

hd expo+ conference

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

marketing and sponsorship kit

Let's Work Together to Reach Your Business Goals.

Exhibitors who purchase enhanced marketing opportunities **increase leads by**



140%

No matter if you're a veteran or first time exhibitor, we recognize your significant investment in HD Expo + Conference

It's an opportunity to present your products or services to hospitality's most influential designers, developers, architects, purchasing firms, creators, owners, and hotel and restaurant brands.

We know all budgets are different which is why we offer a wide variety of sponsorships and enhanced marketing opportunities. There's something for every sized company, at every price point.

You have business goals and a vision. We have the tools and resources to help you delight, educate, and engage a captive audience full of the industry's biggest influencers. Let's work together to make this your most successful trade show experience yet.

A True Partnership

Enhancing your brand has never been as important as it is now. Buyers are more serious in 2021 than they ever have been before. Use this guide as an exercise to connect with your target markets at and around the show.

How HD Expo + Conference gets buyers to the show:

- Hospitality Design has a massive and unique active database full of industry professionals that are heavily looking for the next event to connect with manufactures.
- Strong partnerships with well-known industry media groups and associations
- Rapidly growing social media engagement across the *Hospitality Design* platforms — over 100,000 combined followers
- Online promotion via hdexpo.com and hospitalitydesign.com
- Hosted monthly webinars paneled by the design industry pioneers, bringing the community together for insight to real on-going and new projects + exclusive sneak peak coverage for HD Expo and special offers for audience members.
- Featured coverage in the print and digital editions of *Hospitality Design* magazine
- A weekly email to HD subscribers showcasing exhibitors, products, and networking events

How you can drive traffic to your booth:

- Complete your online profile in the **HD Exhibitor Console**
- Use **#HDE expo** in all of your social media posts
- Purchase a direct mail or email list rental and target the pre-registered attendees using our service.
- Invite your customers to attend HD Expo + Conference for free with your custom promo code and marketing dashboard
- Take advantage of inexpensive digital upgrades that boost online/mobile visibility
- Advertise in the show guide and pre-show issues of *Hospitality Design* magazine
- Select from one of our high-visibility onsite marketing opportunities

Free Pre-Show/Onsite Marketing Tools

All exhibitors receive access to several marketing tools to help increase brand awareness before the show, drive booth traffic at the show, and encourage attendees to remember your brand after the show. This access is included as part of your exhibitor marketing fee.

We **strongly encourage** using these complimentary marketing tools as part of your sales and promotion strategy leading up to the show.

☐ Exhibitor Console Package

- Upload one press release, your company logo, and select unlimited product categories that are relevant to your business
- Include a 500-character description, URL, and booth number
- Appears online at hdexpo.com and searchable on mobile through our custom SEO.

☐ Exhibitor Referral Codes and Personalized Marketing Assets

Links will be emailed directly to exhibitors in April 2021

- Invite your clients and prospective customers as your guest with a complimentary HD expo pass (unlimited invites for exhibitors) (Expo pass up to \$129 in value)
- Download custom email invitations, digital banners, a PDF invitation, social media graphics fit for Instagram and Facebook, or share your specific promo code link in your own marketing.

☐ Attendee Acquisition Show Widget

- Download a custom widget from the Exhibitor Console with your booth number and event information

☐ Show Guide Company Listing

Profiles must be updated by June 30, 2021

- Listed in the show guide alphabetically and by product categories
- Listed in the show mobile app and searchable by name, booth # and product category. Downloaded by thousands before the show.

☐ Website and Mobile App Company Listing

- Each exhibitor is listed online at hdexpo.com and on the mobile app
- Digital listings can be edited by the exhibitor up until the show begins

Website visitors per month +275,000 | Mobile app impressions +150,000

**impression analytics are analyzed near show dates.*

Pre-Show Enhanced Marketing Opportunities

ATTENDEE LIST RENTAL

\$1,000 - \$3,000

Connect with registered attendees before the show and personally invite them to your booth. We can deploy an email on your company's behalf or mail your direct mail marketing piece through an approved third-party mail house. eBlast* dates are exclusive.

→ Target a list consisting of 2019, 2020, and 2021 pre-registered HD Expo attendees

Email \$2,500 | Deployment 10 Days Prior to the Show \$3,000 | Direct Mail \$1,000

COUNTDOWN TO HD EXPO NEWSLETTER

\$3,000 - \$5,000

Capture the attention of professionals attending HD Expo + Conference. Four countdown newsletters will be sent to attendees just prior to the show, and your brand will be front and center.

Newsletter sponsors receive:

- Banner ad at the top of newsletter
- Video clip inclusion directly into the copy
- Info block at the bottom to include company description, website and booth #

Available deployment dates: 7/28, 8/4, 8/11, and 8/18.

Each newsletter is exclusive. Two Newsletters \$3,000 | All Four Newsletters \$5,000

ONLINE ADVERTISING

\$2,000 - \$3,800

The HD Expo website receives more than 275,000 page views in the months leading up to the show.

- Homepage (in-line) 970x250
- Internal Page (in-line) (970x250)
- Internal Page (header) 970x250
- Mobile 300x250

\$2,000/month, or \$3,800 for two months. Contact your account executive for real examples + previous analytics.

HD STEP PROGRAM: SOCIAL TARGETING ENGAGEMENT PROGRAM

Starts at \$1,500. \$60 CPM, which includes cost per 1,000 impressions

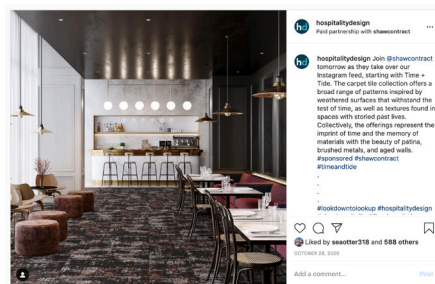
Target and serve your ads to the HD audience through social media using our service. In our STEP program, we design, build & launch a social media campaign through our own Facebook Ads Manager, to increase awareness of your products and drive traffic to your website. Guaranteed 25,000+ impressions for your sponsorship purchase and provided with a detailed report outlining your effective campaign results.

INSTAGRAM TAKEOVER

\$2,000-\$3,000

Introduce your brand and products to HD's loyal Instagram base. Engage your brand with new followers. HD's editorial team reviews all content to ensure takeover posts are compelling, informative, and appealing. Receive a performance report a week after the takeover for important stats.

- Limited to (2) per month surrounding the show dates



Onsite Enhanced Marketing Opportunities

SPONSORED SOCIAL MEDIA: LIVE ON LOCATION ONSITE

90k+ followers @hospitalitydesign | \$2,500

Planning to launch a new product or line at HD Expo + Conference? Drive traffic directly to your booth with an exciting social package. Space is limited and will be sold to non-competing, exhibiting brands only.

The HD Expo Spotlight packages include:

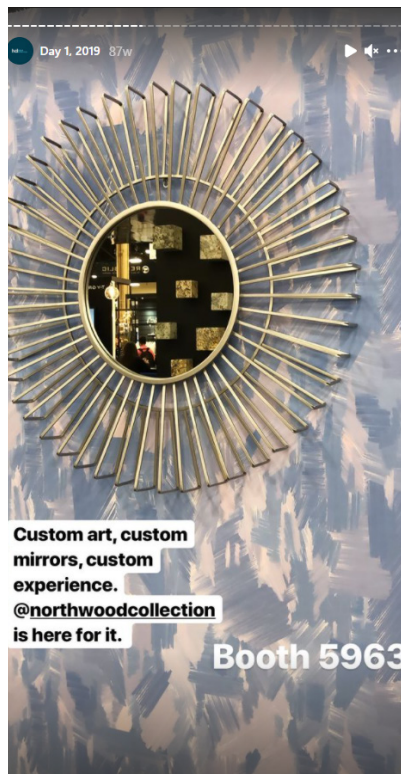
- 1 Facebook feed in-booth video post with product feature and call-to-action (with boost)
- Instagram story: Up to four posts with one call to action
- Dedicated Instagram story highlight set for one-month post-show

Please contact your HD Expo + Conference account executive to secure your timeslot. There are 3 available opportunities.

SOCIAL MEDIA CHECK-IN SCREENS

(2) \$5,000 | (3) \$7,500

Attendees will be talking about the products at #HDEXpo, and we will be featuring these conversations on three (3) social media check-in screens throughout the show floor. Your company information and booth number will be branded on a static screen with social media posts from the show, with the opportunity to include branded interstitial ads, as well as the floor plan with your booth highlighted, at five minute intervals.



Sponsor Testimonial GlobalLighting



Our overall show experience was truly fantastic. The HD Instagram account generated some additional attendee traffic that may not have reached our stand otherwise. We find trade shows like HD Expo a vital part of our marketing efforts, as they generate a buzz and excitement that's hard to replicate."

Onsite Enhanced Marketing Opportunities

BADGE SPONSOR
\$8,000

SOLD

Everyone at HD Expo must be credentialed—so what better way to promote your show presence than by including your logo on every single badge? Just provide your company branding, and we'll take care of the rest.

PORTABLE CHARGER SPONSOR
\$10,000

Six words no one likes to say: “My phone is about to die.” It won’t happen with your must-have giveaway: *portable phone chargers*. The portable charger can include your company name/logo, and your booth number. Each charger will be given to attendees upon entry to the show. The chargers will come 30% charged, which is enough to take the typical smartphone battery from 10% to 70%.

CONFERENCE SESSIONS
\$2,500/session

Sponsor any of our outstanding accredited educational sessions and receive recognition onsite, in the show guide, and in pre-show email and direct mail campaigns. Conference session sponsors are encouraged to provide materials for maximum exposure to attendees. Your brand will be featured on the welcome slide for each session sponsored. *Keynote + Owners Roundtable excluded.*

CUSTOM CONFERENCE SESSION
\$5,000

Sponsor a custom session where you will work with the HD conference and editorial team to develop your own custom conference panel. This is primarily educational and cannot reflect a sales pitch. Ask us how we can help you provide CEU's and AIA accreditation for your custom conference session. ***All conferences will now be hosted on the HD Expo + Conference show floor.*

COFFEE/WATER STATION
\$2,000 - \$10,000

Keep attendees hydrated and caffeinated by sponsoring a coffee or water station. Select from an individual, daily, or exclusive sponsorship.

Individual Station	\$2,000
Daily Sponsor	\$5,000
Exclusive Sponsor	\$10,000

Attendee Testimonial

“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, Owner, Simeone Deary Design Group

Onsite Enhanced Marketing Opportunities

CUSTOM CARPET DECALS

\$5,000 - \$12,000

Your company branding will be the first thing attendees see on the show floor. It's a great way to direct traffic to your booth, so don't forget to include your booth number. We can make it easy and take care of production, or you can directly handle the process and we will install your decal(s) onsite.

One Entrance \$5,000

All Three Entrances \$12,000

DIRECTIONAL SIGNS

\$3,000 per sign

Brand HD Expo wayfinding by sponsoring one or all direction signs on the show floor. Located in high traffic areas, these signs help attendees find their way to the HD Park, Social Hub, DesignWell Pavilion, and other special features.

LANYARDS

\$5,000+ cost of lanyards

If everyone at HD Expo must be credentialed, everyone needs a lanyard for their badge. This is an exclusive sponsorship and a great way to get your company and booth information in front of every single attendee.

METER PANEL BILLBOARDS

\$3,000 - \$3,500

This sleek, free standing signage presents your message and company logo from one or several locations in the lobby. The sign measures 7 ft. (H) x 3½ ft. (W). Provide your own graphics or let us help you finalize a creative and engaging design.

Static Meter Panel \$3,000

Digital Meter Panel \$3,500

MOBILE APP

\$850 - \$3,000

Attendees are constantly referencing this important tool for daily schedules, floor maps, conference sessions—and much more! An exclusive title sponsorship means your brand will be the first—and only—thing attendees see when the app is opened.

Two push notifications sent directly to all app users \$850

Three push notifications sent directly to all app users..... \$1,000

Exclusive app sponsor \$3,000

→ Four push notifications sent directly to all app users (2 each day)

→ Digital banner on the top of the mobile app at all times with click-through capabilities

→ Company logo, website and booth # branded on all digital and printed marketing material promoting the HD Expo mobile app.

208,000 in app clicks (2019).



At-Show Enhanced Marketing Opportunities

PUBLICATION BINS – SIGNAGE

\$2,500

The publication bins are one of the most popular areas in the lobby, and every attendee must pass them to enter the show. Your branding, including booth number, will be prominently displayed above the publication bins.

REGISTRATION WALL

\$7,500

This eye-catching display is a memorable way to promote your booth. Every attendee must walk by this wall near registration to check in, which means your brand is one of the first things they'll see at the show.

REGISTRATION DESK

\$5,000

Draw attention to your booth in this high-traffic area—it's a required stop for each and every attendee! Sponsors will have their logo and booth number will be featured in the design of some of the registration desks alongside the HD Expo logo.

SUNRISE YOGA

\$5,000

Help attendees get centered (6ft apart) with some early morning yoga Wednesday morning! This new wellness sponsorship puts your brand front and center in a small, intimate group setting. Included in this sponsorship is signage, branded yoga mats, water and snacks, and a quick welcome at the beginning of the class. Don't worry about securing a yoga instructor, we will book a certified instructor for you.
Morning of Wednesday, August 25, 2021.

VIP REGISTRATION

\$5,000

We're rolling out the red carpet—literally—for our VIP attendees in a special expedited registration line. Add your logo to the carpet and signage, and let them know your brand will also provide red carpet treatment for all of their project needs.

SPEAKER READY ROOM

\$5,000

For the first time ever, we will have a speaker ready room right on the show floor to allow these high-profile attendees to congregate and socialize in the comforts of their own confined space. These speakers here are some of the most influential people in hospitality design industry, this is a great opportunity to take quality time with these VIP's. The sponsor of the Speaker Ready Room will get the chance to help co-brand the space with HD, network in the lounge at all times during show, and receive a full list of all registered speakers.

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 ready 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

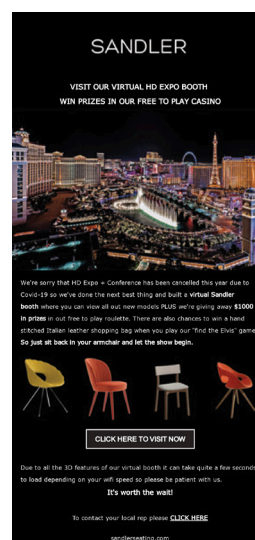


HD EXPO SHOW GUIDE

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



LIST RENTALS

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.

#HDEXPO Download the HD brand portfolio

A High-Impact, Design-Focused Sponsorship

SOCIALHUB PRODUCT DISPLAY

\$5,000

Social Hub sponsorships are exclusive and limited by product.

The HD Expo + Conference Social Hub is the heart of the show floor and is where attendees gather for discussions about industry trends, challenges, and opportunities. It's also where attendees can view your products in another high-traffic location.



Designed by 21C Museum Hotels

Being a Social Hub Sponsor:

- Expands marketing reach beyond your booth
- Provides an exceptional opportunity to have your products featured in a space created by 21c Museum Hotels
- Guarantees your products are featured in one of the busiest areas on the show floor, with thousands of attendees dropping by throughout the day
- Company logo on all marketing material, digital and print, promoting the Social Hub spotlight sessions
- Logo in full page sponsor ad in October issue of *Hospitality Design* magazine



The Perfect Location For Your Sustainable Solutions

Introducing the DesignWell Pavilion



\$5,000

DesignWell Pavilion sponsorships are exclusive and limited by product.

The DesignWell Pavilion is one of the most popular areas on the show floor, and with good reason. The wellness industry is projected to approach a \$1 trillion market by 2022. Attendees in 2019 were excited to see and learn about the big brands integrating wellness and sustainability into their projects, but this is just the beginning of wellness innovation and the upstarts redefining the market.

With more content, more industry leaders, and more insight, the 2021 DesignWell Pavilion is certain to once again attract attendees each day.

Being a wellness pavilion sponsor:

- Expands marketing reach to top hospitality brands, ownership groups, design firms, architecture firms, and purchasing groups.
- Aligns your brand with top wellness product innovators and thought-leaders
- Provides brand visibility in one of the busiest areas on the show floor
- Company logo on all digital and printed marketing material promoting the DesignWell conference sessions
- Logo included in a full page thank you ad in the October issue of *Hospitality Design* magazine

We're looking for products that:

- Reduce indoor pollutants
- Promote healthy nutrition
- Promote fitness and exercise
- New materials, solutions or surfaces that prevent bacteria lingering/spreading
- Minimize light disruption or maximize natural light sources
- Reduce physical strain on the body
- Support an active lifestyle through physical activity
- Reduce or eliminate exposure to hazardous materials
- Maintain comfortable sound levels
- Nurture mental well-being
- Airflow circulation technology
- Anti-bacterial microfiber materials

Best fit for brands:

- Carpet companies
- Seating/Furniture companies
- Sustainability companies



New this year: HD Park

HD Park sponsorships are exclusive and limited by product.
\$5,000

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.

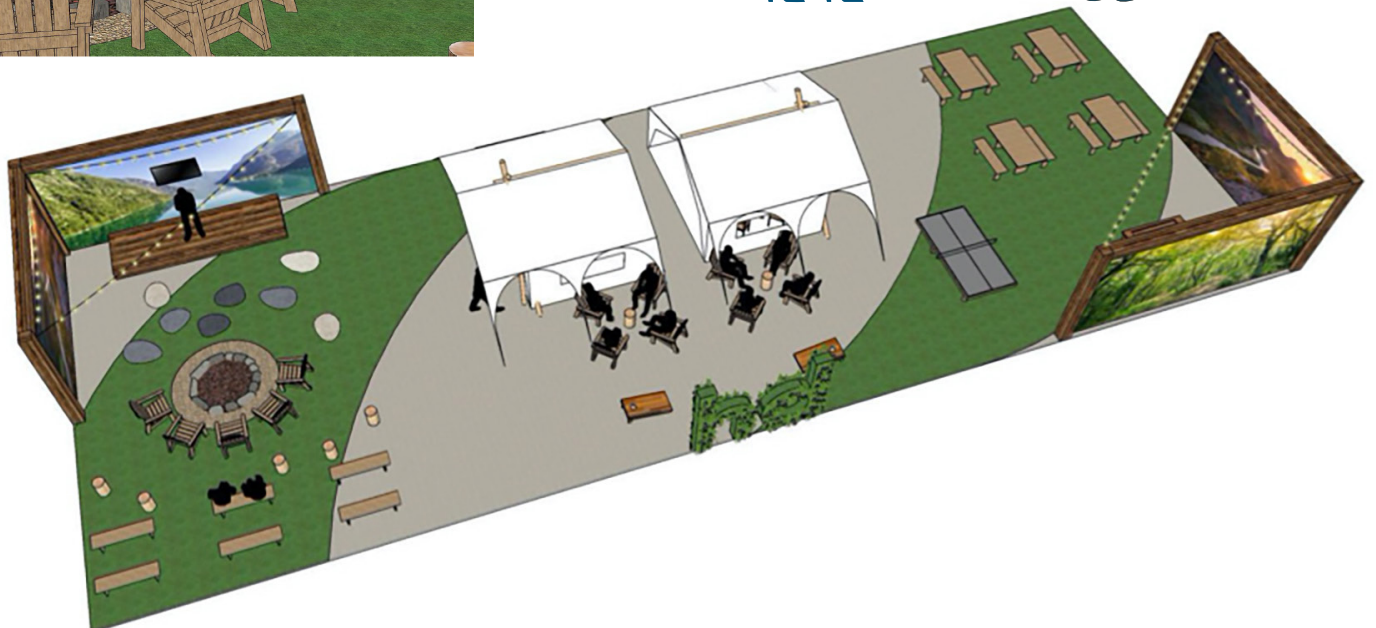
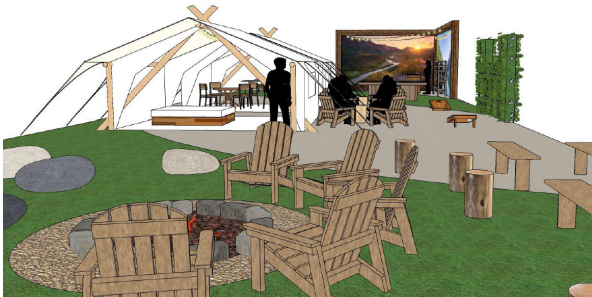
We decided to recreate a bit of that magic with the HD Park. It's where attendees can connect with a colleague, listen to a fireside chat, grab food from one of the food trucks, or relax with an outdoor themed game.

Best fit for brands:

- Flooring/turf companies
- Outdoor Furniture companies **SOLD**
- Outdoor games
- Firepits/hearth
- Planting/tree companies
- Anything related to the outdoor experience

HD Park sponsors receive:

- Product display in the new activation area on the show floor
- Signage recognition onsite of that product with company logo and booth number
- Company logo listed on all marketing material, digital and print, promoting the HD Park to attendees
- Company mentioned in the editorial HD Expo + Conference Show Recap, and logo included in a full page ad in the October issue of *Hospitality Design* magazine



A Fun + Exciting Booth Traffic Driver

THE HD EXPO PASSPORT CASH GIVEAWAY

\$5,000

The game everyone was talking about — We had to bring it back for 2021! One lucky attendee will walk away on Thursday with \$10,000, and you'll walk away with hundreds of new leads. It's a fun and exciting way to get attendees to your booth, but only 12 exhibitors can play. Spots will go quickly, so don't wait to ask about this opportunity.

How does it work?

- All attendees will have access to a passport playing card in their mobile app upon arriving to show site
- Attendees must visit every booth listed on the playing card. Once the attendee comes to your booth, you will scan their badge and give them a code (show management provides codes) that they will use inside their app for contact-less gameplay
- Attendees are encouraged to learn more about the company on the passport in order to receive their unique code
- Attendees that have collected all codes for their mobile passport will be entered to win the \$10,000 on the last day of the show

Sponsor benefits include:

- HD Passport sponsor signage displayed at your booth
- Company logo prominently displayed on signage at the event
- Company name, logo, and booth number included in all marketing material, digital and print, promoting the cash giveaway
- Promotion across the HD Expo website and the mobile app

Please Note: Sponsors are responsible for securing a lead retrieval device to capture attendee information. Ask your account executive how to get this if you're unsure.



Sponsor Testimonial inpro.

“The HD Passport sponsorship greatly impacted our show experience – the added brand exposure was a tangible advantage. Our overall experience was positive, exciting, goal-surpassing, and encourages us to think big for next year.”

VIP Party

Monday, August 23

6:30 p.m. – 8:30 p.m.

\$8,000

Sponsor this cocktail soiree for speakers and VIP guests the night before the show kicks off at one of the most exclusive and intimate venues in Las Vegas.

The invite list is carefully curated, and it's a prime opportunity for connecting and getting your message in front of key industry professionals.

Includes twenty sponsor invitations and five guest invitations.



Attendee Testimonial

“Networking events are the heart and soul of our industry. The importance to gather with our peers, clients, and friends in our industry to discuss current events, applaud those who lead in our industry and promote our future designers is beyond valuable for professional and personal growth.”

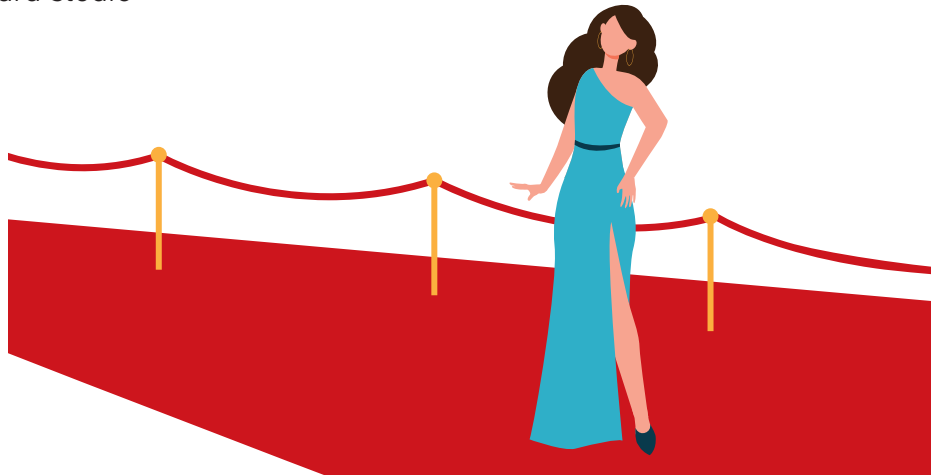
- Robert Polacek, Rosebernard Studio

“We love the variety of voices that are featured at each event. Hearing the vantage point of different designers, a hotel owner, purchaser, or manufacturer creates a deeper sense of awareness. That kind of perspective is important for our team to be exposed to.”

- Meghann Day, Partner, HBA

As a VIP Party Sponsor you'll receive:

- Full attendee data list of everyone who RSVP'd
- Signage recognition at the party
- Logo included in full page Thank You ad in October issue of *Hospitality Design* magazine



Opening Show Floor Celebration

Tuesday, August 24

4:00 p.m. – 6:30 p.m.

An HD Expo + Conference first that gives you more time to connect with attendees! Everyone's invited—no tickets required. *And yes, we're keeping the doors open an extra hour, too!*

Here's a few ways you can pump up the party—and your brand's presence.



PRESENTING SPONSOR

\$20,000 (exclusive) or \$11,000 (two sponsors)

There will be 12 hosted bars on the show floor, and your name will be all over them. Choose from an exclusive sponsorship, or join together with another brand to co-sponsor.

Receivables include:

- Company logo displayed on the front of each bar on the show floor
- Company logo on Opening Reception signage
- Company logo and website url incorporated in all marketing material, print and digital, promoting the Opening Reception to all attendees
- Ad in show directory and *Hospitality Design* in October issue (full page for exclusive, or half page each for two sponsors)
- Bar located near your exhibit space
- Sponsor is free to provide branded cups or cocktail napkins to be placed on each bar setup for the Opening Reception

PARTNER SPONSOR

No additional sponsor fees required

Bring the party directly to your booth! Partner sponsors will agree to host a bar within their booth for the entire duration of the reception, and cover all associated F+B costs. Sponsors must commit by July 1st in order to receive all of the benefits below.

Receivables include:

- Company logo and booth number listed on mobile app and website for Opening Reception
- Company logo and booth number listing in special Opening Reception section of the printed show guide
- Booth signage display designating your company as an official opening reception refreshment sponsor

Do you have another idea in mind? Let's figure out a custom solution together.

Let's Talk. We Love Creativity.

We've pulled together some ideas to maximize your HD Expo experience—and we're dedicated to exceeding your expectations. If you have big ideas for visibility beyond what is mentioned here, we are here to explore customized possibilities.

Contact the HD Expo + Conference team

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