

IIDA **SHIFT**

TEXAS OKLAHOMA
chapter



IIDA SHIFT24 UNDERWRITING

WEDNESDAY, FEBRUARY 14 - FEBRUARY 16, 2024
RENAISSANCE HOTEL
DALLAS, TEXAS

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THANK YOU

FOR SUPPORTING STUDENTS!

Dear IIDA SHIFT Underwriter,

On February 14th-16th (Wednesday - Friday), the IIDA Texas Oklahoma Chapter is excited to return to Dallas, TX to prepare students for the next step in their career at IIDA SHIFT24!

This year, the conference will be hosted at the Renaissance Dallas Hotel. With its proximity to the Design District, we are excited to host IIDA SHIFT24 in this beautiful space.

This three-day conference brings together, in person, students, educators, design professionals and manufacturers' representatives for a variety of events focusing on educational and professional enrichment.

Last year, we made it through an ice storm and were still able to host keynote speakers, discuss relevant topics, create portfolio review and workshops, and facilitate an industry wide expo, both in person and virtually.

The success of IIDA SHIFT is achieved through the generous contributions of our underwriters, and would not be possible without your support and participation. Please take a moment to review the opportunities available within this document to see how you, designers and industry professionals, can take part in this one-of-a-kind experience.

Please note that underwriting commitments are nonrefundable due to adverse weather conditions. Also, we cannot guarantee underwriting levels with multiple slots will not be shared by competitors. If that is of concern, there are levels available with single slots.

We look forward to making SHIFT24 a success with you!

Sincerely,



Emma Smith, IIDA

VP of Campus Centers
IIDA Texas Oklahoma Chapter
Daltile



Rachel Gordon, IIDA

IIDA SHIFT23-24 Co-Chair
Jacobs



Amy New, Assoc. IIDA

IIDA SHIFT24-25 Co-Chair
Corgan

SHIFT

IMPORTANT DATES

**AUGUST
14**

Underwriting
Officially Opens

**NOVEMBER
22
DECEMBER
30**

Early Bird
(Discounted)
Underwriting Closes

**JANUARY
31**

Underwriting Closes

**JANUARY
31**

Logos and
information due to
SHIFT Committee

**FEBRUARY
14**

Student Design
Charrette and
Kick Off Social

**FEBRUARY
15-16**

IIDA SHIFT23

KEY BENEFITS

WE APPRECIATE YOU!

Your Company advertisement, name, and logo displays in various event materials and marketing campaigns

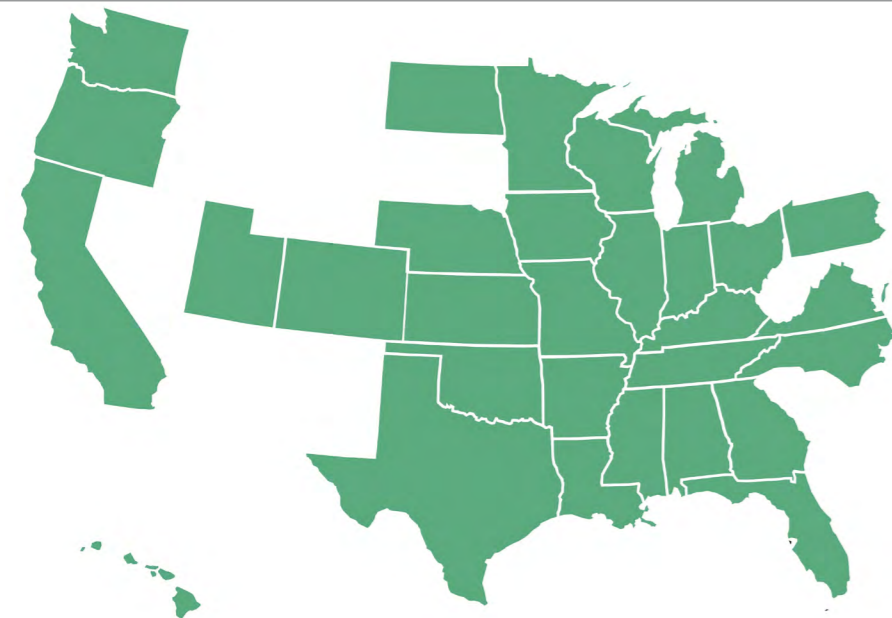
WE WANT YOU TO MEET OUR STUDENTS!

Interaction with event participants through tours, lectures, demonstrations, discussion groups, interviews, portfolio reviews and trade show presentations

WE APPRECIATE LASTING RELATIONSHIPS!

Access to the student participation List for follow-up conversations

OUR REACH



SHIFT

WHAT DOES IT ALL MEAN?

KICK OFF BREAKFAST: As students arrive, expectations for the day will be set at the Kick Off Breakfast on Thursday morning. In addition, information is given for what is expected as they interview and start their first jobs.

PANEL BREAKFAST: Select underwriting levels are given the opportunity to sit on a panel and answer questions from our students attendees. The panel breakfast is always a lively conversation.

TOUR: A 45 minute tour of sponsors' showroom/firm/project. All tours take place on the Thursday of SHIFT. Students are placed on buses at the hotel after their kick off breakfast and sent to three, preassigned locations. There are no more than 25 students on each tour. A tour coordinator will work with you to schedule your tour.

PREMIUM TOUR: A 45 minute tour with a 30 minute lunch. Lunch to be provided by the sponsor.

WORKSHOP: A one hour interactive presentation with students. Students will be divided into two groups for the two workshops. After completion of the workshop students will switch rooms. The Workshop underwriter is responsible for providing the content and presenting the workshop.

INDUSTRY TABLE TOP EXPO: On Thursday evening all attendees will join together to tour the table tops of our amazing sponsors. Enjoy networking with students in a fun and energetic atmosphere.



IIDA SHIFT24 SCHEDULE

WEDNESDAY, FEBRUARY 14, 2024

1:00 - 5:00 PM | Student Design Charrette
6:30 - 8:00 PM | Pep Rally

THURSDAY, FEBRUARY 15, 2024

7:00 - 8:00 AM | Kick Off Breakfast
7:45 AM - 5:45 PM | Professional CEUs
8:00 AM - 12:15 PM | 101 Topic Sessions
8:00 AM - 12:15 PM | Portfolio Review and Mock Interview Sessions
8:00 AM - 12:15 PM | Portfolio Review and Mock Interview Recap with Educators
12:30 - 2:30 PM | Keynote Luncheon
2:30 - 4:30 PM | Workshops
4:45 - 5:45 PM | Student and Educator Roundtables (Invitation Only)
5:00 - 8:00 PM | Industry Table Top Expo

FRIDAY, FEBRUARY 16, 2024

7:15 - 8:45 AM | Panel Breakfast
8:00 AM - 2:30 PM | Professional CEUs
8:45 AM - 2:00 PM | Project Tours



SIGNATURE UNDERWRITER

\$16,000 | \$14,000 EARLY BIRD
ONE AVAILABLE



The premier underwriter of IIDA SHIFT. Only one opportunity available at this level.

- One premium table (10 tickets) at Keynote Luncheon
- Half Table at the 2024 Texas Oklahoma Chapter's Leaders Breakfast in Houston OR Dallas
- Opportunity to judge student charrette
- Opportunity to provide one HSW CEU to professional members during SHIFT.
- One SHIFT premium tour of company's firm/ showroom or recent project
- One 14'x7' exhibit space at the Industry Expo (can include two 6' tables and four chairs)
- 2 tickets to Pep Rally
- 1 Day of social media takeover prior to SHIFT24
- One Lead Capture License for SHIFT Event app and Industry Expo
- One 30 second commercial during Industry Expo
- List of student attendees for post conference follow-up

Exclusive Benefits

- Entry for up to 5 company representatives to all Student Conference events
- Display space in Conference Center for product/ promotional vignette -- installed for duration of the conference
- Opportunity to present an award during the Panel Breakfast
- One representative on the panel during Panel Breakfast
- Opportunity to provide 1 of the 2 expo emcees
- Floor advertisement in conference area lobby
- Company logo prominently displayed on the SHIFT website, link on Underwriters page, and a dedicated page and on event app
- Splash page ad on SHIFT event app

DESIGN CHARRETTE UNDERWRITER

\$8,000 | \$6,000 EARLY BIRD
ONE AVAILABLE



As Design Charrette underwriter you are able to put your products directly in front of 50 students.

Exclusive Benefits

- Product integration into design solutions through underwriter supplied materials for students' use during the competition. Materials may include finish samples, textile swatches, tear sheets, and other items that help communicate each team's design concept
- Coordination with Charrette Administration firm to integrate product into charrette prompts
- Brief presentations to charrette students before competition
- 2 Tickets to Pep Rally
- Participation in charrette judging
- 1 Day of social media takeover prior to SHIFT24
- One 30 second commercial during Industry Expo

- One SHIFT premium tour of company's firm/ showroom or recent project
- One 14'x7' exhibit space at the Industry Expo (can include two 6' tables and four chairs)
- Half premium table at Keynote Luncheon (5 tickets)
- List of student attendees for post conference follow-up
- Logo or company name in event app and event website

SHIFT

KEYNOTE LUNCHEON UNDERWRITER

\$4,000 | \$3,500 EARLY
TWO AVAILABLE

Exclusive Benefits

- Company logo prominently displayed at Keynote Luncheon
- Opportunity to welcome guests at beginning of Keynote Luncheon
- One SHIFT tour of company's firm/showroom or recent project
- One premium table (10 tickets) at Keynote Luncheon
- One 7'x7' exhibit space at the Industry Expo (can include one 6' table and two chairs)
- List of student attendees for post conference follow-up
- One 30 second commercial during Keynote Luncheon
- Logo or company name in event app and event website or company name on event website

PANEL BREAKFAST UNDERWRITER

\$4,000 | \$3,000 EARLY
THREE AVAILABLE

Exclusive Benefits

- Company logo prominently displayed at Panel Breakfast
- Opportunity to have a representative on panel
- Opportunity for representatives to attend Panel Breakfast
- One SHIFT tour of company's firm/showroom or recent project
- One premium table (10 tickets) at Keynote Luncheon
- One 7'x7' exhibit space at the Industry Expo (can include one 6' table and one chair)
- List of student attendees for post conference follow-up
- One 30 second commercial during Panel Breakfast
- Logo or company name in event app and event website

TOTE BAG UNDERWRITER

\$4,000 | \$3,500 EARLY
ONE AVAILABLE

Exclusive Benefits

- Company branded tradeshow totes for Expo attendees
- Totes will be provided by Chapter unless otherwise desired
- One 7'x7' exhibit space at the Industry Expo (can include one 6' table and two chairs)
- List of student attendees for post conference follow-up
- Logo or company name in event app and on event website

NOTEPAD UNDERWRITER

\$3,500 | \$3,000 EARLY
ONE AVAILABLE

Exclusive Benefits

- Company logo displayed on conference note pads (distributed to all participants)
- Notebooks will be provided by Chapter unless otherwise desired
- One 7'x7' exhibit space at the Industry Expo (can include one 6' table and two chairs)
- List of student attendees for post conference follow-up
- Logo or company name in event app and event website

WORKSHOP UNDERWRITER

\$3,000 | \$2,500 EARLY
TWO AVAILABLE

Exclusive Benefits

- Opportunity to present one interactive student workshop
- One SHIFT tour of company's firm/showroom or recent project
- Half premium table at Keynote Luncheon (5 tickets)
- One 7'x7' exhibit space at the Industry Expo (can include one 6' table and two chairs)
- List of student attendees for post conference follow-up
- Logo or company name in event app and event website

VIP TOUR UNDERWRITER

\$3,000 | \$2,750 EARLY
THREE AVAILABLE

Exclusive Benefits

- THREE 45 minute tours of firm/showroom or recent project and one 30 minute luncheon provided by underwriter, at tour venue
- Opportunity for multiple tour locations (1 per time slot)
- Opportunity for up to two company representatives to participate on each tour as tour guides
- One 7'x7' exhibit space at the Industry Expo (can include one 6' table and two chairs)
- List of student attendees for post conference follow-up
- Logo or company name in event app and on event website

PREMIUM TOUR UNDERWRITER

\$2,500 | \$2,250 EARLY
TWO AVAILABLE

Exclusive Benefits

- One 45 minute tour of firm/showroom or recent project and one 30 minute luncheon provided by underwriter, at tour venue (11 AM - 12:15 PM)
- Opportunity for up to two company representatives to participate on each tour as tour guides
- One 7'x7' exhibit space at the Industry Expo (can include one 6' table and two chairs)
- List of student attendees for post conference follow-up
- Logo or company name in event app and on event website

PEP RALLY UNDERWRITER

\$2,500 | \$2,250 EARLY
FOUR AVAILABLE

Exclusive Benefits

- One of four hosts of Wednesday Kick Off Social to start IIDA SHIFT23 held at SCOUT at the Statler Hilton
- Opportunity to welcome students and guests
- Logo on separate promotional material for event
- 5 Tickets to event for employees and clients
- Venue, food and drinks provided by IIDA
- One 7'x7' exhibit space at the Industry Expo (can include one 6' table and two chairs)
- List of student attendees for post conference follow-up
- Logo or company name in event app and on event website

FURNITURE DISPLAY UNDERWRITER

\$2,500 | \$2,250 EARLY
FOUR AVAILABLE

Exclusive Benefits

- Furniture display in pre-function area of IIDA SHIFT24 for all of IIDA SHIFT Wednesday afternoon through Friday morning, near registration and outside of expo (space size TBD but at least 10x10)
- List of student attendees for post conference follow-up
- Logo or company name in event app and on event website

CHARRETTE ADMINISTRATOR

\$2,000 | \$1,750 EARLY
ONE AVAILABLE (FOR A&D FIRMS ONLY)

Exclusive Benefits

- Opportunity to develop design prompt used in the IIDA SHIFT Charrette competition
- Opportunity for up to two company representatives to administer the design prompt
- Participation in charrette judging for up to two company representatives
- One 7'x7' exhibit space at the Industry Expo (can include one 6' table and two chairs)
- List of student attendees for post conference follow-up
- Logo or company name in event app and on event website

LUNCH AND LEARN UNDERWRITER

\$1,750 | \$1,500 EARLY
ONE AVAILABLE

Exclusive Benefits

- One 30 minute company presentation before or after CEU Presentation
- Boxed lunch will be provided by venue
- Opportunity to give CEU/training presentation to professional interior designers during lunch session
- One 7'x7' exhibit space at the Industry Expo (can include one 6' table and two chairs)
- List of student attendees for post conference follow-up
- Logo or company name in event app and on event website

TOUR UNDERWRITER

\$1,750 | \$1,500 EARLY
FOUR AVAILABLE

Exclusive Benefits

- One 45 minute tour of firm/showroom or recent project
- One 7'x7' exhibit space at the Industry Expo (can include one 6' table and two chairs)
- List of student attendees for post conference follow-up
- Logo or company name in event app and on event website

EXPO BAR UNDERWRITER

\$1,750 | \$1,500 EARLY
TWO AVAILABLE

Exclusive Benefits

- Company name and/or logo displayed on bars/beverage stations at the Expo
- One set of drink tickets at the Expo -- 10 tickets
- One 7'x7' exhibit space at the Industry Expo (can include one 6' table and two chairs)
- List of student attendees for post conference follow-up
- Logo or company name in event app and on event website

EXPO SIGNATURE DRINK UNDERWRITER

\$1,750 | \$1,500 EARLY
ONE AVAILABLE

Exclusive Benefits

- Company name and/or logo displayed on signature drink signage at the Expo
- Opportunity to work with SHIFT and Venue to name and create a signature drink
- One set of drink tickets at the Expo -- 10 tickets
- One 7'x7' exhibit space at the Industry Expo (can include one 6' table and two chairs)
- List of student attendees for post conference follow-up
- Logo or company name in event app and on event website

KICK OFF BREAKFAST UNDERWRITER

\$1,750 | \$1,500 EARLY
TWO AVAILABLE

Exclusive Benefits

- Company logo prominently displayed at Kick Off Breakfast
- Opportunity to have a vignette set up at breakfast
- Opportunity, but not obligated to, present to students at breakfast.
- Opportunity to welcome students to SHIFT
- One 7'x7' exhibit space at the Industry Expo (can include one 6' table and two chairs)
- One 30-60 second commercial before kick off breakfast
- List of student attendees for post conference follow-up
- Logo or company name in event app and event website

AWARDS UNDERWRITER

\$1,750 | \$1,500 EARLY
ONE AVAILABLE

Exclusive Benefits

- Company name and/or logo displayed on awards
- Award provided by Underwriter unless Chapter is notified
- One 7'x7' exhibit space at the Industry Expo (can include one 6' table and two chairs)
- List of student attendees for post conference follow-up
- Logo or company name in event app and on event website

LANYARD UNDERWRITER

\$1,750 | \$1,500 EARLY
ONE AVAILABLE

Exclusive Benefits

- Company logo displayed on conference badge lanyards (distributed to all participants)
- Lanyards and badges will be provided by Chapter unless otherwise desired
- List of student attendees for post conference follow-up
- Logo or company name in event app and on event website

EXPO LOUNGE UNDERWRITER

\$1,750 | \$1,500 EARLY
TWO AVAILABLE

Exclusive Benefits

- 10x10 Space at Industry Expo
- Opportunity to provide furniture vignette in designated space and Industry Expo and to display company logo
- List of student attendees for post conference follow-up
- Logo or company name in event app and on event website

EXPO BUFFET UNDERWRITER

\$1,500 | \$1,250 EARLY
TWO AVAILABLE

Exclusive Benefits

- Company name/logo displayed on food service tables during expo
- Opportunity to provide napkins or table cloth for display
- List of student attendees for post conference follow-up
- Logo or company name in event app and on event website

PHOTO BOOTH UNDERWRITER

\$1,500 | \$1,250 EARLY
TWO AVAILABLE

Exclusive Benefits

- Company logo displayed on Photo Booth images (booth in place for Industry Expo)
- One 7'x7' exhibit space at the Industry Expo (can include two 6' tables and four chairs)
- List of student attendees for post conference follow-up
- Logo or company name in event app and on event website

TOUR ONLY UNDERWRITER

\$1,150 | \$900 EARLY
FOUR AVAILABLE

Exclusive Benefits

- One 45 minute tour of firm/showroom or recent project
- Logo or company name in event app and on event website
- List of student attendees for post conference follow up

CEU SNACK BAR UNDERWRITER

\$1,150 | \$900 EARLY
TWO AVAILABLE

Exclusive Benefits

- Company name/logo displayed on hotel provided snack tables during two days of CEUs
- Logo or company name in event app
- Logo or company name on event website

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VIP GIFT UNDERWRITER

\$750 | \$550 EARLY
TWO AVAILABLE

Exclusive Benefits

- Company logo on VIP Gift Basket given to VIP attendees (Keynote Speaker and distinguished guests)
- VIP Basket items selected by Chapter, underwriter may contribute approved items if desired
- List of student attendees for post conference follow-up
- Logo or company name in event app
- Logo or company name on event website

EXPO BOOTH ONLY

\$1,200 | \$700 EARLY
TWENTY AVAILABLE

Exclusive Benefits

- One 7'x7' exhibit space at the Industry Expo (can include one 6' table and two chairs)
- Beverage tickets for up to four (4) company representatives to use at the Expo

APP BANNER AD

\$400
SIX AVAILABLE

Exclusive Benefits

- A dynamic way to reach attendees. Banner ads are front and center in the app, and help drive website traffic, and increase brand visibility
- The SHIFT App will be the handbook for this year's event, all 200+ students and professionals will need to download this app
- Each banner ad will run in rotation with any other ads purchased during IIDA SHIFT24

CEU PRESENTER

\$250 | \$125 EARLY
TEN AVAILABLE

Exclusive Benefits

- One presentation of 1 IDCEC Certified HSW CEU to Interior Design Professionals
- CEUs that are not IDCEC Certified HSW will not be accepted and you will be refunded
- WELL, Sustainability and Barrier Free preferred



IIDA | TEXAS OKLAHOMA chapter

2023 IIDA TEXAS OKLAHOMA CHAPTER SPONSORS

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SHIFT

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