



## IDS20 EXHIBITOR PUBLIC RELATIONS MEDIA KIT

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We're **Faulhaber Communications**, the Canadian agency of record for this year's **Interior Design Show**. We're looking forward to working with you to promote IDS20! As you plan your press materials for the show, we would like to recommend that in lieu of creating a physical press kit for the media room, you develop a digital media kit.

The benefits of digital vs physical media kits:

- A digital media kit has no cost
- A digital media kit means no waste for unused materials
- Media will have access to your information anywhere they have internet
- You're able to include more information and images in a digital media kit
- As soon as you create your digital media kit, media can have access
- Media are more likely to review your information if it is easy to access

How it works:

- You send us your files
- We upload them to a Dropbox
- All media receive this Dropbox link - magazines, newspapers, television and radio shows, websites, and blogs
- We can add to the Dropbox as IDS approaches. You can send files now, closer to the show and even during

What to include in a digital media kit:

- Press release/information about your never-before-seen, and headline-worthy products, installations and happenings
- High res images of your IDS space, including renderings (must be professionally shot)
- High res images of featured products (must be professionally shot)
- High res images of key products (must be professionally shot)
- Any Canada specific details on your brand (made-in Canada, Canada-based, inspired by, etc.)
- Brand/spokesperson biography

The earlier you can submit materials, the better! Please provide your digital media kit and any questions to Kayla Matos below as soon as possible. **Please note:** Dropbox links are preferable for files larger than 10MB.

**Faulhaber Communications:**

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