



ASID – Where Design Comes to Life

ASID is a community of people committed to interior design. Our members include practicing interior designers, interior design students, interior design educators and industry representatives.

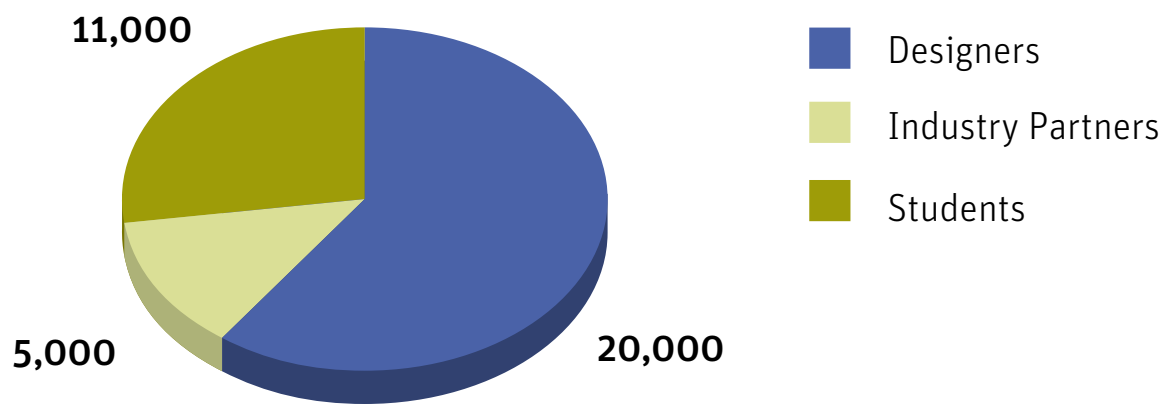
Our Members

Founded in 1975, the American Society of Interior Designers is the largest and most established professional organization for interior designers in the United States.

With more than 36,000 members, ASID boasts

- » The largest number of practicing commercial interior designers in the U.S.
- » The largest number of practicing residential interior designers in the U.S.
- » The largest number of emerging interior design professionals in the U.S.
- » The largest number of interior design students in the U.S.

THE ASID COMMUNITY



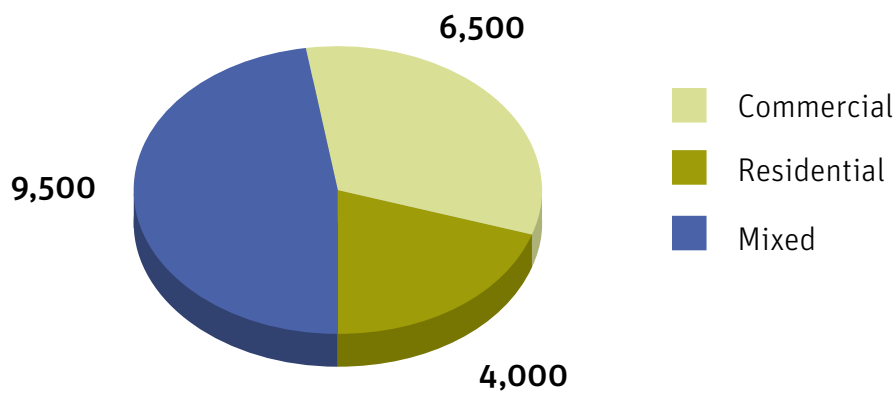
Our Design Professionals

ASID designers practice in all areas of interior design, including

- » Residential/Model homes
- » Office/Corporate
- » Health care
- » Hospitality/Entertainment
- » Government/Institutional
- » Retail/Store planning
- » Facilities management

Most do either strictly commercial or a mix of commercial and residential projects.

DESIGNER PRACTICE AREAS



About 70 percent of ASID designers are owners or principals of their design firms.

On average, ASID designers' firms do between 25 and 30 projects a year, not counting design consultations. Most of the time, it is the designer who selects and specifies the products for these projects.

Among the products ASID designers typically specify are

- » Floor coverings
- » Furniture, antiques and upholstery
- » Wall covering and ceiling treatments
- » Lighting fixtures
- » Accessories, artwork and craftwork
- » Window and door products
- » Cabinetry
- » Plumbing hardware
- » Appliances
- » Home theater, game room and audiovisual equipment and furnishings



FOR MORE INFORMATION, VISIT THE ASID WEB SITE AT WWW.ASID.ORG.

Our Reach

- » ASID practitioner and Industry Partner members are supported by a network of 48 chapters located throughout the United States and Canada. Among other activities, chapters conduct educational programs, networking opportunities and product expos to keep members current with developments in the design industry.

ASID also supports more than 325 student chapters nationwide, as well as internationally through the Rhodex International School of Design.

- » The ASID Web site at www.asid.org receives an average of 95,000 to 100,000 unique visits each month. In 2004, the online *ASID Resource Guide and Industry Partner Directory* was the most frequently visited area of the Web site, after the home page, with nearly 625,000 pages viewed.
- » **ASID ICON**, the Society's quarterly magazine, has a circulation of more than 40,000. In addition, the magazine is distributed at major professional design conferences throughout the year, including each of the NeoCon® events, HD Expo, EnvironDesign and **INTERIORS: The ASID Conference on Design**.
- » **ASID NewsFlash**, the Society's bimonthly e-newsletter, has a circulation of more than 30,000 and growing. *NewsFlash* is also accessed online by about a 1,000 readers each month.
- » ASID is the leading nonprofit provider of information, knowledge and research for the interior design industry. In 2004, ASID distributed more than 200,000 research and business publications through mail orders, online and at design conferences. ASID recently entered into a partnership with John Wiley & Sons to co-publish books on professional interior design topics.
- » ASID is the leading provider of continuing education for professional interior designers and test preparation for the NCIDQ exam in the United States. ASID courses are offered throughout the country and at each of the NeoCon events.

Attendance at the ASID annual conference has grown by more than 30 percent a year for the past three years.