

# hd expo+ conference

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may 2-4, 2023 + mandalay bay + las vegas + [hdexpo.com](https://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 2023 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](http://hdexpo.com) and [hospitalitydesign.com](http://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 + Conference 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

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## How you can drive traffic to your booth:

- Complete your online profile in the **HD Exhibitor Dashboard**
- Use **#HDExpo** 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 company's promo code and customizable marketing invitations
- 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.

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## ☐ Exhibitor Dashboard 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](http://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 early February*

- Invite your clients and prospective customers as your guest with a complimentary HD Expo + Conference pass (unlimited invites for exhibitors a \$129 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 Dashboard with your booth number and event information

## ☐ Show Guide Company Listing

*Profiles must be updated in March*

- 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](http://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 \$1,050 - \$3,150

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

→ Target a list consisting of 2022 and 2023 pre-registered HD Expo attendees

**Email** \$2,625 | **Deployment 10 Days Prior to the Show** \$3,150 | **Direct Mail** \$1,050

## COUNTDOWN TO HD EXPO NEWSLETTER \$3,150 - \$5,250

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: 4/4, 4/11, 4/18, and 4/25.

**Each newsletter is exclusive. Two Newsletters** \$3,150 | **All Four Newsletters** \$5,250

## ONLINE ADVERTISING \$2,100 - \$3,990

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

\$2,100/month, or \$3,990 for two months. Contact your account executive for real examples + previous analytics.

# Onsite Enhanced Marketing Opportunities

## BADGE SPONSOR \$8,000

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 now hosted on the HD Expo + Conference show floor. Limited sessions available.*

## 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

## 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

## CUSTOM CARPET DECALS

\$5,000

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

## 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

\$900 - \$3,200

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** ..... \$900

**Three push notifications sent directly to all app users**..... \$1,050

**Exclusive app sponsor** ..... \$3,150

- 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.

## **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.

# A High-Impact, Design-Focused Sponsorship

## SOCIALHUB PRODUCT DISPLAY

**\$5,500**

*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.



### 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 Kimpton 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

## The DesignWell Pavilion

designwell at hd expo+ conference

**\$5,500**

*DesignWell Pavilion sponsorships are exclusive and limited by product.*

The DesignWell Pavilion is being designed by INC Architecture and Design. 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 2023 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





# HD Park

**HD Park sponsorships are exclusive and limited by product.**

**\$5,500**

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, or relax with an outdoor themed game.

## Best fit for brands:

- Flooring/turf companies
- Outdoor Furniture companies
- 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
- Leads from the attendees who attend the sessions



# 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 2022! 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, May 1**

6:30 p.m. – 8:30 p.m.

**\$10,000**

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
- Show Guide ad
- Area to gather





# Party By The Pool

**Wednesday, May 3**

6:30 p.m. – 8:30 p.m.

Elia Beach Club, Virgin Hotels Las Vegas

**Ask your account executive for details.**

Elia Beach Club debuted at the Virgin Hotel Las Vegas in 2021, so be a part of the party with us as a sponsor. All Sponsor logos will be showcased on the venue's large LED Light display screens, making the branding highly visible to all 1,800 attendees.

VIP Cabana Sponsors will receive a semi-private cabana off the main pool deck level and get 10 tickets for staff and 50% off additional tickets.

**\$5,500 for a Cabana Sponsorship**



# 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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**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

**KEELI SCHMIDT****Sales Director**

770.291.5433

keeli.schmidt@emeraldtx.com

**NICOLE PANZECA****Customer Success Manager**

513.416.7533

nicole.panzeca@emeraldtx.com

## Connect with the Hospitality Design community.

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