

ASID HEADQUARTERS

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



Communication Plan



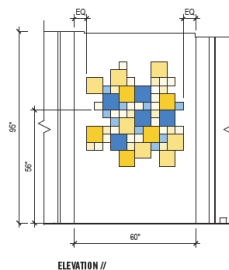


SUPPORT OUR MISSION

ASID is proud to be a living laboratory and excited to be on track to be **the first LEED Platinum + WELL Platinum office** in Washington, D.C. To highlight the new ASID Headquarters and the associated brands that supported this effort, we have developed **a multi-layered communications plan** that promotes engagement through print, online, social media, and in-person speaking events.

ONSITE RECOGNITION

ASID acknowledges and thanks the outstanding donors and supporters that helped to make our headquarters, a living laboratory for health and wellness in the workspace, a reality.



TIER 1 DONORS //
8 X 8 X 1.5"
QTY = 5
PAINT 1:
SW 6903 CHEERFUL



TIER 2 DONORS //
8 X 8 X 3/4"
QTY = 7
PAINT 2:
SW 6902 DECISIVE YELLOW



TIER 3 DONORS //
4 X 4 X 1.5"
QTY = 10
PAINT 3:
SW 6901 DAFFODIL



TIER 4 DONORS //
4 X 4 X 3/4"
QTY = 19
PAINT 4:
SW 6900 OPTIMISTIC YELLOW



PARTNERS //
8 X 8 X 1.5"
QTY = 5
PAINT 5:
SW 6795 MAJOR BLUE



CONSULTANTS & DEALERS //
4 X 4 X 3/4"
QTY = 9
PAINT 6:
SW 9049 SKY FALL

Tier 1 - Over \$50K

teknion HAWORTH LUTRON

Tier 2 - \$25K-\$49K

Steelcase + coalesse HermanMiller



OFS BRANDS
OFS EndOffice Corolla Luvabedden Hahnke

Tier 3 - \$10K-\$24K

BERNHARDT design LG KEILHAUER

Tier 4 - \$1K-\$9K



shaw contract



SHERWIN-WILLIAMS

KOHLER



Dealers



American Office



TIERS OF RECOGNITION

TIER 1 > \$50k

TIER 2 \$25k-\$49k

TIER 3 \$10k-\$24k

TIER 4 \$1k-\$9k

HEADQUARTERS BOOKLET

The ASID Headquarters booklet was created for the grand opening of the Society's new offices in June 2016. It includes information about the manufacturers who provided products for the space, and detailed specifications on the items chosen for installation throughout the office.



OVERALL VISION

Demonstrating and communicating the impact of design on the human experience is central to the design of the new ASID headquarters. Our space is the embodiment of who we are as a Society. The office is designed with health, wellness, well-being, and sustainability as a central organizing principle. The goal is to use the office as a living laboratory that connects interior design solutions to the occupant's productivity, engagement, retention, and innovation. ASID is investing resources, through the ASID Foundation, into pre- and post-occupancy research to build on the body of knowledge that supports the impact of design.

ASID Headquarters is open to tours and events and looks forward to sharing our story with the world.

MEDIA EXPOSURE

ASID, its partners, and supporters have benefitted from a wide variety of coverage on print, digital, and social media platforms. The ASID state-of-the-art headquarters serves as an example of a workplace that has prioritized the health and wellness of its employees.

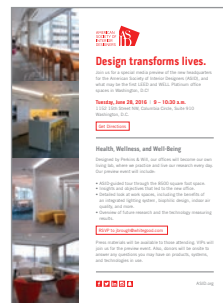
PRESS RELEASE

> [ASID Demonstrates the Impact of Design in Their New Corporate Headquarters](#)

MEDIA REACH

Coverage includes articles on the grand opening of the new ASID headquarters and pieces on the space acting as a living laboratory and an office that exemplifies health and wellness in the built environment. Some coverage resulted in immediate stories (links to the right) while others will do full features in the weeks and months to come.

Open House attendees included *Contract Magazine*, *WorkDesign Magazine*, *Interiors+Sources*, *Association Now*, *AIA*, and many others.



WASHINGTON BUSINESS JOURNAL

- > [This could be the District's first WELL-certified space](#)
- > [Want to improve workplace wellness? Build it into your office space](#)

GLOBEST.COM

- > [This is How the American Society of Interior Designers Envisions the 'Office of the Future'](#)

WTOP RADIO

- > [DC-based design association opens 'Office of the Future'](#)

PROUDGREENBUILDING

- > [Design association opens 'office of the future' in D.C.](#)

ASID ICON FALL 2016 ISSUE

- > [A living laboratory](#)
- > [Thank you to our National Industry Partners](#)

OFFICEINSIGHT

- > [ASID has moved into its new corporate headquarters in downtown Washington, DC](#)

ASSOCIATIONSNOW

- > [Does a Well-Designed Office Boost Productivity](#)

INTERIORS & SOURCES

- > [ASID Opens New Headquarters in Washington D.C.](#)

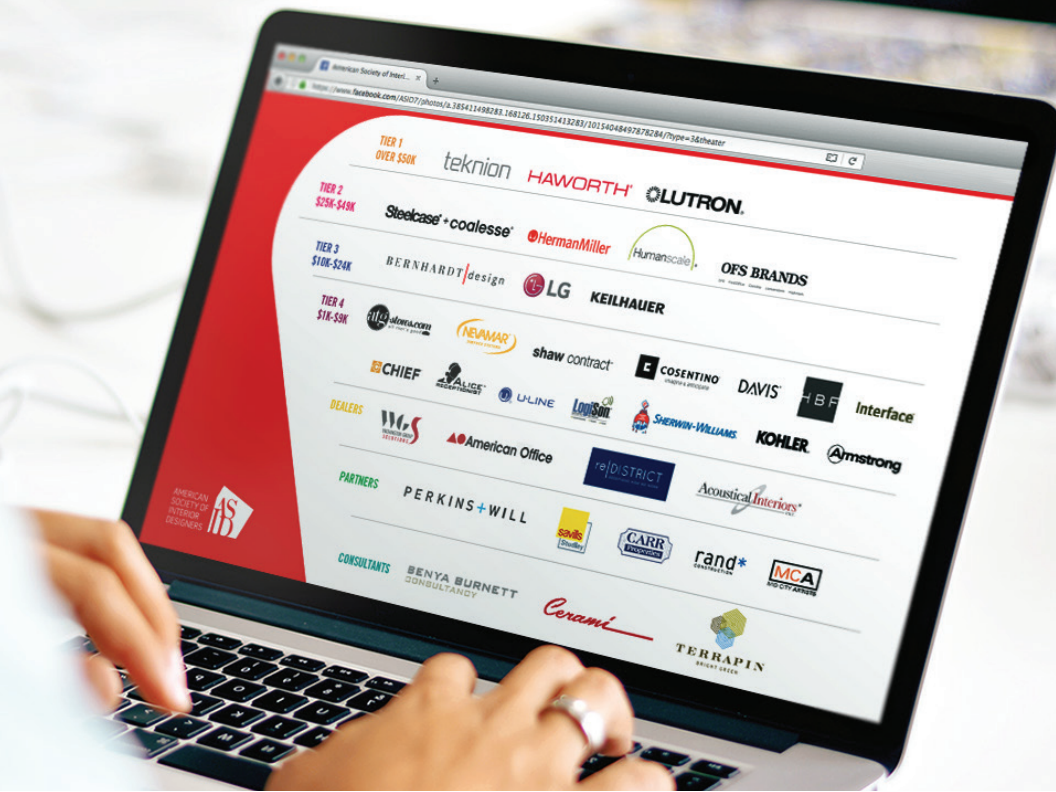
FACEBOOK LIVE VIDEO STREAM WITH INTERIOR DESIGN MAGAZINE










The live stream featured ASID CEO Randy Fiser and Ken Wilson of Perkins+Will touring the space and providing details about the project. Currently, the video has reached 700,000 people with 41,000 views, 89 shares, 1,400 likes, and 266 comments.

- > [Interior Design Magazine Facebook page](#)

SOCIAL MEDIA

ASID enjoys a robust and growing social media presence on Twitter, Facebook, LinkedIn, Instagram, Snapchat, Pinterest, and Houzz, to name just a few.



-  @ASID7
-  @asid_hq
-  @asid_hq
-  @ASID
-  american-society-of-interior-designers
-  asidvideo
-  american-society-of-interior-designers
-  @ASID
-  @asid7

-  @Teknion
-  @haworthinc
-  @Lutron
-  @coalesse
-  @Steelcase
-  @hermanmiller
-  @Humanscale
-  @OFSbrands
-  @LGUSAMobile
-  @Keilhauer
-  @ATGstores
-  @shawcontract
-  @GrupoCosentino
-  @hbfccontract
-  @InterfaceInc
-  @chiefmfg
-  @alicereception
-  @uline
-  @SherwinWilliams
-  @kohler
-  @Armstrong_Ceil

 Facebook likes: **43,000**

 Twitter followers: **52,000**

 LinkedIn followers: **13,000**

IN-PERSON SPEAKING ENGAGEMENTS

ASID is spreading the word about health and wellness in the built environment and its new office space as a featured presenter at conferences throughout the nation and the world.



ASAE GREAT IDEAS

Mar. 15, 2016
Colorado Springs, Colorado

ICFF

May 15, 2016
New York

WORKTECH 16 NEW YORK

May 27, 2016
New York

NEOCON 2016

June 13, 2016
Chicago

METROCON 2016

August 12, 2016
Dallas

AGILE WORKPLACE CONFERENCE

September 13, 2016
Washington, D.C.

ASID CT CHAPTER ANNUAL MEETING

September 14, 2016
Westport, Connecticut

WELLNESS 16

September 19, 2016
London, England

HEALTHCARE DESIGN CONFERENCE

November 15, 2016
Houston

BUILDING INNOVATION

January 9-12, 2017
Washington, D.C.

SXSW CONFERENCE

March 10-19, 2017
(Pending acceptance)
Austin, Texas

TOOLS TO AMPLIFY YOUR BRAND

ASID has the tools you need to promote your involvement with the Society and your interest in health and wellness in the built environment.



DONOR BOOKLET WITH MORE DETAILS ON THE PROJECT



> [Download](#)

VIDEO WALK THROUGH – VIRTUAL TOUR

> [Download](#)

IMAGES

- Open House
- Professional Office Photo Shoot

CONTACT INFO FOR SPECIFIC IMAGES:

Joseph Cephas, Vice President, Communications
jcephas@asid.org
202-800-2124

ONSITE TOURS

Contact Rebecca Gallery to schedule
at rgallery@asid.org

USE OF ASID NATIONAL HEADQUARTERS TO HOST YOUR CUSTOMERS OR TO CONDUCT A MEETING

- Complimentary for Tiers 1 and 2
- Reduced fee for all other donors
- Contact Rebecca Gallery to schedule
at rgallery@asid.org

ADDITIONAL OPPORTUNITIES FOR DONATIONS AND EXPOSURE

Your generosity directly impacts our ability to offset costs and continue to demonstrate that *Design Impacts Life*.

If you wish to participate, or increase your contribution, direct donations continue to be accepted and appreciated. Elevate your standing in the donor recognition program.

CONTACT FOR MORE INFORMATION AND TO MAKE A DONATION:

Olga Odeide, Vice President, Industry Partnerships

ooideide@asid.org

202-675-2368



MATERIAL CONNEXION LIBRARY

The ASID Material ConneXion library features samples of innovative materials and products that contribute to health and wellness in the built environment. The collection is segmented into eight categories, including polymers, process, naturals, metals, carbon-based, cement-based, ceramics, and glass, and is intended to assist design professionals in selecting and specifying materials for future projects.

The American Chemistry Council is the founding sponsor of the Material ConneXion Library at the new ASID Headquarters in Washington, D.C. and made the installation possible. Material ConneXion, based in New York, maintains the world's largest subscription-based materials library featuring more than 8,000 innovative materials and processes across all disciplines of design – the ASID library in Washington, D.C. will showcase 300 of the materials.



To schedule a tour of the Material ConneXion library, please contact Rebecca Gallery at rgallery@asid.org.

To explore sponsorship opportunities with the Material ConneXion library, please contact Olga Odeide at ooideide@asid.org.

[Learn more about the products in the Material ConneXion library.](#)