

hduniversity

Product Specification Bootcamp

Welcome to a pre-conference day at HD Expo + Conference designed to help you spec smarter. In collaboration with The International Society of Hospitality Purchasers (ISHP), five training modules with leading designers, brand leaders, owners, manufacturers, and purchasers will delve into the ins and outs of specifying casegoods, seating, textiles, lighting, and flooring. Think of it as a product bootcamp. But in true HD style, we will add a bit of networking and fun, and provide the space to ask all your questions. Plus, you earn five CEU credits, a certificate from us, and see the product up-close on the show floor the next day.

Schedule

10:30am	11:00am	Arrival, check-in
11:00am	11:30am	Bootcamp Orientation Q+A Lunch
11:30am	12:30pm	Training module one: Casegoods
12:30pm	1:30pm	Training module two: Seating
1:30pm	2:00pm	Break: Networking and snacks
2:00pm	3:00pm	Training module three: Fabric/Drapery
3:00pm	4:00pm	Training module four: Lighting
4:00pm	5:00pm	Training module five: Flooring
5:00pm	6:00pm	Bootcamp bonding: Networking happy hour

Sponsor benefits

Exclusive opportunity to educate your next generation customer

- Speaking/educator (non-promotional) role on the panel; collaborate with panelists to produce content
- Product visuals in the presentation; opportunity to showcase product at a tabletop showcase area at the conference
- Logo on all marketing material and on signage at the event
- Two company representatives in attendance (full day)
- Five complimentary tickets for clients (full day)
- Contact list of all attendees
- Opportunity to meet with attendees at booth the following day

Panel makeup: Purchaser, architect/designer, owner/brand, two manufacturers (same category)

\$15,000 per sponsor (Limited to 2 per category)

Contact your account executive for more information

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