

BIID Inside Knowledge 2018

8th November 2018

30 Euston Square, London



Sponsorship Pack

About Inside Knowledge

Established in 2017, 'Inside Knowledge: the BIID Business Success Conference' features a mix of panels, talks and case studies that provide our audience with insight into how to succeed in the competitive interior design world.

Held in the central London, at 30 Euston Square, the conference is aimed towards interior designers, both those starting out in the profession and those with many years of experience. In 2017, attendance was almost at capacity with 270 attendees, up 8% from the previous year, and an overall 80% increase in conference attendees since 2012

In 2018, 290 interior designers are expected to attend and we will be maximising the opportunities for our sponsors to benefit from their involvement. Better networking opportunities and an array of branding opportunities make Inside Knowledge 2018 the perfect event to build brand and meet potential clients.

Conference Partner - £ 2,995 + VAT

The premium sponsorship package is available for one high-calibre organisation to showcase their brand during the conference and network with professional designers. The Conference Partner will have their voice heard in a pre-conference interview together with the BIID president, which will be on the BIID website and made available to the Conference Partner for their own purposes.

Official Supporter - £ 1,495 + VAT

Official supporters of Inside Knowledge 2018 will be given the opportunity to network with practising interior designers and gain brand exposure. We are looking for organisations who want to network with a captive audience and increase their reputation and visibility as a BIID Industry Partner.

To register your interest, contact Jessica at jessica.white@biid.org.uk



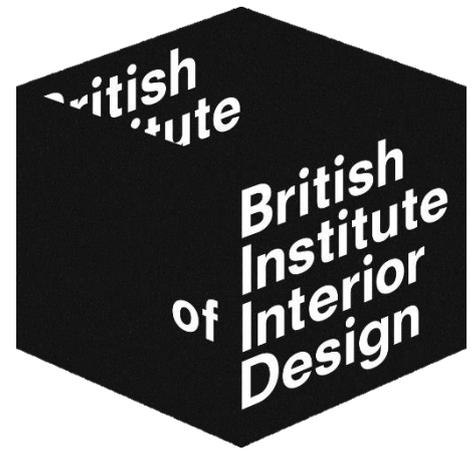
Sponsorship benefits	Sponsorship Packages	
	Official Supporter	Conference Partner
Pre-event		
One exclusive media interview to be featured on BIID.org.uk and made available to the conference partner for their own use		✓
A full profile of your company to be featured on our dedicated conference website, linked to & from the homepage		✓
Your name and company profile included in a dedicated press release about the conference exhibitors	✓	✓
Pre-event publicity on our social media outlets, including mentions from the BIID Twitter account	✓	✓
Company name, logo, description and link on sponsors page of BIID website	✓	✓
Company mention in newsletter to all BIID members	✓	✓
On the day:		
Exclusive industry partner tickets to network with attending practising Interior Designers	2	3
Your logo in a prominent headline position on promotional materials, as well as one page feature in our programme		✓
Logo printed on our conference programme	✓	✓
Your logo featured on our fun photo activity	✓	✓
Your brochures to be displayed in media area	✓	✓
Post-event:		
Your company to be included in all post-event exposure, including our follow up email and press release sent after the event	✓	✓
Permission to use selected photos taken at the event for your own marketing purposes	✓	✓

About The Institute:

The British Institute of Interior Design is a collective voice dedicated to raising the status of our profession and showing the world what our practitioners can offer.

Leading the field

Since 1965 we have championed interior designers and their work and have striven for wider recognition of our profession's contribution to the built environment. Now established as the pre-eminent body in our field – the reason we were uniquely granted institute status in 2009 – we are in a position to inspire the best of our profession, from the largest commercial to the smallest residential practices.



Nurturing and inspiring talent

Vital to our vision is the inspiration of great talent – that's why the BIID is committed to a leading role in education. We are a natural part of an interior designer's career from start to finish; working with educators at the grass roots level, supporting designers as they move into practice and continuing to encourage their professional development throughout their careers.

Starting out

The BIID's Professional Pathway has been created to answer the needs of our profession and to support our vision of the future. Carefully created to help the transition from study to working practice, the Professional Pathway ensures that all practising BIID Members have met the highest professional standards.