

Interior Design Show  
Jan 16-19  
2020  
Toronto



# Maker

You've emerged and are ready for market transformation. Showcase your product to over 14,000 architects, designers, distributors, industry professionals and 32,000 design savvy consumers who collectively spent or plan to spend over \$346 Million with our exhibitors. The Maker section is perfect for businesses that have manufacturing capabilities, and who are looking to expand their distribution while remaining at the helm of the creative process.

## Dustin Kroft, KROFT

"The show offers us a grand stage to connect with old customers and engage with new ones. Because we don't have a physical retail presence, we value the opportunity to get feedback and share our story in person. It doesn't hurt that we get to do that with key trade members and with a sophisticated public audience that appreciates good design!"



## Why should you be a part of IDS?

IDS, one of North America's top Interior Design Shows, offers unparalleled access to the future's best international and Canadian Design. Since 1999, IDS has brought the world's most creative design minds to Canada, while connecting design-driven businesses to over 53,000 trade professionals, consumers and members of the media each year. Regarded as a pillar in the Canadian design community, it is the catalyst for millions of dollars spent on design and the leading Canadian platform for many international and local brands to launch new products each year.

## Why Maker?

**Maker 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 onsite
- 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

**53K+**

**over 53,000 visitors attended in 2019.**

**90%**

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

**\$346M**

**trade professionals expected to spend over \$346 million.**

**200+**

**over 200 brands featuring their new product launches, 60 CEU accredited seminars, 6 world-class keynote speakers, groundbreaking features, networking lounges and opening night party.**

**1st**

**Toronto is home to the largest design industry in Canada – 3rd largest in North America. It currently has the highest crane count in North America with 191 commercial and residential high-rise projects under construction. It also has an additional 400+ high-rise projects proposed.**

**400+**

**over 400 media representatives attended IDS in 2019, resulting in 220 million media impressions globally.**

**280M**

**digital impressions garnered in 2019 from a massive online following, including over 55,700 Twitter followers and 30,000 Instagram followers.**

## 2020 Rates

**Turnkey Booth Fee:**

5' x 10' corner = \$3,797 +HST

5' x 20' corner = \$5,952 +HST

Includes:

- White hard walls, 10' high
- Electrical outlet (one regular 1500 watt outlet)
- Standardized booth signage

**Exhibit Conditions:**

- Space includes concrete flooring, you may bring or rent your own flooring.
- Hard walls provided cannot be altered in any way. Damage to walls will be assessed and invoiced to you after the show.
- Only finishing nails and small wood screws can be affixed to the walls.
- Pieces hung from the walls must not exceed a maximum of 30lbs per 5' wide panel. Special arrangements must be made for heavier items.
- Lighting is required but not provided.
- Booth painting is possible for a fee. Please inquire for a custom quote.

**Please refer to the IDS20 Exhibitor Kit, available in September, for all show information and regulations.**

**For additional information about IDS, visit [InteriorDesignShow.com](http://InteriorDesignShow.com)**

**To apply, please contact Katie Telford at 416 960 4517 / [katie.telford@informa.com](mailto:katie.telford@informa.com)**



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# IDS

Order Contact: \_\_\_\_\_ Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_

Order Contact Email: \_\_\_\_\_

Booth Contact: \_\_\_\_\_ Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_

Booth Contact Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_

Fax: \_\_\_\_\_

Twitter: \_\_\_\_\_ Instagram: \_\_\_\_\_

Website: \_\_\_\_\_

## Payment:

A deposit of \$1,500 is required. Applications not accompanied with a deposit will not be honoured. If your credit card is declined or if your cheque is returned, your re-sign application will not be honoured.

Please find cheque attached (payable to "Informa Canada Inc.")

Please debit Visa / Amex / MasterCard: (Credit charges will appear as "Informa Canada Inc.")

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

## Booth Design Criteria:

As a design fair, it is expected that attention be given to the booth design and presentation of product. Items to consider (but not limited to): overall design aesthetic, merchandising and original design. Priority and preference will be given to exhibitors who are showcasing new and innovative product. The name of the design firm should be included with the proposed design.

### Submission Guidelines:

To be considered for IDS Maker, please submit your application, images and information for the product(s) and/or service(s) you will be showcasing and a booth design for how you will be showcasing in your exhibit space.

No pop up displays or retractable banners permitted. No overhead trade banners are permitted. Suspended installations and lighting are welcome, please send to management for approval. Painting may be ordered through Show Management for an additional cost.

**You must submit your booth design before your space can be confirmed.**

**Please indicate which section you would like your work to be considered for:**

### Turnkey Booth:

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- 5' x 20' corner = \$5,952 +HST

Includes:

- White hard walls, 10' high
- Electrical outlet (one regular 1500 watt outlet)
- Standardized booth signage

**For this application to be valid all pages must be signed and sent by fax to 416-927-0862 (DO NOT EMAIL)**

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## Read Carefully:

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 \$1,500 deposit must reach our office within 10 business days of your application being accepted or your space will be released. By signing this application, you 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. Full payment must be made no later than November 1, 2019.

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 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 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 20 Eglinton Ave. West, suite 1200, Toronto, M4R 1K8 c/o Interior Design Show Toronto or by email at Laura.Bennett@Informa.com

Authorized Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

### 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
- IDS Newsletter Advertising
- Social Media Advertising
- IDS Show Guide Advertising
- Sponsorship

### Exhibitor Categories Selection:

Please select the category/categories that best describe your business (maximum 4 allowed):

- Architects & Designers
- Carpet & Flooring
- Furniture
- Maker
- Home Accessories
- Kitchen & Bath
- Technology
- Textiles
- Wallcoverings
- Lighting
- Windows & Doors

**The exhibitor listing is a valuable resource to our audience therefore show management reserves the right to edit the exhibitor listed categories.**

For this application to be valid all pages must be signed and sent by fax to 416-927-0862 (DO NOT EMAIL)

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