**WHY PARTNER WITH IIDA?**

**Change Makers. Change Agents.**
IIDA is comprised of more than 15,000 design professionals and industry influencers. Our members are working on the cutting edge of design. They are the decision makers who specify products and they are the team leaders who make projects happen.

**Client Outcomes.**
IIDA is committed to enduring client partnerships predicated on successful sponsorship outcomes. We provide design industry consultant services, spearheaded by our industry expert, Executive Vice President and CEO, Cheryl S. Durst, Hon. FIIDA.

**One Size Does Not Fit All.**
IIDA provides tailored sponsorship programs to help you achieve your goals. Collaborating with our sponsors is the key to providing a customized solution that elevates your company or product in the minds of our members.

**Ready to get to work? So are we.**

**Contact Tracey Thomas for more information.**

tthomas@iida.org
312.375.5135
GLOBAL REACH AND FREQUENCY

OUR REACH

$58.2 MILION ADVERTISING VALUE OF IIDA NEWS COVERAGE IN THE PAST YEAR

6.3 BILLION IMPRESSIONS OF IIDA NEWS COVERAGE IN THE PAST YEAR

231,000 VISITORS TO IIDA.ORG

27% AVERAGE EMAIL OPEN RATE

285,000 FACEBOOK LIKES

34,400 TWITTER FOLLOWERS

15,500 INSTAGRAM FOLLOWERS

26,200 LINKEDIN FOLLOWERS
MEMBER TYPE

- 32% Established Designers
- 28% Industry Members
- 17% Emerging Designers
- 23% Students

AGE

- 36.3% Under 35
- 18.3% 35-44
- 17.2% 45-54
- 15.6% 55-64
- 12.6% 65+

FIRM TYPE

- 50% Multidisciplinary Architecture / Interior Design Firm
- 28% Manufacturer / Dealer
- 11% Interior Design Firm

FIRM SIZE

- 12% Under 10
- 12% 50-99
- 9% 10-19
- 48% 100+
- 18% 20-49

15,000+ Members
35 Chapters Globally

98 City Centers
115 Campus Centers

2. Based on 2019 IIDA compensation survey.
BENEFITS
OF SPONSORSHIP

As a sponsor, you’ll not only increase your company’s influence and reach within the A&D industry by building vital professional relationships, you will also support and enrich the success of the commercial design community.

Our exclusive sponsor benefits include:

• Sponsor logo placement
  • Digital collateral
  • Print collateral
  • Signage
  • Invitations
  • Landing and/or registration pages
  • Program page on IIDA.org
  • Social media posts
  • Facebook and/or Instagram ads
  • Banner advertisements in Design Matters and Designed for Excellence
  • Targeted email blasts
  • E-newsletter marketing to over 15,000 members

• Company name in press release, media alert, and pitches to select press

• Event calendar listing on IIDA.org

• Company name announced during formal programing

• Complimentary attendance for sponsor representative(s)

• Opportunity to address attendees at select programs and events

3 Benefits are subject to change. Not all benefits available for all programs. Final details outlined in final contract.
### OPPORTUNITIES BY QUARTER

#### Q1
**JANUARY – MARCH**
- **CUSTOM:** CEU, Focus Group, Podcast
  - Perspective CEU and ad
- **AWARDS:** Diversity Award
- **CELEBRATION:** Global Excellence Awards Reception
- **PROFESSIONAL DEVELOPMENT:** IIDA and AIA Present
- **LEADERSHIP:** Chapter Leadership Council (CLC)
  - Industry Roundtable
  - International Board of Directors Meeting
- **STUDENT:** Student Design Competition
- **OTHER:** Foundation Endowment
  - IIDA.org website

#### Q2
**APRIL – JUNE**
- **CUSTOM:** CEU, Focus Group, Podcast
  - Perspective CEU and ad
- **AWARDS:** Best Thing Ever (Chapter Awards)
  - Educator of the Year
  - Member of the Year
  - Student of the Year
- **CELEBRATION:** 25th Anniversary (multiple events)
  - The IIDA Gala
- **PROFESSIONAL DEVELOPMENT:** IIDA and AIA Present
- **LEADERSHIP:** Annual Meeting
  - Chapter Leadership Council (CLC)
  - International Board of Directors Meeting
- **STUDENT:** Powered by Design Series
  - Student Design Charette
- **OTHER:** Foundation Endowment
  - IIDA.org website

#### Q3
**JULY – SEPTEMBER**
- **CUSTOM:** CEU, Focus Group, Podcast
  - Perspective CEU and ad
- **CELEBRATION:** Latin America Design Awards Reception
- **PROFESSIONAL DEVELOPMENT:** Advocacy Symposium
- **LEADERSHIP:** International Board of Directors Meeting
- **OTHER:** Foundation Endowment
  - IIDA.org website

#### Q4
**OCTOBER – DECEMBER**
- **CUSTOM:** CEU, Focus Group, Podcast
  - Perspective CEU and ad
- **AWARDS:** Campus Center Awards
- **CELEBRATION:** Best of Asia Pacific Awards Reception
  - Healthcare Design Awards Reception
- **PROFESSIONAL DEVELOPMENT:** Educator Roundtable
  - Healthcare Design Conference Power Lunch
- **STUDENT:** Student Roundtable
- **OTHER:** Foundation Endowment
  - IIDA.org website

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4 Opportunities, dates, and details listed are subject to change. Contract and payment to be finalized prior to formal promotion.