

SHOW PLANNING = GREATER ROI

HD's signature event, HD Expo, inspires and connects hospitality professionals through the industry's largest showcase of products, services, and innovative ideas.

- **84%** of attendees are responsible for design decisions
- Top-attending companies bring up to **60 decision-makers** each
- On average, annually, each attendee plans to source/buy/specify **\$3.2 million in products and services** from HD Expo exhibiting companies
- Exhibitors advertising in *Hospitality Design* increased visibility and boosted their expo leads by **103% YOY**
- Pre-show eBlasts are sent to registered attendees

PRINT AND DIGITAL



HD EXPO SHOW ISSUE

Hospitality Design magazine's official August show issue is read by an expanded audience of 60,000 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. Plus, drive more traffic to your show by advertising in the pre-show June/July issue.

Ad close: 7/13

Materials due: 7/16



ATTENDEE EBLASTS

Connect with registered attendees before the show and personally invite them to your booth. We can send an email on your behalf or mail your piece through an approved third-party mail house. Blast dates are exclusive and include 2019 verified attendees as well as 2020 pre-registered attendees.

STEP

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 GUIDE

The Show Guide becomes a one-stopshop 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. Plus, new last year, feature your products in the Product Showcase section.

Ad close: 7/12

Materials due: 7/15

hd expo+ conference

august 24+25, 2021 + mandalay bay + las vegas + hdexpo.com

ON THE SHOW FLOOR

iWin!

Top exhibiting advertisers have the opportunity to participate in iWin, an onsite promotion drawing attendees to your booth for a highly coveted prize: an Apple Watch. Prize drawings happen every half-hour on the show floor. Prize drawings happen every half hour in designated booths.



HD PARK

We recreate the magic of outdoor tented camps and glamping resorts with a space to connect with colleagues, listen to a fireside chat or CEU-accredited session, grab a bite from food trucks, or play corn hole in the indoor camp.



HD LIVE BOOTH VIDEO

Expand brand visibility year-round with an interview and booth tour conducted by HD editors.



SOCIAL HUB

Showcase your products in a high-traffic area of the show floor. Designed by 21c Museum Hotels, the space features short talks throughout the day and hosts a bar during the opening reception.



DESIGNWELL PAVILION

Curated in partnership with industry associations, the pavilion offers sessions that delve into the innovations driving the growth of the \$4.2 trillion wellness industry.

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