VISUAL MARKET INTERIORS

THE MARKET PROPOSAL

Canada (Canadian Dollars)

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.

Content

Page 3 Changing the Status Quo

Page 4 Main Portal Web Site and Marketing Features

Page 5 The Market Benefits

Page 6 The Market Benefits continued

Page 7 The Market Package

Page 8 The Market Team

Changing the Status Quo

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.

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.

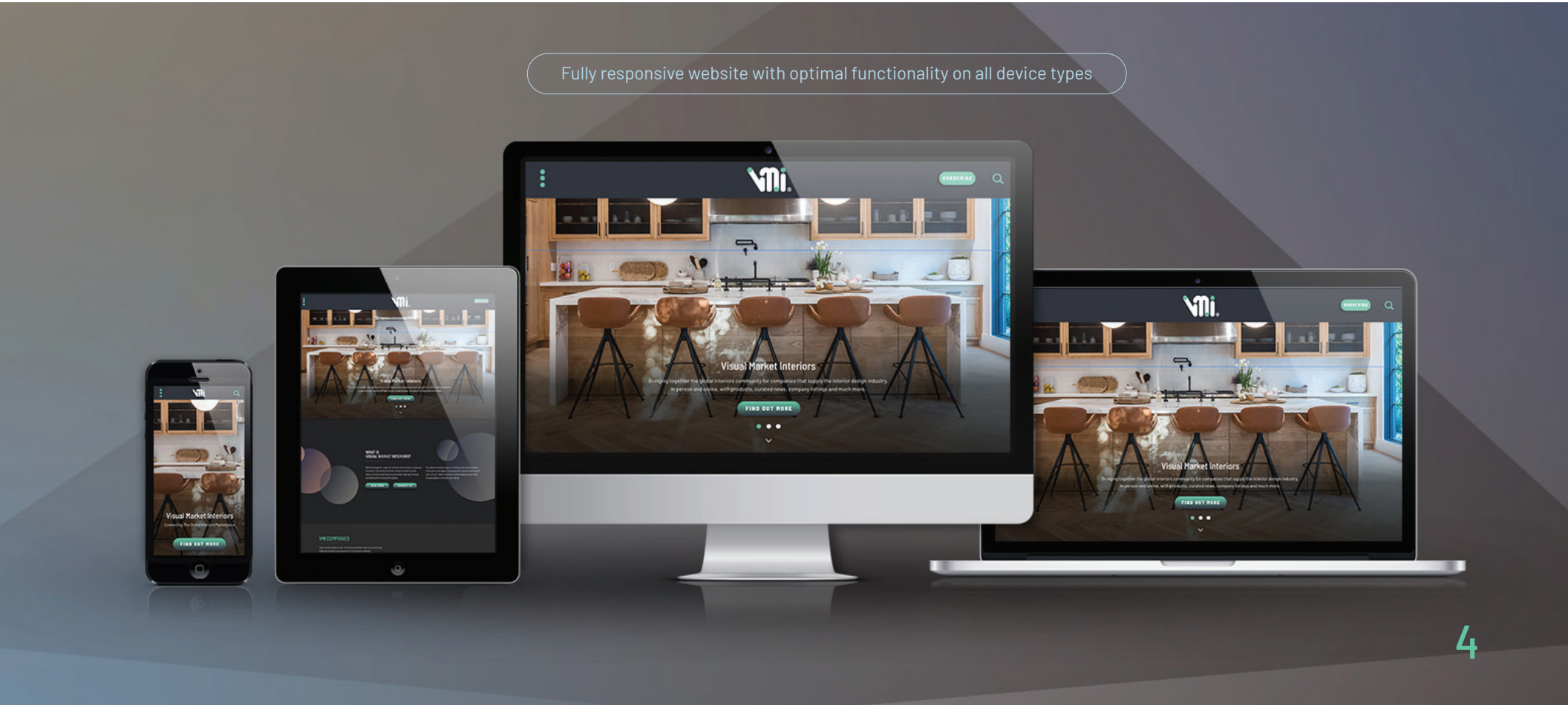
VMI offers people in the interiors sector a cost effective and efficient way to showcase their achievements. 365 days a year, 24 hours a day. It also offers them a way to stay current, update offerings, share their voice and market through all available means as the sector changes.

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 your own Social Media accounts if required



The Market Benefits

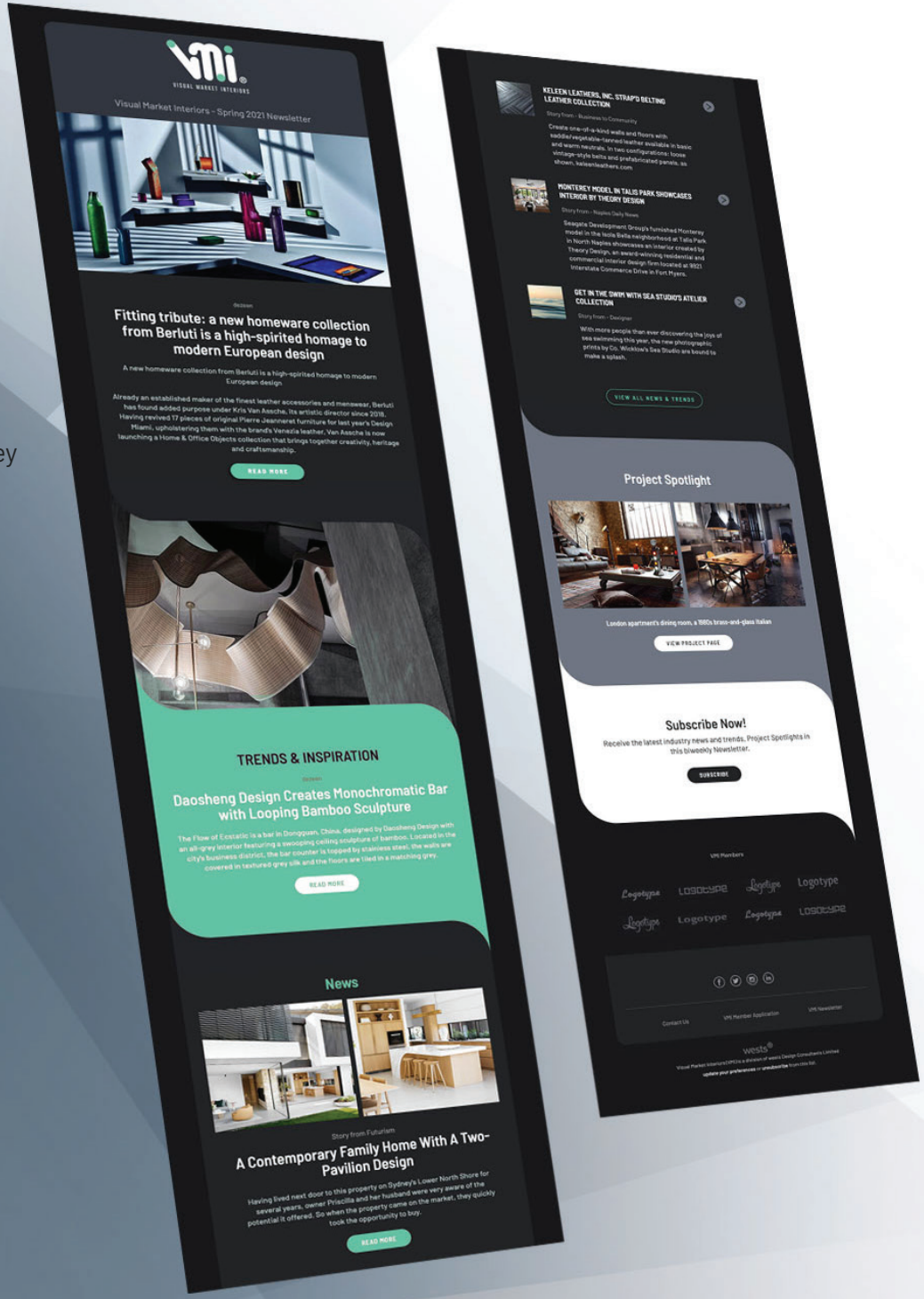
You will be provided with your own section that includes a product area featuring up to 10/20 products with downloadable tearsheets depending on package, news, videos and a company bio.

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
- The 20 products linked directly to your featured items in your own web site.
- 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



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

CONTACT VMI AT : ACTION@VISUALMARKETINTERIORS.COM
WWW.VISUALMARKETINTERIORS.COM TEL: 212 835 0625

THE MARKET PRICING OPTIONS

The Market Package

Start up price Total CD$2350
The initial set up for the first 3 months to enjoy all inclusive responsive support, function, traction, SEO and publicity.

Monthly price after initial setup CD$265
An option to continue to build on the start-up offer.
Beyond the initial 3 months build up.

Take advantage of this special marketing budget offer at CD$3850
Option to sign up for 12 months inclusive of the initial 3 months set up and build up. For a single one-off payment.

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 **20** products with images, descriptions, downloadable pdf tear sheets with share and inquire function linked directly to your own web site.
- ☑ 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)
- ☑ 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
- ☑ Ability to add your social media links if they are required linking directly to your own social media accounts
- ☑ Facility for word crafting to style with professional writer

Visual Market Interiors was created by Hard Drive Media, 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

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) is a division of
Hard Drive Media Limited

The Team

Barrie West barrie@wests.design	Graphic Designer & Managing Director 212 835 0625
Chris Bate chris@wests.design	Senior Graphic Designer & Technical Support 212 835 0625
Jason Hobson jason.h@wests.design	Senior Graphic Designer & Technical Support 212 835 0625
Steve Cochrane steve@wests.design	Word Crafting Coordinator 212 835 0625
Dan Evans dan@wests.design	Business Development 917 690 9585
Jennifer West ar@wests.design	Accounts Receivable 212 835 0625
Lydia Robertson lydia@wests.design	Moving Image & Sound Consultant 212 835 0625
Rita Faust rita@wests.design	European Design Consultant 212 835 0625
Pascale Brinkman pascale@wests.design	Art & Fashion Consultant 212 835 0625
Jhipo Hong jhipo@wests.design	UK Based Retail & Hospitality Design Consultant 212 835 0625
Hot line	action@visualmarketinteriors.com 212 835 0625
Website	www.visualmarketinteriors.com

hard drive media®

USA OFFICE
174 Hudson Street, NYC,
NY 10013, USA

Tel. 212 835 0625

HEAD OFFICE
The Dairy, Hollington Farm,
Holme Lacy, Hereford,
HR2 6LY, UK

Tel. +44 (0) 7918 742 745

www.wests.design
Info@wests.design