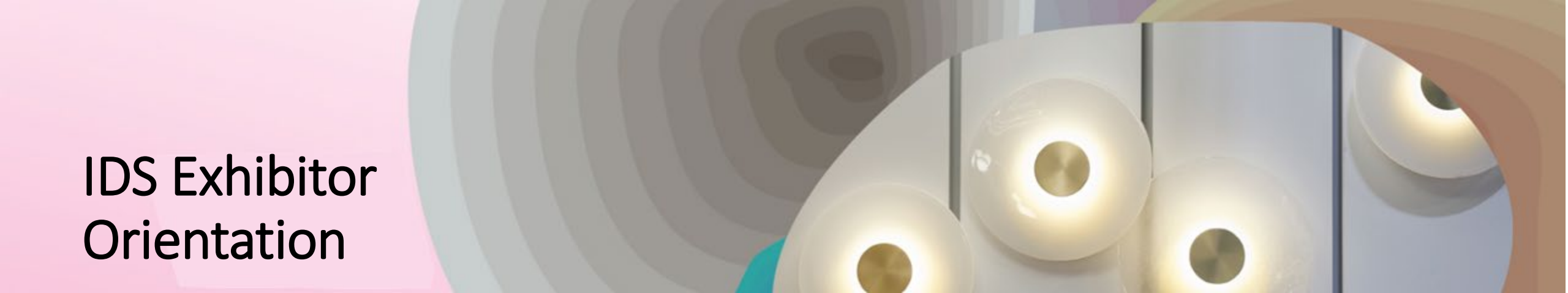


IDS Exhibitor Orientation



Agenda

Welcome & Team Intro; Lisa Barnes

New This Year & Programming Highlights; Lisa Barnes

Digital Press Kit; How-To & Image Request; Faulhaber Communications

Booth Design Considerations; Catia Varricchio

Marketing Plans & Recommendations; Domnita Postea

Lead Retrieval & Exhibitor Badges/Tickets; Bronwyn Gourley-Woo

Move-In & Out Logistics, Health & Safety; Stephanie Heddon

Welcome

Questions? - our team is on the chat ready to assist.
Please feel free to put your questions in the chat.

We will open it up to questions at the end of the presentation.

This webinar is being recorded and will be available to view via our exhibitor kit.

IDS Toronto 2022 at a Glance

IDS

Presented by

Miele

**Interior Design
Show Apr 7-10
2022
Toronto**

Lisa Barnes
Lisa.barnes@Informa.com

**In-person show:
Metro Toronto
Convention Centre
South Building**

**Trade Days &
Conference
April 7-8**

**Trade &
Public Days
April 9-10**

IDS 2022 Who We Are

New Futures:

The Interior Design Show returns in April 2022

IDS will launch its 2022 series of events with its flagship event, IDS Toronto taking place April 7-10.

The new spring dates for IDS Toronto were chosen in conjunction with key stakeholders in the industry. This year we explore **New Futures** which will reflect Canadian design within a global context and be a catalyst for new ideas, new solutions, and new expression.

At IDS we connect leading brands like yours with the industry shapers and thought leaders who are at the forefront of growth.

**Interior Design
Show Apr 7-10
2022
Toronto**

New This Year

- Thank you to our Sponsors: Miele, Caesarstone, PurParket
- IDS Social: Thursday April 7th 4:30-6:00pm
- NEW Conference Tracks + Guest Curator:
 - Sustainability & Social Responsibility
 - Technology & Innovation
 - BIG Ideas
 - Building the design business
- Exciting Keynote Line up + Media Sponsors
- Caesarstone x Studio Munge
- Dare to Share Lounge
- Coolab for Rollout
- Studio North + Prototype + Guest Curator

IDS Exhibitor Public Relations



We need to hear from you!

COMPANY

- Name
- Brand profile, including history and background information

IDS22 EXHIBIT

- Materials and information on new products, collaborations, collections, lines and brands launching at IDS22
- 3 Key Messages About the Exhibit
- High resolution imagery and video (if applicable) of what will be on display (JPG format, 300 dpi+)

UPCOMING

- Is there anything else new and exciting that you're working on?

Digital Press Kit

- Digital vs Physical Press Kit
- Dropbox



What to include in a digital media kit:

- Press release/information about your never-before-seen, and headline-worthy products, installations and happenings
- High-res images of your IDS space, including renderings (must be professionally shot)
- High-res images of featured and key products (must be professionally shot)
- Brand/spokesperson biography and headshot
- Company contact information (phone, email, PR and/or marketing contacts, website, social media, etc.)
- Pricing and availability (where to buy, how to buy)
- Notable testimonials and/or recent awards

IDS Exhibitor Public Relations



For questions please contact Faulhaber Communications:
Mona Liu ML@faulhabercommunications.com

You can find us on site in the IDS22 Media Lounge – Room 713

Booth Design

Your booth is a representation of your brand, company and product. Your booth design should tell your design story and capture the attendee's imagination. Design your booth with the IDS market in mind: Trade Professionals + design savvy consumers.

Collaborations or Activations? Tell us about your designer collaborations or special activations like designer Q&A's in your booth or special appearances. We can use this content for consideration in our promotion on social.

Send details to catia.varricchio@informa.com

IDS Main – 90% Raw space.

Studio North, Prototype, 100sq.ft. Or less & IDS Contract – 100% TurnKey

For inspiration and to see lots of great images of the show, please visit our [Flickr](#).

Booth Design

When designing your booth, consider the following:

Flooring

- We recommend a floor covering for your booth. Please review the details in the exhibitor kit for best practices regarding sub-floors, approved tape and transitions to prevent tripping.
- All booths should be accessible to all attendees.
- There is no aisle carpet. The floor in the hall is a cement floor. We recommend a floor covering for all booths so that your space is delineated from the aisle and for comfort.
- Consider hardwood, cork, laminate, tile.
- Carpet is not generally recommended for K&B. or concrete (unless it is part of your aesthetic / overall design ie gallery spaces)

Booth Design

Lighting

- Good lighting is key to making an impact and standing out.
- Ensure your space is professionally lit. Consider: highbays or spotlights (Showtech order form available from the Exhibitor Kit)
- Reminder that we keep light levels low so it is important to properly light your booth.

Colour

- Colour is a cost-effective way to create impact.
- Chose a colour palate to model your booth design around
- Neutral backgrounds to make colourful products pop or dramatic walls to make neutrals stand out or to create a mood

Booth Design

Signage & Logo Treatment

- REMINDER: no suspended signs or banners. We allow installations and lighting to be hung.
- If you are unsure about your signage, please send your booth drawing to catia.varricchio@informa.com for approval. (we do not allow halo banners)
- Integrate your brand and name into your booth design in a meaningful way. No show signs advertising “deals” or “specials”.
- No roll up signage, plastic banners or fabric modular pop-up displays. Do not clutter your booth with logos or tag lines.
- You have 3-5 seconds to make an impression. Clearly communicate what you have to offer and what sets you apart from your competition.

Booth Design

Product Display

- EDIT EDIT EDIT. We work with a team of architects and designers to curate IDS Contract. The one comment we always get when reviewing the booth design is the need to Edit.
- Do not clutter or pack your booth with product.
- Do not create barriers to entry.
- If your space is enclosed, think about traffic flow.

Minimizing Physical Contact

Please consider a contact free approach when greeting attendees and colleagues. Consider using QR codes and lead retrieval for visitors to scan, vs. handing items out from the booth.

Booth Design

Informa and IDS Commitment to Sustainability

- Become a carbon neutral business by 2025 with the goal of decreasing waste by 50% by 2025.
- Re-Use of materials
- Habitat for Humanity program. In the kit you will find an email for pre-approval for product you might wish to donate at the end of the show. YOU MUST get approval to donate.
- Product donation to schools
- Reuse of space next time

Move-in Ends on Wednesday, April 6, 8pm

- All exhibits must be complete by Wednesday evening at 8pm. Show opens at 9 am on Thursday in ALL areas (IDS Main and Contract)

Booth Strategy

Booth Etiquette: No eating or reading in your booth. You have 4 days to make an impact and attendees will avoid interrupting someone who is eating or otherwise occupied. Be alert, attentive and friendly. Treat your booth as your showroom.

Bring your best people: You have a powerful and unique opportunity to be in front of thousands of attendees who have made an investment to attend the show with a project in mind looking for the right companies to work with. Bring your best salespeople who know your brand, product, business well and can address all questions.

Booth Strategy

Collateral or takeaways: Qualify attendees and think about what you would like them to takeaway. Again, be mindful of sustainability here. Don't put your booth number or year on the postcards so you can use them again. Think about what your printing material is. Are there other valuable take away? Can you use QR codes or signage that encourages people to take pictures of as a way to collect your info?

Lead Follow Up: The biggest mistake that companies make is not following up on the leads that they received from the show. Include this in your overall strategy. Have a plan to collect names and follow up post show.

All booth designs must be approved. If you have not submitted your booth design, please send your booth design today to catia.varricchio@informa.com

Digital and Print Advertising

Driving Awareness and Consideration

IDS
Presented by **Miele**

New Futures: Interiors

Canada's premier showcase of new products, superstar designers, and avant-garde concepts from North America and beyond.

Be inspired by the best of the future. Register Now.

Dreamed by
Jennifer Adler for
Caesarstone

Interior Design Show Apr 7-10 2022 Toronto

In-person show: Metro Toronto Convention Centre South Building

Trade Days & Conference April 7-8

Trade & Public Days April 9-10

Sponsors: AZURE | caesarstone | THE GLOBE AND MAIL* | HOUSE+HOME | PurParker

IDSToronto.ca

IDS
Presented by **Miele**

New Futures: Interiors

IDS Toronto brings together the most compelling trends with provocative thinkers.

Register now to see Brigitte Shim, Principal of Shim+Sutcliffe Architects speak in person on Friday, April 8 at the Caesarstone Stage.

Brigitte Shim

Interior Design Show Apr 7-10 2022 Toronto

In-person show: Metro Toronto Convention Centre South Building

Trade Days & Conference April 7-8

Trade & Public Days April 9-10

Sponsors: AZURE | caesarstone | THE GLOBE AND MAIL* | HOUSE+HOME | PurParker

IDSToronto.ca

PRINT in Trade & Consumer Media
(19+ insertions)

DIGITAL Awareness/Email in Trade/Consumer Publications

New Futures: Interiors

Interior Design Show Apr 7-10 2022 Toronto

IDS

Presented by **Miele**

Media Plan

Activity Feb-Apr



- Print Ads
- Newsletters ad
- Social Media
- Run of Site

HOUSE & HOME

- Print Ads
- Newsletter ad
- Social Media
- Run of Site



- Print Ads
- Newsletters ad
- Social Media
- Run of Site

dezeen

- Social Media
- Newsletter ad
- Events listing
- Run of site



- Custom content
- Newsletter ad
- Social Media
- Run of Site



- Custom content
- Newsletter ad
- Social Media
- Run of Site



- Print Ad
- Newsletter ad
- Run of site

NEXTHOME

- Print Ads
- Newsletter ad
- Social Media
- Run of Site



- Print Ads
- Newsletter ad
- Social Media
- Run of Site



- Newsletter ad
- Social Media
- Run of Site

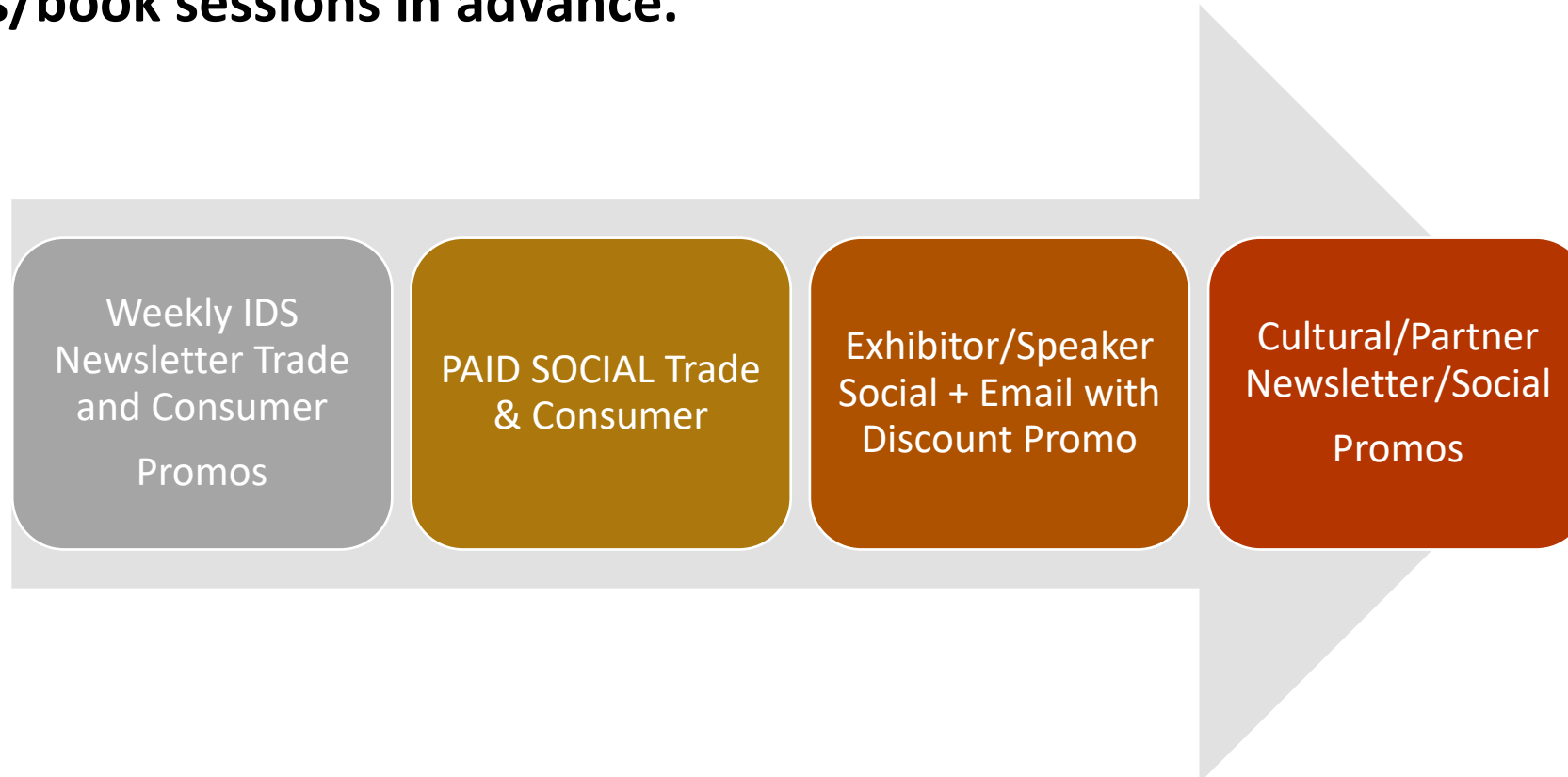


- Print Ads
- Run of site

Marketing Tactics to create conversion and drive attendance

Paid social, paid search, email marketing and increased reach with the support of the exhibitors' and speakers' loyal followers.

20% Promotional Codes are used to create a more compelling reason to purchase tickets/book sessions in advance.



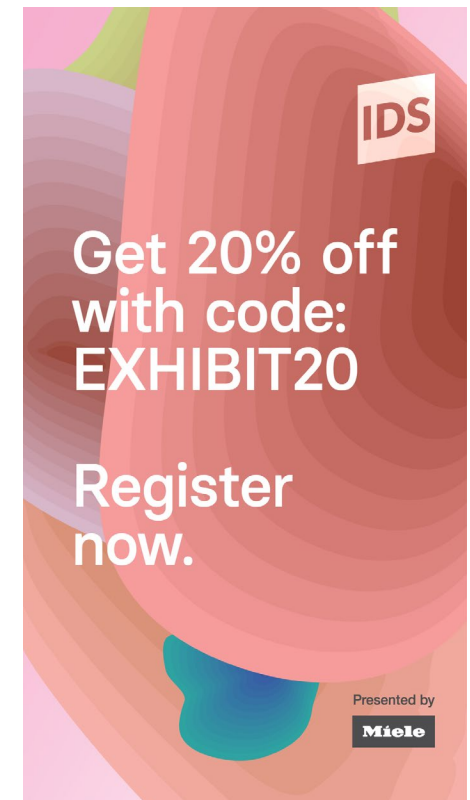
Invite your customers to IDS Toronto!

Exhibitor Marketing Assets

- Use IDS logo on your website to mark your presence at the show
- Leverage creative templates provided for social posts and stories. Templates allow you to feature a product or communicate the 20% discount code EXHIBIT20 to your audiences.
- Submit your product photography for consideration for use in our PR, social channels or on the website.
- Do you need other materials not listed/included? Please contact tracy.nguyen@informa.com

Submit photos [here](#)

Templates and logos for download [here](#)



Lead Retrieval & Exhibitor Badges/Tickets



Lead Retrieval

- Lead Retrieval system is booked through the exhibitor kit via Microsepc.
- Fast, easy and reliable electronic method of capturing sales leads. Simply scan a barcode on the attendee's badge and the registration information from that attendee is recorded in your system.



Exhibitor Badges & Tickets:

- Register online / pick up onsite on level 600 as of Tuesday of move-in
- Contactless and cashless ticketing: all tickets are provided digitally. You will receive access to a ticket distribution portal to assign complimentary Trade Reg and Weekend Tickets and a separate portal to distribute Exhibitor Badges.
- The number of badges and tickets are allotted based on booth size.
- Other than badges, there will be no ticket will call station at the show this year.
- You do not need to register contractors or your setup team. Anyone onsite during move in and out will be provided temporary badges each day. Official Badges are only required for those onsite during show hours.



[Schedule.](#) [Sponsors.](#) [About Us.](#) [News & Media.](#)

[About.](#)

[Contact.](#)

[Exhibitor Kit.](#)

[Speaker Application](#)

IDS22 Exhibitor Kit.

The IDS Toronto Exhibitor Kit is now live. The Kit will provide you with essential details regarding order forms & deadlines, booth display regulations, health & safety rules, marketing opportunities and much more. Please review the Exhibitor Kit thoroughly with your team in advance of the show. The exhibitor kit will help you prepare for a successful event and maximize your experience.

[IDS Main Exhibitor Kit.](#)

[IDS Contract Exhibitor Kit.](#)



April 7-10, 2022

IDS Toronto Main Floor Exhibitor Kit



[Info.](#)

[Regulations.](#)

[Move-In/Out.](#)

[Badges/Tickets.](#)

[Forms.](#)

[Marketing.](#)

[Checklist/Tips.](#)

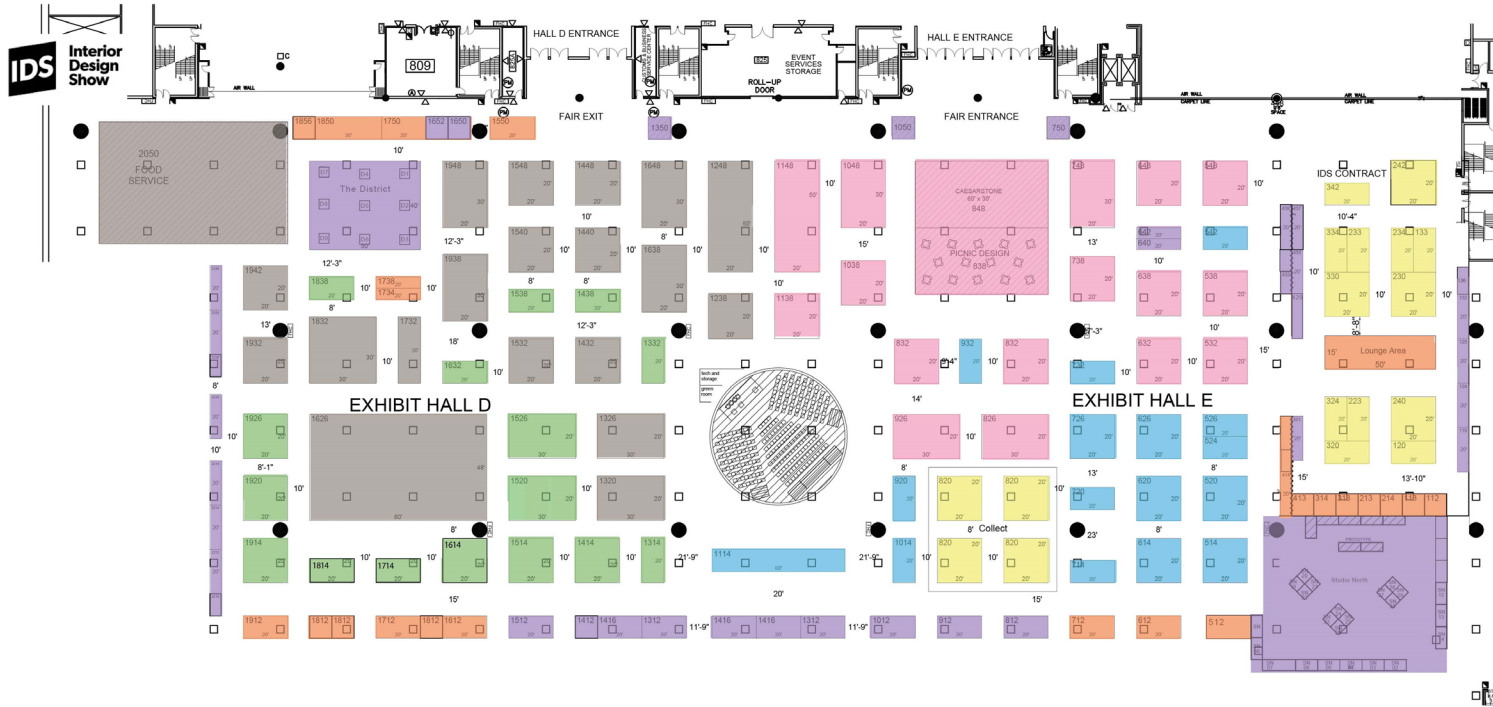
[Safety.](#)

IDS Main Floor Exhibitor Kit.

What's new this week...








Check this section for the latest exhibitor kit updates.

Virtual Marshalling Yard



Move In Times:

*Remember to pre-book your Voyage Control time slot
Codes will be sent out in March.

	SUNDAY APRIL 3	9 AM - 12 PM		MONDAY APRIL 4	9 AM - 12 PM		TUESDAY APRIL 5	12 PM - 4 PM
	SUNDAY APRIL 3	12 PM - 4 PM		MONDAY APRIL 4	12 PM - 4 PM		TUESDAY APRIL 5	4PM - 6 PM
				WEDNESDAY APRIL 6	8 AM - 2 PM			

Current as of Feb 10, 2022. * Plan subject to change.

VOYAGE CONTROL MTCC Loading Dock Management

- Homepage
- Calendar
- List of Bookings
- Booking Attachments
- Make a Booking**
- Settings
- Canadian Eng
- Support

MAKE A BOOKING AT MTCC LOADING DOCK MANAGEMENT

Select date Get available times

Event

Next



Vehicle Move-In Pass
Booking Ref: MTCIDS1802497



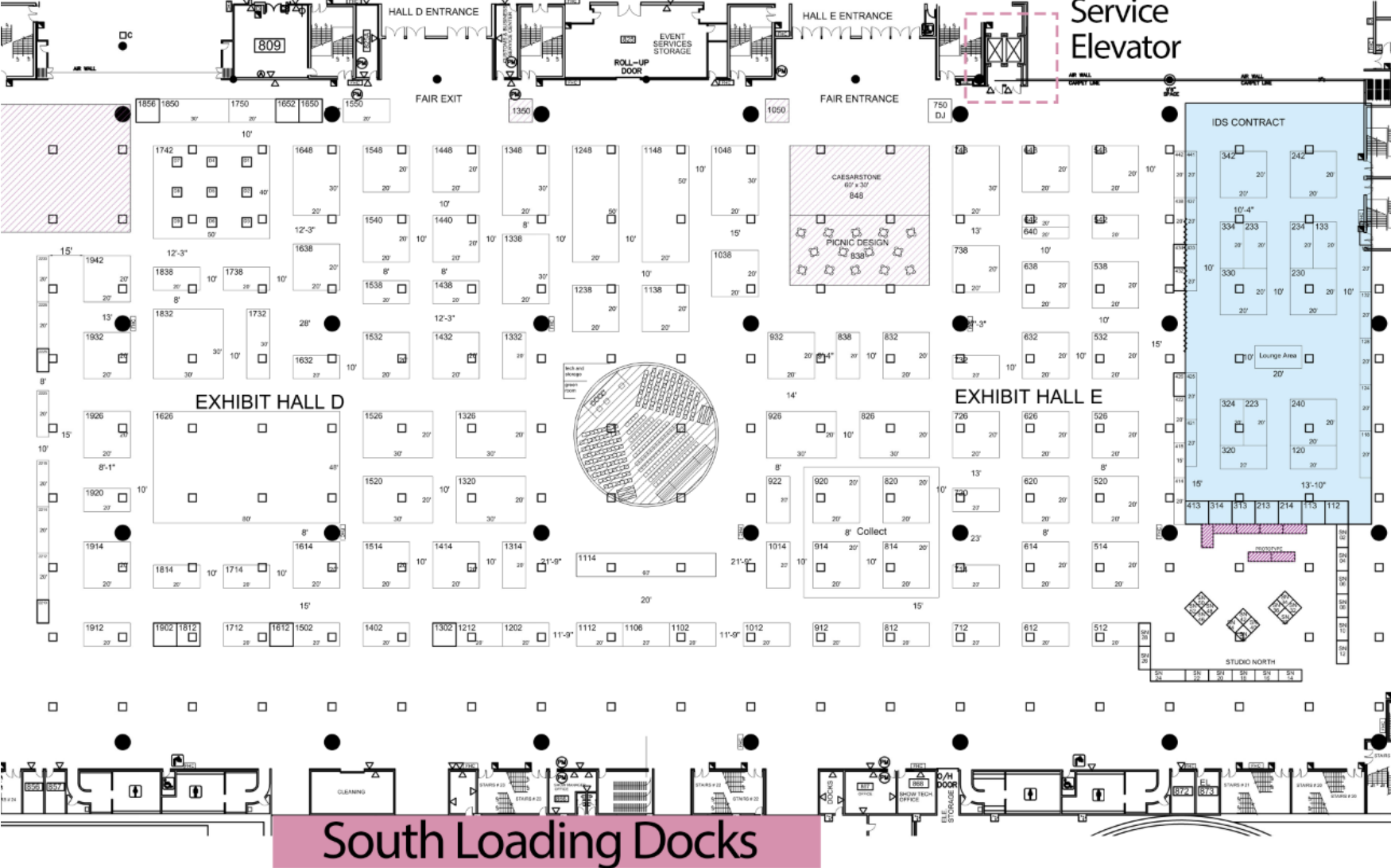
Recipient company: Sample Company

Exhibitor Name: **Stephanie Heddon** Exhibitor Contact Number: **4165541819**

Move-In Date:	04 April -20202
Arrive Time:	11: 00
Departure Time:	11: 30
Loading Bay:	South Docks

Company name:	SAMPLE - -
Driver Name:	-
Driver Contact No:	-
Vehicle License Plate:	Tractor Trailer
Type of Vehicle:	South Dock - Level 800
Site Access Gate:	(MTCC)
Booth Number:	

Move In Logistics



Booth Regulations

[Home](#) [Info.](#) [Regulations.](#) [Move-In/Out.](#) [Badges/Tickets.](#) [Forms.](#) [Marketing.](#) [Checklist/Tips.](#) [Safety.](#)

IDS Main Floor Exhibitor Kit.



Booth Regulations.

- [1\) Walls.](#)
- [2\) Floor Covering.](#)
- [3\) Booth Types.](#)
- [4\) Lighting.](#)
- [5\) Electrical.](#)
- [6\) Ceilings and/or Second Storys.](#)
- [7\) Signage.](#)
- [8\) No Overhead Trade Banners.](#)
- [9\) Sale Signs.](#)
- [10\) Suspended Installations.](#)
- [11\) Soliciting.](#)
- [12\) Furniture & Accessory Rentals.](#)
- [13\) Water/Plumbing.](#)
- [14\) Propane Gas.](#)
- [15\) Cleaning.](#)
- [16\) Occupational Health and Safety.](#)
- [17\) Installation.](#)
- [18\) Storage.](#)
- [19\) Environmental Considerations.](#)
- [20\) MTCC Material Donation Program and Recycling.](#)
- [21\) Display Vehicles.](#)
- [22\) Balloons.](#)
- [23\) Animals.](#)
- [24\) Internet Access.](#)
- [25\) Food & Beverage Service and/or Sampling.](#)
- [26\) Dismantling Procedures.](#)

Health & Safety

The IDS Show floor has been deemed a Construction Site by the Ministry of Labour. To access your booth during move in and out, all exhibitors will be required to have a hard hat, safety vest and steel toe boots.



Three mandatory forms must be completed:

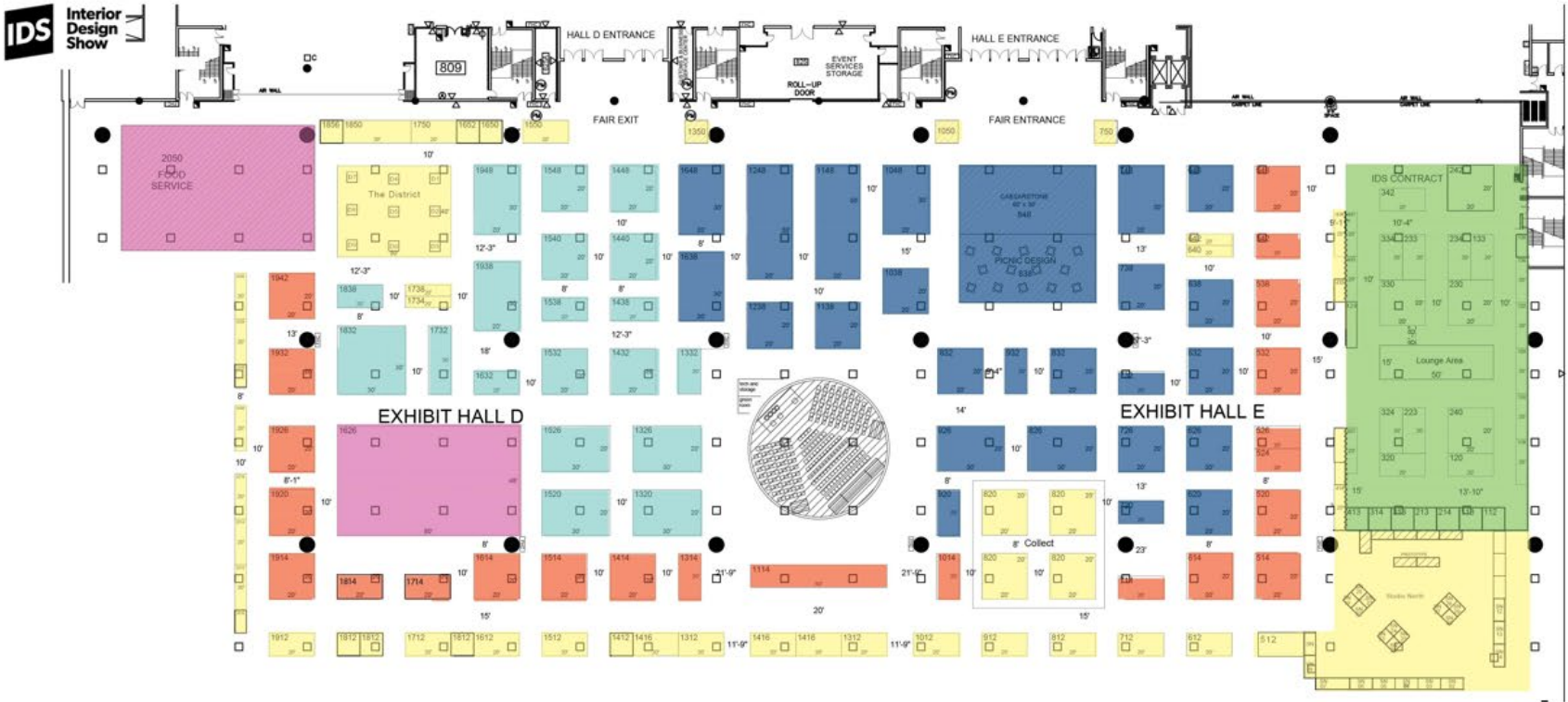
1. Venue Fire Safety Reply Form (send direct to MTCC, **due March 3**)
2. Form 1000 (online form, due March 18)
3. Health & Safety Declaration (coming soon, due March 18)

SHOW FLOOR SAFETY RULES

- The Occupational Health and Safety Act and applicable regulations must be complied with.
- No children aged 15 and under are permitted on the show floor during set up & tear down times.
- All personnel on the show floor during set up & tear down must wear CSA approved steel-toed shoes, hard hats and hi-vis vests. Other personal protective equipment such as eyeglasses, gloves, etc., must be worn as required by law.
- Proper fall protection equipment (ie. CSA approved tether and safety harness) must be worn when working at heights over 3m (10')
- Do not stand on tables, chairs, boxes, etc.
- Emergency exits must be kept clean and clear of any materials at all times.
- Notify show management (Room 717B) or security of any unsafe practices or conditions that could pose a potential health and safety hazard.
- All incidents/accidents that occur on-site must be reported immediately to security and show management in Room 717B, Level 700.



Move Out Logistics



Move Out Times:
 * Remember to pre-book your Voyage Control time slot.

- FRIDAY APRIL 8** 6 PM - 11 PM
- SUNDAY APRIL 10** 7 PM - 10 PM
- MONDAY APRIL 11** 12 PM - 3 PM
- MONDAY APRIL 11** 6 PM - 8 PM
- MONDAY APRIL 11** 8 AM - 12 PM
- MONDAY APRIL 11** 3 PM - 6 PM

Current as of Feb 10, 2022. * Plan subject to change.