



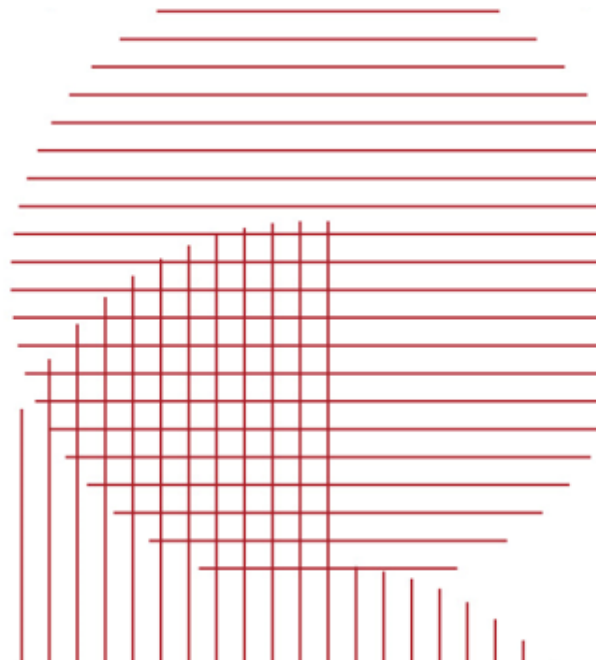
2023 URBAN ENCOUNTERS

IDA ANNUAL TRADESHOW

Bringing the design and supply communities together

October 3, 2023 Calgary

October 5, 2023 Edmonton



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INVITATION

Dear industry partners,

On behalf of the Interior Designers of Alberta (IDA), I am pleased to invite you to participate in the 2023 IDA Annual Tradeshow, Urban Encounters.

The IDA Annual Tradeshow is the premier event for showcasing the latest products and services to the Alberta Interior Design community. Each year, hundreds of designers, architects, students, and design enthusiasts attend the event in both Calgary and Edmonton, with 70% - 75% being professional designers and 10% - 15% students. **The IDA Annual Tradeshow** represents a valuable opportunity to network with industry professionals and establish stronger client-vendor relationships.

We are offering a variety of exhibitor packages and sponsorship opportunities this year to help you distinguish yourself from the competition. In addition to the traditional exhibit space, we have curated various non-exhibit opportunities for you to participate in. These unique avenues will allow you to gain more brand exposure and connect with your target audience more effectively.

You will also be included in our joint marketing efforts more frequently, including website features, newsletter highlights, and social media promotions.

To secure your participation, we encourage you to sign up before **August 15** to take advantage of our discounted rate.

If you have any questions or require further information, please get in touch with us at urbanencounters@idalberta.ca. We would be more than happy to discuss the available opportunities and tailor them to best suit your company's objectives.

We are grateful for your ongoing support and are confident that the 2023 event will be a great success with your presence.

Best,

Louise Aroche, Past President
Interior Designers of Alberta (IDA)

EVENT DETAILS

Alberta's top interior design tradeshow

Tuesday, October 3, 2023

The Palomino Room, BMO Centre, Calgary

Thursday, October 5, 2023

Edmonton Expo Centre, Northlands Park, Edmonton

Event Schedule

12:00 PM - 3:30 PM Partners Move-in

4:00 PM - 8:00 PM Urban Encounters Tradeshow

8:05 PM - 9:30 PM Partners Move-out

**The schedule is subject to change.*

*** Partners move-out will not be permitted prior to 8:05 PM*

Key Dates

August 15

Discounted Rate Deadline

September 8

Exhibit Space Registration Deadline

September 20

Booth Assignment and Floor Plan Finalized

September 22

Non-exhibit Space Partnerships Deadline

AUDIENCE

Each year, Urban Encounters attracts hundreds of designers, architects, students, and design enthusiasts.

10 - 15%

Students

70 - 75%

Professional Designers

10 - 15%

Architects and Others

Companies Participated In The Past



EXHIBITION OPTIONS


The following exhibitor packages are available for purchase at the **2023 IDA Annual Tradeshow** (Urban Encounters). The rate is in Canadian Dollars (CAD), and GST will be applied to the invoice.

BASIC	PREMIUM	SPOTLIGHT Only 3 available per location
<p>\$865 \$825</p> <p>One Location</p> <p>\$1,400 \$1,300</p> <p>Both Locations</p>	<p>\$1,725 \$1,650</p> <p>One Location</p> <p>\$2,765 \$2,600</p> <p>Both Locations</p>	<p>\$4,500 \$4,375</p> <p>One Location</p> <p>\$7,000 \$6,450</p> <p>Both Locations</p>
<p><u>Package includes</u></p> <ul style="list-style-type: none"> • One (1) skirted table • Two (2) Exhibitor Passes per location • Company name listed on the website, event program 	<p><u>Package includes</u></p> <ul style="list-style-type: none"> • One (1) 8' x 10' fully draped exhibit space • One (1) skirted table • Access to power • Two (2) Exhibitor Passes per location • Company logo listed on the website, event program • Email promotions • Social media promotions 	<p><u>Package includes</u></p> <ul style="list-style-type: none"> • Custom larger space allows exhibitors to bring in their own displays and furniture • Four (4) Exhibitor Passes per location • Contact us for specific detail and amenities • Company logo & link spotlighted on the website, event program • Email highlight • Social media highlights



NON-EXHIBIT OPPORTUNITIES

We are pleased to offer several opportunities available to organizations at an additional investment. These opportunities will enhance your brand recognition and offer a chance to connect with your customers more effectively. All additional funds are allocated to improve the overall event experience and support IDA's continuing education programs and other member services.

To select or add non-exhibit opportunities to your purchase, please click the "  " button after you pick an exhibit package or select the "Non-Exhibit Partnership Opportunities".

We are open to new ideas! If none of the opportunities listed below match your objectives, please contact us directly at urbanencounters@idalberta.ca to schedule a brainstorming session to discuss further.

Learning Theatre

\$3,000

A new addition to the Urban Encounters show! You will be the exclusive sponsor of the learning theatre that will offer educational opportunities for attendees.

The package includes one (1) 15-minute education slot in addition to your brand being associated with the Learning Theatre.

Only **one (1)** is available per location.

Branded Cocktail/Mocktail Station

\$2,000

We will work with you to design a special beverage station at the event that will be the talk of the evening.

Only **one (1)** is available per location.



NON-EXHIBIT OPPORTUNITIES

Branded Attendee Swag Bag

\$1,500

You will have the exclusive right to distribute your branded bags at the registration counter. Production and ordering of bags is an additional cost that can be coordinated by the event team.

Only **one (1)** is available per location.

Branded Dessert Station

\$1,000

We will work with you to design a special dessert station that will delight event attendees.

Only **one (1)** is available per location.

Branded Charging Station(s)

\$750

Multiple charging station(s) at the event with your brand presence.

Only **one (1)** is available per location.

Branded Hydration Station(s)

\$500

Multiple hydration station(s) at the event with your brand presence. You may also choose to substitute branded water bottles for the standard convention center glassware.

Only **one (1)** is available per location.



NON-EXHIBIT OPPORTUNITIES

15-min Touch & Learn Workshop(s)

\$500

Opportunity to provide 15 minutes of educational content at the learning theatre. Only **four (4)** are available per location.

Branded Hand Sanitizer Station(s)

\$500

Multiple hand sanitizer station(s) at the event with your brand presence. Only **one (1)** is available per location.

Swag Bag inserts

\$350

Your swag items will be included in the bag that is handed out at the entrance. Only **five (5)** are available per location.

Next Gen Advocate(s)

\$350

Your company will be part of a special tour that is designed for students and young design professionals during the show.

Only **five (5)** are available per location.

Speaker Gift Sponsor

\$350

Verbal mention on stage when presenting the speaker's gift at the event. Only **one (1)** is available per location.

DOOR PRIZES

Multiple door prizes are offered as part of our attendance promotion campaign.

If you would like to make a donation in the form of a product or gift certificate for a door prize, we suggest it has a minimum \$250 retail value.

Please indicate any door prize donation(s) during your registration process. Door prize opportunities are limited to registered exhibitors.



REGISTER TODAY



GUIDELINES

Cancellation/ Postponement Policy

Cancellations must be submitted in writing to urbanencounters@idalberta.ca.

Cancellations received before 5:00PM MT on September 5, 2023, will be entitled to a 50% refund of their total support and exhibit package. Requests received after September 5, 2023, are non-refundable and non-transferable.

All cancellations are subject to a \$100 CAD administration fee.

The IDA is committed to working with all partners to ensure fairness and success for everyone. Should in-person functions be required to be canceled due to venue and/or government recommendations, IDA will communicate in writing the cancellation and/or postponement of the event with partners and provide the most comprehensive information available at that time. Partners shall be entitled to a return on their investment, less expenses incurred by the IDA. Partners will also have the opportunity to defer their investment to the next possible date for Urban Encounters, to be determined in conjunction with the venues and government.

The exhibitors and sponsors hereby waive any claim for damages or compensation should this Agreement be so terminated.

Exhibit Rules for Basic Package

Freestanding displays are allowed to be placed at one end of the 8-foot table. Portable displays that will fit on top of a standard 8-foot long by 24-inch-wide table are acceptable. The maximum height of all displays is 7 feet from the ground. This policy will be strictly enforced.

Display of Actual Product

Exhibitors are permitted to replace the provided display table with standalone products, such as a desk, chairs, etc, upon approval by the IDA team. Approval will be required from the IDA team prior to show opening to make the replacement. Please note the furniture, fixtures, or product displays that do not comply with space allocation rules will be removed from the show floor with no compensation given to the exhibitor for exhibit costs.

GUIDELINES cont.

Furnishing Provided

Basic Package exhibitors will be provided with a skirted 8-foot by 24-inch-wide table, along with two (2) chairs. Premium Package exhibitors will be provided with an 8'x10' draped booth with a skirted 8-foot by 24-inch-wide table, two (2) chairs, and one (1) garbage bin.

Move-in and Move-out

Exhibitors are responsible for removing any storage crates and/or boxes from the exhibit area prior to show opening. Boxes and crates may be stored under tables, provided they are not visible.

- Move-in (set-up): 12:00pm - 3:30pm in each location.
- Move-out (tear-down): 8:05pm - 9:30pm in each location.

Late Arrival Exhibitors

Exhibitors who arrive after 3:30pm (late arrival) shall not be permitted to have heavy equipment setup or large boxes/crates at their exhibit spaces. Only small boxes that can be easily stored under the table will be allowed for late-arrival exhibitors.

IDA reserves the right to make exceptions to this clause on a case-by-case basis, provided that the late-arriving exhibitor notifies IDA in advance of their late arrival.

Late-arriving exhibitors are responsible for ensuring that their setup is completed promptly and does not disrupt the flow of the event or inconvenience other exhibitors or attendees. IDA shall not be held liable for any damages or losses incurred by late-arriving exhibitors.

Early Move Out

Exhibitor move-out is not permitted prior to 8:05pm. If an exhibitor wishes to move out early, they must provide written notice to IDA at least 48 hours in advance.

IDA reserves the right to deny any request for early move-out and may require the exhibitor to remain until the designated move-out time. Exhibitors are responsible for any costs or damages incurred as a result of early move-out without prior approval. Any items left behind by an exhibitor who moves out early without permission will be considered abandoned and may be disposed of at the discretion of IDA.

GUIDELINES cont.

Electrical Services

Electrical service (power) is not supplied for exhibitors who purchased the basic package in either location. Extra charges apply for services not included, payable directly to the service provider. Contact information for the service providers in both locations will be provided in the exhibitor manual.

Hospitality

A beverage station and light snacks will be available at the exhibitor rest area between 12:00pm to 3:00pm.

A cocktail reception with a cash bar will be located within the trade show exhibit area in each location. Continuous food service will run from 4:00pm to 7:00pm.

Parking

Exhibitors will need to pay for parking upon arrival for Move-in.

*Edmonton EXPO Centre: Please save the receipt and show them to the parking cashiers to gain re-entry for the event later in the evening.

Special Requirements

If you have any special requirements or would like to arrange for special services, please contact the IDA team prior to making concrete arrangements with service providers. Space is limited and is based on a first-come, first-serve basis. It may be necessary to assign specific spaces to accommodate any special requirements.

Show Service Contractors

Both Calgary and Edmonton show services will be provided by GES Canada (www.ges.com). More information on special furniture, materials handling, or signage order with GES will be provided in the exhibitor manual.

REGISTER TODAY



**SEE YOU IN
OCTOBER!**

