



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!**

IFDA 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 Lunch and Learns per year. Each Lunch and Learn will be promoted through an e-mail blast to all IFDA members and others in the industry and will be recorded and featured on the IFDA International website
4. Company logo featured on homepage of the IFDA International and Chapter websites
5. Company logo with link and 150 word description of your company to appear on the IFDA Industry Partners' page on the IFDA website
6. Company logo on all International and Chapter event invitations
7. (3) Mailings of collateral to membership with one time use membership address labels to be provided by IFDA
8. Company logo with link in Network Now, IFDA's monthly newsletter and participating Chapter's newsletter
9. The opportunity to provide a news brief (up to 250 words) and a photo in (9) Network Now "Industry Partnership Spotlight" features
10. Verbal recognition at all IFDA events and webinars
11. Recognition on IFDA's social media pages - (20) posts per year plus reposts by all Chapters
12. Complementary attendance to Virtual Chapter events
13. Opportunity to host 9 IFDA promoted in-person events at partnership showrooms
14. IFDA Industry Partnership logo with link to IFDA website for display on your website

IFDA 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 Lunch and Learns per year. Each Lunch and Learn will be promoted through an e-mail blast to all IFDA members and others in the industry and will be recorded and featured on the IFDA and International website
4. Company logo featured on homepage of the IFDA International and Chapter website
5. Company logo with link and 100 word description of company to appear on the IFDA Industry Partners' page on the IFDA website
6. Company logo on all International and Chapter event invitations
7. (2) Mailings of collateral to membership with one time use membership address labels to be provided by IFDA
8. Company logo with link to your website in Network Now, IFDA's monthly newsletter and participating chapter's newsletter
9. The opportunity to provide a news brief (up to 250 words) and a photo in (6) Network Now "Industry Partnership Spotlight" features
10. Verbal recognition at all IFDA events and webinars
11. Recognition on IFDA's social media pages - (12) posts per year plus reposts by all Chapters
12. Complementary attendance to Virtual Chapter events
13. Opportunity to host 6 IFDA promoted in-person events at partnership showrooms
14. IFDA Industry Partner 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 610-992-0008 or linda@ifda.com

IFDA 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 Lunch and Learns per year. Each Lunch and Learn will be promoted through an e-mail blast to all IFDA members and others in the industry and will be recorded and featured on the IFDA International website
4. Company logo featured on homepage of the IFDA International and Chapter websites
5. Company logo with link and 75 word description of company to appear on the IFDA Industry Partners' page on the IFDA website
6. Company logo on all International and Chapter event invitations
7. (1) Mailing of collateral to membership with one time use membership address labels to be provided by IFDA
8. Company logo with link to your website in Network Now, IFDA's monthly newsletter and participating chapter's newsletter
9. The opportunity to provide a news brief (up to 250 words) and a photo in (4) Network Now "Industry Partnership Spotlight" features
10. Verbal recognition at all IFDA events and webinars
11. Recognition on IFDA's social media pages - (7) posts per year plus reposts by all Chapters
12. Complementary attendance to Virtual Chapter events
13. Opportunity to host 4 IFDA promoted in-person events at partnership showrooms
14. IFDA Industry Partner logo with link to IFDA website for display on your website

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IFDA 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. Company logo with link and 50 word description of company to appear on the IFDA Industry Partners' page on the IFDA website
5. Company logo on all International and Chapter event invitations
6. Company logo in Network Now, IFDA's monthly newsletter and participating Chapter's newsletter
7. The opportunity to provide a news brief (up to 150 words) and a photo in (2) Network Now "Industry Partnership Spotlight" features
8. Verbal recognition at all IFDA events and 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

IFDA INDUSTRY PARTNERSHIP LEVELS

SUPPORTING - \$1,500

1. (1) IFDA professional member, 1 in 1 National Chapter, with full member access
2. Company logo featured on homepage of the IFDA International and Chapter websites
3. Company logo with link and 30 word description of company to appear on the IFDA Industry Partners' page on the IFDA website
4. Company logo on all International and Chapter event invitations
5. Company logo with link to your website in Network Now, IFDA's monthly newsletter and on all Chapters' newsletters.
6. Verbal recognition at all IFDA events and webinars
7. IFDA Industry Partner logo with link to IFDA website for display on your website

FRIEND - \$1,000

1. Company logo featured on homepage of the IFDA International and Chapter websites
2. Company logo to appear on the IFDA Industry Partners' page on the IFDA website
3. Company logo on all International and Chapter Event Invitations
4. Company logo with link to your website listed in Network Now, IFDA's monthly newsletter and on all Chapters' newsletters.
5. IFDA Industry Partner logo with link to IFDA website for display on your website

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INDUSTRY PARTNERSHIPS AT-A-GLANCE

	Diamond \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Supporting \$1,500	Friend \$1,000
1 year membership in Chapters of choice (designated participating Chapters)	9	6	4	2	1	
Dedicated e-blasts distributed to members	20	12	7	4		
Opportunity to host a one hour Lunch and Learn – recorded and featured on IFDA International Website	9	6	4			
Company logo on homepage of the IFDA International and Chapter websites	X	X	X	X	X	X
Company logo w/link and description of company to appear on the IFDA Industry Partner's page on the IFDA website	150 Words	100 Words	75 Words	50 Words	30 Words	Logo With Link Only
Company logo on all International and Chapter event invitations	X	X	X	X	X	X
Mailing of collateral to membership	3	2	1			
Company logo w/link listed in Network Now, IFDA's monthly newsletter and on all Chapters' newsletters	X	X	X	X	X	X
News brief and photo in Network Now "Industry Partnership Spotlight" features	250 Words	250 Words	250 Words	150 Words		
Verbal recognition at all IFDA events and webinars	X	X	X	X	X	X
Recognition on IFDA's International social media pages - with Chapter reposts	20	12	7	4		
Complementary attendance to Virtual Chapter events	X	X	X			
Opportunity to host IFDA promoted in-person event at Partnership showroom	9	6	4			
IFDA Industry Partnership logo with link to IFDA website for display on your website	X	X	X	X	X	X