

2026 IFDA INDUSTRY PARTNER PACKAGE

PHILADELPHIA CHAPTER



ABOUT

Membership Locations

Eastern Pennsylvania
Southern New Jersey
Delaware
120+ members

Social Media



@ifdaphilly



IFDA Philadelphia
IFDA Philadelphia Chapter Members

Our Community



700

Design Members



100

Industry Partner
Representatives



100

Student Members



7

Chapters

Chapter Locations

Arizona: President Karen Fischer
Carolinas: President Ellen Gefen
Illinois: President Grace McNamara
New England: President John Trifone
New York: President David Santiago

Philadelphia: President Heather Hill
Richmond: President Rachel Parrish
Japan: President Atsuko Miyachi
Florida: Vacant

IFDA PHILA BOARD OF DIRECTORS



Heather Hill
Chapter President



Katy Retzbach
International President,
Immed. Past President



Janet Stevenson
Treasurer, Secretary,
VP of EF/Awards Liason



Jasmine Hempel Kurtyka
VP Membership



Rene Schleicher
VP of Communications



Meredith Philp
VP of Programs



Ashley Dowse
VP of Industry Partners



Christina Cave
VP Student Liason

LETTER FROM THE PRESIDENT

Welcome to the 2025 IFDA Philadelphia Chapter!

Dear IFDA Philadelphia Members,

Welcome to another exciting year with IFDA Philadelphia! Whether you're a returning member or joining us for the first time, we're thrilled to have you as part of our dynamic and inspiring community of professionals in the furnishings and design industry.

We're proud to share that we have a dedicated and enthusiastic Board of Directors in place for 2025, and we've planned a full calendar of **engaging, educational, and fun events** throughout the year. These gatherings are a great opportunity to **network, grow your business, meet potential new vendors, and form lasting relationships with fellow members.**

We encourage all members to get involved and attend as many events as possible—your participation helps strengthen both your professional journey and our IFDA community.

Become an IFDA Industry Partner

We also invite you to consider becoming an **IFDA Philadelphia Industry Partner**. Industry Partnerships are a fantastic way to gain visibility, connect directly with our membership, and support the mission of IFDA. We offer **several levels of partnership**, each with its own unique set of benefits to help you showcase your business and engage with our vibrant design network.

We encourage you to **review the partnership options and benefits**, and take a look at the accompanying contract outlining the full details of what each partnership level entails. Whether you're looking to sponsor events, gain marketing exposure, or build meaningful relationships within our community, there's a partnership level that's right for you.

If you have any questions or would like to learn more, please don't hesitate to reach out. We're here to help you find the best fit and get the most out of your involvement with IFDA.

Thank you for being a part of the IFDA Philadelphia Chapter. We look forward to seeing you throughout the year and **working together to make 2026 our best yet!**

Warm regards,

Heather Hill, President
IFDA Philadelphia Chapter
Hill Drapery Design



GET INVOLVED WITH IFDA PHILADELPHIA CHAPTER

The International Furnishings and Design Association (IFDA) Philadelphia Chapter offers a vibrant community for professionals in the design and furnishings industries. Whether you're looking to expand your network, support meaningful causes, or collaborate with industry leaders, there are several **ways to get involved:**



Become a Member – Unlock Networking & Growth

Joining IFDA as a member connects you with a dynamic network of designers, manufacturers, educators, and other industry professionals. Membership offers:

- **Exclusive Networking Events:** Attend mixers, panels, and design showcases to build lasting professional relationships.
- **Educational Opportunities:** Gain access to workshops, webinars, and industry insights to stay ahead of trends.
- **Professional Recognition:** Be part of a respected organization that values innovation, leadership, and community.
- **Mentorship & Collaboration:** Connect with seasoned professionals and emerging talent alike.

Whether you're a student, emerging designer, or seasoned expert, IFDA membership is your gateway to growth and inspiration

Volunteer – Make a Difference at Marvin's Home



IFDA Philadelphia is proud to support Marvin's Home, a local organization dedicated to providing safe, supportive housing for young adults aging out of foster care. Volunteering offers:

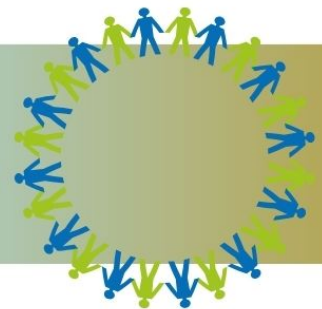
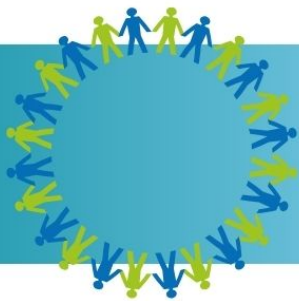
- **Hands-On Impact:** Help with home improvement projects, mentorship, and community-building activities.
- **Team Bonding:** Join fellow IFDA members in meaningful service that strengthens our chapter's mission.

GET INVOLVED WITH IFDA PHILADELPHIA CHAPTER

(CONTINUED FROM PREVIOUS PAGE)

- **Personal Fulfillment:** Use your time and talents to uplift lives and create lasting change.

Whether you have a few hours or want to take on a larger role, your time makes a difference.



Become an Industry Partner – Collaborate & Elevate

Once you are a member for 1 year to get to know other members, becoming an Industry partnership would be ideal for businesses and brands looking to align with a respected design community. As an Industry Partner, you'll benefit from:



- **Brand Visibility:** Showcase your products and services to a targeted audience of design professionals.
- **Event Sponsorship:** Gain exposure through sponsored events, social media features, and chapter newsletters.
- **Strategic Collaboration:** Work alongside IFDA members on projects, panels, and community initiatives.
- **Community Impact:** Support the advancement of the design industry while giving back to the local community.

This is a powerful way to build relationships and demonstrate your commitment to excellence in design.

HOW INDUSTRY PARTNERS SUPPORT OUR CHAPTER

Industry Partners play a vital role in supporting the IFDA Philadelphia Chapter by helping to make our events, programs, and member initiatives possible throughout the year. Their generous sponsorships, product knowledge, and industry expertise enrich our programming and provide valuable resources to both professional and student members. Whether through hosting events, sharing educational content, or offering financial support, our Industry Partners are essential collaborators who help us build a stronger, more connected design community. Their ongoing involvement ensures that IFDA continues to thrive and grow in meaningful and impactful ways.



- Philadelphia Chapter \$2500 Student Scholarship yearly
- Vercille Voss \$2000 IFDA Graduate Student Scholarship yearly
- Donates \$1500 per year for Grant to help maintain the Educational Fund
- Donates to Marvin's Home. We have aided in the purchase of a work truck and funded laptops for young adults
- Fund speakers within the industry at our events- from Marketing and AI to business development and SEO optimization
- Membership Only events



IP Levels - starting 2026

	Platinum	Gold	Silver	Bronze
	\$1,200	\$750	\$500	\$250
Listing on IFDA Website- Platinum + Gold will include a hyperlink (X+)	X+	X+	X	X
Verbal Recognition at all events	X	X	X	X
Signage with your logo at all events	X	X	X	X
Window Decal to signify that your company supports IFDA as an Industry Partner	X	X	X	X
No Charge Events for the 1 member in your organization for <i>three</i> events (code will be given at signup)	X			
Interview about your company to be posted to social media	X	X		
A One Day Social Media Takeover	X			
Branded Cocktail Napkins provided at all events	X			
Opportunity to co-host an event with another Gold or Silver Industry Partner		1X		
Opportunity to co-Host a Lunch and Learn			1X	
Opportunity to have an ad in the membership directory, virtually in 2025 and in printed format in 2026	X	X	X	X
Opportunity to host a virtual event				X
Dedicated Email Blast to all IFDA contacts with your content*	3X	2X		
Logo on Every Constant Contact Sign up for events	X	X	X	X
Social Media Stories that are reposted recognizing your company as an Industry Partner (X+ link to your website)***	X+	X+	X	
Social Media Stories that are reposted recognizing your company as an Industry Partner				X

ALL BILLING FOR Industry Partner Renewals will be done in April 2026

*IP are required to submit content in order to receive these benefits

** If we have been to your site more than 2x, consider having a well-known speaker or having an event at a location the group has not been. *This will increase attendance.*

*** Please tag #ifdaphilly so that we can find your post, which we will then repost in our stories

Please note:

When you sign up to become an Industry Partner, we schedule events **6-9 months** ahead in the year, so it might be **9-12 months** before your company can host an event.

CONTRACT for Partnership between IFDA (International Furnishing and Design Association- Philadelphia Chapter) & Platinum/Gold/Silver/Bronze Industry Partner



Thank you for joining our chapter as an Industry Partner. The following is a contract for **things that we need from you** in order to have a great and profitable partnership between IFDA and your Company.

Every Industry Partner Firm MUST have a member within IFDA Philadelphia Chapter. There must be a registered member with the Industry Partnership Membership. *Renewal for membership happens in December, renewal for Industry Partnership happens in April.*

1. When you become an Industry Partner, the VP of Industry Partners will send you a form to fill out to get to know you. Please fill that out as soon as possible! We need that as well as your logo, website, and social media handles. *You will need to make sure that the Member who represents your company has provided a headshot.*

2. Depending on your level of sponsorship, you will be able to host an event- either on your own (Platinum) or in partnership with another Industry Partner (Gold/Silver). Events are scheduled 9-12 months ahead.

Please note that it will be 9-12 months before you can schedule an IFDA event, unless you partner with an existing IFDA Industry Partner, who already has an event scheduled.

3. Your contact info- as well as anyone who oversees scheduling events- (and multiple contacts info if there are different people who we need to be in touch with). Please make clear each of their roles so that we know who to reach out to for.

4. When we are scheduling events for the following year, **Platinum** level will get first choice. Gold/Silver will be contacted after Platinum events are scheduled. Once a date is chosen and an event is on the calendar, a point person from our board will be assigned to you.

5. IFDA will be in charge of creating all event flyers. Please fill out and send the attached form in order so that we have all necessary event information and pictures and logos that are needed for the event. All information is required to be submitted to: IFDAPHILCHAPTER@GMAIL.COM at least 2 months (8 weeks) before the event.

6. The flyer will be sent to you for review and one round of changes is permitted.

CONTRACT for Partnership between IFDA & Platinum/Gold/Silver/Bronze Industry Partner **(continued from previous page)**



7. An event flyer will be created, and a Constant Contact link will be added along with a QR code. Please make sure all registrations be through that link and not through other sign up formats. The VP of Programs will keep you up to date on registrations for the event every Friday morning from the time the flyer is promoted to the date of the event.

8. IFDA will send out your flyer for the event to all of our members, email contact list, and post on IFDA social media channels. You are also required to promote this event. We always have members and non members at events, unless it is a “member only” event.

9. We charge for all of our events. The money does not go to the Industry Partner. The funds go to our funding of the Philadelphia Student Scholarship through the IFDA Education Foundation. If you would like more information: <https://www.ifdaef.org>
For Lunch and Learns: \$15 for members and \$25 for non members
For Evening events: \$25 for members and \$40 for non members
For Exclusive members only events: \$50 and up

10. The Bronze level industry partnership will be for just marketing purposes. Your company will be on our website, on our Industry Partner sign showcased at all events and on social media.

11. Billing for Industry Partner will be every April. With these changes in 2026, we will have prorated invoicing for the first year.



NEW INDUSTRY PARTNER INFORMATION SHEET

Business Name _____

Address or addresses if multiple locations:

Phone number _____

Social Media Links _____

Contact Person and their email address _____

Member Person Name and email address (person who will attend events **if not the same as the Contact Person**) _____

A little bio about your business and what you offer _____

Company Website _____

How can you help designers and other IFDA members: _____

Why did you decide to join IFDA? _____

Company Logo - Please attach to email.

Please follow us @ifdaphilly for all upcoming events!

IFDA'S INDUSTRY PARTNER EVENT REGISTRATION FORM

Name of Company:

Company Contact for event:

Phone number & email:

Event Date Request:

Alternate Dates Request:

Type of Event:

Event Title:

- Lunch and Learn
- Industry Partner event
- Networking

Will you be partnering with anyone to put on the event? Who?

Are you offering CEU credits for your presentation?

Will you be providing food and drink? If so, what type?

Event Description aka Elevator Speech:

Length of Event:

Maximum Number of Guests:

Location:

Event sponsors (if applicable):

Reminders:

- emails must also include IFDA point person and event location point person
- all events must be confirmed at least 5 weeks in advance
- IFDA requires you to promote your own event via email, social media, etc to your clientele/designers, which benefits IFDA as well as designers who are not part of our group
- IFDA will promote on our end as well via WCAA and other chapters from other Philadelphia design organizations such as ASID, IIDA, NARI, NKBA, etc.

Philadelphia Industry Partners

GOLD INDUSTRY PARTNERS



SILVER INDUSTRY PARTNERS



BRONZE INDUSTRY PARTNERS



INTERNATIONAL INDUSTRY PARTNERSHIPS

GOLD INDUSTRY PARTNERS



SILVER INDUSTRY PARTNER

