

NEW

CHAPTER PARTNERSHIP PROGRAM

MORE

BENEFITS
EXPOSURE
RECOGNITION

Become a chapter partner by November 30, 2011
to reap the full benefits of your partnership.

2012 CHAPTER PARTNERSHIP PROGRAM

Become an IIDA Northland Chapter Partner

The International Interior Design Association (IIDA) is a professional networking and educational association committed to enhancing the quality of life through excellence in interior design and advancing interior design through knowledge.

IIDA Northland Chapter is one of the most active chapters in the Midwest. Our membership of over 225 consists of approximately 75 professionals, 20 students, 55 associate members and 59 industry representatives. IIDA Northland offers valuable continuing education programming, tours, lectures, charity events and more throughout the year that attract the region's leading designers and decision-makers.

Support the local design community by becoming an IIDA Northland Chapter Partner, and gain valuable recognition throughout the year.

Your partnership supports:

- Educational programs
- Student mentorship program
- Forums – a diverse array of tours, lectures and programs
- Green initiatives such as ZeroLandfill
- Lobbyist efforts to enact the Interior Design Practice Act
- Local recognition for the Interior Design profession – Newspaper ads and TV spots
- Nationally known speakers who inspire and promote our profession
- Scholarships for designers taking the NCIDQ exam
- Free CEU programs for IIDA members
- Free NCIDQ test preparation classes to IIDA members
- Interview preparation for graduating interior design students
- Meaningful networking opportunities
- Electronic newsletter that keeps our membership up-to-date
- Resources for displaced workers

How much recognition do you get?

- Recognition at the industry's premiere events, including the annual FAB Awards recognizing excellence in design.
- Recognition at monthly Forums that attract the industry's leading designers and decision-makers.
- Partners appear throughout the IIDA Northland website, including the home page.
- Website visits average 6,000-7,000 per month, or over 75,000 visits per year. That's nearly 200 visits per day!
- Website page views total over 500 per day... and your company's name or logo could be on every page.
- IIDA Northland Chapter keeps it's members and others in the industry informed through the twice-monthly News Update email newsletter, and your company's name or logo could be in every issue, as well as in additional emails. Our email list is currently over 2100 people.
- A 3' x 7' banner is displayed at all IIDA events highlighting our Chapter Partners. That's over 20 events each year.

See detailed descriptions of benefits on the following pages.

Deadlines:

November 30, 2011 Deadline for submitting your form and payment to receive full Chapter Partner benefits.

December 29, 2011 Extended deadline (partners won't be included in Forums calendar).

We welcome one or many manufacturers of like product to participate at all the levels of partnership.

Must be an IIDA member to become a Chapter Partner.

Thank you for your support!

Sara Socwell, *Sponsorship Director* 763.331.2914

Kate Roberts, *Sponsorship Director-elect* 763.568.9235

IIDA Northland's mission:

The IIDA Northland Chapter is committed to promoting and enhancing the profession of Interior Design. Our goal is to foster the respect of our community and those who serve our built and natural environment.

Chapter Partnership gives your company sponsorship recognition at each IIDA Northland event plus a whole lot more – like recognition on our website, in our newsletter and on all mass communication pieces. Partnership truly offers the greatest amount of recognition for the dollars invested so don't miss your chance to become a Partner of the IIDA Northland Chapter for the entire year.

2012 CHAPTER PARTNERSHIP PROGRAM

PLATINUM Level Partnership Benefits

FAB Awards

- Complimentary table which seats (10) = \$800.00 value
- Preferred seating placement
- Logo on the 3'x7' Partner Banner placed near the registration table
- Company logo included in a power point presentation loop at the beginning of the event, one partner per slide
- Long term (3 years or more) partners to be recognized with a thank you during the program
- Chapter partner name tag for all attending employees of your organization

Minnecon Tradeshow

- Preferred booth placement
- \$450.00 credit towards booth fee (\$450.00 is the cost of an IIDA member booth fee prior to 7/1 deadline)
- Logo on the 3'x7' Partner Banner placed near the registration table
- Company Logo included in the partner footer on exhibit hall floor plan available at event
- Company logo displayed at the event, example – table tent
- Chapter partner name tag for all attending employees of your organization

Fusion+Fashion

- (6) complimentary tickets = \$270.00 value
- Company logo included in a power point presentation loop at the beginning of the event, one partner per slide

Forums

- Logo on the 3'x7' Partner Banner placed near the registration table
- Verbal recognition of partnership at the beginning of each Forum
- One complimentary non-member registration per Forum (this excludes any special fundraising forums)

Forums Event Calendar (hard copy sent in the mail)

- Company logo on the event side of the event calendar if at least 50% (\$2,500.00) of the Chapter Partner fee is received by November 30th

Website and communications

- Company logo rotating on the Northland Chapter website with the other Platinum partners and includes a clickable link to your website (no banner ads this year)
- Company logo will be part of the footer in all IIDA Northland email blasts

GOLD Level Partnership Benefits

FAB Awards

- (4) complimentary tickets = \$320.00 value
- Logo on the 3'x7' Partner Banner placed near the registration table
- Company logo included in a power point presentation loop at the beginning of the event, one partner per slide
- Long term (3 years or more) partners to be recognized with a thank you during the program
- Chapter partner name tag for all attending employees of your organization

Minnecon Tradeshow

- \$200.00 credit towards booth fee (\$450.00 is the cost of an IIDA member booth fee prior to 7/1 deadline)
- Logo on the 3'x7' Partner Banner placed near the registration table
- Company Logo included in the partner footer on exhibit hall floor plan available at event
- Company logo displayed at the event, example – table tent
- Chapter partner name tag for all attending employees of your organization

Fusion+Fashion

- (4) complimentary tickets = \$180.00 value
- Company logo included in a power point presentation loop at the beginning of the event, one partner per slide

Forums

- Logo on the 3'x7' Partner Banner placed near the registration table

Forums Event Calendar (hard copy sent in the mail)

- Company logo on the event calendar if at least 50% (\$1,500.00) of the Chapter Partner fee is received by November 30th

Website and communications

- Company logo rotating on the Northland Chapter website with the other Gold partners and includes a clickable link to your website (no banner ads this year)
- Company logo will be part of the footer in IIDA Northland email blasts



2012 CHAPTER PARTNERSHIP PROGRAM

SILVER Level Partnership Benefits

FAB Awards

- Company name on the 3'x7' Partner Banner placed near the registration table
- Company name included in a power point presentation loop at the beginning of the event
- Long term (3 years or more) partners to be recognized with a thank you during the program
- Chapter partner name tag for all attending employees of your organization

Minnecon Tradeshow

- Company name on the 3'x7' Partner Banner placed near the registration table
- Company name included in the partner footer on exhibit hall floor plan available at event
- Company name displayed at the event, example – table tent
- Chapter partner name tag for all attending employees of your organization

Fusion+Fashion

- Company name included in a power point presentation loop at the beginning of the event
- Company name on the 3'x7' Partner Banner placed near the registration table

Forums

- Company name on the 3'x7' Partner Banner placed near the registration table

Forums Event Calendar (hard copy sent in the mail)

- Company name on the event calendar if at least 50% (\$750.00) of the Chapter Partner fee is received by November 30th

Website and communications

- Company name rotating on the Northland Chapter website with the other Silver partners and includes a clickable link to your website (no banner ads this year)
- Company name will be part of the footer in IIDA Northland email blasts

Design Firm Level Partnership Benefits

This new partnership level is available only to design firms.

Design Firm Partnership includes the submission of one project profile or firm profile to IIDA Northland Chapter to be included in our bimonthly news update, and posted on IIDA Northland's facebook page and the website (Northland Chapter Communications Committee will ultimately make the decision on distribution throughout the year).

Twenty percent (20%) of your partnership fee is designated to the IIDA Northland Chapter Foundation to support and fund education, knowledge and or research activities within the interior design profession. This portion of your partnership fee is tax-deductible.

FAB Awards

- Company name included in a power point presentation loop at the beginning of the event
- Company name on the 3'x7' Partner Banner placed near the registration table
- Chapter partner name tag for all attending employees of your firm

Minnecon Tradeshow

- Company name on the 3'x7' Partner Banner placed near the registration table
- Chapter partner name tag for all attending employees of your firm

Forums

- Company name on the 3'x7' Partner Banner placed near the registration table

Forums Event Calendar (hard copy sent in the mail)

- Company name on the event calendar if at least 50% (\$250.00) of the Chapter Partner fee is received by November 30th

Website and communications

- Company name visible with a clickable link to your website
- Company name will be part of the footer in IIDA Northland email blasts



2012 CHAPTER PARTNERSHIP PROGRAM

Become a Chapter Partner now

Fax or mail form with payment by **November 30, 2011** to receive your full Chapter Partnership benefits.

Forms and payment will be accepted until December 29, 2011, but after Nov. 30 partners will not be included in the Forums calendar.

Must be an IIDA member.

Mark your desired partnership level:

- \$5,000 Platinum Partnership**
- \$3,000 Gold Partnership**
- \$1,500 Silver Partnership**
- \$500 Design Firm Partnership** (available only to design firms)

IIDA Northland Education Fund

I'd like to support the IIDA Northland Education Fund in the following amount:

- \$500**
- \$250**
- \$100**
- other:**

Partner Information

Company Name

Contact Name

Address

City State Zip

Telephone Fax

e-mail (required)

IIDA Member Name IIDA Member Number

Payment Method (payment must be included with this form)

Check payable to IIDA Northland Chapter:
Enclosed is my check payment to IIDA for \$

Mail check and form to:

IIDA Northland Chapter Office, Attn: Sean R. Schuette
5353 Wayzata Boulevard – Suite 207
Minneapolis, MN 55416

Credit Card:
 Mastercard Visa American Express Amount \$

If paying by credit card, fax form to:

IIDA Northland Chapter Office,
Attn: Sean R. Schuette
Fax: 952-252-8096

Card Number

Expiration Date Security Code (V-code)

Name as it appears on card (please print) Cardholder Zip Code

Signature