

# INDUSTRY PARTNERSHIP INVITATION



**IDeA**  
DESIGN EXHIBITION

**OCTOBER 24, 2024**

A Celebration of Interior Design Greatness

**IDeA Design Exhibition  
(Urban Encounters)**

BMO Centre

Calgary, Alberta

Latest updated: August 14, 2024



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# WELCOME

## 2024 is a special year for Alberta's Interior Design community.

Dear industry partners,

We are thrilled to welcome the masi Design Awards Gala to our province while undergoing an exciting rebranding journey for our annual tradeshow (Urban Encounters). Both events will take place in Calgary, Alberta, this October. On behalf of the Interior Designers of Alberta (IDA), we would like to invite you to participate in both events this Fall.

The masi Design Awards recognize talented interior design professionals from across Manitoba, Alberta, and Saskatchewan. The event is a shared platform for talented designers to showcase their finest work and gain recognition for their achievements.

The IDeA Design Exhibition, formerly Urban Encounters, 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, with 70% - 75% being professional designers and 10% - 15% students. The IDeA Design Exhibition represents a valuable opportunity to network with industry professionals and establish stronger client-vendor relationships.

This year, we offer various industry partnership opportunities for both events so you can show support for the design community, network with potential customers, build meaningful relationships, and enhance your brand's visibility. To secure your participation, we encourage you to sign up before **August 30** 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](mailto:urbanencounters@idalberta.ca). We would be more than happy to discuss the available opportunities and tailor them to suit your company's objectives best.

We are grateful for your ongoing support and are confident that the 2024 events will be a great success with your presence.

Best,

2024 IDA Council  
Interior Designers of Alberta (IDA)

# EVENT DETAILS

# masi

## AWARDS GALA

### 2024 masi Design Awards Gala

Wednesday, October 23, 2024

5:00 PM - 11:00 PM

Percheron Ballroom, BMO Centre  
Calgary, AB

The masi Design Awards is co-hosted by the Interior Designers of Alberta (IDA), The Professional Interior Designers Institute of Manitoba (The PIDIM), and the Interior Designers Association of Saskatchewan (IDAS).

# IDeA

DESIGN EXHIBITION

### 2024 IDeA Design Exhibition (Formerly Urban Encounters)

Wednesday, October 23, 2024

- Showroom/Factory Tours:  
9:00 AM, 11:30 AM, 2:00 PM

Thursday, October 24, 2024

- Tradeshow:  
2:00 PM - 7:00 PM

The Palomino Room, BMO Centre  
Calgary, AB

The IDA Annual Tradeshow will only be held in Calgary this year in conjunction with the masi Design Awards Gala. The tradeshow will return to two cities (Calgary & Edmonton) roadshows in 2025.



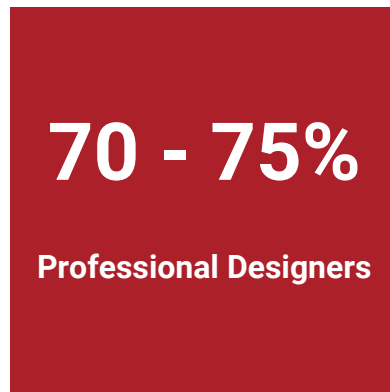
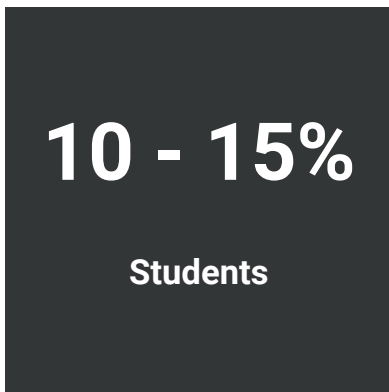
EXPERIENCE  
CONNECTION





# AUDIENCE

The IDeA Design Exhibition (Urban Encounters) attracts hundreds of designers, architects, students, and other design enthusiasts from around Alberta.



## Types of projects our designers are working on:




- Commercial Office Spaces
- Hospitality & Recreation
- Restaurant
- Retails
- Institutional
- Multi-use Spaces
- Residential Common Areas
- Special Functions
- and more!

## Participated companies in the past:



# TRADESHOW

The following sponsorship options are available for purchase at the **2024 IDEa Design Exhibition** (Urban Encounters). The rate is in Canadian Dollars (CAD), and GST will be applied to the invoice.

	RATE	AVAILABLE
Shuttle Buses	\$1,500	<b>1</b> 2
Showroom/Factory Tours	\$1,500	<b>SOLD OUT</b> 3
Special Cocktail/Mocktail	\$1,000	<b>SOLD OUT</b> 1
Branded Visitor Bag	\$1,000	<b>SOLD OUT</b> 1
Branded Charging Station(s)	\$500	3
Flavour Water Station	\$500	1
NextGen Advocates	\$350	10
Swag Bag Insert	\$350	<b>8</b> 10
30-min Presentation Slot @ IDEA Theatre 	\$650	8
NextGen Designers Takeover - Student Design Challenge 	Contact for discussion	5
Grand Prize (Trip to NeoCon 2025) Sponsor 	\$1,000	3

**We are open to new ideas!** Contact us directly at [urbanencounters@idalberta.ca](mailto:urbanencounters@idalberta.ca) to schedule a brainstorming session to discuss your tailored package!

**REGISTER TODAY**







## SHUTTLE BUS

**\$1,500** ~~Two (2) Available~~ **Only one (1) Left!**

**NEW IN 2024!** Bring our out-of-town designers to Calgary in style! Your sponsorship will give you access to the guest list, exclusive branding rights on the shuttle bus, and undistracted time with designers!

## SHOWROOM/FACTORY TOURS

**\$1,500** ~~Three (3) Available~~

**NEW IN 2024!** Host curated visits for designers to your showroom or factory in Calgary while they are in town for the masi Design Awards and IDA tradeshow.

Available dates & times:

- Wednesday, October 23: 9:00 AM, 11:30 AM, 2:00 PM



## SPECIAL COCKTAIL/MOCKTAIL

\$1,000 **SOLD OUT** One (1) Available

As with a great design, a great cocktail requires creativity and vision. We will work with you to design a special beverage station that will be the talk of the day at the event.

## BRANDED VISITOR BAG

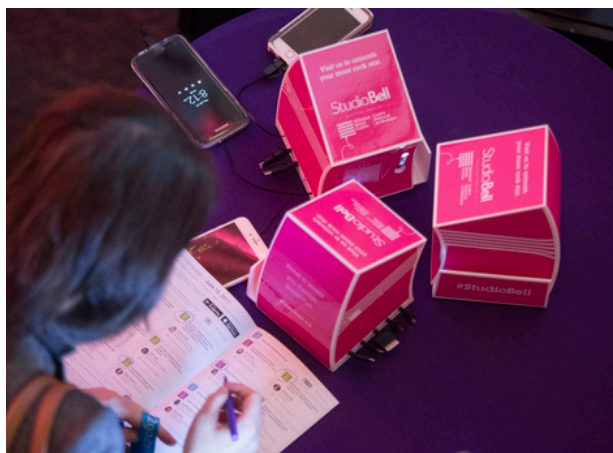
\$1,000 **SOLD OUT** One (1) Available

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.

## BRANDED CHARGING STATION(S)

\$500 Per unit

Keep designers' phones charged so they can take beautiful photos at the event. These cordless, table-top chargers are not just here to provide a way for attendees to charge their phones - but also to ignite meaningful connections. Whether telling your brand story through one of the branded stations or creating a hub for attendees to start a conversation, it brings people together.







## FLAVOUR WATER STATION

**\$500** One (1) Available

**New in 2024!** Infused water station at the event with your brand presence. You may also choose to substitute branded water bottles or cups for the standard convention center glassware.

## NEXTGEN ADVOCATES

**\$350** Ten (10) Available

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

## VISITOR BAG INSERT

**\$350** ~~Ten (10) Available~~ **Only eight (8) Left!**

Your swag items will be included in the bag that is handed out at the entrance.

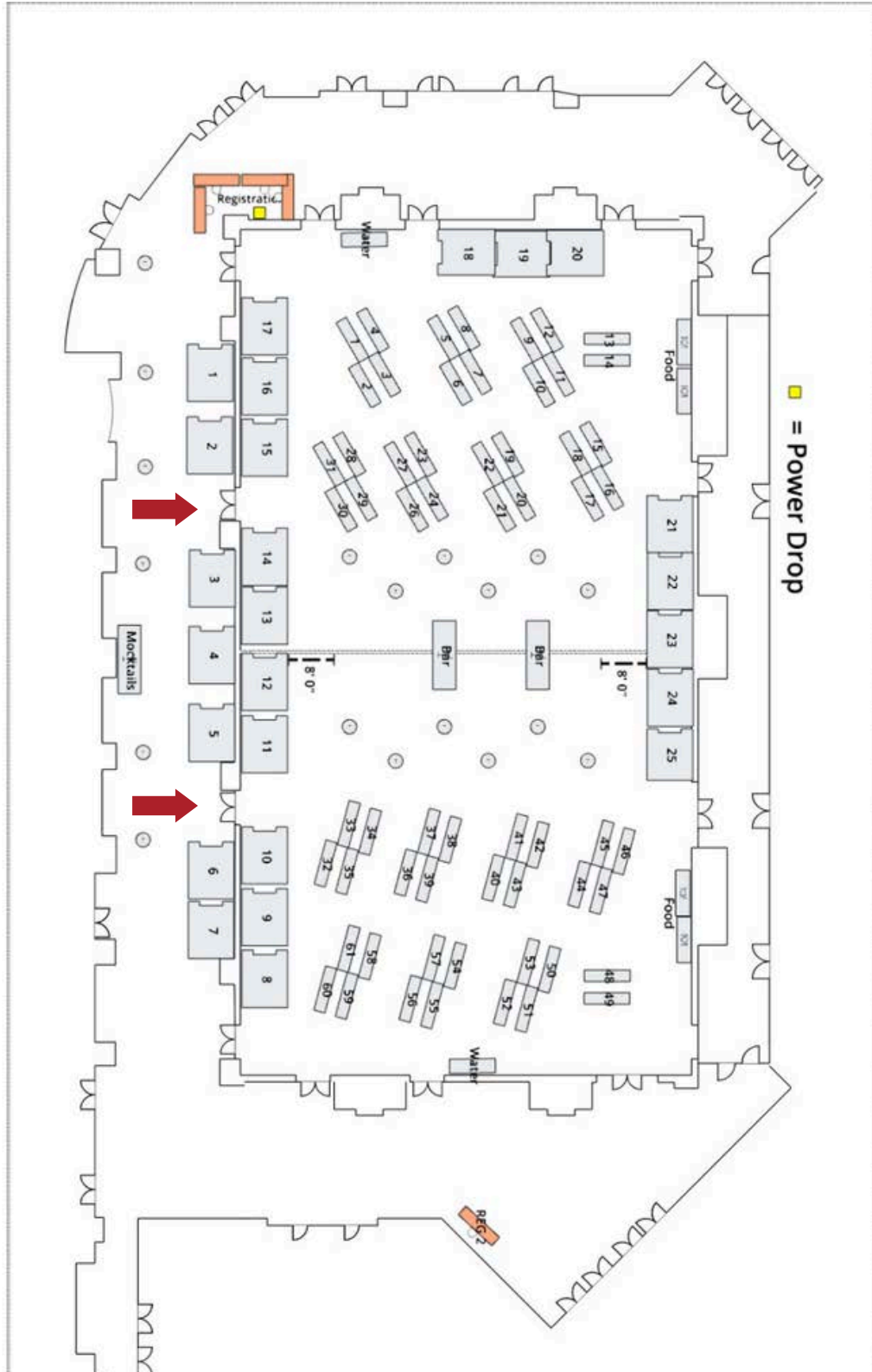
# TRADESHOW

The following exhibitor packages are available for purchase at the **2024 IDeA Design Exhibition** (Urban Encounters). The rate is in Canadian Dollars (CAD), and GST will be applied to the invoice.

<b>BASIC</b> (Individual Tabletop)	<b>PREMIUM</b> (Individual Booth)	<b>JOINT</b> (Booth for 2+ companies)
<p style="text-align: center;"> <b>\$925</b>            until August 30  <b>\$1,075</b>            after August 30         </p>	<p style="text-align: center;"> <b>\$1,850</b>            until August 30  <b>\$2,075</b>            after August 30         </p>	<p style="text-align: center;"> <b>\$4,950</b>            until August 30  <b>\$5,950</b>            after August 30         </p>
<p><u>Package includes</u></p> <ul style="list-style-type: none"> <li>• One (1) skirted table</li> <li>• Two (2) chairs</li> <li>• Two (2) Exhibitor Passes</li> </ul>	<p><u>Package includes</u></p> <ul style="list-style-type: none"> <li>• One (1) 8' x 10' draped space</li> <li>• One (1) skirted table</li> <li>• Two (2) chairs</li> <li>• Access to power</li> <li>• Two (2) Exhibitor Passes per location</li> </ul>	<p><u>Package includes</u></p> <ul style="list-style-type: none"> <li>• Custom larger space allows exhibitors to bring in their own displays and furniture</li> <li>• Four (4) Exhibitor Passes per location</li> </ul> <p>Contact us for specific detail and amenities</p>
<p>Marketing support</p> <ul style="list-style-type: none"> <li>• Company name listed on the website, and digital event program</li> </ul>	<p>Marketing support</p> <ul style="list-style-type: none"> <li>• Company logo &amp; website URLs listed on the website, and digital event program</li> <li>• Email promotions</li> <li>• Social media promotions</li> </ul>	<p>Marketing support</p> <ul style="list-style-type: none"> <li>• Company logo &amp; website URLs listed on the website, and digital event program</li> <li>• Email highlights</li> <li>• Social media highlights</li> </ul>



# TRADESHOW

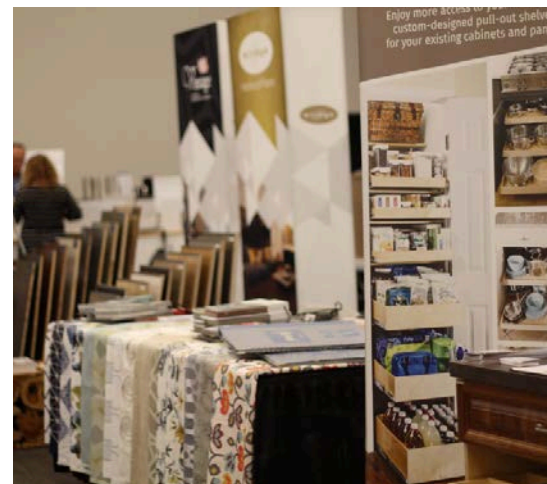


# DOOR PRIZES

Multiple door prizes are offered as part of our attendance promotion campaign at the IDA Annual Tradeshow.

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](mailto:urbanencounters@idalberta.ca).

Cancellations received before 5:00PM MT on September 25, 2024, will be entitled to a 50% refund of their total support and exhibit package. Requests received after September 25, 2024, 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 there be a requirement for in-person functions to be cancelled 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 the masi Awards Gala or 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 72 hours 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 and two (2) chairs.

## 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): 9:30pm - 1:30pm
- Move-out (tear-down): 7:05pm - 9:30pm

## Late Arrival Exhibitors

Exhibitors who arrive after 1:30pm (late arrival) shall not be permitted to have heavy equipment set up or large boxes/crates in their exhibit space. 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 7:05pm. 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. 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.

## Parking

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

## 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.



**REGISTER TODAY**





**SEE YOU IN  
OCTOBER!**

