THE AMERICAN SOCIETY OF INTERIOR DESIGNERS (ASID) strives to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people’s lives. We lead interior designers in shared conversations around topics that matter: from evidence-based and human-centric design to social responsibility, well-being, and sustainability. We showcase the impact of design on the human experience and the value interior designers provide.

ASID offers a wide range of sponsorship opportunities across a variety of platforms, programs, and initiatives, providing you with the ability to align your brand visibility, in person contact, marketing activities, and touch points with the ASID design community to best meet your needs.

ASID BELIEVES THAT DESIGN IMPACTS LIVES

ASID serves the full community of the interior design profession and practice through the Society’s programs, networks, and advocacy.

24,000+ MEMBERS

46 PROFESSIONAL CHAPTERS

300 STUDENT CHAPTERS

AGE OF MEMBERS

20% Under 35
17% 65+
26% 55-64
21% 45-54
16% 35-44

DISTRIBUTION OF DESIGN PRACTICE AREAS

33% Residential
23% Healthcare/ Education/ Government
19% Hospitality/ Retail
15% Office/ Branded Environment
10% Multi-housing
10% Healthcare/ Education/ Government

2020 SPONSORSHIP OPPORTUNITIES
INDUSTRY PROFILE

$77.95 BILLION
of product is specified by interior designers annually*

DISTRIBUTION OF SERVICES FROM THE INTERIOR DESIGN INDUSTRY**

59%  Professional, Scientific & Technical Services
20%  Retail Trade
17%  Wholesale Trade
 6%  Construction
 3%  Management of Companies & Enterprises
 2%  Manufacturing
 1%  Real Estate and Rental & Leasing
 1%  Federal, State, and Local Government (OES Designation)
 0.4%  Healthcare and Social Assistance
 0.4%  Educational Services
 0.2%  Accommodation and Food Services

ASID REACH

$1,000,000
FINANCIAL CONTRIBUTION
BY ASID/ASID FOUNDATION
TO RESEARCH OVER THE LAST FIVE YEARS

$2.2 MILLION
ADVERTISING EQUIVALENCY VALUE
OF ASID NEWS COVERAGE IN THE PAST YEAR

30%
AVERAGE OPEN RATE ON DIGITAL COMMUNICATIONS

172,000
VISITS TO ASID.ORG PER QUARTER

644,000
PAGEVIEWS ON ASID.ORG PER QUARTER

10,000
VISITS TO THE ASID EDUCATION PAGE IN THE PAST YEAR

48,100
FACEBOOK LIKES

55,400
TWITTER FOLLOWERS

18,700
INSTAGRAM FOLLOWERS

19,200
LINKEDIN FOLLOWERS

$77.95 BILLION
of product is specified by interior designers annually*

## RESEARCH & THOUGHT LEADERSHIP

### IN PERSON ENGAGEMENT

**Hosted Influencer Meetings**
- National Board: $25,000
- Chapter Support Team: $15,000
- Diversity Council: $15,000
- Engagement Advisory Council: $15,000
- Educators Council: $15,000
- GPA Advisory Council: $15,000
- Professional Development Committee: $15,000
- Student Support Committee: $15,000
- Event Committee Meeting: $10,000

**Hosted Roadshow Events**
- Workshop: WELL Certification Prep: $5,000

**Executive Consultation**
- Research, Chapter Services, Education, Students, GPA: $1,000/hour

### EDUCATION

**Online Learning/CEUs**
- CEU Course Creation Sponsor: $15,000
- Existing CEU Course Sponsor: $7,500
- Digital Survey Distribution: $7,500
- Chapter Learning Action Guide: $1,000

**Online Learning/non-CEU**
- Partner Spotlight Webinar: $5,000
- Chapter Leaders Webinar: $5,000

### RESEARCH

**ASID Research**
- Sponsored Research/Case Study: $30,000
- Collaborative Research: Custom
- Collective Contribution Research: $10,000+
- Topical Research Brief Sponsor: $10,000
- Customized Industry Research: $7,500
- Curated Focus Group: $7,500

**ASID Foundation**
- Endowment Partnership: $500,000+
- Scholarship Partnership: $10,000+

*This opportunity offers exclusivity.

## CONFERENCES & EVENTS

### STUDENT EVENTS

- SCALE: ASID National Student Summit (co-located with Presidents Forum)
  - Keynote Sponsor: $5,000
  - Expanded Space: $5,000
- SCALEX: $7,500 (or $2,500/location)
- SCALE/PF + SCALEX: $20,000
- Career Fair: $1,500

### EMERGING PROFESSIONAL/MID-CAREER

- The Leadership Experience: $20,000
  - Keynote Sponsor: $10,000
  - Expanded Space: $5,000
- Presidents Forum: $15,000 (co-located with SCALE)
- Ones To Watch: $25,000/year*

### PRINCIPALS, PARTNERS AND OWNERS

- Platform: A Retreat For Design Visionaries: $50,000/year*

### AWARDS AND SPECIAL EVENTS

- Outcome of Design Awards and Conference: $50,000/year*
- Celebration: ASID Awards Gala: $7,500
- Student Portfolio Competition: $7,500
- Trade Shows and Industry Events: Custom

### MARKETING & DIGITAL PROMOTION

### ADVERTISING
- Website sponsor: $20,000/quarter*

### MARKETING AND OUTREACH

- Chapter Leaders Webinar: $5,000
- Partner Spotlight Webinar: $5,000
- Social Media Postings (Facebook, Instagram, Twitter, LinkedIn): $2,000
- Student Communication Posting (Loop, Scoop, Facebook): $1,000
- Student Chapter Kick-off Kit: $5,000
- Email list rental (All member): $7,500
- Email list rental (Student only): $5,000
- Postal list rental: $2,500
- Job Board Posting: $300
PREMIER PACKAGE

$100,000 (value $170,000)

YOUR GOAL: EXCLUSIVITY & HIGH LEVEL STRATEGIC ALIGNMENT

With the benefit of product sector exclusivity, the Premier Partnership provides the highest level of overall engagement and includes opportunities to connect with thought leaders, enjoy featured stage presence and in-person engagement at national events, support research and thought leadership, participate in marketing and outreach opportunities, and much more.

EXCLUSIVE BENEFITS

- Product sector exclusivity
- Includes Annual Dues with unlimited membership slots
- Premier Partner Logo
- Account Manager
- Ability to appoint IP Advisory Council Member (pending open position)
- Access to 1 additional Email list rental (maximum 4x/yr)
- Dedicated landing page on ASID.org website
- Advertising discount in i+D, Website, and Newsletters

INCLUDED IN THIS PACKAGE

- Hosted Influencer Event
- Executive Consultation (4 hours)
- National Student Conferences:
  - SCALE: The ASID National Student Summit/President’s Forum
  - ASID National Student Career Fair
  - SCALEX
- The Leadership Experience
  - Includes expanded presence
- Choice of Award Event:
  - Celebration
  - Student Portfolio Competition
- Choice of National Webinar:
  - Partner Spotlight
  - Chapter Leaders
- Website Sponsorship (2 quarters)
- 5 Social Media Postings (Facebook, Instagram, Twitter, LinkedIn)
- 3 Email list rentals (All Member)
- 2 Postal List rentals
- 1 Email list rental (Student only)
- 1 Student Communication Posting (Loop, Scoop, Facebook)
- Student Chapter Kickoff Kits
- 3 Job Board Postings

2020 SPONSORSHIP OPPORTUNITIES
### Strategic Package

**$60,000 (value $85,000)**

**Your Goal:** Event Sponsorship & Marketing

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<tr>
<th>In-Person Event Sponsorship</th>
<th>One-on-One Interaction</th>
<th>Enhanced Marketing</th>
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The Strategic Partnership provides visibility with brand awareness via marketing, with an added focus on in-person event sponsorship and hosted executive engagement, allowing you to interact one-on-one with the interior design community. This package includes a strong marketing component, allowing you to further enhance communication with designers before and after you meet at events.

**Exclusive Benefits**

- Ability to swap hosted meeting with a sponsored event
- Includes Annual Dues with 60 membership slots
- Strategic Partner Logo
- Account Manager
- Access to 2 additional Email list rentals (maximum 4x/yr)
- Advertising discount available in i+D, Website, and Newsletters

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**Included in this Package**

- Hosted Influencer Event
- Executive Consultation (2 hours)
- Choice of Conference:
  - SCALE: The ASID National Student Summit/President’s Forum
  - The Leadership Experience
- Choice of Award Event:
  - Celebration
  - Student Portfolio Competition
- Choice of National Webinar:
  - Partner Spotlight
  - Chapter Leaders
- 1 Social Media Posting (Facebook, Instagram, Twitter, LinkedIn)
- 2 Email list rentals (All Member)
- 1 Postal List rental
- 1 Student Communication Posting (Loop, Scoop, Facebook)
- 2 Job Board Postings
SUPPORTING PACKAGE

$30,000 (value $55,000)

YOUR GOAL: BRAND AWARENESS & EXPOSURE

The Supporting Partnership is all about giving partners maximum exposure to ASID membership through a strong focus on marketing and brand awareness. Take advantage of multiple opportunities to get your brand in front of ASID members.

EXCLUSIVE BENEFITS
• Includes Annual Dues with 49 membership slots
• Supporting Partner Logo
• Account Manager
• Access to 1 additional Email list rental (maximum 4x/yr)
• Advertising discount available in i+D, Website, and Newsletters

INCLUDED IN THIS PACKAGE
✓ Executive Consultation (1 hour)
✓ Choice of Conference Exhibitor Experience (first time attendees only):
  • SCALE: The ASID National Student Summit/President’s Forum
  • The Leadership Experience
✓ Choice of National Webinar:
  • Partner Spotlight
  • Chapter Leaders
✓ 5 Social Media Postings (Facebook, Instagram, Twitter, LinkedIn)
✓ 3 Email list rental (All Member)
✓ 3 Postal List rentals
✓ 3 Student Communication Posting (Loop, Scoop, FB)
✓ 3 Job Board Postings

RESEARCH & THOUGHT LEADERSHIP
✓ CONFERENCES & EVENTS
✓ MARKETING AND DIGITAL PROMOTION