



VISUAL MARKET INTERIORS

THE MARKET PROPOSAL

Connecting the global interiors marketplace with curated news,
company listings & products, inspiration, services and much more.



The Mission

VMI will bring together the global interiors marketplace via a web based platform offering inspiration, online and in person. 365 days a year. 24 hours a day. It will become the go-to resource globally for interior designers and architects to not just see what's new, but find the companies they need to supply and maintain their spaces.

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Changing the Status Quo

Traditional marketing opportunities are disappearing or changing at a fast pace. Trade shows are on hold with an undetermined future for 2021. Many print publications are opting to release in digital formats only. But the need for suppliers of the interior industry to show their talents in front of potential clients has not changed.

No one can afford to wait to see what happens before beginning to plan their marketing future.

With these changes comes less opportunity to come together as a community. Visual Market Interiors was created as an answer to that void. All of the voices behind this effort come from, and believe in the industry. This space was created to promote the community and suppliers of interiors.

VMI offers people in the interiors sector a cost effective and efficient way to showcase their achievements. 365 days a year, 24 hours a day. It also offers them a way to stay current, update offerings, share their voice and market through all available means as the sector changes.

Most importantly, interior designers looking for suppliers have a place to come to find them. A single community without leaving their desks if need be, to find companies, view products, news, inspiration and more.

Note: All of the images, companies and content shown on this document are for visual and presentation purposes only.



Main Portal Web Site and Marketing Features

- Main function page showing features and links to the main portal areas
- Listing on home page with link to company page
- Content featuring new products, trends and inspiration, news from NY, Los Angeles, Chicago, London, Paris, Milan and across the Globe
- Company, product and location filter searches
- Full events industry calendar updated weekly
- Regular VMI e-newsletters featuring trends and market information. This will promote the site in general as well as featuring links to company specific sections
- Special promotions during specific events through out the year including via the VMI newsletter, featured agenda and social media
- Connections to VMI social media: Facebook, LinkedIn, Youtube, Twitter and Instagram

Fully responsive website with optimal functionality on all device types





The Market Benefits

You will be provided with your own section that includes a product area featuring up to 10/20 products with downloadable tearsheets depending on package, news, videos and a company bio.

Additional benefits:

- Company name/logo on all promotional materials, email blasts, e-newsletters
- Company name/logo listed on home page with a link to the company area
- The 10/20 products mentioned above can be replaced any time throughout the year as and when required as part of the package, along with liaison and support services. The replacement will be facilitated by our team with no self-administration required. Links back to your own web site to the relevant area will be applied
- Search criteria on all products and analytical performance report on the clients own area and the mail web site every 3 months
- Video of showroom or project visit to be featured on the event calendar - this is for anyone that wants to do a video presentation during the specific featured events, location is irrelevant
- Ability to list special company events in any highlighted event agenda
- Dedicated extended search engine (SEO) alt tags

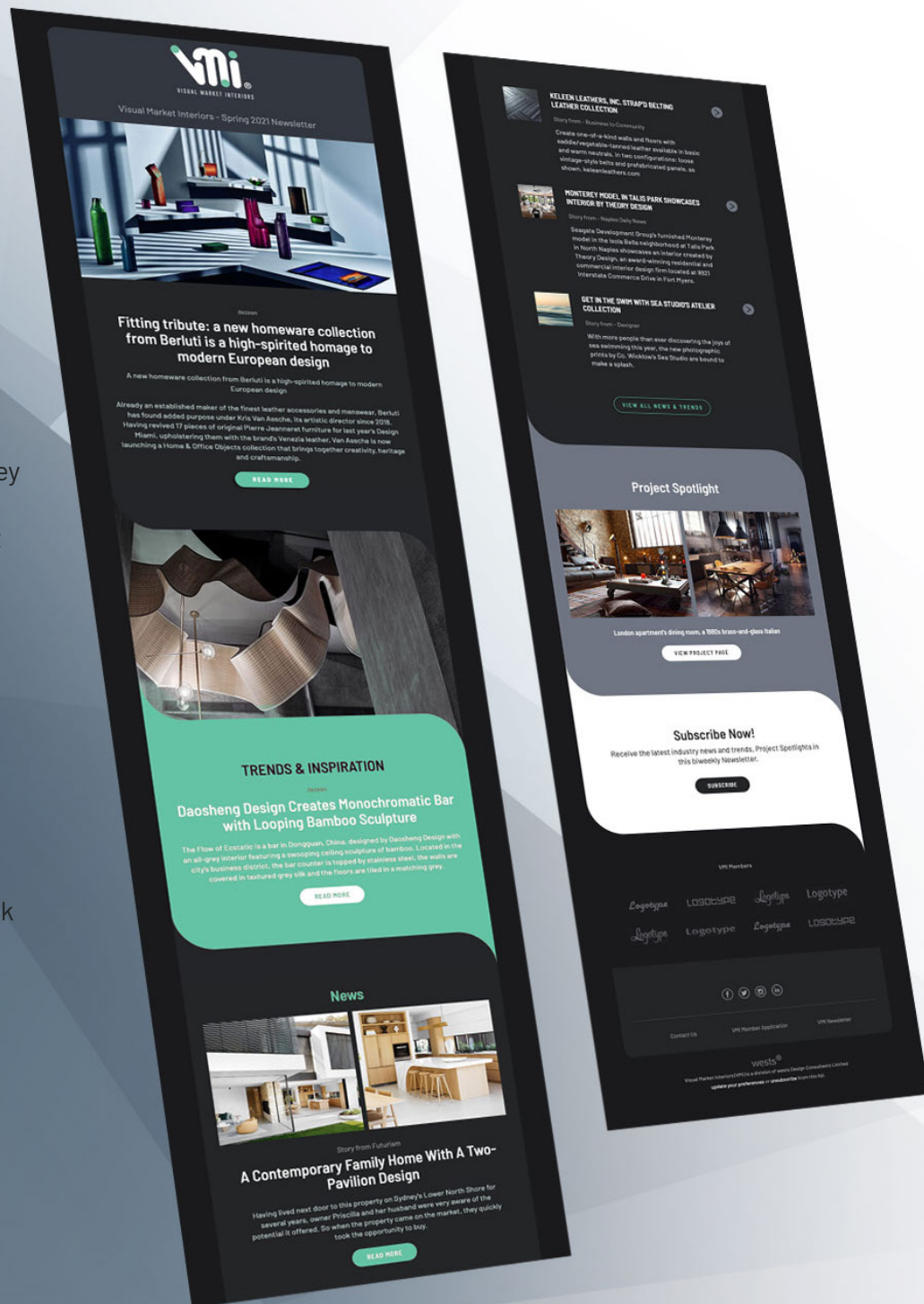


The Market Benefits continued

- To supplement the existing Interiors mailing list VMI offer one electronic mail shot advertising the fact they have joined VMI with product highlights as required. VMI would send this mail shot to your own mailing list under a bonded arrangement. Mailing would include option to subscribe to VMI Newsletters. The effect would be that the Bi-monthly newsletter or any other promotional mail shots would then go out to an ever increasing Interiors audience
- Opportunity to be featured in the VMI newsletter at least four times during the year to promote their company and projects
- Social Media- VMI will post at least twice per week during the year on Instagram, Linked-in and Facebook and daily running up to a highlighted event. Additionally, a social media graphic package will be provided to utilize on your own channels to promote your participation in VMI



VMI newsletter featuring Company News, Product Spotlight, Trends/Inspiration & Project Spotlights





THE MARKET PRICING OPTIONS

The Market Package

Based on a **monthly agreement** all inclusive production and maintenance.

- **Option One** - One time initial set up fee of **£1,122** with subsequent future monthly payments of **£273**

Based on a **12 month agreement** all inclusive production and maintenance.

- **Option Two** - A 15% Discount for a payment in advance of **£3,506**
Saving £619 for the first 12 months.

All original and continual art and production updates are inclusive.

The process of adding company details, company news and products into the website will all taken care of by our team with no need to get involved with self administration.

Payment options are available



Package Includes:

- ✓ Up to five hero images on your introductory page header
- ✓ Up to **10** products with images, descriptions, downloadable pdf tear sheets with share and inquire function
- ✓ The above **10** products can be swapped at any time as required
- ✓ Up to **3** separate videos on your area which can be swapped out within one fiscal year (supplied)
- ✓ Extended company profile area
- ✓ Company services list with description
- ✓ Dedicated contact form with google map, contact details and company social media links and spam blocks
- ✓ Your News & Events which also appear on the main portal area
- ✓ Dedicated search engine (SEO) alt tags and search criteria on all products
- ✓ Analytical performance report on the clients own area and the mail web site every 3 months
- ✓ Electronic mailshot to interior design & suppliers every two weeks including news, trends, company/product spotlight and other promotional mail-shots
- ✓ Promoting your event links throughout the web site
- ✓ Interior Design industry calendar with monthly listings of up and coming events
- ✓ VMI company page with filter by company, product and industry sector
- ✓ Content featuring monthly trends, events, news from New York, Los Angeles, Chicago, London, Paris and across the Globe
- ✓ Full social media coverage applied to VMI Facebook, LinkedIn, Youtube, Twitter and Instagram accounts



THE MARKET PRICING OPTIONS

Additional Market Package

Based on a **monthly agreement** all inclusive production and maintenance.

- **Option One** - One time initial set up fee of **£395** with subsequent future monthly payments of **£65**

Based on a **12 month agreement** all inclusive production and maintenance.

- **Option Two** - A 15% Discount for a payment in advance of **£944**
Saving £166 for the first 12 months.

Package Includes:

- ✓ Up to **20** products with images, descriptions, downloadable pdf tear sheets with share and inquire function
- ✓ The above **20** products can be swapped at any time as required
- ✓ Up to **6** separate videos on your area which can be swapped out within one fiscal year (supplied)
- ✓ Individual join up emailer to your own mailing list bonded or shared with main retail list
- ✓ Opportunity to hi-light specific events or new products on the main portal
- ✓ Facility for word crafting to style with professional writer
- ✓ Selected home page swatches and spotlight products will be rotated through out the year

All original and continual art and production updates are inclusive.

The process of adding company details, company news and products into the website will all taken care of by our team with no need to get involved with self administration.

Payment options are available





Visual Market Interiors was created by the team the Wests Design Group, to address the challenges facing the evolving interiors industry. Please reach out to us to discuss how you can become part of this innovative new opportunity.

www.visualmarketinteriors.com

wests are a collaboration of creative talents that have been providing innovative design services for a wide and varied mix of clients for over 50 years.

We are a multi-disciplined design agency, offering innovative commercial design and online systems for all forms of electronic visual media communication, including traditional graphic design, illustration, corporate branding, interior and retail design, environmental design, retail fashion and art direction.

For over 25 years we have been in the forefront of this industry, supporting interior design in New York and globally.



Visual Market Interiors (VMI) designed by
The Wests Design Group

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