

SBID INDUSTRY PARTNER



SIMOU Design Studio: finalist in the SBID International Design Awards 2017 for Show Flats & Developments

THE SOCIETY OF BRITISH AND INTERNATIONAL DESIGN (SBID)

The Society of British and International Design (SBID) is the professional accrediting organisation for the interior design industry in the UK. Our primary aim is to support the interests of interior designers and manufacturers by guiding and measuring the industry's professional conduct through practice, competence and continued development and in doing so create a clear separation between professionals and hobbyists.

The organisation supports professionally accredited interior design professionals locally, nationally and internationally reaching a global network of over 224,000 industry stakeholders. Our international membership includes design professionals from around the world consisting of interior designers, architects, specifiers, manufacturers, developers, and construction professionals who operate across both commercial and residential sectors and represent the range, diversity and international spread of a creative global industry. We actively pursue the development of industry standards to provide unrivalled consumer protection.

SBID is the sole British representative selected by the 16 nation members of the European Council of Interior Architects (ECIA), the European body responsible for establishing trading standards in Europe, to represent their professional accreditation standards in Britain.

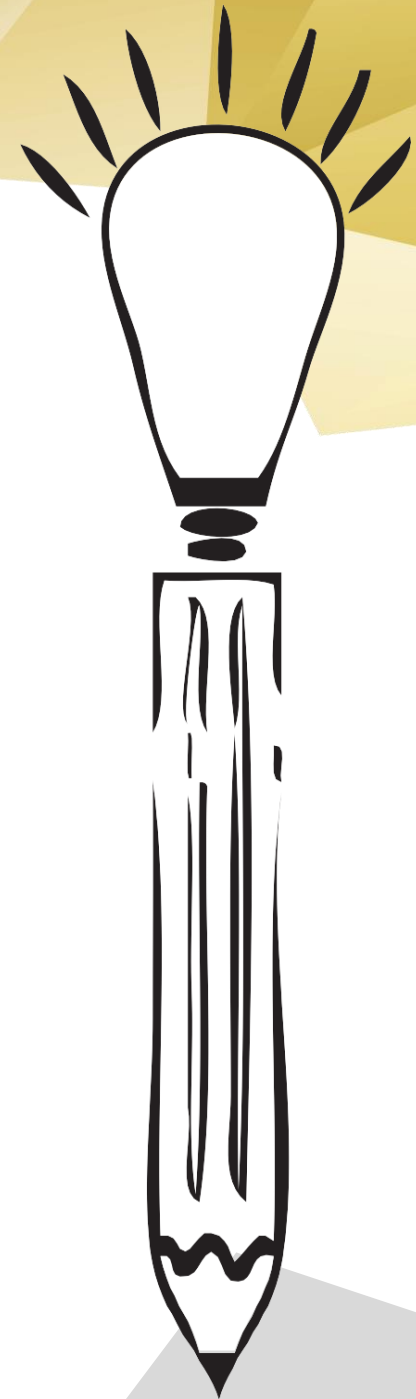
SUPPORTED BY



Department for
International Trade

www.sbid.org

SBID is an apolitical not-for-profit independently funded organisation.





ACCREDITATION

The SBID symbol of accreditation is the marquee that demonstrates a professional commitment to achieving the highest possible standards across the interior design industry. For manufacturers, this appellation provides a competitive advantage and endorses professional expertise of the company.

ELIGIBILITY

An industry partner will be a manufacturer, supplier or provider of support services. Accepted applications will demonstrate the following prerequisites in accordance with the SBID International code of conduct as detailed below:

INTELLECTUAL PROPERTY

SBID fights piracy and copyright theft in design. We actively negotiate with government to legislate against bad practice. The professional industry partner will also share this commitment.

SERVICE

SBID believes a responsible supplier needs to provide a long term quality service as well as after sales care. The prospective partner will share this commitment to exceptional service.

VALUE FOR MONEY

Products and services must demonstrate good value.

CORPORATE SOCIAL RESPONSIBILITY

SBID supports ethical manufacturing and the delivery of products and services that ensure people and environments are not abused or harmed in the production process. The professional industry partner should demonstrate their commitment delivering corporate social responsibility.

SUSTAINABILITY

SBID promotes sustainability in all business activities. The professional industry partner should demonstrate their commitment to sustainability.



We reject or redirect applications from individuals or companies that do not meet these criteria.



MEMBER LEVELS

There are three key membership levels for professional industry partners providing greater choice and allowing the best value for individual members, SMEs and larger organisations.

PARTNER

The basic partner level is the secondary level of membership. To be eligible for accreditation at this level, partners have to provide 1 year of company accounts and a signed declaration of the SBID 5 points of compliance.

The fee for SBID Partner accreditation is **£650 + VAT.**

PARTNER (SME)

The Partner SME level is the preliminary level of membership and is suited to small and medium sized enterprises with a turnover of under 3 million per annum. To be eligible for accreditation at this level, partners have to provide 1 year of company accounts and a signed declaration of the SBID 5 points of compliance.

The fee for SBID Partner accreditation is **£400 + VAT.**

PLATINUM PARTNER

This level includes the full package of what SBID has to offer including hosting networking opportunities and much more. To be eligible for accreditation at this level, partners should provide a signed declaration of the SBID 5 points of compliance.

The fee for SBID Partner accreditation is **£6,000 + VAT.**

ENHANCED MEMBERSHIPS

SBID also offers the option to enhance your membership and add extra features to standard membership, allowing you to better connect with the SBID network via our newsletter, social media and eSociety magazine at no additional charge.

See the table on the back page for more information.





SBID MEMBERSHIP ADVANTAGES

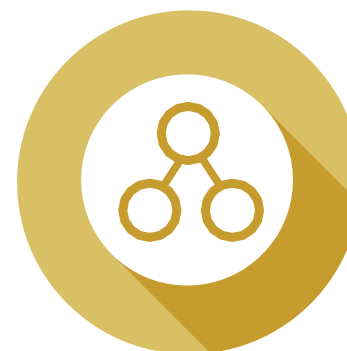
SBID membership offers numerous networking opportunities and actively promotes members through various partnership platforms such as the monthly newsletters and the eSociety magazine.

NETWORKING

SBID is dedicated to creating successful business partnerships, synergies and opportunities for our members. We actively do so through a variety of events and offer manufacturers the opportunity to host events to and for our community of accredited professionals; such as our exclusive business breakfast meetings and CPD seminars.

Our bespoke business breakfast meetings are carefully tailored to create, encourage and facilitate business opportunities, while our CPD seminars give manufacturers the opportunity to not only network with but also educate accredited designers on new product and industry developments.

We also hold several key partnerships with leading national and international trade organisations who offer exclusive networking and speaking opportunities for our accredited professionals. SBID offer discounted or complimentary tickets to members, access to VIP lounges and gala events.



NETWORKING

SBID Industry Partners can also attend selected breakfast meetings and networking events. For more information on which events are suitable for you, email admin@sbid.org

PROMOTION

We offer various opportunities for promotion within our network and across our various partner organisations:

NEWSLETTERS

The SBID newsletters which consist of the industry news, events and product updates are sent out to more than 224,000 industry professionals monthly. The industry news and events newsletter comprises of the latest updates from and for the industry, while the product update focuses on new and innovative residential and contract products. The standard fee for inclusion is **£200+ VAT**; however members receive a discounted rate. For more information, see the table on the back page of this pack.

SOCIAL MEDIA AND GUEST BLOGGING

Members are invited to promote their products and projects via our social media. The SBID blog brings topical architectural and interior design news, weekly inspiring projects, innovative products, contemporary art and relevant updates on government policies regarding the creative industries.

Members are invited to feature on the site as a guest blogger where their post will be highlighted and promoted via the SBID social media platforms.

eSOCIETY

Our partner publication, eSociety offers readers the latest news on the activities of the organisation and its members, as well as inspirational products, design ideas and case studies from all corners of the industry. eSociety is a quarterly online publication with a reach of up to 11,000 average reads and 300,000 impressions per issue. It has been positioned strategically to reach a unique audience of industry professionals including our accredited professionals, 23,000 NCIDQ certified designers and eSociety subscribers. Our members are invited to send their projects and products to be featured editorially.

GLOBAL INTERIOR DESIGN YEAR BOOK

The annually printed glossy title features innovative, luxurious and creative projects from an array of international designers, architects, manufacturers and developers in both residential and contract sectors. The tactical editorial and advertising ratio of 12:1, gives an increased shelf life to the edition, the editorial and its advertisers. The publication is distributed to all the international attendees, winners and sponsors at the SBID International Design awards ceremony at the Dorchester hotel, London and at selected retailers and partnered showrooms. Discounted advertising rates are available for selected industry partners. For more information, contact admin@sbid.org.



SUPPORT

SBID offers business support in the areas of education and finance for industry partners.

CPD

Continuing Professional Development (CPD) is the way by which all professionals maintain and update their industry knowledge and skills after formal education. SBID advocates the continued professional development of its members and runs a series of sponsored events and seminars to help our members complete their annual CPD requirement (24 hours of CPD participation per year).

As an industry partner, continued development is an essential way to maintain the awareness of product updates, compliance issues, research and development, new technologies and legal changes relating to the profession of interior design. Whether hosting a one off CPD event or a series of seminars, the programme must provide knowledge and value to its audience, taking the form of industry training courses, product technology workshops or provide business support or marketing tips.

Becoming an SBID CPD provider allows your company to play a key role in raising competence and standards within the design industry. It opens a dialogue between the CPD provider and an audience made up of key industry professionals and potential clients within varied sectors of the industry, enabling face to face introductions with some of the UK's leading designers, architects and specifiers from large, medium and small practices.

All SBID accredited CPD's are valid for the duration of two years. Platinum members will receive their first CPD seminar complimentary as part of their membership package (Prices normally start from **£5,000 + VAT** for non-members).

FOREIGN EXCHANGE DISCOUNTS

Interior design projects often require currency payments, for example for the purchase of materials, or a payment from an overseas client. SBID's dedicated FX partner Currencies Direct is one of Europe's oldest and largest foreign exchange brokers and assists over 210,000 clients. Whether you are paying overseas suppliers, receiving payments in local currencies or hedging the risk of a project, they are well equipped to help the commercial success of SBID and its global design network.

SBID members can open an account free of charge with Currencies Direct ; a dedicated manager will be assigned to you to help you get competitive market rates and manage your payments.

To find out more information, email admin@sbid.org.



ACCREDITATION ADVANTAGES



Receive the SBID Accreditation appellation	Y	Y	Y	Y	Y
Receive invitations to relevant SBID breakfast meetings	Y	Y	Y	Y	Y
Receive the SBID media (eSociety/Newsletter)	Y	Y	Y	Y	Y
Feature editorials in eSociety (per availability)	Y	Y	Y	Y	Y
Offer Internships to SBID students	N	N	Y	Y	Y
Host CPD Events- CPD Provider (£5000)	N	N	N	N	Y
Single post as a guest blogger	N	Y	N	Y	Y
Login to members area (Pending new website)	Y	Y	Y	Y	Y
Inclusion in the SBID Newsletter	Payable	1x Free	Payable	1x Free	2x Premium
Feature advert in SBID Newsletter	Payable	1x Free	Payable	1x Free	2x Free
Feature advert in eSociety	Payable	1x Free	Payable	1x Free	2x Free
Feature product on social media (Per Post)	Payable	2 x Free	Payable	2x Free	4x Free
Advert in the SBID Global Interior Design year book	Standard Pricelist	10% Discount on Standard Pricelist	Standard Pricelist	10% Discount on Standard Pricelist	20% Discount on Standard Pricelist
	£400 + VAT.	£745 + VAT.	£650 + VAT.	£995 + VAT.	£6,000 + VAT.

SBID COMMUNICATION PRICES



SBID
OFFERING



NON
MEMBERS



MEMBER
PRICING

SBID Bespoke Breakfast Meeting

N/A

£1,250.00

Advert in eSociety

Standard page £300. For full
pricelist, email admin@sbid.org

Standard page £300. For full
pricelist, email admin@sbid.org

Advert in the SBID Global Interior Design year book

£1,500

Discount available for membership type,
See previous page



CONTACT US AT:

W: www.sbid.org

E: admin@sbid.org

T: 0207 738 9383

