



INTERNATIONAL FURNISHINGS
AND DESIGN ASSOCIATION
NEW YORK CHAPTER

NEW YORK CHAPTER
SPONSORSHIP INFORMATION
PACKET

**Become an IFDA Sponsor and increase
your company's visibility**

**Join a worldwide alliance of leading
professionals in all categories of the
furnishings and design industries**

About IFDA

The International Furnishings and Design Association (IFDA), founded in New York City in 1947, has 14 chapters worldwide whose mission is to promote networking, professional development, educational opportunities, and community service within all facets of the furnishings and design industries.

As part of this nonprofit, volunteer-run organization, the New York Chapter's involvement in bringing together diverse interests is reflected not only in its high-profile membership but also in its events and programs. These programs keep the IFDA NY members and guests informed about national and international forecasts and trends, market cycles, product innovations, as well as changes and developments in design aesthetics and technology.

The IFDA NY Chapter also has numerous collaborative alliances with associations and interested professionals within the industry that expands ways in which the stated mission can be further enhanced.



IFDA Members

Being an IFDA NY Sponsor presents your company with exclusive marketability to an elite audience spanning the entire furnishings and design Industries.

- CEO's, VP's and other top executives of textiles, carpet, appliance and furnishings companies
- Interior designers, both residential and contract
- Product researchers and product designers
- Manufacturers
- Retailers – from chain to individual stores
- Architectural and interior photographers
- Industry educators
- Showroom managers and marketers
- Magazine publishers and editors
- Industry Bloggers
- Architects, builders & contractors
- Freelance writers for trade and consumer magazines and wire services
- Publicists
- Industry recruiters
- Marketing & advertising directors
- Licensing experts, attorneys
- Trade show managers
- Designer show house directors
- Trend forecasters
- Students in design and furnishings disciplines
- And many more

GOLD Level Benefits

GOLD LEVEL SPONSORS (\$3,000) receive twelve full months of the following benefits:

- Company name (logo) on all IFDA NY invitations, programs, press releases, and newsletters/blogs and noted at all events
- Company name, logo and website link on IFDA.com, New York Chapter's page
- Company literature distributed at IFDA NY major events
- Company photo-ops at IFDA NY events to maximize publicity potential
- TWO (2) complimentary tickets to IFDA NY monthly events (\$990 Value)
- Company exposure at IFDA NY's prestigious industry-wide "Circle of Excellence" and/or "Big Apple" awards events when scheduled
- "Sponsor Spotlight" – opportunity to submit company information for inclusion in IFDA NY communications across multiple channels, such as IFDA Newsletters, Twitter & Blog
- "Sponsor Facebook Page Spotlight" – six (6) 50-word callouts throughout the year on the IFDA NY Facebook Page
- Company dedicated email sent to all IFDA NY email subscribers four (4) times per year
- IFDA NY event opportunities to host and/or provide speakers
- ONE (1) professional membership (\$350 Value)
- Use of official IFDA NY logo

SILVER Level Benefits

SILVER LEVEL SPONSORS (\$1,600) receive twelve full months of the following benefits:

- Company name, logo and website link on IFDA.com, New York Chapter's page
- Company name and website link on all IFDA event e-vites and noted at all events
- Company literature distributed at IFDA NY major events
- ONE (1) complimentary ticket to IFDA NY monthly events (\$495 Value)
- "Sponsor Spotlight" – opportunity to submit company information for inclusion in IFDA NY communications across multiple channels, such as IFDA Newsletters, Twitter & Blog
- "Sponsor Facebook Page Spotlight" – three (3) 25-word callouts throughout the year on the IFDA NY Facebook Page
- IFDA NY event opportunities to host and/or provide speakers
- ONE (1) professional membership (\$350 Value)
- Use of official IFDA NY logo

Sponsorship Application

Company Name: _____

Corporate Headquarters Address: _____

City, State, Zip: _____

Phone: _____ Website: _____

Description of Sponsor Company: _____

Contact Name: _____

Title: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone (office & mobile) _____

Email: _____

Name of Person for Professional Membership: _____

Would you be interested in hosting an IFDA NY Special Event in a NY area location? Yes No

Would you provide speaker(s) or be part of an upcoming IFDA NY Special Event? Yes No

ONE (1) Year Sponsorship Fee – [] GOLD \$3,000 [] SILVER \$1,600

[] Check (enclosed, payable to IFDANY) [] American Express [] Visa [] Mastercard

Number: _____ Exp. Date: _____ Code: _____

Name on Card: _____

Billing Address including Zip: _____

PLEASE COMPLETE INFORMATION ABOVE AND MAIL TO: IFDA NY • NYDC • 200 Lexington Avenue, Suite 417 • New York, NY 10016

Kindly email us your company's logo as a hi-resolution jpeg(300 dpi) and a lo-resolution jpeg (72 dpi) to: ifdanyny@verizon.net

Contact Information

IFDA New York

New York Design Center

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IFDA.com

