

2023

# CHAPTER SPONSORSHIP Program

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



PENNSYLVANIA EAST

Meet The

FY 2022-2023

CHAPTER

Board of  
Directors

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS  
PENNSYLVANIA EAST



**PRESIDENT**

Kimberley A. Slater, Allied ASID,  
Associate IIDA, WELL AP  
*Commercial Consultant,  
Fessenden Hall Inc.*



**PRESIDENT-ELECT**

Elizabeth Crafton,  
Allied ASID  
*Principal & Owner,  
Lilabeth Interiors*



**FINANCE**

David Bellwoar,  
Industry Partner ASID  
*Executive Vice President,  
Bright Light Design Center*



**PROFESSIONAL DEVELOPMENT**

Julia Abriola, Allied ASID,  
Associate IIDA  
*Interior Designer,  
KSS Architects*



**COMMUNICATIONS**

Janay Williams,  
Allied ASID  
*Owner & Interior Designer,  
High Tea & Happy Hour*



**AT-LARGE**

Matthew McCarty,  
Allied ASID  
*Preservation Designer,  
Voith + Mactavish Architects*



**STUDENT REP**

Bryana Duley,  
Student ASID  
*Candidate for Masters in  
Interior Architecture & Design  
Drexel University*



**PP/NOMINATING CHAIR**

Deb Campbell, ASID, NCIDQ,  
NKBA, CLIPP, WCAA  
*Owner & Interior Designer,  
DC Interiors LLC*



# A MESSAGE FROM THE

# FY 2022-2023 Chapter President

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



PENNSYLVANIA EAST

Hello again to my fellow ASID Members and our Design Community,

I am very excited for our upcoming year as we have an amazing group of fresh faces, a few familiar faces, creative minds and professionals on our Board! Please joining me in welcoming Liz, Julia, Matthew, Janay, Bryana, and Dave to our Board of Directors.

Of the many things I love about ASID is we are all encompassing of all design sectors. We are not specifically residential or commercial design. Our members locally in our chapter and amongst the 46 chapters, have all different backgrounds, experiences, and professional careers within the Interior Design Industry. Over the 16 years I have been a member and my time on the Board, fellow members have become friends and family.

Our saying holds true "Design Impacts Lives". I've met an enormous amount of people, all because of ASID. Each one of them has made a positive impact on me, and our design community through our collaboration on design, education, advocacy and providing value and maximizing their ASID membership by participating within their chapters.

My goal and our Board's Strategic Plan for this year focuses on collaboration and advocacy; and to ensure that every member is able to partake in activities and experience the value of their membership; so that they too can have the great experience I have had and maybe you have had being an ASID Member. We started in June of 2022 with our Board Strategic Planning and continuing through our experience at the GATHER Conference in Miami this September with amazing keynotes, pop up programming and the fun at the ASID en Blanc Party. I've mentioned to our Board on multiple occasions, we are going to provide value and community for our membership, but we are going to have fun this year along the way.

We have a full proposed schedule ahead for you including the IDA Kick Off Party, tours, legislation and advocacy events, a joint industry holiday social, a Design Symposium and panel event, Student Career Day with IIDA PA/NJ/DE and the IDAs Gala returning in person May 12, 2023. The competition starts October 28th. We'll round the year with our Annual Meeting and an Experiential Sustainability Event in September, that peaked the interest of top sustainability experts during the Gather Conference.

This year I ask you, what does ADVOCACY MEAN TO YOU? Does it mean legislation? Does it mean advocating for your profession? For me it means advocating for each Professional, Allied, Associate, Student and Industry member of this chapter and spreading the message that we are the all-inclusive design organization. All are welcome – we're not just "residential or commercial design". It can mean many different things. It's increasing the awareness that our profession is closer than ever to being recognized with licensure in the state of Pennsylvania. Illinois, Wisconsin and in North Carolina obtained licensure acts, and fighting for that right.

Interior Design is my reason for advocacy and it's my passion. I encourage you to join me on this journey of collaboration and community this coming year as we promote our members, our interior design profession in our region and advocate for our profession and ourselves. That is because we make an impact. We are the leaders in the Interior Design profession, with the best and brightest and most knowledgeable and qualified designers with a resource of industry partners.

We are the best that there is, and we are ASID Pennsylvania East.

Thank you,

A handwritten signature in black ink that reads "Kimberley Slater". The signature is written in a cursive, flowing style.

Kimberley A. Slater, Allied ASID, Associate IIDA, WELL AP  
President, Pennsylvania East Chapter  
American Society of Interior Designers  
FY 2022-2023



# 2023 Chapter Sponsorship Program

The Pennsylvania East Chapter of ASID 2023 Sponsorship Program offers an array of marketing opportunities, across a variety of platforms including the 2023 IDA Competition and Gala. This year we have new programs and initiatives, providing you with the ability to align your brand visibility, member awareness, marketing activities and touch points with the ASID PA East design community.

The goal of the program is to provide our Sponsors with opportunities to **PARTNER**, **COLLABORATE**, **ADVOCATE** and **MENTOR** with the interior design community decision-makers of the Pennsylvania East Region: OUR MEMBERS!

## 2023 IDAs

Increase your awareness through the 2023 IDA Competition. The Interior Design Awards (IDAs) are an extraordinary opportunity for those involved in the Philadelphia Region Interior Design community to be recognized and acknowledged for their outstanding projects in the built environment. The competition is open to all Interior Designers, Architectural and Design firms within the geographic area served by the Pennsylvania East chapter of the ASID. ASID membership is not required to submit an entry. The IDA competition categories have been divided into commercial, residential, and student design. This year we have over 30 categories.

## PARTNER

Partner to amplify and celebrate the art and the importance of design that brings the body of knowledge to life. Meet the professionals shaping the interior design community in the PA East region and connect your company as a valuable resource to them throughout the year.

## COLLABORATE

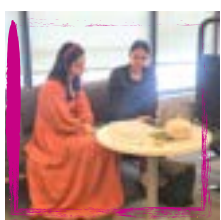
Increase collaboration across disciplines of design professionals to advance the body of knowledge and build a community of shared interests in people and the planet. Increase your network of contacts through our membership in Eastern PA, Southern NJ & Delaware. Gain quality time, build brand recognition and show your commitment to the interior design industry.

## ADVOCATE

Promote the importance of the role of an Interior Designer and teaming with other professionals within our field. Advocate for Legislation in the State of Pennsylvania. In the past year licensure acts for Interior Designers have passed in Illinois, Wisconsin and North Carolina.

## MENTOR

Education is the gateway to rising talent in our industry which supports attraction and retention of emerging graduate as new hires. Mentor upcoming students of design through financial support. Donate your time and shine as an example of ASID regional professionalism representing your sector of the industry at student event. Make a difference to a student and help grow the design industry!

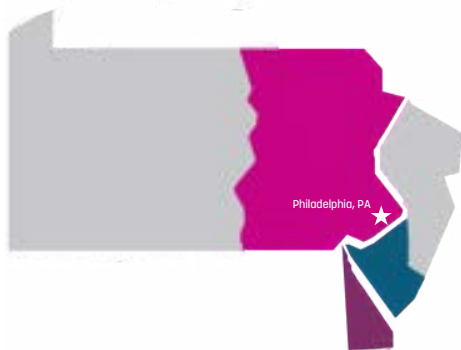


## How To Become A 2023 SPONSOR

Sponsorship runs **January 1, 2023 to December 31, 2023** so you receive 365 days of benefits - including event sponsorships. To sign up today, select the level of sponsorship that aligns with you our company's goals and strategy from the accompanying benefits and complete the 2023 Sponsorship registration form. Please submit you form by 12/1/22 so we may schedule your benefits. If you have any questions please contact us at [administrator@pae.asid.org](mailto:administrator@pae.asid.org).



# ABOUT THE CHAPTER



## Where is our MEMBERSHIP:

- Eastern Pennsylvania
- Delaware
- Southern New Jersey

*also members in CA, FL, IL, & NY  
Over 600 members in our area.*



## Social Media

- Your posts on IG, LI, FB
- Webinars posted to YouTube



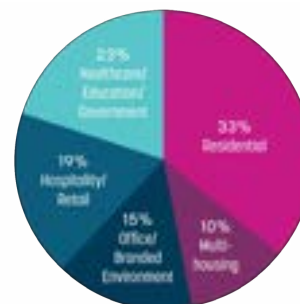
## 2023 IDA Competition & Awards Gala

- All Area Interior & Architectural Design firms
- Largest all inclusive Interior Design Awards Competition in the region with Commercial, Residential and Student Categories
- 2020 Record number of entries

# ABOUT ASID

## OUR CORE VALUES:

<h3>DESIGN EXCELLENCE</h3> <p>To continuously evolve the body of knowledge (BOK) and the impact of design in elevating the human experience where people live, work, play, heal and learn.</p>	<h3>THOUGHT LEADERSHIP</h3> <p>To be the go-to source for knowledge across all building typologies and professions, and to think in new and interesting ways to advance the profession and professionals in interior design.</p>	<h3>ADVOCACY</h3> <p>To increase awareness and recognition of the positive impact of the design profession and professionals in human-centered interior design.</p>	<h3>COMMUNITY DRIVEN</h3> <p>To foster a relationship with individuals focused on building their competencies, and networking with other like-minded individuals to build a community with shared interests in human-centric design.</p>
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**THE TOTAL DOLLAR VALUE OF SALES PROJECTED TO EXCEED \$25.75 BILLION NEXT YEAR IN THE INTERIOR DESIGN INDUSTRY**

## Our Community

**12,000**  
PROFESSIONAL & ALLIED MEMBERS

**4,000**  
STUDENTS

**5,000**  
INDUSTRY PARTNERS

**1,400**  
COMPANIES

**46**  
CHAPTERS



AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



PENNSYLVANIA EAST

# Join us This Year



# ASID PA East 2023 Yearly Sponsorship Levels & Benefits

## Featuring the 2023 Interior Design Awards

Choose the level that best meets your marketing goals



**Diamond**  
\*Exclusive

**\$10,000**

**Platinum**  
\*Limited

**\$7,500**

**Gold**

**\$5,000**

**Silver**  
\*Limited

**\$3,500**

**2023 IDA Gala Tickets & Presentation of Awards**

VIP Seating (6)  
Presenter of Two (2)  
"Best of Categories"

4 tickets  
Priority Seating

3 tickets

2 tickets

**ASID PA East Website & the NEW IDA Website**

Logo with click through  
to your website

Logo with click through  
to your website

Logo with click through  
to your website

Logo with click through  
to your website

**2023 IDA Gala Invitation**

Logo on invitation  
Priority Placement

Name on Invitation

Name on Invitation

Name on invitation

\*\* Must sign up by 1/1/23 to be included in program .

**2023 IDA Gala Program**

Two - Full Page AD Spread  
Logo on Sponsor List

Featured Full Page AD  
Logo on Sponsor List

Full Page AD  
Logo on Sponsor List

Half Page AD  
Name on Sponsor List

**2023 IDA Competition & Gala Recognition**

Logo recognition at IDA Gala:  
Sponsor Slide, Category Announcements  
Slides, Step & Repeat  
**Logo on all IDA emails**

Logo recognition at IDA Gala:  
Sponsor Slide, Step & Repeat

Logo recognition at IDA Gala:  
Gold Sponsor Slide,  
Step & Repeat

Logo recognition at IDA Gala:  
Silver Sponsor Slide,  
Step & Repeat

**2023 IDA Competition Info Session January 2022**

Priority Placement  
**Opportunity to host the event.**

Top Placement

Middle Placement

Bottom Placement

**ASID PA East Website, Social Media Bio Link, & Newsletter Link to your website**

Logo with click through  
to your website

Logo with click through  
to your website

Logo with click through  
to your website

Logo with click through  
to your website

**Logo recognition at all Chapter Events & Programs In-Person and Virtual**

Top Logo Placement  
Social Media & Website Recognition.

Secondary Logo Placement  
Social & Media Website  
Recognition

Secondary Logo Placement  
Social & Media Website  
Recognition

Secondary Logo Placement  
Social & Media Website  
Recognition

**Dedicated E-Blasts to all contacts**

6 (1 Every 2 months)  
Priority Date Selection

4 (1 per quarter)

3 (1 per 4 months)

2 (1 per 6 months)

**2023 Annual Meeting, Diversity in Design Symposium, Advocacy Event**

4 tickets to each event.  
Opportunity to host a event.

3 tickets to each  
event

2 tickets to each  
event

1 ticket to each  
event

**Sponsor Content posts on Social Media (FB/LI/IG)**

4 Posts per month  
IG Story Take-Over (1 per quarter)

3 per month and  
IG Story Take-Over 1 per  
every 3 months

2 per month and  
IG Story Take-Over (1 per  
6 months)

1 per month and IG  
Story Take-Over 1  
per year

**Opportunity to Host In-Person or Virtual Events (excluding in May)**

4  
(no more than 2 CEUs)

3  
(no more than 2 CEUs)

2

1

**Dedicated Instagram Live Feature / Take Over**

All in person events  
Featured Live at at IDAs

All in person events

All in person events

All in person events

**An opportunity to HOST a Board Meeting during 2023 Calendar Year**

3

2

1

1



# PROPOSED FY 2022-2023 CALENDAR

## SEPTEMBER 2022

END OF FY 21-22

9/13 F&P Product Pop Up

9/15 Kravet Sponsor Event

9/21-9/24 GATHER National Conference in Miami

9/29 2021-2022 Annual Meeting

## FEBRUARY 2023

Black History Month

2/7 Board Meeting

2/9 Sips & Spaces Material Culture

2/17/22 IDA Competition Deadline

11:59 PM

2/22 Advocacy/Legislation Event

## JULY 2023

7/20 Sips & Spaces Outdoor

CEU Event

Strategic Planning FY23-24

## OCTOBER 2022

FY 22-23 STARTS

10/11/22 Fessenden Hall Pop Up & Board Meeting at Kravet

10/12/22 DesignPhiladelphia

10/19/22 IDA Kick-Off Party & Info Session / Design Philly Event

10/26/22 Interface Climate CEU

10/28/22 IDA Competition Starts

## MARCH 2023

Women's History Month - Feature

Women Chapter Leaders

3/9 Sips & Spaces

3/14 Board Meeting

Visit area Design Programs

2/22 Diversity in Design Symposium & Panel Event

## AUGUST 2023

7/13 - 7/15 GATHER National ASID Conference in Los Angeles

SCALE National Student Summit

8/24 Sips & Spaces

Strategic Planning FY23-24 Due

## NOVEMBER 2022

11/1/22 Area Design Program Visits

11/08/22 Benjamin Moore Pop Up & Board Meeting

11/14/22 South Jersey Sip & Paint Member Event

11/16/22 Gerhard's Appliances Sponsor Event

11/21 Fessenden Hall Sponsor Event Virtual

## APRIL 2023

4/11 Board Meeting

4/13 Student Career Day with IIDA PA/NJ/DE

4/29 ASID PA East &

ASID NJ Member Day in New Hope

## SEPTEMBER 2023

Fall Student Welcome Back Event

9/14 Sustainability/Reuse Event Advocacy Update

9/19 Fall Student Event

9/28/22 2022-2023 Annual Meeting & Celebration

## DECEMBER 2022

12/1 Ardrossan Estate Historic Tour with Barbara Eberlein

2/8 5:30-9 PM Joint Industry Holiday Casino Night at Kieffer's

2/13 Bright Light Design Center Product Pop Up & Board Meeting

12/15 Slate and Notice of Election

12/15 Bright Light Sponsor Event Visit area Design Programs

## MAY 2023

5/9/22

5/12/23 Awards Gala



## OCTOBER 2023

FY 23-24 Starts

Nominating Committee Begins Design Philadelphia 2023

## JANUARY 2023

Election FY 2023-2025

1/17 Board Meeting

1/19 Fisher & Paykel NYC

Showroom Trip

Visit area Design Programs

## JUNE 2023

PRIDE Event

6/1 Sips & Spaces

6/12-6/14 NEOCON

## NOVEMBER - DECEMBER 2023

FY 23-24 Starts

[www.pae.asid.org](http://www.pae.asid.org)

[www.pae.asid.org/events](http://www.pae.asid.org/events)



*\*Subject to change*



# ASID PA East 2023 Sponsorship Registration Form



Complete the 2023 Sponsorship Program registration form and return only this page, with payment (via email) information to the ASID PA East Chapter [by 12/15/22, via email](mailto:administrator@pae.asid.org). **Please send to administrator@pae.asid.org**  
If you have any questions please contact the ASID PA East administrator by phone or email.

## Select your level of 2023 Yearly Chapter Sponsorship

Sponsorship Level	Please Check One	Cost
• Diamond Level	<input type="checkbox"/>	• \$10,000 *Exclusive
• Platinum Level	<input type="checkbox"/>	• \$7,500
• Gold Level	<input type="checkbox"/>	• \$5,000
• Silver Level	<input type="checkbox"/>	• \$3,500

## Event Sponsorships Available

☐ Opportunities will be available through the year for single event sponsorships.

If you would like to be contacted for an event sponsorship, that would align with your budget and marketing objectives, please check the box.

\*This pertains to companies who may not be interested in a yearly sponsorship.

## Contact Information

Contact \_\_\_\_\_  
 Company \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email Address \_\_\_\_\_

## Payment Information (for 2023 Year Sponsorship)

☐ VISA ☐ MasterCard **Credit Card Preferred. If Mailing check please advise when sending as we are not always near our PO Box. Also if check payment is delayed, benefits do not start until received.**  
 CC#: \_\_\_\_\_ Exp. Date \_\_\_\_\_ 3 digits on back of card (VISA/MC) \_\_\_\_\_  
 Print Cardholder Name \_\_\_\_\_  
 Cardholder Billing Address \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

ASID PA East Chapter Sponsorship benefits are for the 2023 calendar year and will not extend beyond that. By completing this sponsorship form, Sponsor hereby grants to Chapter a limited, non-exclusive license to use certain of Sponsor's intellectual property including names, trademarks, copyrights, and logos to identify Sponsor as a sponsor of the Chapter. Failure to provide the Chapter with Sponsor's company logo and other requested materials within the requested deadline may result in the absence of your information from promotional materials.

The Chapter is not responsible for any informational or content errors, including those provided by the Sponsor and does not guarantee the accuracy of any listing.

Sponsorship does NOT Grant the sponsor the right to use Chapter Property, including but not limited to the the logos or trademarks associated with the Pennsylvania East Chapter of the American Society of Interior Designers (ASID), of the American Society of Interior Designers, Inc. The agreement does not constitute a partnership or joint venture or principal agent relationship between the parties.

This agreement may not be assigned by either party. This agreement in complete and represents the entire agreement between the parties and may be modified only by written agreement between both parties. The agreement shall be constructed in accordance with and governed by the laws of the Commonwealth of Pennsylvania.

Sponsor understands and agrees that only the Pennsylvania East Chapter of the American Society of Interior Designers, unincorporated nonprofit association of the Commonwealth of Pennsylvania and NOT the American Society of Interior Designers, Inc. is a party to this agreement.

ASID is the oldest, largest and ONLY design organization where its' members encompass ALL Sectors of Interior Design.



## Support Interior Design Legislation

INTERIOR DESIGN REGISTRATION LAWS IN THE UNITED STATES



Professional Seal and Registration	Professional Seal and Registration
Professional Seal and Registration	Professional Seal and Registration
Professional Seal and Registration	Professional Seal and Registration
Professional Seal and Registration	Professional Seal and Registration
Professional Seal and Registration	Professional Seal and Registration

## 2023 Sponsorship Program Guidelines

**Annual Sponsorship benefits run January 1, 2023 to December 31, 2023.**

Sponsorship benefits begin upon receipt of payment. Logo to be a high resolution PNG (preferred) or JPEG and must be submitted at the time of payment. The ASID PA East Chapter reserves the approval rights of any and all programs and content being co-branded or promoted to ensure compliance with chapter policies.

As a 501 (c) 6 non-profit membership association, the PA East Chapter of ASID is not a charity and therefore Sponsorships do not qualify as tax-deductible charitable donations. However it may qualify as a business expense.