



A Picture Is Worth a Thousand Words!!

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We have all heard the expression – but in the case of ASID it is absolutely true! One quick way to boost your visibility to ASID practitioner and student members is to ensure that the ASID Industry Partner logo is displayed prominently. Industry Partner members have the unique ability to use the ASID Industry Partner logo – no other membership category is allowed to use any aspect of the ASID logo in print. ASID wants Industry Partners to stand out for their support of the Society and interior designers.

There are many ways to display the ASID Industry Partner logo. Some put the logo on their business cards, promotional materials and product catalogs. This can either be done at the layout and printing stage or by purchasing low-cost Industry Partner stickers for existing publications. An easy way to attract attention to your print ads in industry publications is to prominently display the logo – designer members are looking for it! Several different versions of the logo are attached to this newsletter. Clear static stickers can be used on showroom doors or even in the windows of sales representatives' cars – newer members received these in their welcome kits and ASID is happy to send you a few more. ASID also has very attractive Industry Partner plaques that can be purchased for \$35 and hung in a showroom.

ASID is the place “where design comes to life” and the new logo is only a small, but very visible, part of the new ASID brand. ASID is the largest interior design society in the United States with more than 38,000 members, including 20,000 practicing designers who work on both commercial and residential projects. ASID is where designers come to learn, get inspired and network with their peers and industry representatives. The Society celebrates all types and aspects of design and all kinds of designers, from the wisest pioneers to the brightest newcomers.

At times, Industry Partner companies simply assume that their company will be recognized as a member of ASID. This assumption could be costing you money! While involvement in chapter events is still the single best way to build relationships (and business) with designers, reinforce your ASID support through use of the ASID Industry Partner logo.



A Unique and Important Project

Throughout the last month, all Industry Partner main representatives received copies of the 2006 ASID Sponsorship Opportunities pamphlet. This pamphlet has generated a lot of buzz among Industry Partners about the Society's 2006 programs, research and events. One research project in particular promises to be a thought leader across the industry. The Sustainability Research Paper Series will be a series of five published professional papers on topics such as sustainable materials and products, a reference guide for sustainability, beyond interior design – the larger picture of integrated design and global impacts, indoor environmental quality and selling green design.

ASID is soliciting a number of corporate sponsors to help fund this research. However, only one company per product line will be able to participate (one carpet company, one lighting company, etc.). The sponsorship level is \$7,500 and entitles the corporate sponsor to have its logo placed on each publication, be recognized in all press interactions as a research paper sponsor and be recognized in the CEU sessions that will be developed from the research paper content. For more information, please contact Kirstin Hellwig, director of Industry Partnerships at khellwig@asid.org or call (202) 546-3480.

DID YOU CATCH US?

There are several trade shows and chapter events that ASID will be attending in the coming months. You might see us representing ASID in the near future at the following shows:

Los Angeles Chapter Presentation
November 3, 2005

Pasadena Chapter Presentation
November 3, 2005

Floorscapes Convention
Hollywood, FL
December 1 - 4, 2005

Be sure to say hello if you happen to see ASID Industry Partner staff at your next event.

WELCOME NEW
CATEGORY 1 MEMBER

Four Hands Home

As the ultimate explorer of style, **Four Hands Home** features exclusive import furniture, home accents and antiques from around the world. Enjoy 15,000 square feet of our signature Ethnic Chic™ style. Eclectic leather upholstery is mixed with Asian case goods, Indian tables, lamps from the Philippines and much more, creating the optimal blend of cultural influences. Supplied by our own wholesaler, we offer customers outstanding prices with uncompromising value. **Four Hands Home** invites you to create an intimate, inspirational setting — unique to your own style.

INTERIORS 06 — Going, Going, Gone!

Each year 10 Industry Partners sponsor the ASID annual interior design conference, **INTERIORS**. In 2006 the conference will be held in Nashville, March 16 - 19. We are pleased to announce the following sponsors of **INTERIORS 06**:

Dream Falls
The Hardwood Council
Lutron Electronics Co., Inc.
Mohawk Floorscapes & Mohawk ColorCenter & Mohawk Floorz
Mystera
Sherwin-Williams
Steelcase Inc.
Viking Range Corporation
Vista Window Film
Wallcovering Source

ASID would like to thank these Industry Partners for their continued support.

Use It, Don't Abuse It.

Did you know that as a member of ASID you have the right to use the ASID appellation on your business cards and other marketing information? What better way to show support for the organization and let practitioner members know you are on the same team. Below are samples of the ASID appellations that Industry Partners may use.

Industry Partner Member (Company): ABC Company, Industry Partner of ASID on your business cards.

Industry Partner Representative (Individual): John/Jane Doe, Representative for ABC Company, Industry Partner ASID

The membership designations must be spelled out completely.

(Note: “of the American Society of Interior Designers” may be substituted for “ASID.”) No modification or deviation is permitted. Please do not hesitate to contact ASID with any questions regarding ASID appellation usage.



Justify Your Membership

With invoices coming out soon, you may be considering renewing your company's membership with ASID. ASID Industry Partners staff would like you to know a couple of facts that will make it easier for you to cut your renewal check. Founded in 1975, the American Society of Interior Designers is the largest and most established professional organization for interior designers in the United States. With more than 38,000 members, ASID boasts

- The largest number of practicing commercial interior designers in the United States
- The largest number of practicing residential interior designers in the United States
- The largest number of emerging interior design professionals in the United States
- The largest number of interior design students in the United States

ASID practitioner and Industry Partner members are supported by a network of 48 chapters located throughout the United States and Canada. Among other activities, chapters conduct educational programs, networking opportunities and product expos to keep members current with developments in the design industry. ASID also supports more than 325 student chapters nationwide, as well as internationally through the Rhodex International School of Design.

The ASID Web site at www.asid.org receives an average of 92,000 unique visits daily. In 2004, the online *ASID Resource Guide and Industry Partner Directory* was the most frequently visited area of the Web site, after the home page, with nearly 625,000 pages viewed. *ASID NewsFlash*, the Society's bimonthly e-newsletter, has a circulation of more than 30,000 and growing. *NewsFlash* is also accessed online by about 1,000 readers each month. ASID is the leading nonprofit provider of information, knowledge and research for the interior design industry. In 2004, ASID distributed more than 200,000 research and business publications through mail orders, the Web site and at design conferences.

ASID recently entered into a partnership with John Wiley & Sons to co-publish books on professional interior design topics. ASID is the leading provider of continuing education for professional interior designers and of test preparation for the NCIDQ exam in the United States. ASID courses are offered throughout the country and at each of the NeoCon[®] events. Attendance at **INTERIORS: The ASID Conference of Design** has grown by more than 30 percent each year for the past three years. Please be sure to keep all of this information in mind when deciding to renew your company's membership. ASID looks forward to working with you in the upcoming year.