



hd expo+ conference

april 26 - 28, 2022 + mandalay bay + las vegas + hdexpo.com



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About Hospitality Design

As the ultimate connector for the industry, Hospitality Design feeds the imagination, sparks ideas, and drives innovation. Its signature event, This is the 31st year of **HD Expo + Conference** and it brings the design community together for inspirational product launches, incomparable education, and game-changing networking.

The Hospitality Design brand, led by *Hospitality Design* magazine, has served as the industry's leading and most trusted design source for nearly 40 years, showcasing the latest projects, trends, and products, and celebrating the process and people behind them in its publication. As a 365-day-a-year platform, we connect the community not only through our magazine, but our website, monthly webinars, social media, and at multiple can't-miss events throughout the year, from regional networking to think tanks.

Find us on social



22.4k Followers

Company: Hospitality-Design



101k Followers

@hospitalitydesign



8.4k Monthly Viewers

@Hospitality Design Magazine



18.8k Followers

@hdmag



10.7k Followers

@HospitalityDesignMagazine

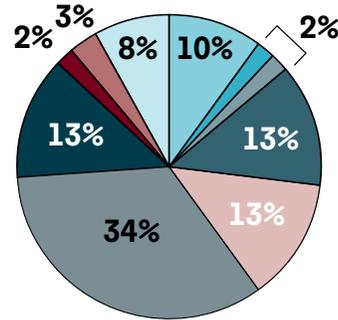


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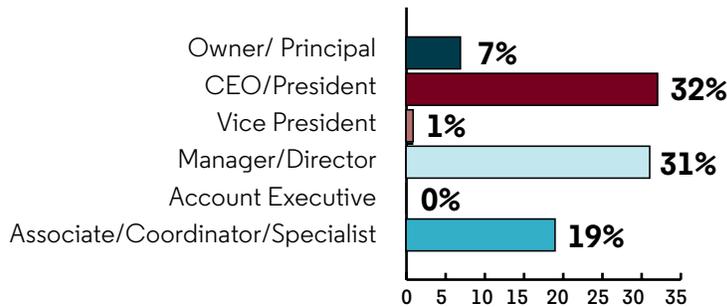
Attendee Profile

Primary Business

Architectural Firm	10%
Association	2%
Casino	2%
Contractor/Builder.....	13%
Hotel/Resort Developer/Management.....	13%
Interior Designer	34%
Purchasing Firm	13%
Restaurant	2%
Development	3%
Other (Club, Healthcare, Retail)	8%



Career Level/Experience



Location

HD Expo has an **internationally engaged audience**. Attendees come from over 40 countries, including:



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The trade show landscape is changing—in your favor.

Is hospitality a growth sector for your company?

87% of exhibitors say trade shows are highly valuable in reaching target business sectors.

Are you having problems reaching the right people?

78% of exhibitors say trade shows are very effective in reaching target job titles and company decision makers.

“Las Vegas and the HD Show go hand in hand. It is THE place to connect with the Hospitality Design community.”

—Frank Friedlander, Owner,
TuffSkin Surface Protection

“This was our first year showing at HD Expo! We were thrilled with the quality of vendors participating at the show, as well as the quality decision makers attending. It was a terrific show as well as a collaborative, creative experience with the Hospitality community. We can't wait for 2022!!”

—Elise Nicpon, National Business Development
Manager, Room & Board Business Interiors

Trade shows are the second most essential marketing tactic for B2B sales. Only the company website ranks higher.

79% of exhibitors say trade shows are valuable for managing relationships with key accounts.

85% of exhibitors say trade shows are valuable for gaining new and quality sales leads.

87% of exhibitors say trade shows are valuable for engaging with prospective customers.

Small companies are power players, too.

The number of companies with less than \$25 million in annual revenue and lower market shares are participating in more trade shows now than ever before. Trade shows are an unparalleled platform for building brand awareness to an engaged—and sizeable—industry audience.

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The hospitality industry is thriving.

Number of hospitality projects in the last 24 months

1 – 4 projects **29%**

5 – 9 projects **20%**

10 – 24 projects **22%**

25+ projects **20%**

Attendees come to HD Expo for top 10 growth markets, domestic and international. (LE report)



\$2.57 MILLION

the **average planned spend** with exhibitors. This is an increase from \$2.1 million reported in 2016.



The remarkably qualified buyers that attend HD Expo work with nationally/internationally branded:

- Hotels**
- Restaurants**
- Spas**
- Casinos**
- Golf and country clubs**
- Cruise ships**
- Night clubs**
- Time shares**

The hospitality industry continues to see a high level of expansion.

New build, conversion and renovation projects are announced on an almost daily basis. This means countless opportunities to create strong buyer-seller relationships at HD Expo.

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HD Expo + Conference exhibitors are positioned for a successful experience

Bringing new ideas to life

Customer Success Managers (CSM) are strategically aligned with each exhibiting company to ensure a seamless experience. Your CSM will be there every step of the way to assist with:

- Marketing strategy suggestions based on company's trade position
- All detailed logistical information and registration for exhibit staff
- Guidance on sponsorships and networking opportunities around the event
- A "how-to" guide on taking advantage of free offerings you receive from the show

Opening Show Floor Celebration

Grab a drink and mingle with hospitality's best during our new opening reception on the show floor. Everyone's invited—no tickets required! HD hosts the bars and appetizers—and you definitely won't want to miss the special entertainment, games, and expo happenings on the show floor April 26 from 3:30-5pm.

Beyond the Show Floor Marketing Opportunities

Exhibiting at HD Expo + Conference is so much more than just creating relationships on the show floor. The Hospitality Design brand has a plethora of resources, from print to digital to onsite sponsorships, that will maximize marketing potential and networking reach, and ultimately grow your business.



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All the action stays on the show floor

Conference sessions on the show floor are here to stay! In the midst of all of the product action, we listened to what the exhibitors wanted: more education, closer to the booths. **The goal: an inspiring few days of conversations and deep dives.**

DesignWell Pavilion

Curated by *Hospitality Design* magazine, in partnership with other leading industry associations, sessions delve into the trends, market sectors, and innovations driving the growth of the \$4.3 trillion wellness industry. Sessions at the pavilion will showcase not only the big brands integrating wellness and sustainability, but also the upstarts redefining the market. Align your brand with this important movement while working with this year's design partner, INC Architecture & Design.



HD Park

Experience is key in today's market, and outdoor tented camps and glamping resorts are leading the charge, creating immersive, one-with-nature excursions for those looking for something beyond the traditional hotel model. We decided to recreate a bit of that magic with the HD Park. Come connect with a colleague, listen to a fireside chat, grab food from one of the food trucks, or play a bit of corn hole in our indoor camp. Register to listen to the CEU-accredited conference sessions.



Social Hub

Hospitality Design magazine's home base invites you to lounge, recharge, and connect. The Social Hub designed by 21c Museum Hotels features intimate, 30-minute conversations throughout the day that cover various top-of-mind topics. From industry leaders talking about how to make a difference in hospitality to how they have expanded their practice internationally, hear firsthand about their thought process, challenges, opportunities, and recent successes.



“The show was educational and diverse. Several exhibitors introduced us to new and interesting products that we will introduce to our clients. HD Expo dealt directly with the suppliers and distributors that cover our specific needs.”

—Michael Razook, Senior Project Manager,
City Tile and Stone Tile, Van Nuys



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Marketing before and at HD Expo + Conference

Reach peak exposure at HD Expo + Conference with our various marketing platforms. This is a great opportunity to promote your latest products and services to guarantee your success at the premier event for hospitality design.

HD STEP program

In our STEP program, we design, build, and launch a social media campaign through our own Facebook Ads Manager, to increase awareness of your products and engagement with the HD audience.



HD Expo Show Issue

Hospitality Design magazine's official show issue is read by an expanded audience of 64,000 readers just before the show. Bonus distribution of 5,000 print copies are distributed on the show floor and the digital edition is shared with association partners and media contacts for maximum visibility.



HD Expo Show Guide

The Show Guide becomes a one-stop-shop for all the buyers at HD Expo + Conference. Not only are 5,000 copies printed at the show, but we also host the guide on the mobile app, and the app provides direct links to your page. Stand out and drive traffic by utilizing this marketing tool.



hospitality design live

HD Live Booth Video

Expand brand visibility far beyond the show floor with an interview and booth tour conducted by an HD spokesperson. This option includes a 50,000 impression social media campaign run by HD after the show is over.



“We consider *Hospitality Design* magazine our ‘go to’ publication to stay on top of the latest hotel design industry news (and eye candy!). This information has never been more valuable. HD Expo never fails to impress year over year with its scale, relevance, and diversity.”

— Larry Traxler, Senior Vice President, Global Design, Hilton

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Measuring your HD Expo + Conference investment

Event fees, display costs, marketing, and staffing are crucial expenses when exhibiting at HD Expo + Conference. Here's some ways you can measure your gains against this overall investment.

In 2019 the average planned spend with exhibitors, as reported by attendees, was \$3.2 million

Face time with targeted buyers

- All HD Expo + Conference attendees are qualified. Our registration system is built to guarantee the right designer, architect, developer, purchasing agent, etc. is here to source products/services.
- Bring back the data. At HD Expo + Conference your booth staff will be able to scan our attendee badges which will auto generate their company information into a clean spreadsheet. After the show, your company will receive this data spreadsheet, via email, to use at your disposal. This program will give your company data insights to the top tier leads and access to import into your future marketing campaigns.

Return on objectives

Justify your company's total spend on critical trade show goals such as building brand awareness, new product launches or demos, media exposure, networking, and generating leads.

“I can honestly say that not a year has gone by since we began SDDG in 2002 that I have not attended or had our team attend HD Expo. I feel it is extremely important to leave the comforts of your desk, take a break from the virtual world and personally engage with the abundance of exciting new products, hear directly from vendors and manufacturers about unique qualities of their goods and connect with like-minded creatives. It is a great way to be inspired and come back to your projects with a new perspective.”

—Lisa Simeone, Principal, KTG Y Simeone Deary Design Group



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Let's talk details

April 26 - 28, 2022

Mandalay Bay Convention Center | Las Vegas

Tuesday, April 26

On Floor Reception, April 26

Wednesday, April 27

Thursday, April 28

9:30 a.m. – 5:00 p.m.

3:30 p.m. – 5:00 p.m.

9:30 a.m. – 5:00 p.m.

9:30 a.m. – 1:00 p.m.



2022 Booth Rates

\$48.95 per square foot

\$450 per open corner

\$250 Exhibitor marketing fee

Contact the HD Expo + Conference team

JANA ROESCH

Account Executive / #-F

770.291.5604

jana.roesch@emeraldtx.com

LINDSEY JUDY

Account Executive / G-O

770.291.5405

lindsey.judy@emeraldtx.com

KARI NYLUND

Account Executive /

P-Z, China

770.291.5513

kari.nylund@emeraldtx.com

NICOLE PANZECA

Customer Success Manager

513.416.7533

nicole.panzeca@emeraldtx.com

KEELI SCHMIDT

Key Accounts Sales Manager

770.291.5433

keeli.schmidt@emeraldtx.com

“Our team attends HD Expo yearly because we find the event both educational and inspirational. Seeing new and innovative products and discussing the design and production process with the creators enriches our workflow. Our designers return with a greater sense of how to successfully apply products to current and future projects.”

— Meghann Day,
Partner, HBA

“Since attending my first HD Expo + Conference in 2003, I continue to find the importance of attending and encourage my studio to do so. The expo and conference are great resources for designers to be inspired and have the chance to share their experiences in hospitality design.”

— Robert Polacek,
CoFounder, RoseBernard Studio