



2027 Industry-Corporate Membership Guide

IIDA | THE COMMERCIAL
INTERIOR DESIGN
ASSOCIATION



Shape the Future of Design with IIDA

IIDA is the most prominent network of commercial design professionals in the world.

When you support IIDA through membership, we support you through unparalleled access to build connections that will help take your career — and your business — to the next level.

With access to a community of over **15,000 members** and **34 chapters** offering hundreds of local events, leadership roles, and exceptional networking opportunities, you'll have the tools and resources to enhance your company's strategic goals.



47 COUNTRIES



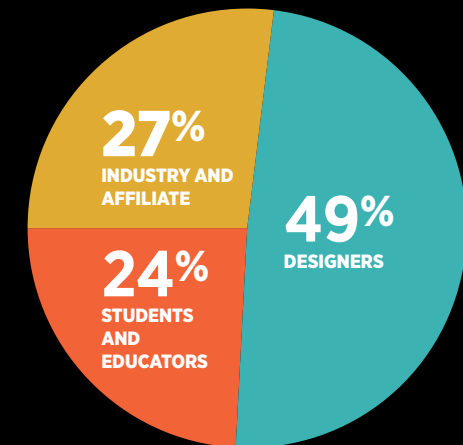
34 CHAPTERS



90 CITY CENTERS



126 CAMPUS CENTERS



For a comprehensive list of benefits at IIDA, download the IIDA Member Benefits Guide.

Your Reach with IIDA

IIDA Industry-Corporate Membership positions your company in front of engaged and informed commercial interior designers through multi-faceted marketing opportunities in our newsletters, website, email and social channels - offered through your membership package.

WEBSITE

Promote your business or brand on IIDA.org with a company listing, an event page, or a CEU listing, alongside other compelling, useful content and resources to engage IIDA membership and the design community at large.

276,000+ Unique Users
756,000+ Page Views
1:00 Average Engagement Time

DEDICATED EBLAST

Connect your product, service, research, or program directly with our engaged, commercial interiors-focused designers with dedicated marketing emails.

Approx. Audience Size: 7,600*
Open rate: 45.8%
Click rate: 2.4%

SOCIAL MEDIA

Promote your business or services on IIDA social platforms to reach an even wider audience.

Facebook: 274k followers
Instagram: 36k followers
LinkedIn: 135k followers

NEWSLETTER

Design Matters

IIDA's flagship weekly newsletter provides all IIDA members with a curated selection of original content, industry news, educational programming and professional development opportunities that help drive their careers forward.

Audience:

All IIDA members
Approx. Audience Size: 15,000+
Frequency: Weekly
Open rate: 48.1%*
Click rate: 3.1%

NEWSLETTER

Designed for Excellence

Dedicated to IIDA's wide spectrum of design competitions, this bi-weekly newsletter is sent to IIDA members and non-members — our most comprehensive subscriber list.

Audience:

IIDA members (excl. Students) + non-member subscribers
Approx. Audience Size: 24,000
Frequency: Bi-weekly
Open rate: 47.2%*
Click rate: 2.9%

NEWSLETTER

QUAD

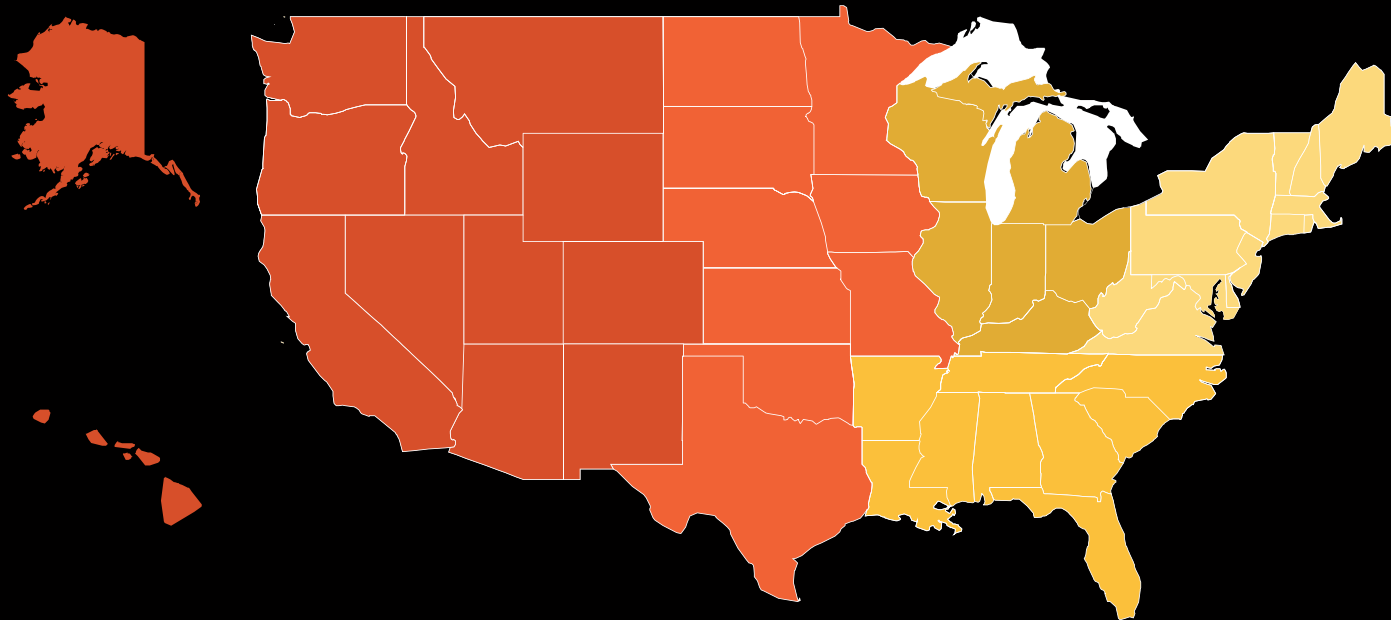
This quarterly newsletter is a go-to resource for students and educators, with information about programs and opportunities including scholarships, student competitions, and events.

Audience:

IIDA Student and Educator members
Approx. Audience Size: 4,700
Frequency: Quarterly
Open rate: 49.6%*
Click rate: 2.8%

IIDA Chapter Map

A community of over **15,000 members** and **34 chapters** offering hundreds of local events, leadership roles, and unparalleled networking opportunities.



West

[Hawaii Pacific](#)
[Intermountain](#)
[Northern California](#)
[Northern Pacific](#)
[Oregon](#)
[Rocky Mountain](#)
[Southern California](#)
[Southwest](#)

Central

[Gateway](#)
[Great Plains](#)
[Mid-America](#)
[Northland](#)
[Texas/Oklahoma](#)

Midwest

[Illinois](#)
[Indiana](#)
[Michigan](#)
[Ohio/Kentucky](#)
[Wisconsin](#)

South

[Alabama](#)
[Carolinas](#)
[Delta Regional](#)
[Florida Central](#)
[Georgia](#)
[North Florida](#)
[South Florida](#)
[Tennessee](#)

East

[Mid-Atlantic](#)
[New England](#)
[New York](#)
[Pennsylvania/
New Jersey/
Delaware](#)
[Virginia/
West Virginia](#)

International

[Guadalajara](#)
[Japan](#)

Your Benefits with IIDA

IIDA Industry-Corporate membership offers your company and its representatives the ability to **connect, communicate, and collaborate** with local and international design leaders — increasing your reach and enhancing your position for success.

MEMBERSHIP BENEFITS

The following benefits are included with all IIDA Industry-Corporate Membership levels.

- Affiliation with a local chapter for each representative with access to resources, meetings, networking, and events. Option to add second chapter upon request.
- Access to the IIDA individual member directory for enhanced networking.
- Complimentary or reduced registration rates for select local and national IIDA programs, webinars, and events.
- IIDA Industry Member appellation and logo provided for use in email signature, company website, LinkedIn profile, and more.

- Eligible for volunteer leadership opportunities on chapter boards and committees.
- Complimentary membership provided to primary administrator for account management.
- Remove, add or change individuals on your company roster at any time of the year, at no cost.
- Exclusive member pricing for IIDA's Certified Design Futurist (CDF) program.

- Subscription to IIDA digital newsletters and *Perspective* magazine available on IIDA.org with member-only content.
- Access to exclusive savings and discounts through IIDA's affinity program.
- Discounted submission fees for IIDA project and product design competitions.
- Reduced rental rates for the IDEA Studio Event Space at IIDA Headquarters.
- Exclusive access and member pricing for publications, research, and reports.

Power Your Market Presence with IIDA

With an **IIDA Industry-Corporate Membership**, your company will gain a competitive edge in the market with a diverse suite of IIDA marketing benefits that will amplify your company's exposure among IIDA's 15,000+ members across the U.S. and around the world.

Benefit included*	Level 6† 60 Reps	Level 5 40 Reps	Level 4 30 Reps	Level 3 15 Reps	Level 2 6 Reps	Level 1 3 Reps
PROMOTIONAL MARKETING BENEFITS						
New member announcement in Design Matters, our weekly newsletter to all members	■	■	■	■	■	■
Member Directory company listing on IIDA.org	■	■	■	■	■	■
Digital banner ad placement in IIDA newsletter	■	■	■	■	■	■
IDCEC- or AIA-approved CEU course or podcast listed on IIDA.org	4 LISTINGS	3 LISTINGS	2 LISTINGS	2 LISTINGS	1 LISTING	1 LISTING
30-day job posting on the IIDA Career Center	4 POSTINGS	3 POSTINGS	2 POSTINGS	2 POSTINGS	1 POSTING	1 POSTING
Event posting on IIDA.org	3 POSTINGS	2 POSTINGS	2 POSTINGS	1 POSTING	1 POSTING	
Marketing email to IIDA Membership†	2 EMAILS	1 EMAIL	1 EMAIL	1 EMAIL		
Social media post to 400,000+ IIDA followers†	2 POSTS	1 POST	1 POST			
Member Directory company website link on IIDA.org	■	■	■			
Sponsored Content Feature in Design Matters	1 FEATURE	1 FEATURE				
Design Leader Q&A profile posted on IIDA.org	1 PROFILE					
ANNUAL DUES	\$32,287	\$22,791	\$17,093	\$8,547	\$3,419	\$1,710

We're Building for the Future — Join Us!

By **partnering with IIDA**, you'll be placing your products, services, and knowledge in front of over 15,000 commercial interior design professionals looking to improve their practice and advance the industry.

Together, we are changing the face of what it means to be an interior designer, manufacturer, educator, and all who play a part in this dynamic industry. Through your membership, we are able to design a better world focused on the future —

whether it's through supporting diversity through education, raising awareness and achieving supportive legislation, or nurturing the powerful networks that provide mentorship, employment, and innovation.



**For more information on
IIDA Industry-Corporate Membership
or to join the IIDA community, please
contact industrymembership@iida.org.**

IIDA Headquarters
111 E. Wacker Drive, Suite 222
Chicago, IL 60601

312.467.1950
www.iida.org

