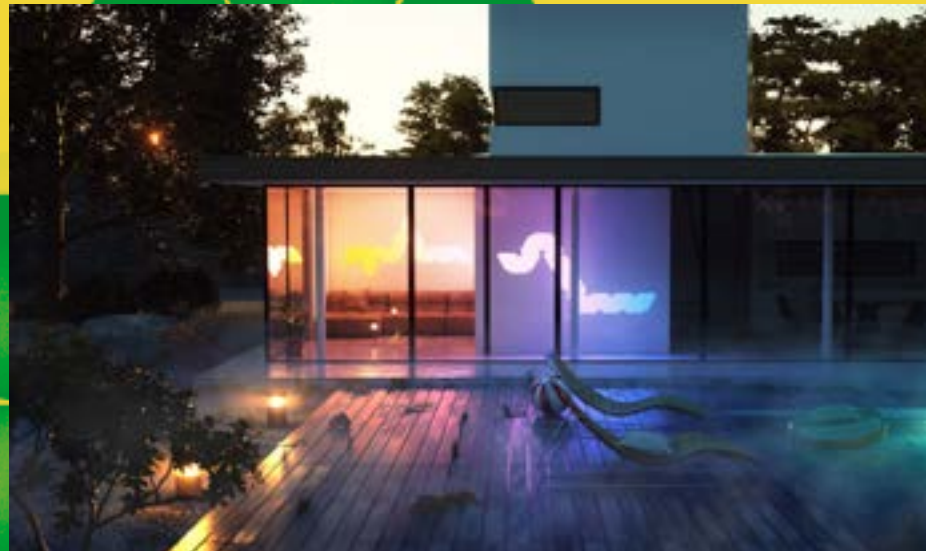


Interior Design Show **Jan 18-21**
2018
Toronto



Where technology and design meet. Be a part of the LAB, featuring the latest technology, apps and gadgets for the design trade professionals and homeowners. Whether it's the latest touch technology for retail spaces or wearable tech for your smart home; showcase your innovations in this immersive and interactive experience.



Entrance Video Tower,
64th and Queen, IDS11

Why should you be a part of IDS?

IDS, one of North America's top design shows, offers unparalleled access to the future's best international and Canadian design. Since 1999, IDS has been the catalyst for millions of dollars spent on design. Attracting over 53,000 trade professionals, consumers and media each year. IDS is the leading platform for international and local brands to launch new products each year.

Why should you be a part of LAB?

An opportunity for innovators to showcase their latest technologies. this turnkey space is curated and move in ready.

For additional information about IDS, visit InteriorDesignShow.com

To apply, please contact:

Lisa Barnes
416 960 4507 / lisa.barnes@informa.com

13K+

Over 13,100 trade professionals from across Canada and 26 other countries attended in 2016

92%

of trade attendees are key decision makers who visit the show to spec for an existing project

\$232M+

Over \$232 million projected to be spent by trade professionals

34K+

Over 34,000 affluent, design-savvy consumers, over 74.71% of whom are homeowners and plan to spend over \$208 million with exhibitors seen at the show

3rd

Toronto is home to the 3rd largest design work force in North America, and currently has 148 commercial and residential high-rise and skyscraper projects under construction

400+

Over 400 media attended IDS in 2017, resulting in 211 million media impressions

33M+

Digital impressions garnered in 2017 from a massive online following, including over 48,000 Twitter followers and 24,000 Facebook fans

The LAB will be promoted as a key IDS Design Hot Spot, and will receive additional marketing benefits including:

- Mention of feature in IDS Preview Guide, pre-distributed through select media sources and on site
- Company mention on IDS website
- Inclusion in overall digital marketing campaign
- Mention in IDS press materials
- Opportunity to be considered in IDS e-newsletter
- Inclusion in Exhibitor Listing and Virtual Press Office

This turnkey exhibitor space is curated and includes:

Exhibit space build out Includes:

- 5x10 sq. ft. or 5x5 sq. ft.
- Structure
- Electrical (1500 watt outlet)
- Wi-Fi (one access code)
- Signage

Investment:

5x10 sq. ft. = \$1,592 + HST

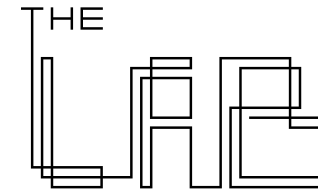
5x5 sq. ft. = \$1,112 + HST

+ Product and staff to demonstrate technology

Eligible applicants should have product/service for the built environment



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Company Name (this is the name which will appear on your signage):

Contact: Address:

City: Province/State: Postal/Zip Code:

Tel: Mobile:

Email: Twitter:

Website:

Booth Fee:

- 5' x 5' = \$1,112 CAD + HST
- 5' x 10' = \$1,592 CAD + HST

Booth Includes: Structure, Electrical (1500 watt), Signage and Wi-Fi (one access code)

Application Procedure:

All submissions are juried. This is a two-part application, where you must submit documentation of your product and also the application provided by IDS.

Payment:

By providing your credit card information below and signing this application, you hereby request and authorize Show Management to automatically charge the credit card set forth below in the amounts and on the dates listed in page 1 of this application. You hereby agree and acknowledge that all such charges are valid and accurate. You agree you will not dispute any such charges with your credit card company and hereby release Show Management from any and all claims in respect thereof. If, any time, your credit card is declined for any reason whatsoever you agree upon our notification to promptly provide an alternative form of acceptable payment. Failure to do so could result in late fees and/or penalties.

A deposit of 20% is required. If the deposit is not attached, the application will not be processed.

Please Indicate Your Payment Method:

Please find a cheque* attached

*make cheque payable to Informa Canada

Please debit Visa / Amex / MasterCard:

*Credit charges will appear as "Informa Canada Inc."

Card Number: Expiry Date:

Name on Card: Signature:

Marketing Benefits:

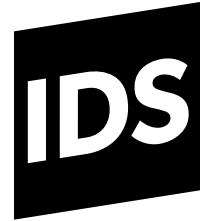
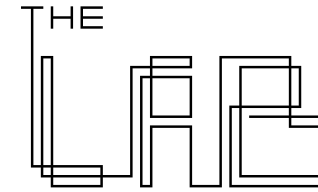
- Mention of feature in IDS Preview Guide
- Company mention on IDS Website
- Inclusion in overall digital marketing campaign
- Mention in IDS press materials
- Opportunity to be considered in IDS e-newsletter
- Inclusion in Exhibitor Listing and Virtual Online Press Office

Additional Exhibitor Marketing Opportunities

In addition to an exhibitor listing on our website and floor plan handout, there are several additional marketing opportunities available. Please contact Show Management for more information.

- IDS Website Advertising
- Extended Exhibitor Listing
- IDS Newsletter Advertising
- IDS Show Guide Advertising
- IDS Social

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Please Note:

Applicants are hereby notified that Show Management is under no obligation to assign any space rental, but reserves the right to determine the location of any space rental and to assign a different location from the space occupied by the applicant in any previous show. Show Management shall not be held responsible for any damage, loss of business or inconvenience suffered by any applicant due to assignment or non-assignment of rental space. Should this application be accepted, Show Management shall send the applicant a booth confirmation clearly indicating the location of the space rental. I understand that a signed contract along with your 20% deposit must reach our office within 10 business days of my application being accepted or my space will be released. By signing this application, I agree that you must pay 50% 30 days after being accepted into the show and full payment must be made 60 days after acceptance. I understand that my deposit is non-refundable. I also understand that the deposit will be applied toward my total booth fee.

I agree to comply with Ontario's Occupational Health & Safety Act and its applicable Regulations and to ensure that all staff and third party contractors are equipped with steel toed boots/shoes (and other appropriate Personal Protective Equipment as needed), which must be worn on the show floor during move-in and move-out.

Cancellation & Relocation Policy:

Management shall in no event be required to make any rebate or refund to the exhibitor in connection with any cancellation of this application. Management reserves the right to relocate exhibitor in space other than specified herein. A change in location shall not relieve the exhibitor of their obligations hereunder.

Communication:

- I agree to allow the Interior Design Show (IDS Toronto) to contact me by email regarding information as it pertains to the event which may include the following: contracting, general information about exhibiting, exhibitor information and event newsletter.
- I agree to allow the Interior Design Show (IDS Toronto) to share my contact information with exclusive show suppliers as it pertains setting up for the event. These suppliers provide services such as but not limited to: Material Handling, Lighting & Electrical, Parking passes, Show Guide Publishing, etc.

For more information or to unsubscribe from receiving any further commercial electronic communications from Informa Canada, Inc., please contact a representative at 10 Alcorn Ave., suite 100, Toronto, M4V 3A9 C/O Interior Design Show Toronto or by email at candis.green@informa.com

Authorized Signature:

Print Name:

Please return this form to our office via fax or mail.

Produced by
informa
exhibitions

Email:
lisa.barnes@informa.com

Please note: For PCI compliance, credit card details can only be faxed or mailed. Please do not send by email!

Fax: (416) 927-0862

Mail:
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