



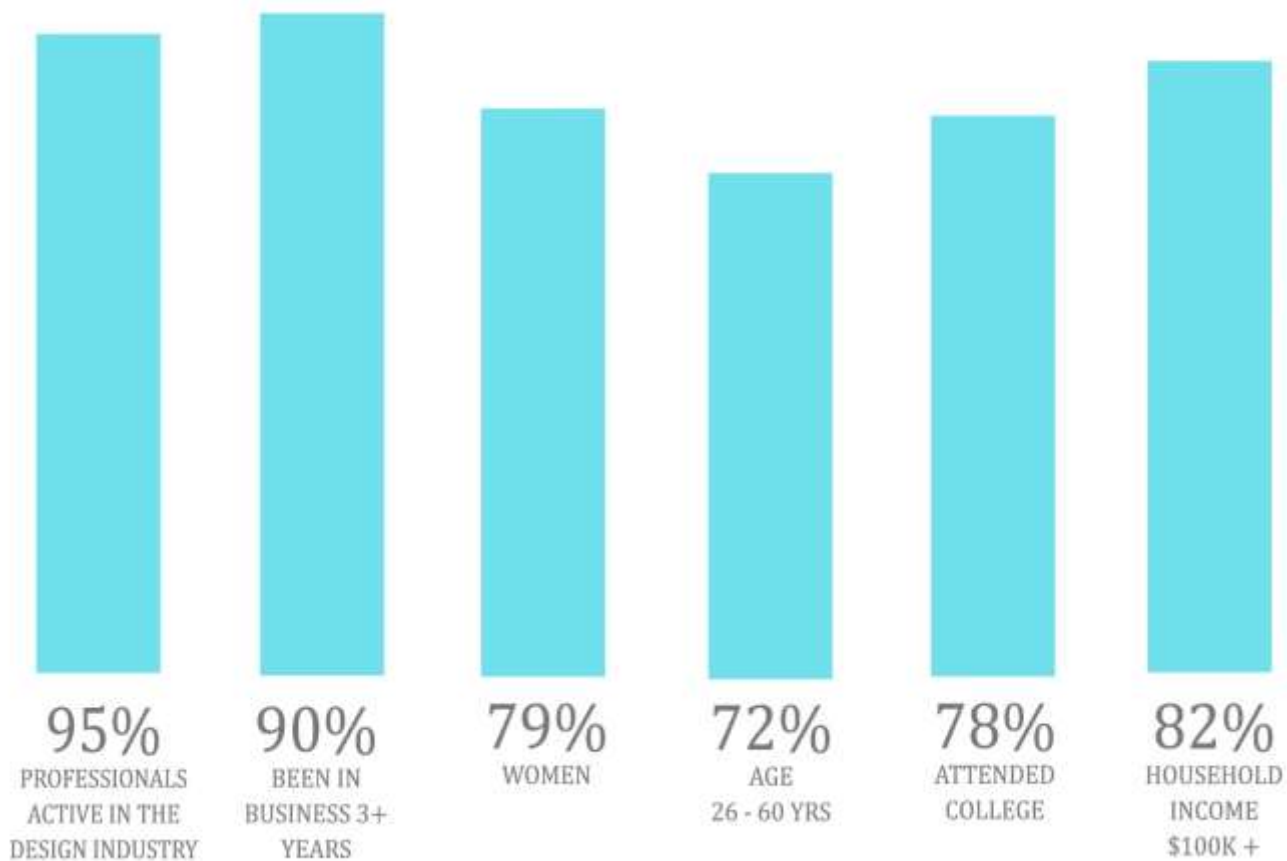
Soft Design Lab is the premier interactive online community and advanced education provider for soft furnishings design, business and trends. Founded by industry influencers, and advocates, Jackie Von Tobel and Deb Barrett, it is the only professional community to bridge the gap between designers, trade markets, manufacturers, and artisans.

Through our proprietary live events, online and on-demand CEU learning, case studies, trend forecasts and reports we provide a virtual knowledge base for the design community. We provide a platform to promote open communication between designers, manufacturers and service providers to build strong relationships and increase profitability for all participants.

Join the Conversation Today and Grow Your Business!

OUR COMMUNITY MEMBERS = YOUR CUSTOMERS AND BUYERS

OUR COMMUNITY DEMOGRAPHIC



12K

14.5K

5.2K

Promotional Reach Across Multiple Social Media Platforms

FAST FACTS

8,000 Community Base

8,000 Email Reach

38% Email Open Rate

23,000 Website/Blog visits per month

Deb Barrett

- Award winning designer
- 20+ years Founder of Window Dressings, custom couture soft furnishings
- Pioneer in design education and development.
- Corporate consultant to the industry
- Trend expert, author and journalist
- Sought after keynote speaker,
- CEU accredited design educator, and coach
- Industry Visionary with expertise in window coverings
- Design market influencer, advocate
- Social media influencer
- International décor tour producer, market expert.

Jackie Von Tobel

Award winning designer
20+ years owner operator of a high end design firm with a retail and to the trade showroom, Plush Home.
Artist, Illustrator
Licensed product designer with over 25 licenses in a wide variety of categories
Best selling design reference books author
Sought after speaker, keynote
CEU accredited design educator, coach and consultant
Industry expert
Design market influencer, advocate
Social media influencer



Free Webinars | Advanced Education | CEU Seminars | Live Learning Events
Guest Experts | On-Demand Learning | Consulting | Trend Reports | Market Re-Caps
Product Information | Trend Forecasting | Partner Spotlights | One on One Coaching

Soft Design Lab reaches the design community through these channels:

Teaching custom built curriculum focused on the how-to's of design.

Defining best practices and procedures for the design industry through education and training.

Creating focused CEU educational content and events for manufacturers, sales teams, designers, and retailers.

Crafting interactive events that foster close designer – manufacturer relationships.

Spotlighting new products and services and manufacturer news and information.

Trendspotting and market reports from our global trade show team.

Constructing insightful event analysis and focus groups.

Soft Design Lab Supports Design Professionals in:

Our exclusive "Take Ten" educational and promotional webinars, downloads, and takeaways on best practices, hot topics and trends.

Exclusive live events offering intensive, hands-on training and must-attend networking.

Cutting edge online and on demand learning; all CEU accredited and presented by our team of experts; e-books, video training series, one-on-one web conferencing and more.

Informative articles, white papers, case studies, quizzes, and surveys.

Trendspotting and market reports covering the best industry trade shows in the industry from our global team.

Global, hosted design market tours, creative trips, and design adventures.

Building an Interactive Community:

Through our virtual base camp at www.softdesignlab.com we promote community, networking and collaboration in all of our offerings including:

Live interaction and question and answer session during webinars and our "Happy Hour" events.

Fostering goal partnerships between community members.

Making life long connections and friendships through our tours and live events.

Encouraging mentorship within our community.

Linking like minded design communities and organizations with Soft Design Lab.

OUR ONLINE OFFERINGS

SHORT FORMAT WEBINARS: Complimentary, “take ten” live webinars covering various design related topics.

Product Specific Knowledge & Use - Artisan & Manufacturer Spotlights - Design Fundamentals - Business Essentials – Design Technology - Market Trend Recaps - Seasonal Topics – How-To Tutorials

DIGITAL DOWNLOADS: Monthly downloads / e-booklets distributed via email to our community and available on demand.

SDL Pro Guides- Worksheets - Cheat Sheets & Shortcuts - Market Hit Lists - Resource Guides Quizzes

DEDICATED E-MAIL BLASTS: Promotional email blasts for our Sponsors to our Soft Design Lab database

INTENSIVE EDUCATIONAL WEBINARS: Live or on demand, intensive training webinars, many are CEU accredited.

Design Master Classes - Design Business Classes - Creative Processes, How-To, Step-By-Step Tutorials - Trend Analysis - Design Technology - Guest Expert Series

INTENSIVE PARTNER SPOTLIGHT WEBINARS: Live or on-demand webinars with an advanced focus sponsored by and featuring our branding partners.

“ASK THE EXPERTS”: Conversations with guest speakers and educators available on-demand.

LIVE “HAPPY HOUR” EVENTS: Live video chat sessions where we answer questions posed to us by community members in real time.

GENERAL & PROMOTIONAL BLOG POSTS: Covering a vast array of topics related to design and dedicated to inspiring our community and promoting our partners





PARTNERSHIPS

As we grow our brand and community, we endeavor to shape key partnerships and collaborations with forward thinking manufactures, vendors and associations who are working to take the buyer–seller relationships to the next level. We offer the following partnership opportunities.

SILVER PARTNER

Title Sponsor for four (4) Downloads and/ or Take Ten Webinars per year. of your choice.

Logo placement and links on all promotional emails and social media posts for the sponsored webinar.

On screen logo placement during webinars

2-minute promotional presentation during sponsored webinars

Opportunity to include a promotional gift or offer to each attendee.

Logo Placement and link on Soft Design Lab website's Webinar, Partner pages and Resource Directory

Lead retrieval from sponsored webinars and downloads and attendee list from market tours.

COST: \$2500.00 per year

GOLD PARTNER

Title Sponsor for six (6) Take Ten Webinars and/or Downloads per year

One (1) Short Format (15 min.) Educational Webinar about your company, culture, product, and service prepared in cooperation with SDL per year.

1 blog post per year about your company, culture, product, services

One (1) promotional e-mail blast to our database.

Logo placement and links on all promotional emails and social media posts for the sponsored webinar.

On Screen Logo Placement during webinars

3-minute promotional presentation during sponsored webinars

Opportunity to include a promotional gift or offers to each attendee

Preferential logo placement, listing and links on the SDL website's Webinar, Partner pages and Resource Directory.

Sidebar column ad on SDL Blog

Lead retrieval from sponsored webinars, downloads and attendee lists from market tours.

COST: \$3500.00 per year

PLATINUM PARTNER

Title Sponsor for eight (8) Take Ten Webinars and/or Downloads per year

3-minute promotional presentation during sponsored webinars

Two (2) informational blog posts per year about your company, culture, product, and service prepared in cooperation with SDL.

One (1) live and on-demand webinar highlighting your company, culture, product, and service prepared in cooperation with SDL including a taped copy for your use.

Three (3) promotional e-mail blasts to our database.

Logo placement and link on all promotional emails and social media posts for the sponsored webinars.

On Screen Logo Placement during webinars

5 minute promotional presentation during sponsored webinars

Opportunity to include a promotional gift or offers to each attendee

Preferential logo placement, listing and links on the SDL website Webinar, Partner pages and Resource Directory.

Side column ad on SDL Blog

Lead retrieval from sponsored webinars and downloads and attendee lists from market tours.

Expand your market by placing promotional collateral or offers in our VIP Tour swag bags

COST: \$5000.00 per year

A LA CARTE SERVICES

Soft Design Lab has unrivaled capabilities in working one-on-one with our brand partners to create custom educational, training and promotional experiences that fit their specific needs. We work with our partners to identify their goals and build bespoke programs that meet those objectives. Some of our services include:

Custom development and production of short format or intensive long format educational and informational webinars on the topic of your choice for your audience. CEU accreditation available.

Custom development and production of live, on site, seminar events on the topics of your choice for your audience. CEU accreditation available.

Custom development and production of social and networking events and promotions.

Trend reports and projections and market trend recaps in written or live and recorded webinar format.

Global design market product research, trend spotting, and forecasting.

Custom produced and executed design tours and experiential social media events for trade shows, showrooms, or corporate events.

Call for Quote

SPONSORSHIPS

SDL BRAND PARTNERSHIP LEVELS	SILVER	GOLD	PLATINUM
TITLE SPONSOR TAKE TEN WEEKLY WEBINARS / DOWNLOADS	X	X	X
TITLE SPONSOR INTENSIVE LONG FORMAT WEBINARS		X	X
DEDICATED PROMOTIONAL BLOG POSTS		X	X
DEDICATED PROMOTIONAL EMAIL BLASTS		X	X
DEDICATED PROMOTIONAL WEBINARS			X
WEBSITE LOGO PLACEMENT AND LINK	X	X	X
PREFERED LOGO PLACEMENT, LINK ON WEBSITE	X	X	X
BLOG SIDEBAR ADVERTISEMENT AND LINK		X	X
LEAD RETRIEVAL FROM SPONSORED WEBINARS / DOWNLOADS	X	X	X

Soft Design Lab is the only online community of its kind that can put you immediately in touch with a highly vetted and qualified customer base that wants your product. We are the only platform to win you new buyers through valuable, education, information, and inspiration which will forge a strong bond between your products and those buyers.

To learn more about [Soft Design Lab](#) and to join our growing community as a valued partner please contact Jackie Von Tobel or Deb Barrett.