

hd expo+ conference preview

may 4th and 5th, 2021

2 days. 10 online sessions. 30+ speakers. Hundreds of takeaways. Limitless ideas.

HD Expo + Conference has moved to August, but we have decided to put our original May dates to good—virtual—use. One year after our first virtual conference, we think it is a perfect time to regroup, celebrate innovation and our industry, and dive deep into challenges and opportunities.

Introducing HD Expo + Conference Preview, two days of industry updates, brand insight, top of mind topics, informal conversations, and—most of all—inspiration overload.



SPONSORSHIP OPPORTUNITIES

DAY 1 AND DAY 2 SPONSOR

\$7,500 (per day)

- Exclusive sponsor of Day 1 or Day 2 of HD Virtual
- Opening session presentation featuring your one-minute company video to launch the day's sessions (you provide the video)
- Brand logo to be included to open all webinar/webcasts for one day
- Full list of registered attendees for one full day of sessions, with contact information including email addresses, sent post-event
- Brand logo on all HD Expo Preview marketing collateral, communications with prospective and registered attendees and individual sessions
- Brand logo on "thank you" ad in June/July issue of *Hospitality Design* magazine
- Custom eblast featuring your message (sponsor to provide HTML) to 2019 and 2018 HD Expo attendee lists

INDIVIDUAL SESSION SPONSORSHIP

\$3,500 (each)

- Exclusive sponsorship of the session of your choice (first come, first served)
- Brand logo on intro slide with recognition from the moderator
- Full list of registered attendees for your session, with contact information including email addresses, post-event
- Brand logo listed with session description on event website and in all marketing collateral
- Brand logo on "thank you" ad in June/July issue of *Hospitality Design* magazine

EXCLUSIVE BOOK PARTNERSHIP WITH DAVID ROCKWELL

Pricing upon request

- Customize your brand experience with a proprietary book sponsorship
- Exclusive opportunity to share speaker David Rockwell's latest book, *DRAMA*, with your clients, partners, and teams

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SESSIONS AT A GLANCE

MAY 4

HD Conversations: David Rockwell on DRAMA

In his very first conversation about his latest book, *DRAMA*, Rockwell Group founder David Rockwell explores the intersection of architecture and performance, with contributions from creatives and experts like José Andrés and Quincy Jones. *Hospitality Design* Editor in Chief Stacy Shoemaker Rauén dives in with the visionary himself for a sneak peek.

HD Insight: Where Are We Now?

HD asks industry thought-leaders for their take on industry performance, direction, and, most importantly, an outlook on opening up. HD's relevancy check? Expert data, audience Q+A, and real-time poll responses.

Lightning Round: New Project Update

Despite the pandemic, our industry has seen incredible creativity on recent projects as HD tracks amazing openings and developments—what's new and noteworthy globally. With the dedicated design minds behind the projects, explore design stories, highlights, and lessons learned in F+B, lodging, hybrid, and beyond.

Ask the Purchasers

For 60 minutes, audience questions—that is, industry Q+A—create the backbone of this session. Purchasing experts share answers, intel, and info on what's happening in hospitality procurement. Helen W. Jorgensen, Vice President, Design and Procurement, Host Hotels & Resorts, takes the reins as moderator.

HD Onsite

Stacy Shoemaker Rauén tracks down insanely great design "onsite". It's a visit worth taking for creativity and culture.

MAY 5

HD Platinum Circle Roundtable

Bestowing HD's most prestigious honor was temporarily delayed last November due to the pandemic. (Such was 2020.) The good news: we are celebrating and inducting our newest honorees in 2021. Hear from five industry rockstars from D.C. to New York to California to Shanghai, as they share their global POV on all things hospitality.

Lodging Forecast--Lodging Econometrics' Global Hotel Overview and Outlook

Lodging Econometrics' Bruce Ford, Senior Vice President and Director of Global Business Development, presents LE's latest global hotel development details and forecasts by chain scale, cities, and for major franchise companies and brands in the United States, Latin America, Europe, the Middle East, and Asia Pacific. Discover what to watch now—and what to note for the future of our ever-changing industry.

Brand Identity and Update

What's the updated definition of lifestyle-meets-luxury? What does experiential mean now? Who's leading the charge on brand? Our experts break it all down as they share brand-centric stories from an insiders' perspective.

DesignWell--10 Questions on Health, Wellness, and Design

We asked experts on health, wellness, and design to answer 10 pressing questions. And we'll take your temperature via audience live-polling—on what you want to know and need to know about designing for wellbeing.

HD Onsite...Las Vegas Preview

Get ready for August as we dive deep into Las Vegas hospitality with project updates and eye-opening conversations. Join a who's who changing Las Vegas, hosted by Mark Boekenheide, Senior Vice President-Global Development, Las Vegas Sands Corp.

Contact your account executive for more information

JANA ROESCH
Account Executive / #, A-D
770.291.5604
jana.roesch@emeraldtx.com

LINDSEY JUDY
Account Executive / E-L
770.291.5405
lindsey.judy@emeraldtx.com

LILIANA CONNOLLY
Account Executive / M-R
781.492.1509
liliana.connolly@emeraldtx.com

KARI NYLUND
Account Executive / S-Z, China
770.291.5513
kari.nylund@emeraldtx.com

GERRY KREGER
Key Accounts
323.999.0991
gerry.kreger@emeraldtx.com

PAUL BIENKOWSKI
Key Accounts HD and BD and
Publisher, Hospitality Design
860.655.3134
paul.bienkowski@emeraldtx.com

MELANI BEATTIE
Key Accounts HD and BD and
Associate Publisher, Boutique Design
312.218.5691
melani.beattie@emeraldtx.com

KEELI SCHMIDT
Key Accounts HD and BD and
Show Sales Manager
770.291.5433
keeli.schmidt@emeraldtx.com