OSID

OKANAGAN SOCIETY OF INTERIOR DESIGNERS PRESENTS

ODEX 2027

Sponsorship & Partner Opportunities

Okanagan Design Expo · Kelowna, BC · May 2027, date to be confirmed

osid.ca

GET TO KNOW ODEX

The Okanagan's day for interior design.

ODEX is OSID's annual design expo, bringing together the region's interior designers, manufacturers, suppliers and industry representatives for a day of education, innovation and networking.

Featuring accredited CEU sessions, a keynote presentation or panel discussion, and a tabletop trade show, ODEX connects industry partners directly with the design professionals who shape product selection and material specifications for residential and commercial projects throughout BC's Interior.

WHY SPONSOR ODEX

01 **Face time with specifiers**
Meet the designers who write the specs for homes, offices, clinics, financial institutions, restaurants and everything in between across the Interior.

02 **Align with high standards**
Put your brand beside IDCEC-accredited continuing education and an association that protects public health and safety.

03 **Invest locally**
Support student spotlights and member training grants that grow the next generation of Okanagan designers.

EVENT AT A GLANCE

DATE
May 2027
Date to be confirmed

VENUE
Kelowna
Venue to be confirmed

ATTENDANCE
90+ designers
Expected

EXHIBITORS
45+ tabletop spaces

THE DAY INCLUDES

Designer Pre-Party (evening before) · Designer Breakfast · CEU sessions · Keynote / Industry Panel · Designer Lunch · Afternoon Tabletop Trade Show · Wine and Appetizers

AVAILABLE SPONSORSHIPS

Presenting Sponsors

Own a moment of ODEX. Five sponsorship levels, every one with exhibit space and early setup.

01

Signature Sponsor

PREMIER SPONSORSHIP LEVEL

Highest level of brand recognition, prominent event visibility, and exclusive networking opportunities.

- ODEX 2027 presented by your company
- First choice of exhibit space, up to 3 tables, front & centre
- Early setup 8:30–10 AM and VIP Sponsors Lounge
- Power at your tables (subject to venue)
- Welcome remarks at the Designer Lunch
- Large logo on entry signage, invitations and name badges
- Logo and ad on the screen reel; large logo on tent cards
- 4 dedicated OSID social posts
- 4 company reps, 4 drink tickets
- 3 Full Day Passes to gift ($600 value)

ONE AVAILABLE

$4,500 $4,650 non-member

02

Feature Sponsor — Pre-Party

VIP DESIGNER PRE-PARTY SPONSOR

Exclusive brand recognition at the VIP Designer Pre-Party, offering opportunities to connect with design professionals and industry leaders in a relaxed, social setting before the main event.

- Named sponsor of the VIP Designer Pre-Party
- Speech to designers at the Pre-Party
- Banner and two bar-top product displays at the party
- 2 tables, second choice of exhibit space
- Early setup 8:30–10 AM
- Power at your tables (subject to venue)
- Logo on signage, invitation, event page and screen reel
- 2 dedicated OSID social posts
- 3 company reps, 3 drink tickets
- 2 Full Day Passes to gift ($400 value)

ONE AVAILABLE

$3,750 $3,900 non-member

Feature Sponsors

Education, Connections and Keynote. Each includes a table, early setup and power.

03

Feature Sponsor — Education

CEU & PROFESSIONAL DEVELOPMENT SPONSOR

Prominent brand recognition associated with accredited CEU sessions, connecting your company with professional development and continuing education within the design community.

- Co-sponsor of the CEU sessions
- Introduce CEU presenters, or sponsor a CEU session (subject to ODEX Committee approval)
- Banner in the session room
- 1 table, third choice of space
- Early setup 8:30–10 AM
- Power at your tables (subject to venue)
- Logo on signage, event page and screen reel
- 1 social post
- 3 reps, 3 drink tickets
- 1 Full Day Pass to gift ($200 value)

TWO AVAILABLE

$3,000 $3,150 non-member

04

Feature Sponsor — Connections

EXCLUSIVE DESIGNER NETWORKING SPONSOR

Dedicated face-to-face time with interior designers and industry professionals through curated networking opportunities. This sponsorship provides valuable opportunities for meaningful one-on-one conversations, relationship building, and direct engagement beyond the traditional Industry Expo experience.

- Co-sponsor of Designer Networking
- Winery evening with the lead event design planners
- Welcome designers and host introductions
- 1 table, fourth choice of space
- Early setup 8:30–10 AM
- Power at your tables (subject to venue)
- Logo on signage, event page and reel
- 1 social post
- 3 reps, 2 drink tickets
- 1 Full Day Pass to gift ($200 value)

FIVE AVAILABLE

$2,500 $2,650 non-member

05

Feature Sponsor — Keynote

BREAKFAST KEYNOTE & INDUSTRY PANEL SPONSOR

Brand recognition on the Breakfast Keynote Stage and Industry Panel, putting your company in front of the full room at the start of the day.

- Co-sponsor of the Breakfast Keynote Stage
- Introduce the keynote and panel participants
- 1 table, fifth choice of space
- Early setup 8:30–10 AM
- Power at your tables (subject to venue)
- Logo on signage, event page and reel
- 1 social post
- 2 reps, 2 drink tickets
- 1 Full Day Pass to gift ($200 value)

THREE AVAILABLE

$2,000 $2,150 non-member

AFTERNOON TABLETOP TRADE SHOW

Exhibitors

Show new products and finishes to active specifiers. Every exhibitor pass includes full admission, a serviced lunch on the vendor patio and the evening wine social.

MAIN EXHIBITOR FLOOR · 57 TABLES

Tabletop Exhibitor

- 1 table (approx. 5′ × 2′) with black linens
- Space for handouts and client take-aways
- Company name and link on the OSID website
- 1 exhibitor pass with lunch
- Add 1 more rep for $100
- Option to donate a door prize, drawn at 4:30 PM

$1,600
$1,750 non-member

SOLD IN PAIRS

Rep Share

- For first-time ODEX exhibitors sharing a main-floor table with another company or agency
- Each company recognized on the exhibitor webpage
- One exhibitor pass per company, with lunch
- Full table purchase required; reps arrange their own sharing partner

$475 per rep
$625 non-member

COMPLIMENTARY · 3 TABLES

Complimentary Tables

- **Student Charrette:** a display table for OSID student charrette work
- **Industry Member draw winners:** two reps who won a free table in last year's draw
- Same table, listing and pass as a Tabletop Exhibitor

Free
Members enter the draw for next year

Table limit. Maximum two tables per manufacturer line card.

Floor plan. Sent to registered exhibitors one week before ODEX.

Cancellation. No refunds.

Guidelines. Exhibitor Guidelines Packet sent on registration.

ADD-ONS & SUPPORTING PARTNERS · FROM $12

Supporting Partners

Exhibitor add-ons go with any table. Supporting partnerships can be bought on their own, no table required, or added to any sponsorship.

EXHIBITOR ADD-ONS

Additional Representative **$100** per rep

Full admission and lunch on the vendor patio. One per table.

Bar / Drink Tickets **$12** per ticket

For the evening wine social. Use them or treat your clients.

Screen Reel Ad **$150** per slide

A 15-second slide on the screens between sessions and at the tables.

SUPPORTING PARTNERS

Hospitality Bar
$750

Your brand on the bar at the evening wine social.

ONE AVAILABLE

Signature Drink Partner
$500

Name the ODEX signature drink served at the wine social.

ONE AVAILABLE

Coffee Bar
$750

Signage and cups or sleeves at the coffee station.

ONE AVAILABLE

Lanyards & Name Badges
$600

Exclusive designer attendee lanyards. Supply your own or have OSID coordinate custom-branded lanyards, included in the price.

ONE AVAILABLE

ODEX Event Signage Partner
$600

Your logo on directional and event signage throughout ODEX.

ONE AVAILABLE

Pre-Party Drink Partner
$500

Name the featured drink at the VIP Designer Pre-Party.

ONE AVAILABLE

Student Spotlight
$500

Name and present an award to an OSID student member.

ONE AVAILABLE

Social Spotlight
$150

A dedicated OSID social post introducing your brand.

FIVE AVAILABLE

Swag Bag Insert
$50

Your sample, catalogue or gift in every welcome bag.

TEN AVAILABLE

Door Prize Partner
In-kind

Donate a prize and be thanked from the stage and on social.

UNLIMITED

COMPARE

Sponsor Benefits at a Glance

*Power is for sponsors only and subject to venue confirmation. CEU session sponsorship is subject to ODEX Committee approval.

	BENEFIT	**Signature Sponsor** PREMIER SPONSORSHIP LEVEL	**Feature Sponsor — Pre-Party** VIP DESIGNER PRE-PARTY	**Feature Sponsor — Education** CEU & PROFESSIONAL DEVELOPMENT	**Feature Sponsor — Connections** DESIGNER NETWORKING	**Feature Sponsor — Keynote** BREAKFAST KEYNOTE & PANEL
INVESTMENT	Member price	**$4,500**	**$3,750**	**$3,000**	**$2,500**	**$2,000**
	Non-member price	$4,650	$3,900	$3,150	$2,650	$2,150
	Number available	1	1	2	5	3
EXHIBIT & ACCESS	Exhibitor space	Up to 3 tables, front & centre	2 tables	1 table	1 table	1 table
	Power at your tables*	2 outlets	1 outlet	1 outlet	1 outlet	1 outlet
	Space selection	1st choice	2nd choice	3rd choice	4th choice	5th choice
	Early setup, 8:30am to 10 AM day of	●	●	●	●	●
	VIP Sponsors Lounge	●	—	—	—	—
	Company reps included	4	3	3	3	2
	Drink tickets	4	3	3	2	2
	Guest tickets to gift	3 Full Day ($600 value)	2 Full Day ($400 value)	1 Full Day ($200 value)	1 Full Day ($200 value)	1 Full Day ($200 value)
RECOGNITION	Signature event naming	ODEX 2027 presented by you	VIP Designer Pre-Party	CEU Sessions	Winery evening with lead event design planners	Breakfast Keynote Stage
	Speech / intro opportunity	Welcome at Designer Lunch	Speech at the Pre-Party	Introduce CEU presenters, or sponsor a CEU session*	Host introductions	Introduce keynote & panel
	Door prize draw	At lunch	At the Pre-Party	After CEU sessions	4:30 PM (first draws)	After the keynote
BRANDING & MARKETING	Logo on entry signage	Large	●	●	●	●
	Logo on name badges	●	—	—	—	—
	Website & social posts	Large logo · 4 posts	Logo · 2 posts	Logo · 1 post	Logo · 1 post	Logo · 1 post
	Screen reel ad	●	●	●	●	●
	Logo on table tent cards	Large	Medium	Small	Small	Small
	Swag bag inclusion	●	●	●	●	●

NEXT STEPS

Reserve your place **at ODEX 2027.**

01 **Choose your level**
Pick a sponsorship, a table, add-ons or a supporting partnership. Mix and match freely.

02 **Send your reservation**
Reserve through the OSID website at osid.ca. Spaces are confirmed first come, first served. No refunds.

03 **Send logo and details**
Send logos and swag counts as soon as possible to info@osid.ca. The floor plan goes to registered exhibitors one week before ODEX.

QUESTIONS

ODEX Committee
info@osid.ca · osid.ca

OSID

Join as an OSID Industry Member and save on ODEX entry.

Industry Members ($110 a year) save $150 on every level and are entered in a draw for one free tabletop at the next ODEX.

BECOME A MEMBER AT OSID.CA

FOR BOARD REVIEW

What's changed for 2027

Feedback on last year's package was clear: the price of entry kept vendors and reps out. The 2027 package lowers every sponsor tier, holds the standard table at last year's rate, and adds smaller, flexible ways to take part.

LOWEST WAY IN

~~$1,600~~ **$50**

Standard table last year vs. a supporting partnership this year

2026 LEVEL	2026	2027 LEVEL	2027	CHANGE
Platinum	$6,000	**Signature Sponsor**	**$4,500**	−25%
Gold	$4,500	**Feature Sponsor — Connections**	**$2,500**	−44%
Breakfast Panel / Keynote	$4,000	**Feature Sponsor — Keynote**	**$2,000**	−50%
Silver	$3,000	**Retired: tables moved to the main floor**	—	—
Standard Exhibitor Table	$1,600	**Tabletop Exhibitor**	**$1,600**	No change
—	—	**Feature Sponsor — Pre-Party**	**$3,750**	**New**
—	—	**Feature Sponsor — Education**	**$3,000**	**New**
—	—	**Rep Share (per rep)**	**$475**	**New**
—	—	**Complimentary tables (3)**	**Free**	**New**
—	—	**Supporting partners & add-ons**	**$12–$750**	**New**

2026 prices from last year's ODEX sponsorship sheet. 2027 prices are OSID member rates; non-members add $150.

GUIDING PRINCIPLES

Lower the sponsor tiers

Returning sponsor levels drop 25–50%. The standard tabletop holds at last year's $1,600.

More ways in

Multi-spot Feature Sponsors, Rep Share tables, supporting partners from $50 and add-ons from $12.

Reward membership

Non-members add $150. Industry members enter a draw for a free table; two of last year's winners exhibit free.

Keep what worked

Networking, CEU, keynote and Pre-Party recognition stay, plus a free table for the student charrette.