connect • communicate • collaborate

Industry Membership

IIDA
THE COMMERCIAL INTERIOR DESIGN ASSOCIATION
Connecting with the professional design community is critical to your company’s success in the A&D industry. IIDA Industry membership lets you connect, communicate, and collaborate with local and international design leaders—increasing your exposure and enhancing your position for success.

At IIDA, we connect you to 15,000+ design professionals, industry affiliates, educators, students, firms, and their clients across 58 countries. You’ll enjoy access to local and international events, special member rates for a variety of IIDA programs, and exclusive opportunities to position your brand in front of notable commercial design professionals. You’ll also stay in the know with industry thought leadership, design research, and IIDA-produced resources.

When becoming an IIDA Industry Member, your company is demonstrating its long-term commitment to the industry—to the issues and programming that are important to design talent, firms, and the profession’s robust future.

Join the IIDA community to strengthen your company and be among recognized design leadership—the design zeitgeist—whose innovation and expertise are defining design.
VALUE OF BEING AN INDUSTRY MEMBER

AWARENESS
Increase your company’s influence and reach by participating in IIDA-produced events, programs, and competitions.

STATURE
Along with membership comes the prestige of using the IIDA appellation and logo, which opens doors for our Industry members.

ACCESS
Showcase your brand to potential clients, future design partners, and our 7,000+ design members.

NETWORKING
We make it easy to build vital professional relationships with local, national, and international designers at every level.
IIDA BY THE NUMBERS

- 15,000+ MEMBERS
- 35 CHAPTERS GLOBALLY
- 90 CITY CENTERS
- 115 CAMPUS CENTERS

OVER 70% OF IIDA MEMBERS ARE PRACTICING OR FUTURE INTERIOR DESIGNERS

- 39% ESTABLISHED DESIGNERS
- 23% STUDENTS OF DESIGN
- 9% EMERGING DESIGNERS
- 29% INDUSTRY MEMBERS

“IIDA membership has been an excellent investment for our organization with clearly identifiable returns.” 
JEFF FENWICK, IND. IIDA President and COO Tarkett
The IIDA Career Center connects professionals to sought-after industry jobs.

IN 2018:
Job postings were viewed nearly 120,000 times on the IIDA Career Center.

Close to 500 employers trusted the IIDA Career Center to bring them the best-qualified candidates.

IIDA has garnered over 300,000 social media followers.

- Facebook: 282,100
- Twitter: 35,100
- Instagram: 20,900
- LinkedIn: 39,400

IIDA has an email open-rate above the industry standard at over 24 percent.*

**AVERAGE OPEN RATE:**

- Advocacy Matters
  - All Members: 27.9%
  - Students and Educators: 31.8%
- Designed for Excellence
  - Members and Non-members: 27.6%
  - Spectrum Members and Non-members: 49%

*Based on send outs since January 2018 to June 2019

It’s eventful at IIDA.

Over 5,000 attendees made IIDA Headquarters events networking hot-spots.

- Advocacy Symposium
- Annual Meeting
- IIDA Gala
- IIDA NeoCon Party
- Leaders Breakfasts

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Check out our social net worth

“Working with IIDA allows you to be part of a professional design organization that speaks to the challenges of developing great people, leadership, diversity, and stewardship. Simply put: it’s rewarding!”

MARK SHANNON, IND. IIDA
Executive Vice President of Sales
Crossville Inc.

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EXCLUSIVE INDUSTRY MEMBER BENEFITS*

For your company and its representatives

Membership Benefits
• Affiliation with a local chapter for each representative with access to resources, local meetings, networking, and engagement events
• Use of Industry Member appellation and logo to reinforce commitment to the profession
• Complimentary subscription to *Perspective* and *Contract* magazines
• Complimentary subscription to IIDA e-newsletters *Spectrum*, *Design Matters*, *Advocacy Matters*, *Designed for Excellence*, and QUAD.
• Access to the latest IIDA research and publications, including the *IIDA Compensation Report*, *The Economic Impact of Interior Design In the Nation and States*, *Industry Roundtable*, *Educator Roundtable*, *Student Roundtable*, and more
• Reduced rate to IIDA national and local events
• Reduced IIDA IDEA Studio and Conference Center rental rate

Promotional Marketing Benefits
• Company listing on IIDA.org
• Complimentary mention in IIDA *Annual Report* for members as of May 1, 2020
• New member announcement in *Design Matters*, an e-newsletter to all members
• Complimentary IDCEC-approved CEU course listed on IIDA.org
• Reduced ad rates in IIDA-produced e-newsletters and design journals

Exclusive Sponsorship Opportunities
• Increased visibility and engagement with IIDA members through sponsorship of IIDA national programs, events, and conferences including the IIDA Gala, *Industry Roundtable*, *Educators Roundtable*, *Advocacy Symposium*, and more

You’re an essential part of the interior design industry and our members are integral to your business. Becoming an IIDA Industry Member allows you, your colleagues, and your company to access exclusive member benefits, events, conferences, promotional opportunities, and connections with our diverse, commercial-design focused community.

*Subscriptions and publications subject to change.

“Being part of IIDA has allowed us to really embrace the culture of the A&D community. When you really start seeing familiar faces and building relationships in and outside of work, that’s when you know you’re making an impact.”

DUSTIN FELDMAN, IND. IIDA
Business Development Manager
Inscape

WHY JOIN?
LEVEL ONE $1,525
You'll receive the base Industry Member benefits, as well as these exclusive benefits:
• Save 5% on membership for each of your three (3) representatives
• Special discounted rate of $500 for each additional representative, with a maximum of two (2) additional individuals
• One complimentary marketing email to the IIDA member email list*
• One complimentary 30-day job posting on the IIDA Career Center*

LEVEL TWO $2,889
You'll receive the base Industry Member benefits, as well as these exclusive benefits:
• Save 10% on membership for each of your six (6) representatives
• Special discounted rate of $500 for each additional representative, with a maximum of six (6) additional individuals
• Two complimentary marketing emails to the IIDA member email list*
• One complimentary 30-day job posting on the IIDA Career Center*

LEVEL THREE $6,821
You'll receive the base Industry Member benefits, as well as these exclusive benefits:
• Save 15% on membership for each of your 15 representatives
• Special discounted rate of $500 for each additional representative, with a maximum of 10 additional individuals
• One complimentary ad in Perspective, the IIDA design journal*
• One complimentary sponsored social media post to the 300,000+ IIDA followers†
• Company website link posted on IIDA.org
• Four complimentary marketing emails to the IIDA member email list*
• Four complimentary 30-day job postings on the IIDA Career Center*

LEVEL FOUR $12,840
You'll receive the base Industry Member benefits, as well as these exclusive benefits:
• Save 20% on membership for each of your 30 representatives
• Special discounted rate of $500 for each additional representative, with a maximum of five (5) additional individuals
• One complimentary ad in Design Matters, an IIDA e-newsletter*
• One complimentary sponsored social media post to the 300,000+ IIDA followers†
• Company website link posted on IIDA.org
• Three complimentary marketing emails to the IIDA member email list*
• Three complimentary 30-day job postings on the IIDA Career Center*

LEVEL FIVE $16,050
You'll receive the base Industry Member benefits, as well as these exclusive benefits:
• Save 25% on membership for each of your 40 representatives
• Special discounted rate of $500 for each additional representative, with a maximum of 15 additional individuals
• One complimentary half-page print ad in Perspective, the IIDA design journal*
• One complimentary ad in Design Matters, an IIDA e-newsletter*
• One complimentary sponsored social media post to the 300,000+ IIDA followers†
• Company website link posted on IIDA.org
• Four complimentary marketing emails to the IIDA member email list*
• Four complimentary 30-day job postings on the IIDA Career Center*

LEVEL SIX $22,470
You'll receive the base Industry Member benefits, as well as these exclusive benefits:
• Save 30% on membership for each of your 60 representatives
• Special discounted rate of $500 for each additional representative, with no limit on additional individuals
• One complimentary half-page print ad in Perspective, the IIDA design journal*
• One complimentary ad in Design Matters, an IIDA e-newsletter*
• One complimentary sponsored social media post to the 300,000+ IIDA followers†
• Company website link posted on IIDA.org
• Five complimentary marketing emails to the IIDA member email list*
• Five complimentary 30-day job postings on the IIDA Career Center*

*Additional ads, job postings, and list rentals available at the industry standard or reduced rate.
†Limited quantities available. First come, first served.
Joining IIDA has opened many doors for our company and has also allowed us to meet and get to know some amazing individuals.

KRISTIN OWENS, IND. IIDA
Interiors Group Sales Manager
A&D Business Development
STANDARD TEXTILE

IIDA’s global network has tremendous reach and provides [its members] access to valuable networking opportunities. It connects us with the past, present, and future of design.

YAN WIJAYA, IND. IIDA
Commercial Specification Sales
Lutron Electronics

For more information on Industry membership, please email industrymembership@iida.org or visit www.iida.org.