

# hd expo+ conference

---

april 30 - may 2, 2024 + mandalay bay + las vegas + [hdexpo.com](https://hdexpo.com)

## 2024 SPONSORSHIPS

# Digital Sponsorships

Extend your message and branding beyond the borders of your booth with digital sponsorships before, at, and after the show. These sponsorships are the best way to lift your brand and extend your message to the entire audience.

## TARGETED ATTENDEE EMAIL/DIRECT MAIL

\$1,155 - \$3,100

Connect with registered attendees before the show and personally invite them to your booth. 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.

- BONUS: This option includes 2024 and 2023 pre-registered attendees!

**Email:** \$2,650 | **Deployment 10 Days Prior to the Show:** \$3,100 | **Direct Mail:** \$1,155

## COUNTDOWN NEWSLETTER

\$3,465 - \$5,775

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.

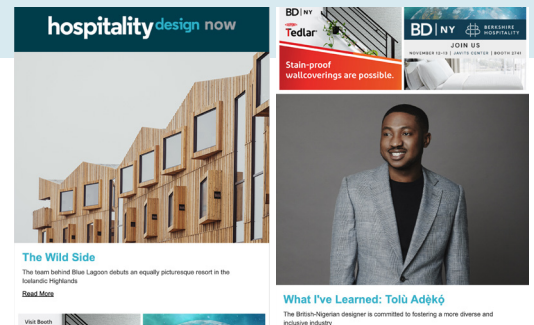
Newsletter sponsors receive:

- 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 number

Available deployment dates: 4/02, 4/09, 4/16, and 4/23.

**Two Newsletters:** \$3,465 | **All Four Newsletters:** \$5,775

**Please Note:** each newsletter is exclusive



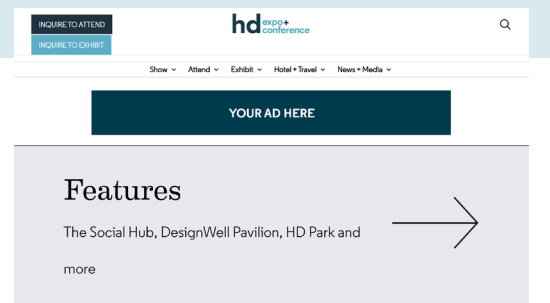
## ONLINE ADVERTISING

\$2,310- \$4,390

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

- Homepage, in-line: 970x250
- Internal Page, header: 970x250
- Internal Page, in-line: 970x250
- Mobile: 300x250

**Month:** \$2,310 | **Two Months:** \$4,390



# Onsite Show Sponsorships

Showcase your brand and make meaningful connections with potential customers with an onsite sponsorship. Our hand-selected opportunities are available on a first-come, first-served basis, so act now to secure your spot and get ahead of the competition.

## HD UNIVERSITY: PRODUCT BOOTCAMP \$15,000 per sponsor (limit to 2 per category)

HD University is the pre-conference day at HD Expo + Conference designed so the design community can write the perfect spec. Attendees will earn five CEU credits and are able to see the product up-close on the show floor the next day. Five training modules with leading designers, brand leaders, owners, manufacturers, and purchasers will delve into the ins and outs of specifying casegoods, outdoor furniture, upholstered seating, textiles, lighting, and flooring. Sponsors will be recognized as the leader in their category and walk away with the list of attendees from the event. They will also have the opportunity to educate and showcase their products to attendees, and will receive the registered attendee list after the show.



**Casegoods category is sold out.**

## OWNERS ROUNDTABLE \$10,000

**SOLD**

The HD Owners Roundtable is one of the most sought after events, it gives attendees the opportunity to sit at a table with an owner and speak to them directly. As a sponsor, you will get tickets to the event, an opportunity to speak at the podium, signage recognition as we promote the event, and the list of the owners after the event.

**This is an exclusive sponsorship.**



## BADGE SPONSOR \$9,000

**SOLD**

Everyone at HD Expo + Conference 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.

## LANYARDS \$5,500+ cost of lanyards

**SOLD**

This is an exclusive sponsorship and a great way to get your company and booth information in front of every single attendee.

## SHOW BAG SPONSORSHIP \$4,000 + cost of show bags

**SOLD**

Provide your own branded bags, and we'll distribute them to attendee at registration, amplifying your presence across the show floor.

### COFFEE/WATER STATION

\$2,200 - \$10,000

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

**Individual Station:** \$2,200 | **Daily Sponsor:** \$5,000 | **Exclusive Sponsor:** \$10,000

### COLUMN CLING AD

\$2,500

Sponsors choose a column available in the lobby to be branded with their graphics. It will be one of the first things attendees see as they walk in the lobby. You provide the graphics and we will print and install for you.

### 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. 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.*



### CONFERENCE SESSION PANELIST

\$5,000

**SOLD**

Show your industry expertise by participating as a conference session panelist! Please note that panelist opportunities are limited and individuals must be approved by the conference team. This sponsorship is only available to exhibiting brands.



### CUSTOM CARPET DECALS

\$5,000 per entrance

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. You pick the entrance!

### HD MATCHMAKING LOUNGE

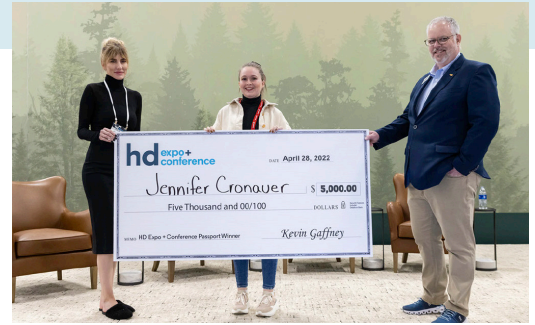
\$5,000

Showcase your products in the HD Matchmaking Lounge for attendees and hosted buyers to view while taking meetings. Sponsors will also receive the list of attendees who used the matchmaking tool after the show.



### HD PASSPORT \$5,000

The game everyone was talking about! 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.



### MOBILE APP \$3,465

# SOLD

Attendees are constantly referencing this important tool for daily schedules, matchmaking, 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. In 2023, the official mobile app had over 1.4 million impressions!

### PUBLICATION BINS \$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 displayed above the publication bins.

### 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 + Conference.

### 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.

### 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.

# Activation Sponsorships

Looking for more? Explore the exclusive and highly coveted activation sponsorships to get your brand in front of your target audience.

## **DESIGNWELL PAVILION designed by Hilton** **\$5,500**

The wellness industry is now a \$1 trillion market, and attendees are curious about big brands and upstarts alike who are integrating wellness and sustainability into their projects and redefining the market. Designed by Hilton and with more content, more industry leaders, and more insight, the 2024 DesignWell Pavilion is certain to be one of the most popular areas on the expo floor. Sponsors have the opportunity to showcase their products, logo placement on space signage, and receive contact information from all scanned attendee leads after the show. DesignWell Pavilion sponsorships are limited by product.



## **HD PARK** **\$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. Sponsors have the opportunity to showcase products in this high-traffic hub, logo placement on space signage, and receive a list of all scanned attendee leads after the show. HD Park sponsorships are limited by product.



## **SOCIAL HUB designed by Wimberly Interiors** **\$5,500**

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, and sponsors receive all scanned attendee leads after the show. Social Hub sponsorships are limited by product.



## **SPEAKER/HOSTED BUYER LOUNGE** **\$5,000**

The speaker/hosted buyer lounge is located right on the expo floor and is where high-profile attendees can socialize, take a quick rest, or grab a snack or beverage. This is a great opportunity for quality 1x1 time with the most influential people in the industry, some who have been handpicked to attend based on their project activity and projected project spend.

# Networking Events

Gain marketing reach beyond your booth. HD Expo + Conference's coveted networking sponsorships guarantee high visibility and access to qualified attendees in an unforgettable and lively atmosphere. These networking events provide countless ways to make a long lasting impact.

## VIP PARTY

**\$10,000 | Monday, April 29th**

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, five guest invitations, and RSVP list after the show. Limited to 3 sponsors.*



## PARTY BY THE POOL

**\$5,500 for Cabana Sponsorships | Wednesday, May 1st**

Be a part of the Party by the Pool with us as an exclusive sponsorship. 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. Cabana sponsors will receive a semi private cabana with a server for drink orders so your guest will not need to wait in the bar line. You will receive 10 tickets for staff and 50% off additional tickets to be purchased with your Account Executive.



## WOMEN IN DESIGN BREAKFAST presented by HD and NEWH

**\$2,310 - \$4,390 | Tuesday, April 30th**

Celebrate industry innovation, leadership, and achievement at HD Expo + Conference's inaugural Women in Design Breakfast and Awards, presented by *Hospitality Design* magazine and NEWH. This inspiring networking event will honor a handful of creative leaders for their impact on the hospitality industry, and feature a prominent keynote speaker. Plus, NEWH will award a series of scholarships as well as announce this year's ICON of Industry.



**Platinum:** \$6,825 | **Gold:** \$3,675 |  
**Supporting Sponsor:** \$1,575 | **Step and Repeat:** \$2,100



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.

## SALES TEAM

### CARLY MIXON

**Account Executive: #, A-K**

770.291.5491

[carly.mixon@emeraldx.com](mailto:carly.mixon@emeraldx.com)

### KARI NYLUND

**Account Executive: L-Z, China**

770.291.5513

[kari.nylund@emeraldx.com](mailto:kari.nylund@emeraldx.com)

### KEELI SCHMIDT

**Sales Director, Key Accounts**

770.291.5433

[keeli.schmidt@emeraldx.com](mailto:keeli.schmidt@emeraldx.com)

### NICOLE PANZECA

**Customer Success Manager**

513.964.1789

[nicole.panzeca@emeraldx.com](mailto:nicole.panzeca@emeraldx.com)

# CONTACT US

## EXECUTIVE LEADERSHIP

### KEVIN GAFFNEY, CEM

**Group Vice President, Design Group**

770.291.5446

[kevin.gaffney@emeraldx.com](mailto:kevin.gaffney@emeraldx.com)

### STACY SHOEMAKER RAUEN

**Senior Vice President, Design Group**

646.668.3751

[stacy.shoemaker@emeraldx.com](mailto:stacy.shoemaker@emeraldx.com)

