



FDN
INTERNATIONAL FURNISHINGS
AND DESIGN ASSOCIATION

INDUSTRY PARTNERSHIP OPPORTUNITIES



MAKE AN IMPACT..

and have access to industry leaders and decision makers driving today's trends.

WHY PARTNER WITH IFDA?

1 BE A LEADER

Lead the industry rather than just follow.

Align yourself with the firms and designers making a difference all over the world as leaders in the furnishing and design industry. Associating with these individuals will get you noticed, appreciated and listened to.

2 SUPPORT & GROW

Grow with us as, we continue to focus on enhancing the professionalism and stature of the industry.

Support the industry's only professional organization representing the diverse industries that constitute the residential and commercial furnishings and design industry.

With a full calendar of events, networking, education, and charitable causes, we strive to support our members, their products and services.

3 INFLUENCE

Our e-blasts average a 42% open rate to over 10,000 contacts!

Be part of a fast growing group of companies and individuals that are recognized as leaders of the trends worldwide.

Where else can you get such a high rate of return and influence for such a reasonable investment?

The opportunities listed on the next pages are designed to fit a variety of budgets and branding opportunities.

Take a look at what works for **YOU!**

INDUSTRY PARTNERSHIP LEVELS

DIAMOND - \$10,000

1. (9) IFDA professional members, 1 in each National Chapter, with full member access
2. (20) dedicated IFDA e-blasts distributed to the membership : E-blast to be provided by Industry Partner to IFDA for distribution
3. The opportunity to host (4) one-hour webinars per year. Each webinar will be promoted through an e-mail blast to all IFDA members and others in the industry
4. Company logo featured on homepage of the IFDA International and Chapter websites
5. 150 word description of your company to appear on the IFDA Industry Partners' page on the IFDA website
6. (3) Mailings of collateral to membership with one time use membership addresses to be provided by IFDA
7. Your company logo with link to your website listed on the front page of *Network*, IFDA's quarterly newsletter and on all Chapters' newsletter
8. The opportunity to provide a news brief (up to 250 words) and a photo in (4) *Network* "Industry Partnership Spotlight" features
9. Verbal recognition and company logos featured in IFDA webinars
10. Recognition on IFDA's social media pages - (20) posts per year – plus reposts by all Chapters
11. IFDA Industry Partnership logo with link to IFDA website for display on your website

INDUSTRY PARTNERSHIP LEVELS

PLATINUM – \$7,500

1. (6) IFDA professional members, 1 in 6 National Chapters of your choice, with full member access
2. (12) dedicated IFDA e-blasts distributed to the membership : E-blast to be provided by Industry Partner to IFDA for distribution
3. The opportunity to host (3) one-hour webinars per year. Each webinar will be promoted through an e-mail blast to all IFDA members and others in the industry
4. Company logo featured on homepage of the IFDA International and Chapter websites
5. 100 word description of your company to appear on the IFDA Industry Partners' page on the IFDA website
6. (2) Mailings of collateral to membership with one time use membership addresses to be provided by IFDA
7. Your company logo with link to your website listed on the front page of *Network*, IFDA's quarterly newsletter and on the (4) participating Chapters' newsletter
8. The opportunity to provide a news brief (up to 250 words) and a photo in (3) *Network* "Industry Partnership Spotlight" features
9. Verbal recognition and company logos featured in IFDA webinars
10. Recognition on IFDA's social media pages - (12) posts per year plus reposts by all Chapters
11. IFDA Industry Partner logo with link to IFDA website for display on your website

INDUSTRY PARTNERSHIP LEVELS

GOLD - \$5,000

1. (4) IFDA professional members, 1 in 4 National Chapters of your choice, with full member access
2. (7) dedicated IFDA e-blasts distributed to the membership : E-blast to be provided by Industry Partner to IFDA for distribution
3. The opportunity to host (2) one-hour webinars per year. Each webinar will be promoted through an e-mail blast to all IFDA members and others in the industry
4. Company logo featured on homepage of the IFDA International and Chapter websites
5. 75 word description of your company to appear on the IFDA Industry Partners' page on the IFDA website
6. (1) Mailing of collateral to membership with one time use membership addresses to be provided by IFDA
7. Your company logo with link to your website listed on the front page of *Network*, IFDA's quarterly newsletter and on the (3) participating Chapters' newsletter
8. The opportunity to provide a news brief (up to 250 words) and a photo in (2) *Network* "Industry Partnership Spotlight" features
9. Verbal recognition and company logos featured in IFDA webinars
10. Recognition on IFDA's social media pages - (7) posts per year plus reposts by all Chapters
11. IFDA Industry Partner logo with link to IFDA website for display on your website

INDUSTRY PARTNERSHIP LEVELS

SILVER - \$2,500

1. (2) IFDA professional members, 1 in 2 National Chapters of your choice, with full member access
2. (4) dedicated IFDA e-blasts distributed to the membership : E-blast to be provided by Industry Partner to IFDA for distribution
3. Company logo featured on homepage of the IFDA International and Chapter websites
4. 50 word description of your company to appear on the IFDA Industry Partners' page on the IFDA website
6. Your company logo with link to your website listed on the front page of *Network*, IFDA's quarterly newsletter and on all participating Chapters' newsletter
7. The opportunity to provide a news brief (up to 150 words) and a photo in 1 *Network* "Industry Partnership Spotlight" features
8. Verbal recognition and company logos featured in IFDA webinars
9. Recognition on IFDA's social media pages - (4) posts per year plus reposts by all Chapters
10. IFDA Industry Partner logo with link to IFDA website for display on your website

INDUSTRY PARTNERSHIPS AT-A-GLANCE

	Diamond \$10,000	Platinum \$7,5000	Gold \$5,000	Silver \$2,500
1 year membership in chapters of choice (designated participating chapters)	9	6	4	2
Dedicated e-blasts distributed to members	20	12	7	4
Opportunity to host one-hour webinar	4	3	2	
Company logo on homepage on International and chapter websites	✓	✓	✓	✓
Description of company on IFDA Industry Partnerships page on IFDA website	150 words	100 words	75 words	50 words
Mailing of collateral to membership	3 times	2 times	1 time	
Company logo on front page of <i>Network</i> , IFDA's quarterly news magazine and participating chapters's newsletter	✓ w/link	✓ w/link	✓ w/link	✓ w/link
News brief and photo in <i>Network</i> "Industry Partnership Spotlight" features	4 times	3 times	2 times	1 time
Verbal recognition at all national conferences and participating chapter events	✓	✓	✓	✓
Verbal recognition and company name featured in IFDA webinars	✓	✓	✓	✓
Recognition on IFDA's international social media pages - with chapter reposts	20	12	7	4
IFDA Industry Partnership logo with link to IFDA website for display on your website	✓	✓	✓	✓

Please contact Linda Kulla, FIFDA, Executive Director of IFDA if you would like to join us at 610-992-0009 or linda@ifda.com