

Detail:  
Feature Exhibit  
by Earth Inc.

CANADA'S  
LARGEST  
CONTEMPORARY  
DESIGN FAIR

# PROSPECTUS INTERIOR DESIGN SHOW IDS10

MMPI is the world's leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together in more than 300 market events, trade and consumer shows and conferences each year.

IDS is a sister show to some of the world's finest events including the Armory Art Fair (New York), Toronto International Art Fair, Neocon Shows, One of a Kind Shows, and Construct Canada. For more information, visit [mmpicanada.com](http://mmpicanada.com).

**NEW  
LOCATION >**  
RIGHT DOWNTOWN

**JANUARY 21 TO 24 2010**  
METRO TORONTO CONVENTION CENTRE  
NORTH BUILDING, 255 FRONT ST. WEST  
TORONTO CANADA

[INTERIORDESIGNSHOW.COM](http://INTERIORDESIGNSHOW.COM)



# OVERVIEW

In February 2009, Toronto witnessed one of the most inspiring design events of the year - The Interior Design Show/IDS. Despite sensationalism of economic pundits and menacing metrics, 47,000 came to see, specify and buy what was new in the world of Canadian and International design.

IDS is Canada's largest celebration of design and the catalyst for hundreds of millions of dollars worth of design product purchases throughout the country.

Based on 400 traditional, digital and social marketing media hits, the IDS, its participants and their products had over 565,000,000 impressions all over the world.

Each year, 300 businesses exhibit to promote and show their products and services for design within a 175,000 square foot (16,260 square metre) space.

IDS was created 12 years ago to be more than just a show, but a design experience. This is achieved through the addition of provocative feature exhibits, stimulating keynote speakers and educational seminars and workshops. There is no other show in North America that delivers this type of experience.

Detail:  
Calligaris  
at CasaLife

# THE TOTAL DESIGN EXPERIENCE

## IDS10 THEME: IDEAS

Today, where value and quality have become overwhelmingly important, many ask what is the purpose of design, designers, or the many products created for our homes and environment? Ideas and creativity are the new driver of economic success. Held in a new venue at a new time of year, this is the theme that IDS 10 will present- via feature exhibits that challenge our traditional ways of thinking about design; keynote speakers who compel us to look inward; and seminars that encourage collaboration and cooperation. But most importantly, it is your opportunity as an exhibitor to express the possibilities, purpose and value of your product to a diverse range of clients.

Detail:  
Job Smeets,  
Studio Job

## IDS FEATURE EXHIBITS

Inspired by international design trends and ideas and collaborating with progressive partners, IDS creates new and never before seen feature exhibits each year: CRYSTAL CLEAR featuring Crystallized™ – Swarovski Elements presented by AUDI and AZURE in which 6 diverse and unique designers created an installation using Swarovski crystals (2009); Kit 24 Living Space by Karim Rashid (2006); What Makes you Wealthy Concept Space by Bruce Mau (2004) and many more. IDS 10 feature exhibits will be announced in Fall 09.

## KEYNOTE SPEAKERS PROGRAM

TRADE TALKS, held on the professional trade day, features internationally celebrated designers and architects who speak about and share their work and ideas. IDS 09 speakers included architect Ben van Berkel (Amsterdam), designer Christophe Delcourt (Paris), and artists/designers Studio Job (Antwerp). IDS 08 speakers included designer Arne Quinze (Brussels), designer Tom Dixon (London) and architect Winka Dubbeldam (New York). Other speakers have included Marcel Wanders, Karim Rashid, Tyler Brule, Sir Terence Conran, Barbara Barry, Piero Lissoni, Fernando and Humberto Campana, Patricia Urquiola, Michael Gabbellini and dozens more. Canadian design heroes like Brian Gluckstein, Sarah Richardson and Suzanne Dimma have appeared as keynote speakers in the Design Talks program held on the weekend days.



Marcel Wanders, Patricia Urquiola, Tom Dixon,  
Christophe Delcourt, Ben van Berkel, UNstudio.

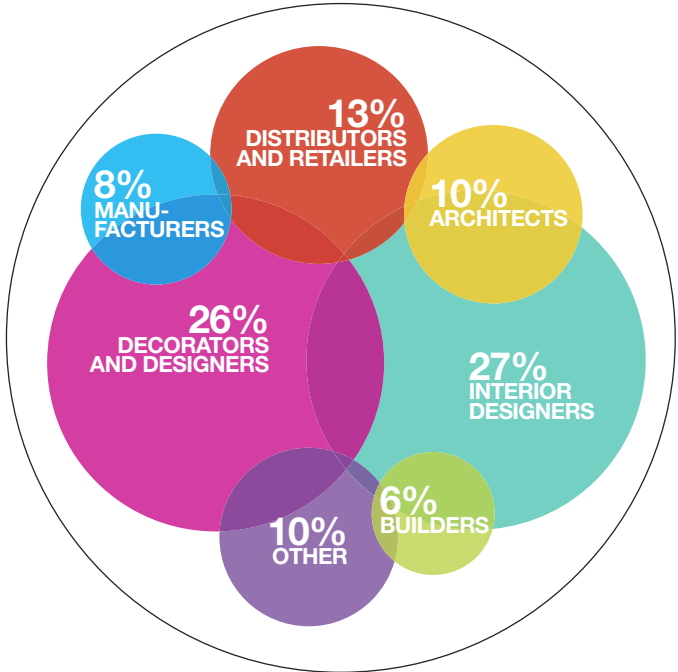
## SEMINARS AND WORKSHOPS

Covering a range of relevant topics, an edited series of educational and professionally accredited seminars are held on the trade day. During the weekend days, a select number of paid workshops on trends are packed with a consumer audience wanting to learn more about design.

# PROFESSIONAL TRADE DAY: 10,000

DESIGN TRADE PROFESSIONALS

## TRADE ATTENDEES



# WEEKEND DAYS: 32,000

AFFLUENT AND FOCUSED VISITORS

The IDS consumer attendee represents a unique demographic: they own their house or condo, they eat out often and spend money on recreational activities. They prefer to own their vehicle, rather than lease it. They are mostly 25 to 55; and the average income is in excess of \$100,000 with 20% earning over \$150,000.

IDS strives to attract people who want to look at and purchase products. 60% of those surveyed plan to make a purchase from an exhibitor within the next 6 months.

IDS visitors give an overall show rating of 4.5 out of 5. Over 65% of visitors say they will return next year.

# STATS AND METRICS

YEAR IDS  
ESTABLISHED:  
1999 THIS IS THE 12TH ANNUAL SHOW.

DURATION  
OF IDS:  
3 1/2 DAYS

IDS  
ATTENDANCE:  
47,000

OPENING  
NIGHT PARTY:  
HELD ON THE SHOW FLOOR  
5,000 DESIGN AFICIONADOS

Detail:  
Feature Exhibit  
by CASTOR




“The 2009 Interior Design Show brought Canadian design to an international level.”

NATE ARCHER  
DESIGNBOOM.COM



# MARKETING ADVERTISING AND PR



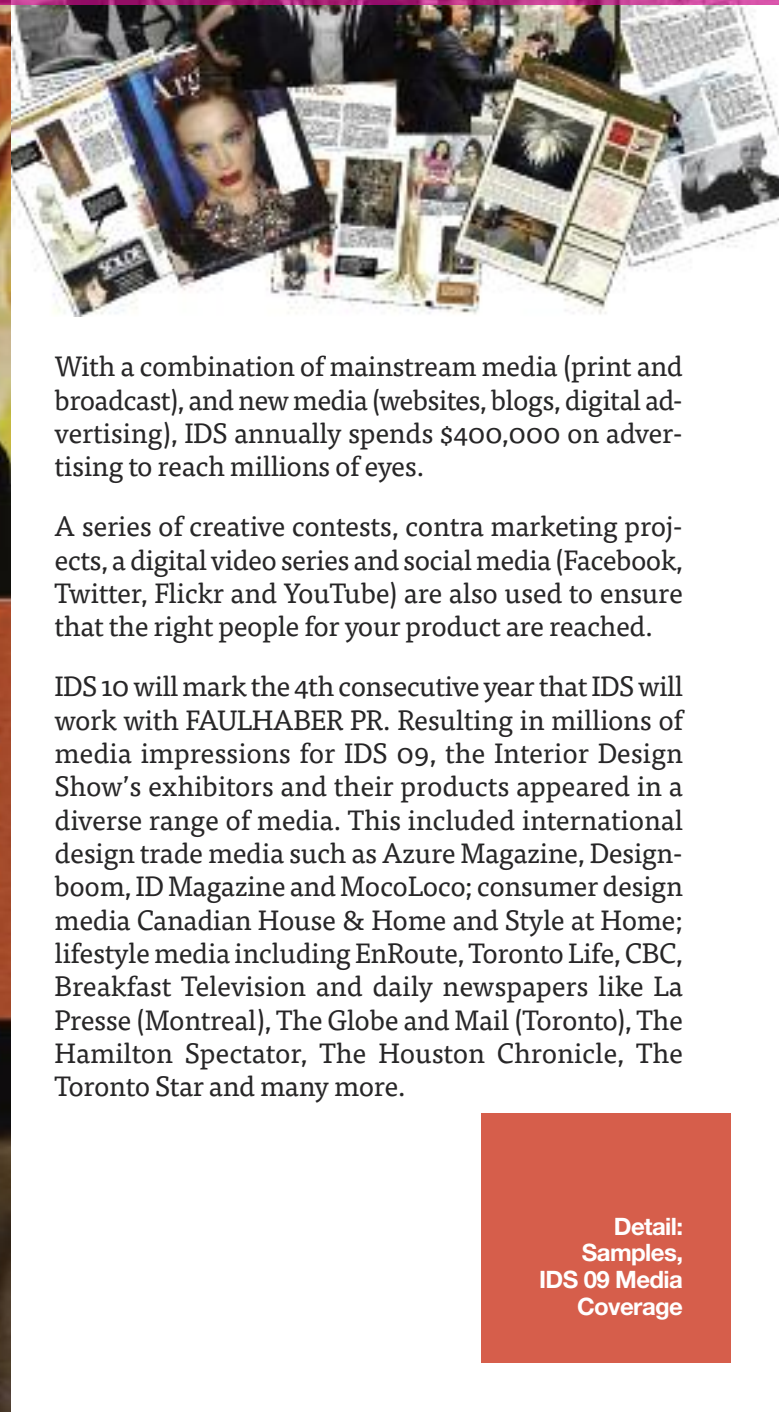
With a combination of mainstream media (print and broadcast), and new media (websites, blogs, digital advertising), IDS annually spends \$400,000 on advertising to reach millions of eyes.

A series of creative contests, contra marketing projects, a digital video series and social media (Facebook, Twitter, Flickr and YouTube) are also used to ensure that the right people for your product are reached.

IDS 10 will mark the 4th consecutive year that IDS will work with FAULHABER PR. Resulting in millions of media impressions for IDS 09, the Interior Design Show's exhibitors and their products appeared in a diverse range of media. This included international design trade media such as Azure Magazine, Designboom, ID Magazine and MocoLoco; consumer design media Canadian House & Home and Style at Home; lifestyle media including EnRoute, Toronto Life, CBC, Breakfast Television and daily newspapers like La Presse (Montreal), The Globe and Mail (Toronto), The Hamilton Spectator, The Houston Chronicle, The Toronto Star and many more.



Detail:  
Missoni Home



Detail:  
Samples,  
IDS 09 Media  
Coverage



# PARTICIPATE NEED A REASON?

## **MAKE FACE TO FACE CONNECTIONS.**

Build a market plan that includes the most powerful marketing tool – face to face contact. We know that once you get them in your exhibit space, you've already made 50% of the sale.

## **MEET DESIGN PROFESSIONALS – THOUSANDS OF THEM.**

Studies show that during recessionary times, trade show attendance increases. Trade shows become even more important for professionals to network and source new products.

## **HAVE YOUR PRODUCT SEEN BY HUNDREDS OF THOUSANDS OF PEOPLE.**

With over 400 media in attendance, your product can be seen by hundreds of thousands of people via media outlets.

## **CONSOLIDATE YOUR SPACE WITHIN THE INDUSTRY.**

Attendees don't notice who is not there, only who is. Do not leave things to speculation or rumour.

## **BE PART OF THE SOLUTION.**

Participate in an event that celebrates and promotes the very industry from which you derive your livelihood, or where your company has its most vested interests.

## **BUILD A BASE OF LOYAL CUSTOMERS.**

60% of consumer attendees will purchase something from an exhibitor within 6 months of the show.

## **GENERATE A DATABASE.**

Use the 12 months following the show to market, sample and sell to a new set of potential clients.

Participation is open to businesses that represent, promote or sell a design product or service.

Detail:  
Scavolini/DEKLA,  
Sponsor  
and Exhibitor



# PARTICIPATION OPTIONS >

All applicants are reviewed for compatibility, quality and appropriateness.

Each new applicant is also required to present a proposed booth design which is similarly reviewed.

**MAIN EXHIBIT FLOOR  
LUXEHOME EXHIBIT AREA  
STUDIO NORTH  
PROTOTYPE  
IDS & IDS WEST  
SPONSORSHIP**

## **MAIN EXHIBIT FLOOR**


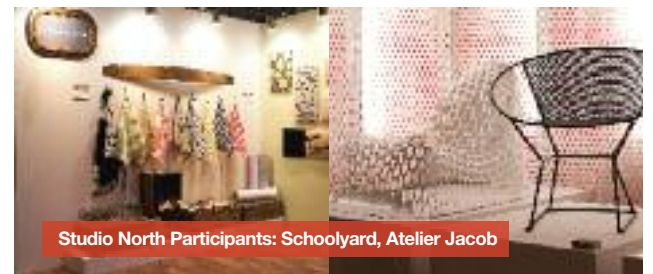
Island Space: Space is raw and available at \$29 CDN/sq ft. (approx. \$23.50 USD /€17.70 euro). In-line Booths: 10 feet in depth and available at \$29 CDN/sq ft. (approx. \$23.50 USD /€17.70 euro). Corners are an additional \$350 CDN. Build-out packages are required for all in-line booths (includes 8 foot high hardwall, carpet and vinyl lettering signage) at an additional \$900 (approx. \$728.80 USD/ €548.80 euro) per 10ft x 10ft booth space.

## **STUDIO NORTH**

Studio North is Canada's most effective commercial platform for emerging and established designers and designer-makers of limited and custom collections of furniture, lighting, glass, metal work, textiles and ceramics.

Due to overwhelming demand, all applicants will be professionally juried to ensure that work of only the highest caliber will be exhibited in Studio North. There will be two jurying dates: May and August '09.

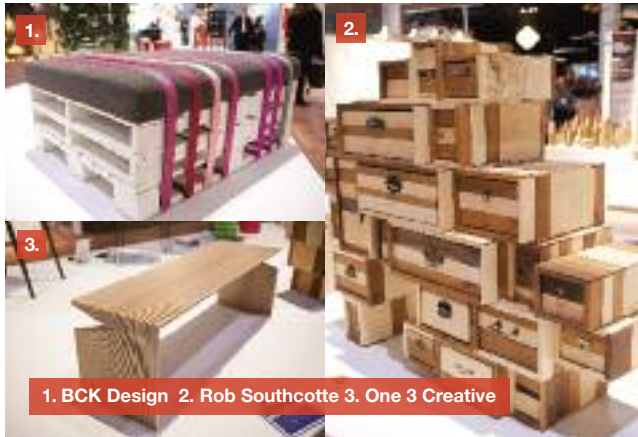
Exhibit space is available in 5 foot depth only. Each 5ft x 10ft unit is \$1450 (approx. \$1176 USD/€888 euro). The build-out package is additional at the cost listed above. Also available are 5ft x 5ft/25 sq ft. units in which one item can be displayed. Cost: \$850 (approx. \$690.00 USD/€520 euro). Contact [karen@interior-designshow.com](mailto:karen@interior-designshow.com) for further details.



Detail:  
Chair Source  
IDS 09 Exhibitor

## PROTOTYPE: IDEAS

Prototype it is an exhibit area in which designers are invited to submit items not currently in production that address the theme of IDEAS. All submissions are juried and are required to pay a \$25 (approx. \$20 USD/€15 euro) submission fee. The cost for accepted work is \$450 (approx. \$365 USD/€276 euro) includes submission fee.



1. BCK Design 2. Rob Southcote 3. One 3 Creative

## LUXEHOME EXHIBIT AREA

Space in this area is reserved for the highest caliber of luxury or limited edition furnishings. Participants are invited and juried. Space includes hardwood flooring, hardwalls and vinyl lettering signage. Cost available upon request.



LuxeHome Participants: BDDW at Hollace Cluny, Y&Co

## IDS + IDS WEST

IDS West, held in Vancouver from September 17 to 20, 2009 is the West Coast's most important design show. Companies who exhibit in both IDS West and IDS, will receive a blended participation rate of \$25 sq ft. (approx. \$20 USD/€15 euro) for IDS; and \$17 sq ft. (approx. \$14 USD/€11 euro) for IDS West.

## SPONSORSHIP

If your company is interested in an expanded presence or more unique positioning, please contact Shauna Levy at 416 960 4505 or shauna@mmpicanada.com



## IDS 09 HELPED US GAIN THE RIGHT EXPOSURE

“...IDS 09 was a great opportunity not only to introduce Giorgetti to the Canadian market but also to introduce POI (our distributor) to the residential & hospitality market. Specifically, the exposure to the design community on the trade day allowed us to build our database and turn the exposure into real opportunities. Giorgetti and POI also enjoyed the opportunity to present the collection to end users ...we are confident that our participation in IDS 09 helped us to meet our objective of gaining the right exposure for the Giorgetti brand in Canada.”

PATRIZIO CHIARPARINI  
MANAGING DIRECTOR, GIORGETTI USA

Detail:  
Giorgetti/POI  
LuxeHome  
Participant

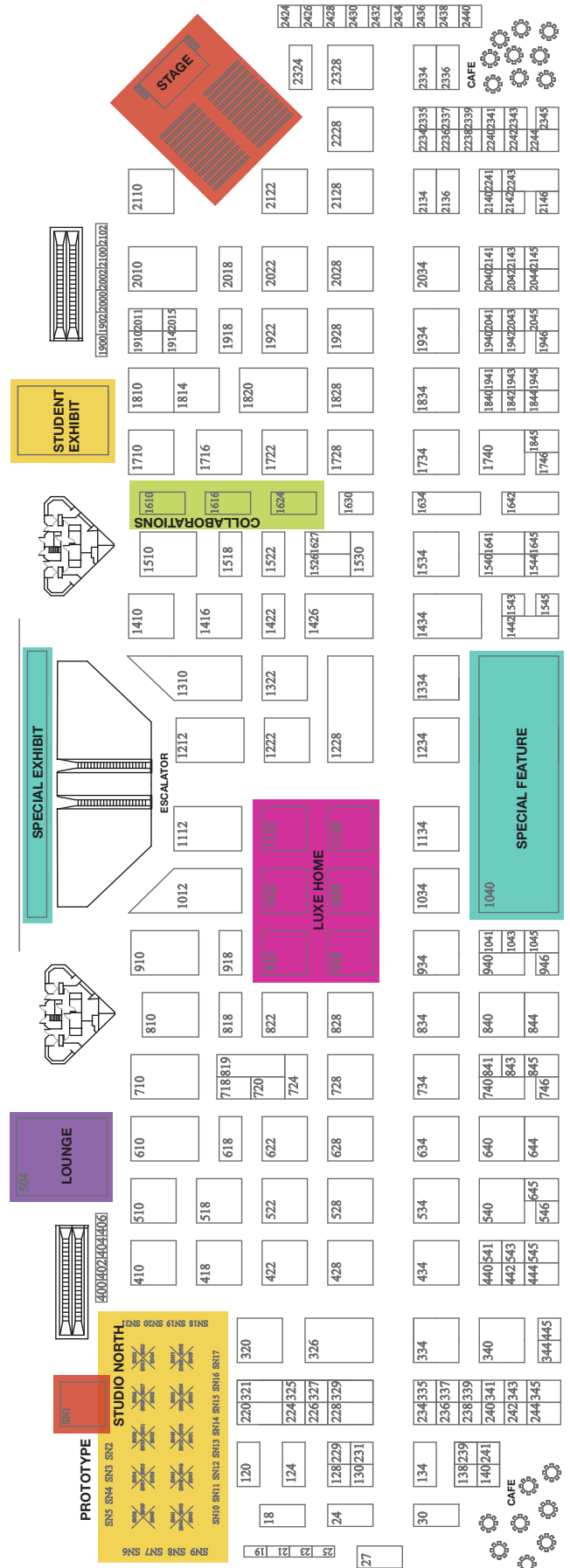
# IDS WAS A GREAT OPPORTUNITY...

for us to connect with the highlevel Canadian design trade and media... we were able to demonstrate the creative potential of **CRYSTALLIZED™ – Swarovski Elements** by collaborating with top Canadian design firms while building our brand into the vocabulary of the show audience.”

**LAURA KEITLEN, SEGMENT MANAGER,  
INTERIOR DESIGN & DECORATION  
CRYSTALLIZED™ - SWAROVSKI ELEMENTS  
SWAROVSKI NORTH AMERICA LTD.**

Detail:  
Powell & Bonnell  
Installation,  
Crystal Clear

Crystal Clear Presented by AUDI and AZURE  
Featuring CRYSTALLIZED™ – Swarovski Elements





**NEW >**

## **CONVERSATIONS IN DESIGN: A WORLD WITHOUT OIL**

In celebration of IDS' new venue and 12th anniversary, Conversations in Design, a one-day forum targeted to Canada's design and business communities will be launched.

Leading designers from around the globe will be invited to imagine A World Without Oil. They will share their practical experiences in green design, and dare to dream of a society that is no longer dependent on oil. The symposium will provide critical insight to new and alternative practices, materials, technologies and products. It will challenge its audience to think outside the box, and ultimately illuminate and inspire on the provocative subject of A World Without Oil.

## **TORONTO INTERNATIONAL DESIGN FESTIVAL**

Scheduled to be held on January 21st, Conversations in Design will be part of the Toronto International Design Festival (TIDF), a new annual citywide event that will celebrate design. Multiple events, exhibits and talks will be held throughout Toronto at cultural institutions and art and design spaces.

## **JOIN US NOW FOR IDS 10**

Exhibitor applications are available at [interiordesignshow.com](http://interiordesignshow.com) or by contacting one of the IDS Account Managers below. All applications are evaluated to ensure quality and compatibility with the show.

### **IDS ACCOUNT MANAGERS:**

Karen Kang

416 960 4507, [karen@interiordesignshow.com](mailto:karen@interiordesignshow.com)

Jacqueline McInnis

416 960 4506, [jacqueline@interiordesignshow.com](mailto:jacqueline@interiordesignshow.com)

### **VICE PRESIDENT & CO-FOUNDER, INTERIOR DESIGN SHOW**

Shauna Levy

416 960 4505, [shauna@mmpicanada.com](mailto:shauna@mmpicanada.com)

The Interior Design Show is produced by MMPI.

**PRESIDENT:** Christopher Kennedy

**SENIOR VICE PRESIDENT:** Steven Levy

### **MMPI CANADA**

10 Alcorn Avenue, Suite 100. Toronto, Ontario. M4V 3A9.

**PHOTOGRAPHY:** Arash Moallemi

**ART DIRECTION + DESIGN:** Coolaide Design

[interiordesignshow.com](http://interiordesignshow.com)

Detail:  
Feature Exhibit by  
Tomas Pearce IDC.