

# THE INTERIOR DESIGN SHOW

**VANCOUVER**  
**SEPT 25-28, 2025**

**SPONSORSHIP**  
**OPPORTUNITIES**

PRESENTED BY

**Miele**

# IDS VANCOUVER IS THE PACIFIC PLATFORM FOR ALL THINGS DESIGN



## THE SHOW

This three-day event showcases revolutionary innovations, products, services, and ideas from leading companies and emerging talents. Trade professionals come to elevate their expertise with a robust educational program featuring keynote presentations and CEU sessions, offering unparalleled access to world-class expertise and insights to shape the built environment today and into the future. IDS attracts diverse attendee bases of design decision-makers, interior designers and interiors architects together. 25,000+ attendees, 12,000+ emerging and established companies, and hundreds of exhibits under one roof.

Launched in 2004 under the original name of Design Vancouver as recognition of the gap in the West Coast design market, IDS Vancouver has created a successful forum to present current, design-forward products and services to consumers and trade professionals.

In addition to its bustling exhibition halls, IDS boasts a feature bar, keynote stages and inspiring spaces tailored to foster connections, collaborations, and creative exchanges. From seasoned professionals to aspiring students, everyone will find a space to be inspired, connect with like-minded individuals, and chart their course towards design excellence.

## OPENING NIGHT PARTY

Thurs Sept 25  
7pm-10pm

## PUBLIC DAYS

Sat Sept 27-  
Sun Sept 28  
10am-5pm

## TRADE DAY

Fri Sept 26  
9am-6pm

## OFFSITE EVENTS

Mon Sept 22-  
Sun Sept 28

## 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 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.

# SPONSORSHIP OPPORTUNITIES



## PRESENTING SPONSOR

Become a presenting sponsor and position your brand at the forefront of innovation and design. Your logo prominently displayed on all event materials, including signage, brochures, and digital promotions. Engage directly with a highly targeted audience of design professionals, influencers, and enthusiasts. Maximize your impact with exclusive opportunities for product showcases, speaking engagements, media coverage and VIP networking sessions.

The sponsor will receive logo representation across all marketing assets, large booth space, complimentary tickets, and may show a 30 second video before each presentation on the stages and before seminars.

CONTACT FOR PRICING

**SOLD**



## KEYNOTE STAGE

The sponsorship for the main stage at IDS where visitors attend keynote talks each day of the show, and where your brand will shine before an audience of industry leaders and innovators. Your logo will be prominently displayed, ensuring maximum visibility during the most anticipated sessions of the event. The stage area seats 200+ visitors.

The sponsor will receive logo recognition at the stage and may show a 30 second video before each presentation. The sponsor is included in all pre show marketing of the keynote talks program, including social media, multiple press releases and newsletters.

CONTACT FOR PRICING

**SOLD**



## CENTRAL BAR

Elevate your brand by sponsoring the Central Feature Bar at the Interior Design Show, the hub of networking and socializing. Your logo will be prominently displayed, ensuring high visibility as attendees gather and engage throughout the event.

The sponsor will be included in all marketing regarding this special feature. The Central Feature will be a stop on the media preview tour. The sponsor is included in all pre show marketing of the keynote talks program, including social media, multiple press releases and dedicated newsletters.

CONTACT FOR PRICING

**SOLD**



# MAIN SPONSORS



## IDS SEMINARS

Alongside the fair, IDS hosts a series of trade seminars with 20+ accredited trade sessions on Friday. These seminars all 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 our design business, trend forecasts and placemaking.

\*The sponsor has the opportunity to host one seminar, introduce each talk, and show a 30 second video before each seminar. The sponsor will also receive complimentary Trade Day registrations.

**\$20,000**



## OPENING NIGHT PARTY

The Opening Night Party welcomes 6000+ designers, architects, media, influences, and design enthusiasts. The evening includes a central bar, small bites, DJs and entertainment.

The sponsor will receive logo recognition on the opening night party invitation and marketing, onsite signage, and website. The sponsor will also receive complimentary Opening Night Party Tickets.

**\$20,000**



## TRADE DAY

Designers, architects, and members of the trade attend IDS on Trade Day, Friday. The trade attend keynote presentations, accredited seminars, and network with peers and have the first look at the show floor. The sponsor will receive logo recognition on our website and in all Trade Day related marketing including Trade Badges worn by all attendees.

\*The sponsor may also show a 30 second video on the Main Stage before each keynote address on Friday and complimentary Trade Day registrations.

**\$20,000**

# SUPPORTING PARTNERS



## VIP PROGRAM

The VIP Program is an exclusive space dedicated to industry leaders at the Interior Design Show. Where the top decision makers can enjoy complimentary beverages while networking with peers. This central hub also hosts speakers and media, fostering genuine connections and conversations.

The sponsor will receive logo recognition on the customized digital VIP badge that goes our top 500 industry contacts, and logo recognition on signage outside the lounge alongside the designer of the space.

**\$7,500**



## STUDIO NORTH/ PROTOTYPE

Studio North welcomes a selection of Canadian and international designers to present their one-off and custom collections in a gallery-like setting. Prototype is a curated showcase of the next generation of designers. Participants include professional designers and students, presenting both to-market and conceptual works.

The sponsor will receive logo recognition within the Studio North/ Prototype section and may also assist in the jury of the Best Studio North and Prototype exhibitor.

**\$7,500**



## THE ENTRANCE FEATURE

The Entrance Feature is the unique design that is displayed in the entryway concourse at IDS Vancouver during the show. It is the first thing you see before you step onto the show floor and can't be missed as it is where you lineup for tickets and to have your ticket validated.

The sponsor will receive logo recognition on front entry signage along with the designer or artist of the work.

**\$9,000**



## THE DISTRICT

The District is a design marketplace that features fresh collections of design products for the home.

The sponsor will receive logo recognition within the District section and may also receive a station within the District to sell and/or promote their business.

**\$5,500**

# ACTIVATION OPPORTUNITIES



## EXHIBITOR LISTING

### Website / Digital / Onsite Floor plan Signage

Attendees may access the exhibitor listing and floor plan from the IDS website, by scanning the QR code available onsite, and by viewing the large format floor plan signage onsite.

The sponsor will receive logo recognition on the three versions of the Exhibitor Listing.

**\$5,000**



## HOSPITALITY BAR

### 3-5 Opportunities Available

Bars are available throughout the show floor on Opening Night.

The sponsor will receive logo recognition on our website, Opening Night Party marketing, onsite signage, and on a floor plan to indicate to our guests the location of all the bars.

**\$5,000**



## DJ BOOTH

Our DJ spins throughout the entire show and especially during the Opening Night Party.

The sponsor will receive logo recognition on a preshow newsletter to our audience about special activations at the show as well as on-site signage.

**\$5,000**



## OFFSITES

### 8 Opportunities Available

Host an installation, product launch or experience in your showroom or elsewhere. Each event will be listed in the VIP event schedule exclusively for our VIP list.

The offsite will be featured in the VIP exclusive preshow newsletter, listed on the VIP agenda on our website, and promoted as a partner of IDS VIP Program.

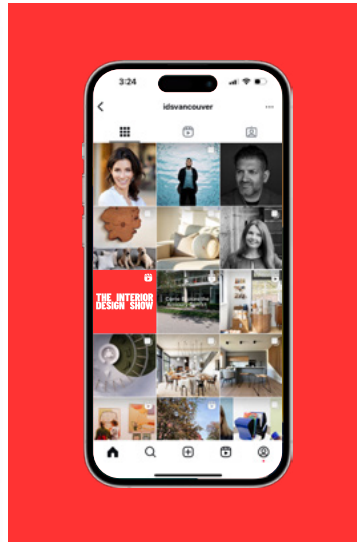
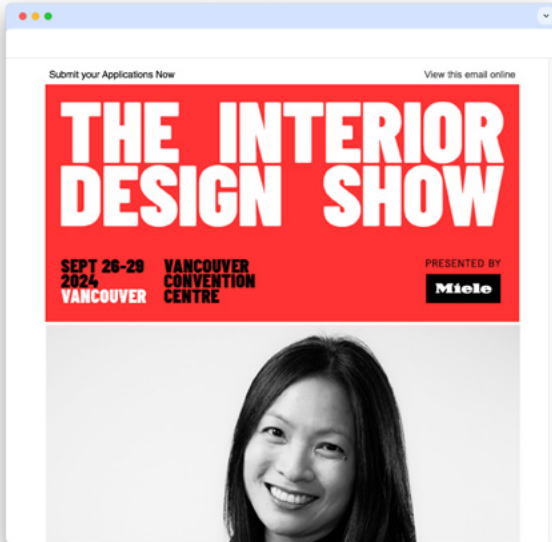
Activation must be outside of IDS Vancouver Event hours.

**\$2,550**

		Offsites	Activation Opportunities	Supporting Partners	Main Sponsors	Keynote Stage	Central Bar	Presenting Sponsor
<b>Benefits</b>	Cost	\$2,550	\$5,000	\$9000 and under	\$20,000	Contact for Pricing	Contact for Pricing	Contact for Pricing
	Number Available	8	6	4	3	1	1	1
<b>Marketing</b>	Dedicated E-Newsletter				X	X	X	X
	Included in E-Newsletter	X	X	X	X	X	X	X
	Social Media Promotion (Pre-Event) (Number of posts specific to sponsorship)		X	X	X	X	X	X
	Social Media Promotion (Post-Event)	X			X	X	X	X
	30 Sec Video Before Talk on Main Stage				X*	X		X
	30 Sec Video Before Talk Seminars				X*			X
	Press Release				X	X	X	X
	Included in Media Tour			X	X	X	X	X
	Booth Space Provided				X	X		X
<b>Branding</b>	Logo Included on All Show Signage			X	X	X	X	X
	Logo Included on Activation Specific Signage		X	X	X	X	X	X
	Logo on Digital Show Guide		X	X	X	X	X	X
	Logo included in Stage Projection		X	X	X	X	X	X
	Registration Logo and Link							X
<b>Access</b>	Complimentary Tickets	10	4	6	10	16	16	20
	Staff Pass		4	4	6	8	10	10
	Ticket Discount Code	10%	10%	10%	15%	20%	20%	20%
<b>Website</b>	Logo on Homepage							X
	Logo Recognition With Hotlink to Your Website	X	X	X	X	X	X	X
	Logo Shown Where Other Sponsors Are Listed	X	X	X	X	X	X	X
	Logo on the Seminar Agenda Pages				X	X	X	X



# DIGITAL MARKETING



## DIGITAL MARKETING PACKAGE

Discover unparalleled exposure with our premium digital marketing package, designed to amplify your brand's presence across key platforms. Your company will be featured in a dedicated social media post on Instagram (30k followers), Facebook (9k followers) and LinkedIn (13k followers), leveraging high-resolution, text-free images that beautifully showcase your product in installed projects. Additionally, our package includes an 'advertorial' style feature in our newsletter (90k subscribers), where your product will be highlighted with a compelling paragraph and an eye-catching image among multiple engaging stories.

### The Details:

With a maximum frequency of one post per month and scheduling 4-6 weeks after receiving your information, this offer is tailored to provide optimal exposure while maintaining exclusivity.

Please provide no more than 100 words copy for the social post and 150 words for the newsletter. IDS reserves the right to edit copy.

Please provide a selection of 5 high resolution images in landscape format. Images should not have any text or logos overlaid/ embedded. Images of product in installed project are preferred.

Digital Marketing Package is by application only. Only those selected will be contacted.

**\$1,500**



# 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 multiple bars.

# THE MARKET

Design is an over

## \$7 BILLION

industry in Canada



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

## 50%

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

BC's creative sector generates

## \$4.4 BILLION

GDP annually

## 84%

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

**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**



## HOW WE PROMOTE THE SHOW

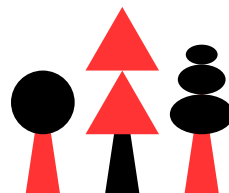
IDS operates a year-round marketing campaign, integrated with the national design community.

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 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.

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



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



The show has a database of

**90,000 NEWSLETTER CONTACTS**



**30,000 INSTAGRAM FOLLOWERS**



# OUR AUDIENCE

**25,000**

Visitors



**68%**

of our trade audience visit the show to specify new products

**12,700**

Trade



**53%**

will purchase something from IDS exhibitors within the next 12 months

**13,200**

Consumer



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%**

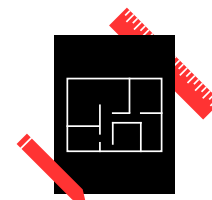
are currently undergoing a renovation project



Over

**\$153  
MILLION**

will be spent on planned projects this year



Over

**\$250  
MILLION**

will be specified from IDS exhibitors in 2023