



International Door Association

*Community - Education - Professionalism*

# Sales Prospectus



[doors.org](http://doors.org)



## IDA Profile

### Mission Statement

The mission of the International Door Association is to be the leading trade association representing the door and access system industry by providing advocacy, education, and collaboration to advance the industry with increased professionalism, and vibrant volunteer leadership and staff.

### Brief History

The International Door Association was created with the merger in 1996 of the Far Western Garage Door Association and the Door & Operator Dealers Association. Its colorful history reaches back to March 1967, and is reflective of the numerous changes realized by the door systems industry.

The most common IDA denominator is people, both those who have led the association, and those who have supported it in many other ways. It is because of many courageous volunteer visionaries that the predecessor associations (FWGDA and DODA) were organized. It was that same vision that ultimately brought the two groups together, creating a meaningful and valuable international organization.

Today, IDA has close to 1,000 members, over 2,000 IDAExpo+ attendees every year, and more than 10,000 *IDA Magazine* subscribers.



## IDAExpo+ Overview

### Introduction

- The IDAExpo+ is the biennial industry education and show floor, featuring the latest products, technology, and information, while affording attendees networking opportunities unavailable anywhere else. Produced by the International Door Association (IDA), the 4-day event draws thousands of manufacturer, supplier and dealer attendees from all over the world. Now, in its third decade, the event includes two days of educational seminars on timely subject matters, and an additional two days of exhibits. It is the only event held in the U.S. where attendees can learn how to maximize their opportunities, overcome challenges, and find new products and suppliers, all in one place. All of this, plus social activities, and entertainment, make IDAExpo+ an educational and enjoyable setting. The IDAExpo+ is a can't miss event!

### Attendees Expected

- The overhead door and access systems industry is composed of manufacturers and intermediaries that make, distribute, install and service products designed to enclose and operate access to building spaces. Products are applicable to residential, commercial, institutional, and industrial buildings. However, not all products made and installed are vehicle related, as some are for building interiors for fire and smoke confinement or grilles for storefront closures. Products include sectional, rolling curtain, high-speed and other door designs; some with decorative facades to enhance building appearance. Door operators (openers) are also part of industry output. The majority of such operators control opening, closing, and securing vehicle spaces.
- Average 3,000 attendees

### Exhibitor Information

- Exhibitors include manufacturers of garage doors, openers, safety products for garage doors, hardware, specialty doors, and many other products and services utilized by garage door dealers
- Average 130+ exhibitors

### IDAExpo+ 2024

Booth Hours:

Thursday, April 25

10:00 AM - 5:00 PM PT

Friday, April 26

10:00 AM - 3:00 PM PT

Las Vegas Convention Center

April 23–26, 2024



**April 23–26, 2024**

Las Vegas, NV • Las Vegas Convention Center

[IDAExpo.org](https://IDAExpo.org)



## Exhibit Floorplan



Object Keys	
Physical and build obstructions	
Access Required	Duct
Pillar	Masked Area
Mandatory gangway	Staircase
Others	
Floor	Height limit
Rigging	Wall
Region	

Booths	
Space Types	
Available	Feature
COMP	Unavailable
HOLD	

### Booth Fees:

**MEMBER INLINE:** \$34.00 per sq. ft.

**MEMBER CORNER:** \$39.00 per sq. ft.

**NON-MEMBER INLINE:** \$41.00 per sq. ft.

**NON-MEMBER CORNER:** \$45.00 per sq. ft.



The undersigned (hereinafter, called the "Exhibitor") hereby applies for space in IDAExpo+ scheduled to be held at the Las Vegas Convention Center, Las Vegas. Conference dates: April 23 - 26, 2024; Exhibit hall dates: April 25 - 26, 2024. Please submit your company name as you would like it to appear in the website, credentials, and Official Show Guide. Only contracted companies in good standing who submit their Directory Listing prior to February 1, 2024 will receive a listing in the Official Show Guide.

1. COMPANY NAME: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 COUNTRY: \_\_\_\_\_ COMPANY PHONE: \_\_\_\_\_  
 CONTACT: \_\_\_\_\_ TITLE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

2. **LOCATION PREFERENCES:** Please indicate your preference for location and configuration of exhibit space as shown on the floor plan at <https://idaexpo2024.mapyourshow.com/exhview>. IDAExpo+, in its sole discretion, reserves the right to allocate alternate space to the Exhibitor if exhibit space preferences are not available.  
 Space Usage and Allocation: Booth sharing, piggy-backing of complementary companies or any other form of subletting of space is prohibited (see paragraph B & C). All companies represented on the Show Floor must be separately contracted for their own exhibit space. Violators reserving large spaces to accommodate such situations will be subject to re-assignment of space location.

1ST CHOICE: \_\_\_\_\_ 2ND CHOICE: \_\_\_\_\_ 3RD CHOICE: \_\_\_\_\_ 4TH CHOICE: \_\_\_\_\_  
 CONFIGURATION: ☐ ISLAND (MIN. 400 SQ. FT.) ☐ INLINE ☐ CORNER  
 TOTAL SQ. FT. REQUIRED: \_\_\_\_\_ HEIGHT REQUIRED: \_\_\_\_\_

3. **PAYMENT TERMS AND SCHEDULE:** Applicant agrees to pay in U.S. funds as per the rates listed below.

**MEMBER INLINE:** \$34.00 per sq. ft. **MEMBER CORNER:** \$39.00 per sq. ft.  
**NON-MEMBER INLINE:** \$41.00 per sq. ft. **NON-MEMBER CORNER:** \$45.00 per sq. ft.

50% of the total booth fee is due October 1, 2023 with application, and the remaining balance is due February 1, 2024. Applications received after February 1, 2024 require full payment of total booth fee.

4. IDAExpo+ will make every effort to avoid conflicting space assignments with competitors where known conflicts exist. However, due to the nature of the exhibits, conflicts may be unavoidable. If possible, please try to avoid placing our booth near the following companies:

5. **PRODUCTS/SERVICES TO BE EXHIBITED:** To aid in assigning exhibit space and to determine eligibility to exhibit, please describe the product or service to be exhibited. Exhibits must pertain to the planning or production of a corporate exhibit program and/or corporate events.

IDAExpo+ reserves the right in its sole discretion, to limit the types of companies and products represented at its trade show, to accept or reject applications, and to assign booth space as it deems appropriate.

6. This contract shall not be binding unless and until it is accepted and approved in writing by IDAExpo+ by the signature of its duly authorized representative. An electronic confirmation of the exhibitor's assigned exhibit space constitutes acceptance of the contract by IDAExpo+. The Exhibitor and the Managing Directors agree to be bound by rules set forth, including those in this Application & Contract for Exhibit Space, the Terms & Conditions, the Display Construction Guidelines, the Rules and Regulations, the Las Vegas Fire Marshal Regulations, Exhibitor Guide and Services Manual, and in any correspondence outlining revised booth location, or other notices, etc., all of which are incorporated herein and made a part of this contract. In witness whereof, applicant has caused this contract to be signed by an officer of the company or person duly authorized. I understand that by providing the email address and/or fax number(s) above, on behalf of the company/organization specified above, I am authorized to and hereby consent for the company/organization to receive IDAExpo+ related emails from IDAExpo+, International Door Association, and the officially designated contractors, venues, or other companies the managing directors have officially appointed to provide services for IDAExpo+.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME (PRINT): \_\_\_\_\_

EMAIL ADDRESS (TO SEND INVOICE): \_\_\_\_\_

**If full payment is not received by due dates outlined in this contract, your exhibit space will be released.**

Please complete, sign and mail this Contract with your payment to:

**International Door Association**  
**PO Box 723248**  
**Atlanta, GA 31139**  
[info@doors.org](mailto:info@doors.org)

**TOTAL AMOUNT TO BE INVOICED: \$** \_\_\_\_\_

(FOR OFFICE USE ONLY)

Sq. ft. required \_\_\_\_\_

Assigned \_\_\_\_\_

Appl. Rec'd: \_\_\_\_\_

## Sponsorship Opportunities



Sponsoring IDAExpo+ gives you the opportunity to reach and interact with our expansive line-up of product and service exhibitors, as well as our significant membership base and affiliate organizations. By supporting IDA and developing relationships with key industry leaders, your brand will gain exposure to numerous manufacturers and product/service providers.

\*For sponsors who reach Gold Level and above, you will receive an attendee list following the event.

### IDAExpo+ Sponsorships

**Platinum Level | \$50,000** | Reach \$50,000 of sponsorship and be featured as a **Platinum Sponsor**

**Gold Level | \$30,000** | Reach \$30,000 of sponsorship and be featured as a **Gold Sponsor**

**Silver Level | \$20,000** | Reach \$20,000 of sponsorship and be featured as a **Silver Sponsor**

**Bronze Level | \$10,000** | Reach \$10,000 of sponsorship and be featured as a **Bronze Sponsor**

Prospective sponsors should choose from the list of items below to achieve a Platinum, Gold, Silver or Bronze level sponsorship.

### Opening Party Sponsor | \$75,000 | EXCLUSIVE

Sponsor the Opening Reception at the IDAExpo+ and receive exposure to more than 800 attendees. Get the opportunity to address attendees for two minutes to distribute sponsor-provided promotional items such as napkins and cups\* with your company logo displayed prominently at the reception. Plus, at least one dedicated social media post (Facebook, Twitter, LinkedIn) during the IDAExpo+.

### GOBO Sponsor | \$75,000 | EXCLUSIVE

During the Opening Reception, have your logo displayed prominently via gobo. Plus, at least one dedicated social media post (Facebook, Twitter, LinkedIn) during the IDAExpo+.

### Award's Cocktail Sponsor | \$25,000 | EXCLUSIVE

The Award's Cocktail Hour recognizes excellence in individuals and companies who have served the association, and/or industry in an extraordinary way. Attended by over 500 IDA Members and stakeholders, you will have the opportunity to make a lasting impression by addressing all in attendance. This includes the opportunity to address attendees for two minutes and the ability to distribute sponsor-provided promotional item\*. Also one dedicated social media post (Facebook, Twitter, LinkedIn) during the IDAExpo+.

### Attendee Tote Bags | \$20,000 | EXCLUSIVE

This is your company's opportunity to gain exposure during – and even after – IDAExpo+. Attendees use these branded bags to carry personal items and IDAExpo+ materials throughout the event. Placement of your company logo (one color logo) along with IDAExpo+ logo on tote bags (imprint cost included in sponsorship).

## Sponsorship Opportunities



### Registration Sponsor | \$20,000 | EXCLUSIVE

Have your full-color company logo featured at the registration desk. Be the attendees first glimpse into the show by being featured at the IDAExpo+ Registration Desk. Sponsor has the option of providing a giveaway/handout in the tote bag.

### Mobile Conference App Sponsor | \$15,000 | EXCLUSIVE

Put your company's brand and message right in attendees' hands. Attendees use the app onsite to access session content, a schedule of events, exhibitor listings and all general event information. Get mobile app presence, including secondary opening page, schedule page watermark and rotating banner ad. All event signage to host sponsor logo with login and password information.

### Lanyard Sponsor | \$15,000 | EXCLUSIVE

Just imagine – your brand name visible on every attendee at the IDAExpo+. Lanyards are a great way to enhance your brand recognition. Your company logo (one color logo) on each lanyard distributed to all attendees at registration (imprint cost included in sponsorship.) This may be IDA produced or provided by sponsors.

### Hotel Key Cards | \$12,000 | EXCLUSIVE

Attendees will receive a custom key card, for accessing their guest rooms and used for the entire duration of their stay – putting your company into the hands of every IDAExpo+ attendee. Includes your company logo (one color logo) on each hotel key card at host hotel (imprint cost included in sponsorship).

### Guest Room Drop | \$7,500 | LIMITED

Gain a competitive edge by having your company's promotional piece delivered directly to all attendees within the IDAExpo+ host hotel room block. Materials must be provided by the sponsor\*.

### Column Units | \$6,500 | LIMITED

These unique column units, located in premium high-traffic areas, will ensure your brand stands out from the crowd. Approximate sizing varies, based on event location.

### Large Exhibit Hall Banners | \$8,000 | LIMITED

Prominently display your company name and messaging with a large hanging banner centrally placed in high-traffic areas on the show floor. Approximate sizing: 5' w x 8' h.

### Hanging Aisle Sign | \$18,000 | LIMITED

Gain company branding exposure with all IDAExpo+ attendees with your company logo included on all hanging aisle signs. Sponsorship includes at least six signs (or more based on floor layout). Approximate sizing: 4'w x 4'h.

## Sponsorship Opportunities



### Floor Clings | \$4,500 | LIMITED

Lead attendees to your booth with four floor clings. Approximate sizing: 4'w x 4'h.

### Blast IDAExpo+ Emails | \$4,000 | LIMITED

Develop brand recognition with IDA members, long before you ever set foot on the IDAExpo+ floor. Have your company logo and direct link to website included in all IDAExpo+ email blasts sent to IDA members.

### Registration Tote Bag Insert | \$2,500 | PER PIECE

Inserted into tote bag distributed to all attendees\*, have your company featured as part of the materials attendees receive at registration. \*All items must be approved by IDA.

### Technical School Sponsor | \$12,000 | EXCLUSIVE

The Technical Schools are key in training professionals in the door and access system industry. Reach individuals dedicated to training, certification, and accreditation with this opportunity to address attendees for two minutes at each school. Includes your company logo (one color logo) on signage for each education session. Plus the opportunity to distribute promotional item to IDAExpo+ attendees\*. Sponsor-provided promotional items.

### Morning Break Sponsor | \$10,000 | EXCLUSIVE

Have your company featured during the Tuesday morning break, open to all IDAExpo+ attendees and exhibitors, numbering over 2,800 people. Get official recognition from the podium and have a one color company logo on signage at each station. Plus the opportunity to distribute one promotional item to IDAExpo+ attendees\*. This must be a sponsor-provided promotional item.

#### Coffee sponsorships:

Tuesday Morning - Education

Tuesday Afternoon - Education

Wednesday Morning - Education

Wednesday Afternoon - Education

Thursday Morning - Convention Center

Thursday Afternoon - Convention Center

Friday Morning - Convention Center

Friday Afternoon - Convention Center

All include branded coffee sleeves, signage, not napkins

### Afternoon Break Sponsor | \$10,000 | EXCLUSIVE

Have your company featured during the Tuesday afternoon break, open to all IDAExpo+ attendees and exhibitors, numbering over 2,800 people. Get official recognition from the podium and have a one color company logo on signage at each station. Plus the opportunity to distribute one promotional item to IDAExpo+ attendees\*. This must be a sponsor-provided promotional item.

## IDAExpo+ 2024 Program Guide Advertisement



Enhance your visibility and drive attendees to your booth at the IDAExpo+ by advertising in our onsite program guide. Affordable rates, and printed in full color.

Premium positions (only one of each available):

Outside back cover - 8.5" x 11" (plus 1/8-inch bleed) .....	\$3,750
Inside front cover - 8.5" x 11" (plus 1/8-inch bleed) .....	\$2,250
Inside back cover - 8.5" x 11" (plus 1/8-inch bleed) .....	\$2,000
Regular positions full page - 8.5" x 11" (plus 1/8-inch bleed) .....	\$1,750
Half page horizontal - 7.5" w X 4.875" h inches.....	\$1,250
Half page vertical - 3.625" w X 10" h inches.....	\$1,250
Quarter page vertical - 3.625" w X 4.875" h inches .....	\$700
Business card size - 3.5" w X 2" h inches .....	\$400



## IDA Educational Conference & Tradeshow (EduCon)

The EduCon and Tradeshow event will be a way for IDA to continue to engage with members and industry representations throughout the country. Door Dealers should attend to earn IDEA approved CEU's, network with your colleagues and be updated on the latest products and services available to business owners in the industry.

### Attendance

35 exhibitors, 250 attendees

### EduCon Exhibits

The IDA EduCon & Tradeshow will host an expansive exhibit hall over the course of two days.

Everything new and exciting in the industry will be available in the exhibit hall for attendees to see. This is the perfect opportunity to reconnect with peers in the industry, find new products, and learn something new.

#### Booth Fees:

\$1,950 for 10' x 10' booth space

\*Please note: booths are reserved for members only.

#### Each 10' x 10' booth package consists of:

- 8' high back wall
- 3' high side drape
- (1) 6' x 30" H draped table
- (2) side chairs
- (1) wastebasket
- 7" x 44" booth ID sign

#### Example Booth Hours:

(from April 2023 EduCon)

**Thursday, April 20**

6:30 PM - 8:30 PM

**Friday, April 21**

8:00 AM - 4:45 PM

The IDA EducCon & Tradeshow uses an online platform to reserve booths. Book at [Doors.org](https://doors.org).



## EduCon Sponsorship Opportunities

## EduCon & Tradeshow

### Social Hour Networking Reception | Exclusive | \$10,000

Sponsor the one social event at EduCon and receive exposure to more than 100 attendees. Includes the opportunity to distribute one sponsor-provided promotional item such as napkins and cups\* with your company logo displayed prominently at the reception. This also includes one dedicated social media post (Facebook, Twitter, LinkedIn) during EduCon.

### Registration Area Branding | Exclusive | \$5,000

Have your company full-color logo featured at the EduCon registration desk and be the attendees first glimpse into the show by being featured right when they check in.

### Attendee Badges | Exclusive | \$3,500

Your company logo will be on each attendee badge. Badges are a great way to enhance your company's brand.

### Lanyards | Exclusive | \$3,000

Just imagine, your brand name visible on every attendee at EduCon. Lanyards are a great way to enhance your brand recognition. Your company logo (one color logo) on each lanyard distributed to all attendees at registration (imprint cost included in sponsorship). May be IDA produced or provided by sponsors.

### Exhibitor Lounge | Exclusive | \$2,500

Have your company brand near or on the exhibit hall show floor lounge area for attendees who will be recharging after a great day of sessions and exhibitor interaction.

### Floor Clings | Multiple | \$1,500

Lead attendees to your booth with four floor clings. Approximate sizing: 2' x 2'.

### EduCon eBlast | Multiple | \$1,000

Develop brand recognition with IDA members, long before you ever set foot on the EduCon floor. Have your company logo and direct link to website included in EduCon e-Blasts sent to IDA members.

### Education Sponsorship | Multiple | \$3,000

Get the opportunity to address attendees for two minutes at each school and include your one color logo on signage for each education session. Plus distribute one promotional item to EduCon attendees\*. This is a sponsor-provided promotional item.

### Coffee Break | Multiple | \$2,500

Sponsor one of multiple coffee breaks with company signage.

### Signage 1M boards | Multiple | 1,000

Strategically placed signs in high traffic areas with your company's logo (one color logo) and message.

## EduCon Sponsorship Opportunities

### Signage 22' x 28' | Multiple | \$500

Strategically placed signs in high traffic areas with your company's logo (one color logo) and message.

### App Sponsor | \$5,000

Strategically placed signs in high traffic areas with your company's logo (one color logo) and message.

### Program Guide | Multiple | Costs Vary Below

Enhance your visibility and drive attendees to your booth at the EduCon & Tradeshow by advertising in our onsite program guide. Affordable rates and printed in full color. Premium positions (only one of each available):

Outside back cover - 8.5 x 11 (plus 1/8-inch bleed).....	\$2,500
Inside front cover - 8.5 x 11 (plus 1/8-inch bleed) .....	\$1,500
Inside back cover - 8.5 x 11 (plus 1/8-inch bleed) .....	\$1,200
Regular positions full page - 8.5 x 11 (plus 1/8-inch bleed) .....	\$1,000
Half page horizontal - 7.5 w X 4.875 h inches .....	\$750
Half page vertical - 3.625 w X 10 h inches .....	\$750
Quarter page vertical - 3.625 w X 4.875 h inches .....	\$400
Business card size - 3.5 w X 2 h inches .....	\$250

## EduCon & Tradeshow

**Fall 2023**

**Fall 2024**

**Spring 2025**

## IDA Magazine

### Mission

Advertising with *IDA Magazine* offers diverse and valuable advertising and marketing for those who provide products and services to garage door and access systems dealers. Your message will reach legitimate garage door dealers that derive their livelihoods from selling, installing, and servicing garage door and access systems products. By advertising through *IDA Magazine*, you won't waste your promotional budget on non-buyers.

### Typical length, pertinent information

*IDA Magazine* publishes six issues annually – Jan/Feb, March/April, May/June, July/Aug, Sept/Oct, and Nov/Dec.

### Editorial Calendar

Issue	Theme
January/Feb	Advocacy & Codes What's Happening in the World?
March/April	Pre-IDAExpo
May/June	Product Innovations & Trends Garage Door Safety Month
July/August	Post-IDAExpo, Awards, Etc.
Sept/October	Technicians and Installation
Nov/Dec	Scholarship and Education

Ads must be paid IN FULL prior to being placed in the magazine.




## IDA Magazine

### Rates

Size	1x per year	3x per year	6x per year
Inside front/back cover (3x minimum, 4 color only)	N/A	\$3,450	\$3,250
Back cover (3x minimum, 4 color only)	N/A	\$3,900	\$3,700
Full page 4 color	\$3,250	\$2,925	\$2,450
Half page 4 color	\$2,750	\$2,475	\$2,100
One-third page 4 color	\$2,300	\$2,070	\$1,725
One-fourth page 4 color	\$2,150	\$1,935	\$1,625
Two-page (double-truck) spread	Contact us for rates		



# IDA<sup>TM</sup> Magazine

## IDA Magazine and Eblast Advertising

### Third side Ad (3.5"w x 3.38"h)

\$175 per issue

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\$450 for 3 issues

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\$810 for 6 issues

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### Full side Ad (3.5"w x 10.75"h)

\$450 per issue

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\$1,200 for 3 issues

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\$1,100 for 6 issues

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### Online Magazine Eblast Announcement

350 x 80 pixels

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\$225 per issue

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\$600 for 3 issues

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\$1,050 for 6 issues

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175 x 80 pixels

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\$175 per issue

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\$450 for 3 issues

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\$810 for 6 issues

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Monthly e-newsletter informing members on industry topics, member news and members only benefits — reaching over 1000 IDA members. This is available to IDA members only.

### Premium Placement

Your ad is placed at the top of the newsletter (limit one ad per issue).

\$1,050 (6 issues)

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\$1,925 (12 issues)

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### High Placement

Your ad is placed in the middle of the newsletter (limit one ad per issue).

\$900 (6 issues)

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\$1,650 (12 issues)

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### Footer Placement

Your ad is placed at the bottom of the newsletter (limit one ad per issue).

\$750 (6 issues)

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\$1,350 (12 issues)

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**IDA**™ Magazine
