

IDS20 Marketing Opportunities

**Interior Jan 16-19
Design 2020
Show Toronto**

InteriorDesignShow.com

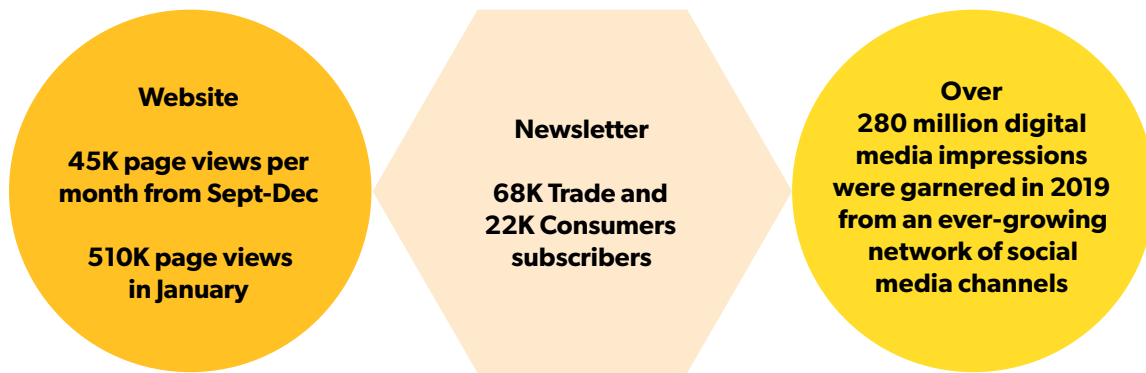


Digital Marketing

IDS Toronto digital embodies the same remarkable energy and influence found at the show. Carefully curated with inspiring content, our digital layer is the go-to resource for our loyal audiences looking to discover and connect with fresh and innovative products and industry news.

IDS Audience

Make a lasting impression among our highly engaged, professional community of trade leaders and style-savvy consumers who are projected to spend over \$398 million on planned projects in the next year.



Twitter
55.7K followers



Facebook
29K fans



Instagram
30K followers



LinkedIn
4300+ followers



YouTube
500+ subscribers

Website

- 1 **Content Advertorial**
\$460
- 2 **Leaderboard**
\$350

- 3 **Premium Package**
\$600

The screenshot shows the homepage for the Interior Design Show Toronto 2020. At the top, there is a navigation bar with links for 'Apply to Exhibit', 'Day Tickets', 'Trade Registration', 'Exhibitor Kit', 'Virtual Press Office', and 'Newsletter'. Below this is a main banner with the text 'IDS20 Apply Now. We can help you meet your next client.' and an 'Apply Now' button. A secondary banner below features the headline 'Connecting the right people, with the right products, in the hottest spaces.' and a large 'IDS' logo. Below the headline, there are two columns of text and images. The left column is titled 'IDS Contract.' and the right column is titled 'IDS Toronto.' Both columns have a yellow circle with the number '1' next to them, indicating a 'Content Advertorial'. Below these columns is a grey horizontal bar with a yellow circle containing the number '2', indicating a 'Leaderboard'. At the bottom of the page, there is a 'Big Thank You To Our Sponsors.' section with logos for AZURE, caesarstone, HOUSE&HOME, Miele, PurParket, Pursuits, and VOLVO. Below the logos is a 'Follow Us Here.' section with social media icons for Facebook, Twitter, LinkedIn, Instagram, and YouTube. The footer contains the Informa Markets logo and copyright information.

This screenshot shows a page for exhibitors on the IDS Toronto website. The main heading is 'Exhibitors. We can help you meet your next client.' with an 'Apply Now' button. Below this is a section titled 'Exhibitors.' with the subtext 'Find the industry's best from flooring to lighting, furniture, design and so much more.' A featured exhibitor is 'AZURE', with a large image of a colorful abstract artwork and a yellow circle with the number '3' next to it, indicating a 'Premium Package'. Below the image is the text 'Azure Publishing' and a 'View All Exhibitors' button. The page also includes a navigation bar at the top and a date selector for 'January 16-19, 2020'.

45K
page views per
month from
Sept-Dec

510K
page views
in January

3

Acceptable formats: .jpg, .gif, .png. No flash banners are permitted. No animated Gifs.
All materials must be submitted to IDS at least 10 working days before scheduled deployment date.

Newsletter & Blog

Delivered 2-3 times monthly (September to January), IDS Toronto Newsletters are the ultimate source for innovative product announcements as well as Canadian and international design news. Boost your brand among our highly engaged readership of 88K, and growing.

Newsletter

- 1 **Top Banner**
\$375
- 2 **Advertorial (image and text)**
\$450
- 3 **Lower Banner**
\$275



Dedicated Newsletter

4 \$1250

Blog Feature

5 \$1000


Forward to a friend | Join our mailing list | interiors@idsdesignshow.com | Can't see this email? View in a web browser

Milan Design Week 2019

Your leading source for discovering new ideas, products, innovations and emerging talent from across the globe, we're excited to share our top picks from Milan Design Week 2019. Highlighting the intersection of nature and the human experience, we're seeing the future of design as a compassionate place, full of thoughtful conversation surrounding the themes of equity, diversity and intention.

1



Nendo - Wonderglass

Venetian manufacturer Wonderglass presented their first furniture collection 'melt', in collaboration with IDS Alumni OK! Sato's design firm nendo.

The weight and flow of the glass created the furniture's arches and curves. The molten nature of glass directed the design process, celebrating expert craftsmanship in the series of tables, chairs and small objects. The combination forms a collection that pushes the boundaries of manufacture and design.

2

3

Media Partners

AZURE Bay Street Ball INTERIORS designlogic ds2een CITY

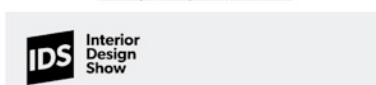

HOUSES HOUSE & HOME THE GLOBE AND MAIL TORONTO v2com

Interior Design Show 2020 Toronto

Metro Toronto Convention Centre South Building

f t i p #IDSToronto #IDS20

Join our mailing list | interiors@idsdesignshow.com | View in a web browser

After the Milano Design Week, the LOGICA CELATA worldwide tour is landing in Toronto

Montauk Sofa and Valcucine, in partnership with IDS Toronto, invite you to the Toronto unveiling of their latest product launch. As part of the worldwide tour after Milan Design Week, you are invited to an exclusive preview of the Logica Celata: Kitchen and Bar.

4

Tuesday, May 26, 2019
6:00 pm to 9:00 pm
Montauk Showroom
220 King Street East, Toronto

Please RSVP to:
st.valcucine@montauksofa.com
mv.valcucine@montauksofa.com

InteriorDesignShow.com f t i p #IDSToronto


Metro Toronto Convention Centre South Building Produced by informa

*Canada's Anti-Spam Legislation (CASL) came into effect July 1st, 2014. As a result of this new law, we need your explicit consent to send you news, info and special offers about IDS Toronto. For more information on CASL, and how Informa Canada is working to comply please contact us at ids@interiordesignshow.com and 416 512 3999.

Unsubscribe
628 Toronto | 20 Eglington Avenue West, Suite 1000 | Toronto, ON M6K 1K6

Interior Design Show January 16-19 2020 Toronto

Sponsors. Blog. Information.



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Volvo Returns as Official Auto Sponsor at IDS19

We're pleased to once again partner with Volvo, who's ongoing commitment to design excellence is visible in their latest innovation. Volvo is taking a bold step forward in the evolution of car ownership by launching Canada's first ever vehicle subscription service, "Care by Volvo."

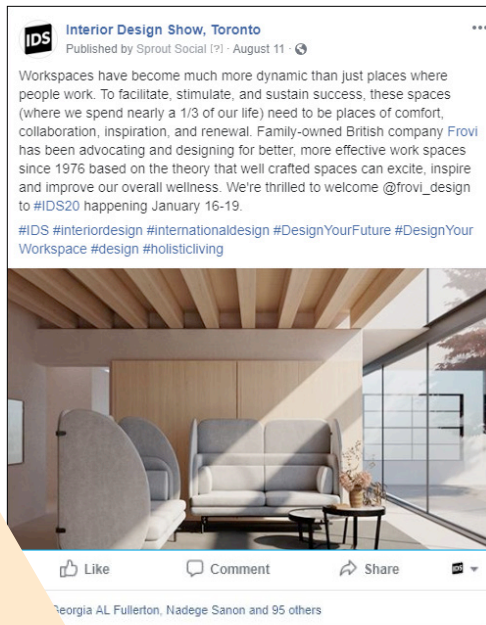
With technology changing the very nature of what it means to own a car, Volvo has embraced a new, streamlined approach to car ownership. The S60 is the first Volvo car manufactured in the U.S. and the second model to be available through this service.

Visit Volvo at IDS 19 where they will be introducing this exciting new program.

Social Media

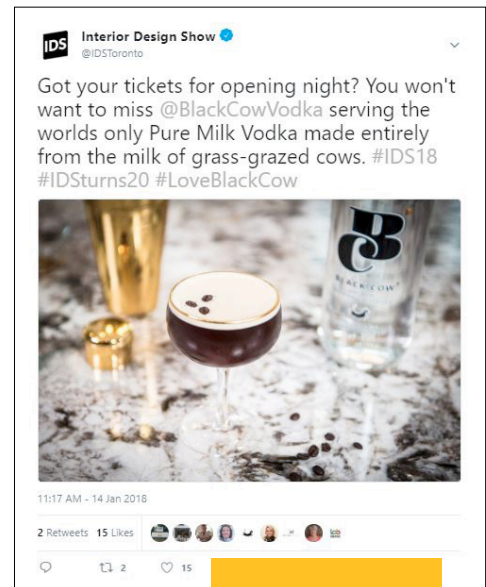
Package

- 1 Instagram post
- 1 Instagram story
- 1 Facebook post
- 2 Twitter posts
- \$550



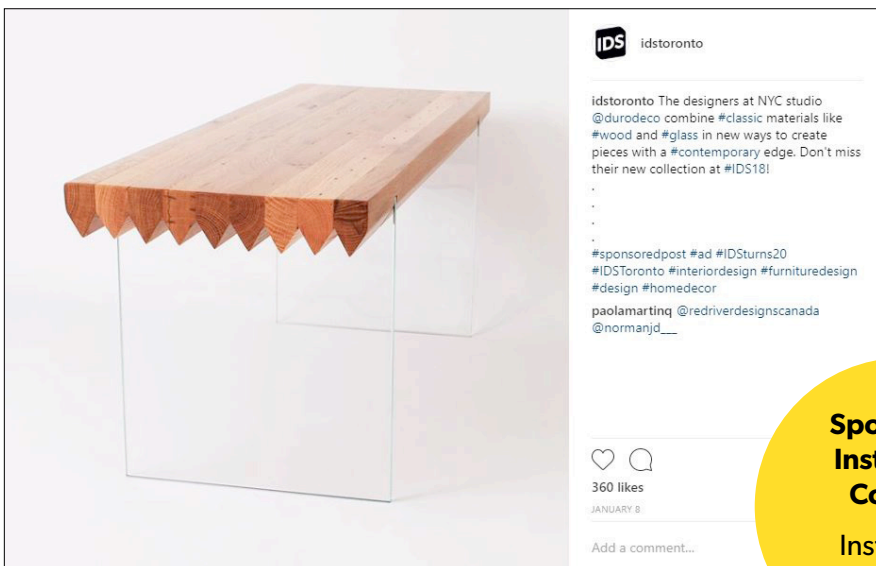
Sponsored Facebook Content

Facebook Followers: 29K



Sponsored Twitter Content

Twitter Followers: 55.7K



Sponsored Instagram Content

Instagram Followers: 30K

All materials must be submitted to IDS at least 5 working days before scheduled deployment date. Please note, approval of sponsored post content will be left to the discretion of IDS. No advertising opportunities available during the time of the show (Jan 16-19, 2020).

Digital Rates

Website

Content Advertorial (470 x 855 pixels) Duration: 1 week	Sept -Dec 2019: \$460 Jan 2020: \$600
Leaderboard (1440 x 200 pixels) Duration: 1 week	Sept-Dec 2019: \$350 Jan 2020: \$490
Premium Exhibitor Listing As one of the most visited pages on our site, this is a very effective way to maximize your exposure and impact. <ul style="list-style-type: none"> • Duration: from confirmed registration to mid-2020* • Profile image 222 x 222 pixels* • Company name, address & website URL* • Company description 500 characters* • Dedicated profile page with up to 1500 characters† • 1x Facebook and 1x Twitter posts with direct link to your brand profile† • Up to 3 large scale images on dedicated page† • Ability to embed video (note: no hosting available)† * included with booth; † premium listing	\$600



Newsletter Ad

Top Banner (600 x 100 pixels) and	\$375
Advertorial (Image 295 x 225 plus maximum 85 words)	\$450
Lower Banner (600 x 100 pixels)	\$275

Dedicated Newsletter

Work with us to amplify your event or product launch. We can customize your partnership to help you connect with our highly engaged community. Limited availability throughout the year.	Please contact Karen Kang (karen.kang@informa.com) for details
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Blog Feature

Work with IDS as a partner for your upcoming event or product launch and receive a dedicated newsletter including one image and up to 100 words. Limited availability.	\$1000
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Social Media

Package: 1 Instagram post, 1 Instagram story, 1 Facebook post and 2 Twitter posts. Maximum 35 words plus up to 3 hashtags.	\$550
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Premium Engagement Package

Maximize your exposure, engagement and impact by having your brand promoted through each of the above IDS digital channels. Only available for activations scheduled between September and December.	\$3500
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All rates + HST

Content & Availability

Strategically plan your promotion to align with our editorial content calendar.

Channel	September	October	November	December
Website Ad	4 spots available	4 spots available	4 spots available	4 spots available
Website Premium Listing	Available to all registered exhibitors at any time.			
Newsletter Editorial Theme	2 spots available in each <ul style="list-style-type: none"> • Sept 3 New Directions in Living Spaces • Sept 17 The Future of Work Spaces 	2 spots available in each <ul style="list-style-type: none"> • Oct 1 Responding to Climate Change Through Design • Oct 15 Designing for Holistic Health & Sustainability Lighting • Oct 29 Co-Living and Small Spaces 	2 spots available in each <ul style="list-style-type: none"> • Nov 12 Beautiful Public Spaces • Nov 26 New Products Launches / Gift Guide for the Holidays Off the Wall Off the Loom 	2 spots available in each <ul style="list-style-type: none"> • Dec 10 Give the Gift of Design • Dec 27 Best of Design in 2019
Social Media	4 packages available	4 packages available	8 packages available	8 packages available
Blog Feature	2 available	2 available	2 available	2 available
Designated Newsletter	1 available	1 available	1 available	1 available

Details & Booking

Deadlines

Booking Deadline:
Minimum 3 weeks / 15 working days before post.

Material deadline:
Minimum 2 weeks / 10 working days before post.

Guidelines

Images

Please submit 3-5 high-res (300 dpi) colour images. IDS will review and make the final image(s) selections. Acceptable formats include .jpg and .png. No animated .gifs. Images must not include logos, watermarks, text, graphic overlay, or booth numbers.

Content

Content should offer fresh, thoughtful commentary on topics relevant to the IDS community written by someone who has unique expertise or experience. The writing should be accessible, compelling and jargon-free. Strive to inform and engage, not advertise. Offering useful and actionable information in a lively and readable style will do far more to promote your brand than an old-fashioned marketing pitch. Be specific, authentic, and offer details for future action.

Please refer to Digital Rates chart for specs. IDS reserves the right to change and finalize all content and images to ensure consistent messaging across channels. All posts will include #IDSSponsored

Booking

For more information please contact:

Sarah Power

Marketing & Communications Coordinator
Sarah.Power@informa.com, 416 512 3835