations. We create unique and unusual collaborations across creative disciplines.

200 exhibitors from North America and across the world, showcasing a curated variety of interior products to create a one-stop-shop for specifiers. Categories include furniture, lighting, surfaces, appliances, acoustics, floor coverings.

Exhibitors include Miele, Roche Bobois, Teknion, Cosentino, House of Rohl, Inform Interiors, LivingSpace, Habitat by Aeon.



INSTALLATIONS AND FEATURES

Designed to create experiences that attract the A&D community and generate media attention for the show. These are often designed by specifying interior architecture firms.

Current and recent features have been created by McKinley Studios, Donohoe, & Daughters, Inform Interiors, LIV Design.



CONFERENCE PROGRAM

8 sessions give insight into the latest developments in the industry. Designers receive professional learning credits by attending. Recent topics have included passive house architecture, diversity in the industry, how to grow your business, trend forecasts and placemaking.



KEYNOTE STAGE

This is located at the centre of the show floor with seating for an audience of 200. We welcome Canadian and international guests to present on the stage. Previous speakers have included Nika Zupanc, Sir David Adjaye, Patricia Urquiola, Giulio Cappellini, Patricia Moroso, Marcel Wanders, Jaime Hayon, Bjarke Ingels, Piero Lissoni and Tom Dixon.



OPENING NIGHT PARTY

4,000 guests from design and the creative industries experience an event with live music, four DJ stations, and eight bars.

THE MARKET

VANCOUVER IS A PLACE FOR INTERNATIONAL CONVERSATIONS ABOUT ARCHITECTURE AND INTERIORS

BIG, HEATHERWICK AND OSO ARE SOME OF THE FIRMS CURRENTLY CONSTRUCTING BUILDINGS IN THE CITY



50%

Vancouver is the beating heart of the province of British Columbia (BC) with nearly 50% of its population

Vancouver consistently ranks as one of the top ten most liveable cities in the world

BC's creative sector generates

\$4.4 BILLION

GDP annually

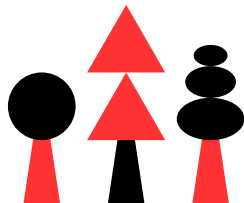
84%

Canadians believe renovation is a sure way to improve their home's value

Renovation spending in Canada will continue to climb steadily through to 2030



Vancouver is proud to be one of the greenest cities in North America



Design is an over

\$7 BILLION

industry in Canada



HOW WE PROMOTE THE SHOW

IDS operates a year-round marketing campaign, integrated with the national design community.

We have strong partnerships with national and local trade organisations for interior design and architecture.

Our media partnerships and ad spend are designed to reach the national and international A&D community. As well as digital and print ad campaigns, we have a different partner host the keynote program on our main stage on each day: Azure, Western Living, and House & Home. We also co-produce an additional stage on the show floor with US magazine GRAY.

We enlist a leading PR and communications agency to secure media coverage. This campaign includes a media preview of the show for 150. Additionally, we have a digital advertising agency who target specifiers.

The show has a database of

90,000 NEWSLETTER CONTACTS & 30,000 INSTAGRAM FOLLOWERS



OUR AUDIENCE

25,000 VISITORS



12,700 TRADE



13,200 CONSUMER



68%

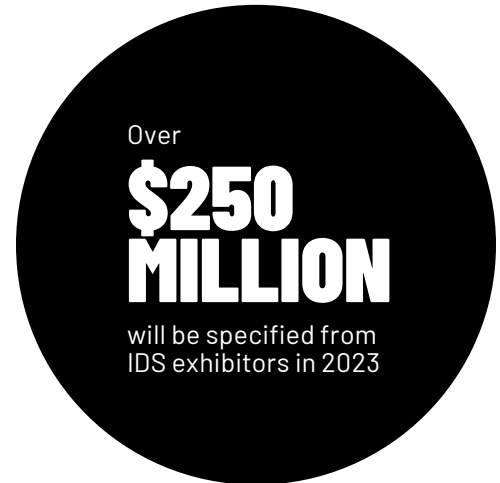
of our trade audience visit the show to specify new products

53%

will purchase something from IDS exhibitors within the next 12 months

Our consumer audience are affluent and design-savvy, working in a range of sectors including other creative industries, finance and tech. They are often connected to the industry or at the show thinking about their own interiors project – either for their home or business.

Our trade audience is made up of architects, interior architects, and interior designers. Visitors range from the principals of companies to the librarians and specifiers.



92%

are currently undergoing a renovation project

Over
\$153 MILLION

will be spent on planned projects this year

