

# IIDA

TEXAS OKLAHOMA  
chapter

# SHIFT



## IIDA SHIFT25 UNDERWRITING

WEDNESDAY, FEBRUARY 12 - FRIDAY, FEBRUARY 14, 2025  
RENAISSANCE HOTEL  
DALLAS, TEXAS

PO Box 836980 | Richardson TX 75083  
Phone: 214.212.9838  
E-mail: [chapter@iida-tx-ok.org](mailto:chapter@iida-tx-ok.org)  
Web : [www.iida-tx-ok.org](http://www.iida-tx-ok.org)

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# THANK YOU

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## FOR SUPPORTING STUDENTS!

Dear IIDA SHIFT Underwriter,

On February 12th-14th (Wednesday - Friday), the IIDA Texas Oklahoma Chapter is excited to return to Dallas, Texas to prepare students for the next step in their career at IIDA SHIFT25!

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

The success of IIDA SHIFT is achieved through the generous contributions of our underwriters and would not be possible without your support and participation.

We look forward to making SHIFT25 a success with you!

Sincerely,



Emma Smith, IIDA  
VP of Campus Centers  
Daltile



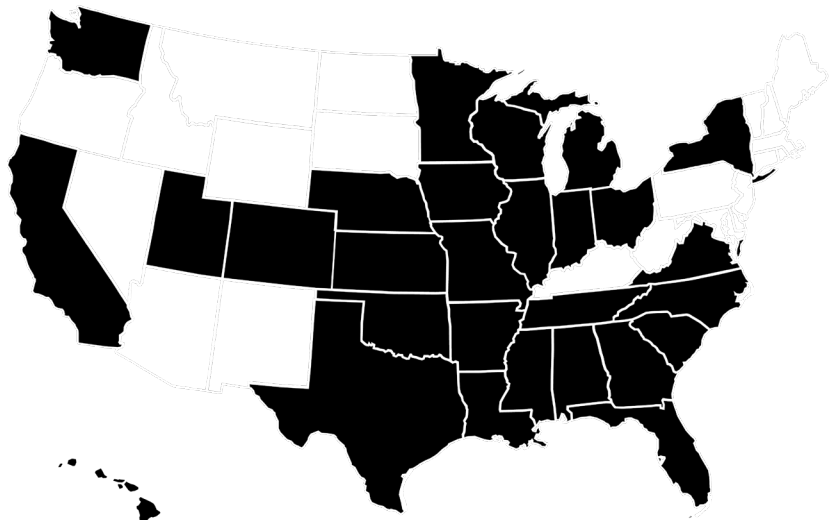
Amy New, Assoc. IIDA  
IIDA SHIFT24-25 Co-Chair  
Corgan



Kendra Moulton, IIDA  
IIDA SHIFT25-26 Co-Chair  
Inventure

Please note that underwriting commitments are non-refundable due to adverse weather conditions or any other acts of God. Also, we cannot guarantee underwriting levels with multiple slots will not be shared with competitors. If that is of concern, there are multiple levels available with single slots. Please contact the chapter office for inquiries.

**IIDA SHIFT**  
**Students are not**  
**just from Texas**  
**and Oklahoma.**  
**Our reach is**  
**nationwide.**  
**Connect with the**  
**future of design.**



# IMPORTANT DATES

**AUGUST  
7**

Underwriting  
Officially  
Opens

**NOVEMBER  
29**

Early Bird  
(Discounted)  
Underwriting  
Closes

**JANUARY  
31**

Underwriting  
Closes

**FEBRUARY  
12-14**

IIDA SHIFT25

## BENEFITS FOR ALL

IIDA SHIFT25 Underwriters will have priority to participate in Mock Interviews and Portfolio reviews.

IIDA SHIFT Underwriters will enjoy brand recognition on our event website, in event graphics, and in the event app and creating opportunity to introduce company brand to the future of design.

IIDA SHIFT 25 Underwriters can take advantage of recruiting opportunities during portfolio review, mock interview, industry expo and contact throughout the event.

# IIDA SHIFT25 SCHEDULE

## WEDNESDAY, FEBRUARY 12, 2025

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

## THURSDAY, FEBRUARY 13, 2025

7:15 AM - 8:00 AM Kick Off Breakfast  
8:00 AM - 5:30 PM Professional CEUs  
8:15 AM - 12:05 PM 101 Topic Sessions  
8:15 AM - 11:05 PM Portfolio Review and Mock Interview Sessions  
11:15 AM - 12:05 PM Portfolio Review and Mock Interview Recap-Educators  
12:30 PM - 2:00 PM Panel Luncheon  
2:15 PM - 4:10 PM Workshops  
4:30 PM - 5:30 PM Round Table Discussion (Invitation Only)  
4:30 PM - 5:30 PM Interviews  
5:30 PM - 8:30 PM Industry Table Top Expo

## FRIDAY, FEBRUARY 14, 2025

7:15 AM - 8:45 AM Interviews/Breakfast  
8:45 AM - 2:00 PM Project Tours  
2:15 PM - 3:00 PM Event Close Out



# UNDERWRITING LEVELS BY EVENT

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# CHARRETTE

Each year universities from across the country nominate their program's top talent to compete in a Design Charrette. Underwriters develop and present the prompt for an output of project boards from each team. Winners are nominated by underwriters and announced at the Industry Expo.

## CHARRETTE UNDERWRITER

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

### Exclusive Benefits:

- Brief presentations to Charrette students before competition
- Two (2) tickets to Pep Rally
- Participation in Charrette judging for up to two (2) company representatives
- One (10 Day) of social media takeover prior to IIDA SHIFT25
- One 30 second commercial during Industry Expo
- One IIDA SHIFT25 lunch tour of company's firm/showroom or recent project
- One 14'x7' exhibit space at the Industry Expo
- Half premium table at Panel Luncheon (5 tickets)
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and event website
- Opportunity to present an award during the Industry Expo

### To Do:

1. Provide Logo
2. Work with IIDA TX OK Chapter for social media take over
3. Provide materials for students to use during the competition. Materials examples include (but are not limited to) the following: Product photography/visualization, Textile swatches, Flooring, materials, Millwork finishes, Paint, Wallcovering, Acoustical solutions, Tile
4. Provide lunch to students and volunteer staff
5. Attend Charrette for the introduction and content presentation (at beginning)
6. Attend Pep-Rally (optional)
7. Provide one judge for the Charrette, to be judged on Thursday
8. Set up and tend a booth at Industry Expo - Booth includes two (2) 6' tables and four (4) chairs
9. Present award for Charrette competition during Industry Expo
10. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT
11. Provide one (1) 45 minute tour of firm/showroom or recent project plus one 30 minute luncheon provided by underwriter, at tour venue, for a total of 1 hour and 15 minutes



# CHARRETTE ADMINISTRATOR

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

## Exclusive Benefits:

- Opportunity to help develop the design prompt used in the IIDA SHIFT Charrette competition
- Opportunity for up to two (2) company representatives to administer the design prompt
- Participation in Charrette judging for up to (1) company representative
- One 7'x7' exhibit space at the Industry Expo
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website
- Opportunity to present an award during Industry Expo

## To Do:

1. Provide logo
2. Work with the IIDA SHIFT25 committee to create a prompt for the Charrette
3. Attend the Charrette to administer the prompt (1 representative from the firm)
4. Participate in the Charrette judging (up to one (1) representative from the firm, cannot be present during Charrette)
5. Set up and tend booth at Industry Expo - Booth includes (1) 6' table and (2) chairs
6. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during event

# CHARRETTE AWARDS UNDERWRITER

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

## Exclusive Benefits

- Company name and/or logo displayed on awards
- Award provided by underwriter
- One 7'x7' exhibit space at the Industry Expo
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website

## To Do:

1. Provide logo
2. Have one (1) representative present an award during the Industry Expo
3. Set up and tend a booth at Industry Expo - Booth includes (1) 6' table and (2) chairs
4. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT



# PEP RALLY

On Wednesday evening, students and professionals alike gather to spread their school spirit! A festive kickoff to the conference, this event is a great opportunity to connect and engage with students 1-on-1.

## PEP RALLY UNDERWRITER

\$2,500 | \$2,250 EARLY BIRD

FOUR AVAILABLE

### Exclusive Benefits:

- One of four hosts of Wednesday Pep Rally to start IIDA SHIFT25, held at the Renaissance Hotel, Dallas
- Opportunity to welcome students and guests
- Logo on separate promotional material for event to IIDA TX OK Chapter professional and industry members
- Five (5) Tickets to event for Company Representatives
- Venue, food and drinks provided by IIDA TX OK Chapter
- One 7'x7' exhibit space at the Industry Expo
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website

### To Do:

1. Provide Logo
2. Attend Pep Rally
3. Set up and tend a booth at Industry Expo - Booth includes (1) 6' table and (2) chairs
4. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT





# EDUCATIONAL SESSIONS

The Kick Off Breakfast is the start of the busiest day of IIDA SHIFT; it sets the tone for the rest of the conference and gets everyone excited!

The Panel Luncheon will invite underwriters to participate in a moderated panel, covering relevant topics to the future of design. Each year a new topic is introduced to facilitate thought-provoking discussion, with student Q&A at the end.

## 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 no obligation to, welcome to IIDA SHIFT and present content to students at breakfast
- One 7'x7' exhibit space at the Industry Expo
- One 30-60 second commercial before Kick Off Breakfast
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and event website

### To Do:

1. Provide Logo
2. Provide a 30-60 second commercial
3. Optional: One-two (1-2) Company Representatives attend and welcome students at Kick Off Breakfast
4. Optional: Set up vignette at Kick Off Breakfast
5. Set up and tend a booth at Industry Expo - Booth includes one (1) 6' table and (2) chair
6. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT

## PANEL LUNCHEON UNDERWRITER

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

### Exclusive Benefits:

- Company logo prominently displayed at Panel Luncheon
- Opportunity to have representative on the panel
- One 30 second commercial during Panel Luncheon
- One "TOUR ONLY" of company's firm/showroom or recent project
- One VIP table (10 tickets) at Panel Luncheon
- One 7'x7' exhibit space at the Industry Expo
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and event website or company name on event website

### To Do:

1. Provide Logo
2. Provide 30 second commercial
3. Provide one (1) panelist to join in panel discussion
4. Optional: Attend Panel Luncheon as guest (up to 10 seats)
5. Set up and tend a booth at Industry Expo - Booth includes one (1) 6' table and (2) chairs
6. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT
7. Provide one (1) tour - approximately 45 minutes total

# BREAKOUT SESSIONS

After the Kick Off Breakfast attendees will break out into 101 Sessions with different topics to prepare them for their post-collegiate career with an option to attend portfolio reviews and mock interviews with professional volunteers.

Workshop underwriters facilitate one hour interactive presentations with (2) rotating student groups. Workshop content and materials are provided by underwriters. A student favorite!

## WORKSHOP UNDERWRITER

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

### Exclusive Benefits:

- Create and present one interactive student workshop during IIDA SHIFT25
- One "TOUR ONLY" of company's firm/showroom or recent project
- Half premium table at Panel Luncheon (5 tickets)
- One 7'x7' exhibit space at the Industry Expo
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and event website

### To Do:

1. Provide Logo
2. Present a 50 minute workshop to a group of students
3. Optional: Attend Panel luncheon as guest (5 spots)
4. Set up and work at a booth at Industry Expo - Booth includes (1) 6' table and (2) chairs
5. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT
6. Provide one (1) tour - approximately 45 minutes total

## REFRESHMENT UNDERWRITER

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

### Exclusive Benefits:

- Company name/logo displayed on hotel provided refreshment tables
- Logo or company name in event app
- Logo or company name on event website

### To Do:

1. Provide logo
2. Optional: Provide branded cocktail napkins and/or table cloths

## 101 ROOM UNDERWRITER

\$300 | \$250 EARLY BIRD  
FOUR AVAILABLE

### Exclusive Benefits:

- Logo inside of 101 room with opportunity for product display in room
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website

### To Do:

1. Provide Logo
2. Optional: Provide product display inside room

# INDUSTRY EXPO

The Industry Expo is the heart of IIDA SHIFT. At the large exposition representing every facet of the interior design industry, students have the opportunity to learn about a wide variety of products and brands while connecting and networking with professionals. Underwriters are encouraged to collect resumes, display product, display firm information or simply be present for some good conversation!

## INDUSTRY EXPO SIGNATURE DRINK UNDERWRITER

\$2,500 | \$2,000 EARLY BIRD

ONE AVAILABLE

### Exclusive Benefits:

- Opportunity to name and create the Industry Expo signature drink
- Company name and/or logo displayed on signature drink signage at the event
- Ten (10) complimentary drink tickets at the event
- One 7'x7' exhibit space at the Industry Expo
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website.

### To Do:

1. Provide Logo
2. Coordinate with IIDA SHFT25 committee on drink selection and naming
3. Set up and tend a booth at Industry Expo - Booth includes (1) 6' table and (2) chairs
4. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT

## INDUSTRY EXPO BAR UNDERWRITER

\$1,750 | \$1,500 EARLY BIRD

TWO AVAILABLE

### Exclusive Benefits:

- Company name and/or logo displayed on bars/beverage stations at the Industry Expo
- Ten (10) complimentary drink tickets at the event
- One 7'x7' exhibit space at the Industry Expo
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website
- Opportunity to provide branded cocktail napkins

### To Do:

1. Provide Logo
2. Optional: Provide branded cocktail napkins
3. Set up and tend a booth at Industry Expo - Booth includes (1) 6' table and (2) chairs
4. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT

# INDUSTRY EXPO BUFFET UNDERWRITER

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

## Exclusive Benefits:

- Company name/logo displayed on food service tables during Industry Expo
- Opportunity to provide branded napkins or table cloth for display
- One 7'x7' exhibit space at the Industry Expo
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website

## To Do:

1. Provide Logo
2. Optional: Provide branded napkins and/or table cloths
3. Set up and tend a booth at Industry Expo - Booth includes (1) 6' table and (2) chairs
4. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT

# INDUSTRY EXPO PHOTO BOOTH UNDERWRITER

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

## Exclusive Benefits:

- Company logo displayed on printed Photo Booth images at Industry Expo
- One 7'x7' exhibit space at the Industry Expo
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website

## To Do:

1. Provide Logo
2. Set up and tend a booth at Industry Expo - Booth includes (1) 6' table and (2) chairs
3. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT



To view a video showing what the IIDA SHIFT Industry Expo is all about, click [this link](#) or follow the QR code



## INDUSTRY EXPO FURNITURE BOOTH

\$1,500 | \$1,250 EARLY BIRD

TEN AVAILABLE

### Exclusive Benefits:

- 14'x7' extra large booth at Industry Expo
- Opportunity to provide furniture vignette in designated booth space
- Eight (8) complimentary drink tickets at the Industry Expo
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website

### To Do:

1. Provide Logo
2. Set up and tend a booth at Industry Expo - Designated area provided (optional set up of (2) 6' tables and (4) chairs)
3. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT

## INDUSTRY EXPO BOOTH ONLY

\$1,200 | \$700 EARLY BIRD

TWENTY AVAILABLE

### Exclusive Benefits:

- One 7'x7' exhibit space at the Industry Expo
- Eight (8) complimentary drink tickets at the event
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee

### To Do:

1. Provide logo
2. Set up and tend a booth at Industry Expo - Booth includes (1) 6' table and (2) chairs
3. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT



# PROJECT TOURS

Each year, tours are a favorite among attendees. Each student group attends three (3) educational and inspiring tour sessions. These are a great opportunity to show off a completed project, a showroom, or office!

## VIP TOUR UNDERWRITER

\$3,000 | \$2,750 EARLY BIRD

THREE AVAILABLE

### Exclusive Benefits:

- Two (2) 45 minute tours of firm/showroom or recent project
- One (1) 45 minute tours of firm/showroom or recent project plus a 30 minute luncheon provided by underwriter, at tour venue
- Opportunity for up to two company representatives to participate on each tour as tour guides
- One 7'x7' exhibit space at the Industry Expo
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website

### To Do:

1. Provide Logo
2. Provide two (2) 45 minute tours
3. Provide one (1) 45 minute tour of firm/showroom or recent project plus one 30 minute luncheon provided by underwriter, at tour venue, for a total of 1 hour and 15 minutes
4. Provide lunch for students and college sponsors/chaperones during lunch tour
5. Headcount will be provided closer to IIDA SHIFT25 by committee
6. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT
7. Set up and tend a booth at Industry Expo - Booth includes (1) 6' table and (2) chair
8. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during event

## LUNCH TOUR UNDERWRITER

\$2,500 | \$2,250 EARLY BIRD

TWO AVAILABLE

### Exclusive Benefits:

- One (1) 45 minute tour of firm/showroom or recent project plus one 30 minute luncheon provided by underwriter, at tour venue
- Opportunity for up to two company representatives to participate on each tour as tour guides
- One 7'x7' exhibit space at the Industry Expo
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website

### To Do:

1. Provide Logo
2. Provide one (1) 45 minute tour of firm/showroom or recent project plus one 30 minute luncheon provided by underwriter, at tour venue
3. Provide lunch for students and college sponsors/chaperones during lunch tour
4. Headcount will be provided closer to IIDA SHIFT25 by committee
5. Set up and tend a booth at Industry Expo - Booth includes (1) 6' table and (2) chairs
6. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT

## TOUR AND EXPO BOOTH UNDERWRITER

\$1,750 | \$1,500 EARLY BIRD

FOUR AVAILABLE

### Exclusive Benefits

- One (1) 45 minute tour of firm/showroom or recent project
- One 7'x7' exhibit space at the Industry Expo
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website

### To Do:

1. Provide Logo
2. Provide one tour - approximately 45 minutes total
3. Set up and tend a booth at Industry Expo - Booth includes (1) 6' table and (2) chairs
4. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT

## TOUR ONLY UNDERWRITER

\$1,150 | \$900 EARLY BIRD

FOUR AVAILABLE

### Exclusive Benefits:

- One (1) 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

### To Do:

1. Provide Logo
2. Provide (1) tour - approximately 45 minutes total



# EVENT MERCHANDISE

Get company brand in front of the future of design with items that the students will use during the entire event and take home with them.

## TOTE BAG UNDERWRITER

\$4,000 | \$3,500 EARLY BIRD

ONE AVAILABLE

### Exclusive Benefits:

- Company branded trade show totes for Industry Expo attendees
- Totes will be provided by Chapter unless otherwise desired
- One 7'x7' exhibit space at the Industry Expo
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website

### To Do:

1. Provide Logo
2. Optional: coordinate with IIDA SHIFT25 committee to supply company branded tote bags
3. Set up and tend a booth at Industry Expo - Booth includes 6' table and (2) chairs
4. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT

## NOTEPAD UNDERWRITER

\$3,500 | \$3,000 EARLY BIRD

ONE AVAILABLE

### Exclusive Benefits:

- Company logo displayed on conference notepads (distributed to all participants)
- Notebooks will be provided by Chapter unless otherwise desired
- One 7'x7' exhibit space at the Industry Expo
- Opportunity to schedule a 15 minute student interview sessions on Friday morning via Cvent for a small fee
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website

### To Do:

1. Provide Logo
2. Optional: coordinate with IIDA SHIFT25 to supply company branded notebooks
3. Set up and tend a booth at Industry Expo - Booth includes 6' table and (2) chairs
4. Optional: Reserve and attend student interview sessions via CVENT. Sign up in event app during IIDA SHIFT





## LANYARD UNDERWRITER

\$2,500 | \$2,000 EARLY BIRD

ONE AVAILABLE

### Exclusive Benefits:

- Company logo displayed on conference badge lanyards
- Lanyards 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

### To Do:

1. Provide Logo
2. Optional: coordinate with IIDA SHIFT25 committee to supply company branded lanyards

## NAME BADGE UNDERWRITER

\$2,500 | \$2,000 EARLY BIRD

ONE AVAILABLE

### Exclusive Benefits:

- Company logo displayed on official conference name badges
- Badges will be provided by Chapter
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website

### To Do:

1. Provide Logo



# SPECIALTY

## FURNITURE DISPLAY UNDERWRITER

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

Provide furniture vignette for students to utilize during the conference. Give students a chance to enjoy their breaks experiencing your product!

### Exclusive Benefits:

- Interactive furniture display (10'x10') in pre-function area for duration of conference
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website

### To Do:

1. Provide Logo
2. Confirm vignette layout with IIDA SHIFT25 committee
3. Coordinate with IIDA SHIFT25 committee for delivery, staging and power requirements
4. Provide and stage furniture in designated location on first day of IIDA SHIFT25, Wednesday, February 12
5. Pack up and remove furniture display, Friday, February 14

## RECHARGING STATION UNDERWRITER

\$1,250 | \$1,000 EARLY  
TWO AVAILABLE

Provide recharging station vignette for students to utilize during the conference such as a resting or a place to “recharge”, if furniture is powered. Recharging station gives students the opportunity to interact with company product!

### Exclusive Benefits:

- Recharging station (6x6') in pre-function area for duration of conference
- List of student attendees for post-conference follow-up
- Logo or company name in event app and on event website

### To Do:

1. Provide Logo
2. Confirm vignette layout with IIDA SHIFT25 committee
3. Coordinate with IIDA SHIFT25 committee for delivery, staging and power requirements
4. Provide and stage furniture in designated location on first day of IIDA SHIFT25, Wednesday, February 12
5. Pack up and remove recharging station, Friday, February 14

## VIP GIFT UNDERWRITER

\$750 | \$550 EARLY BIRD  
FOUR AVAILABLE

### Exclusive Benefits:

- Company logo on VIP Gift Baskets given to special guests
- VIP Gift 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

### To Do:

1. Provide Logo
2. Optional: Provide approved gift basket items in coordination with IIDA SHIFT25 Committee

## APP BANNER AD

\$400

SIX AVAILABLE

A dynamic way to reach attendees. Banner ads are front and center in the app and help drive website traffic and increase brand visibility

### Exclusive Benefits:

- The IIDA SHIFT25 app will be the handbook for this year's event all 200+ students and professionals will be required to download the app
- Each banner ad will run in rotation with any other ads purchased during IIDA SHIFT25

### To Do:

1. Provide Logo and/or ad for app; sizing information will be sent to underwriter from IIDA SHIFT25 Committee

## CEUs

CEUs are held each year for two days of SHIFT. Professionals and educators alike gather to attend and gain credits. This year, Invitation Only, *CEUs will be selected by VP of Professional Development.*

## CEU SNACK BAR UNDERWRITER

\$1,150 | \$900 EARLY BIRD

TWO AVAILABLE

### Exclusive Benefits:

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

### To Do:

1. Provide logo
2. Optional: Provide branded cocktail napkins and/or table cloths

## CEU PRESENTER

\$250 | \$125 EARLY BIRD

SEVEN AVAILABLE

**Exclusive Benefits:** (Invitation Only, *CEUs will be selected by VP of Professional Development*)

- One presentation of 1 IDCEC Certified HSW CEU to Interior Design Professionals

### To Do:

1. Provide logo
2. Present a CEU - coordinate CEU requirements with IIDA TX OK VP of Professional Development



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