

hd expo+ conference

2025 SPONSORSHIPS

MAY 6-8, 2025

MANDALAY BAY, LAS VEGAS

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.

COUNTDOWN NEWSLETTER

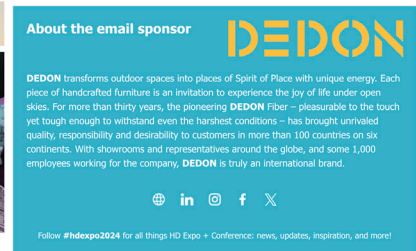
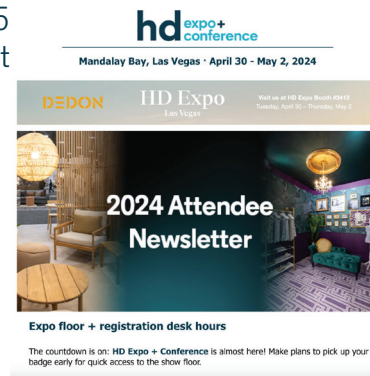
Four countdown newsletters will be sent to all 2025 pre-registered attendees, and your brand will be front and center. Each newsletter sponsorship is exclusive.

Newsletter sponsors receive:

- A 600x135 banner ad at the top of newsletter
- A 150-word company/product description
- A 300x200 product image
- Link to company URL

Available deployment dates:

4/8, 4/15, 4/22, and 4/29



hospitalitydesign

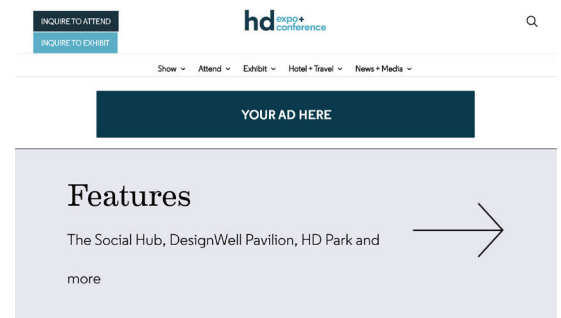
Two Newsletters: \$3,465 | Four Newsletters: \$5,775 **SOLD OUT**

ONLINE ADVERTISING

Showcase your brand and new launches with digital advertisements. The HD Expo + Conference website attracts over 275,000 page views in the months leading up to the show, ensuring maximum pre-show exposure.

- Homepage, in-line: 970x200
- Internal Page, header: 970x200
- Internal Page, in-line: 970x200

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



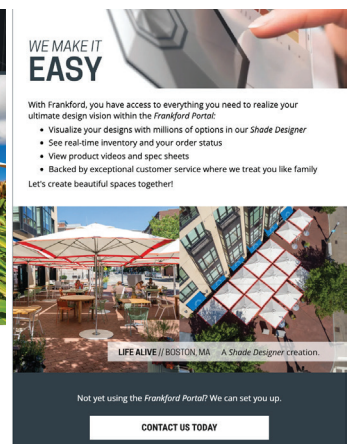
TARGETED ATTENDEE EMAIL

Connect with registered attendees before the show and personally invite them to your booth. Deploy an email on your company's behalf from HD Expo + Conference.

BONUS: This option includes 2024 and 2025 pre-registered attendees!

Email: \$2,650 (\$3,100 within 10 days of the show)

*eblast dates are exclusive



ONSITE SHOW SPONSORSHIPS

Showcase your brand and make meaningful connections with potential customers with an onsite sponsorship. Our curated 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

HD University is the pre-conference day at HD Expo + Conference designed to help design teams write the perfect spec. Five training modules—each with representation from leading A&D firm, hotel brand, ownership group, purchasing firm, and a sponsoring manufacturer—will delve into the ins and outs of specifying products across major product categories. Sponsors will be recognized as the leader in their category as they educate the audience, and have the opportunity to showcase their products during the session and at a pop up stand during networking breaks. Plus, all attendees will earn five CEU credits and are able to see the product up-close on the show floor the next day. To keep the conversation going, sponsors receive a list of registered attendees from the event.



\$15,000 per sponsor (limit two per category)

OWNERS ROUNDTABLE

An HD Expo signature event, the HD/ISHP Owners Roundtable is one of the most sought-after events at the show, giving attendees the opportunity to hear from various owners and brand leaders as they rotate tables every 10 minutes.

This is an exclusive sponsorship.

\$11,000 SOLD OUT



BADGE SPONSOR

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.

\$9,500 SOLD OUT



LANYARDS

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

\$5,500 + cost of lanyards **SOLD OUT**



SHOW BAG SPONSORSHIP

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

\$4,300 + cost of show bags **SOLD OUT**



COFFEE/WATER STATION

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



BlackMediaHouse - stock.adobe.com

COLUMN CLING AD IN LOBBY

This eye-catching, branded display is a memorable way to promote your booth from the lobby. Attendees meet, convene and walk through the lobby frequently throughout the show; this means your branding will be front and center in a high traffic area. You create the image and we will print and install before the show.

\$3,000 per column



CONFERENCE SESSIONS

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

\$3,500 per session



CUSTOM CARPET DECALS

Provide the carpet for a 10x20 entrance space of your choice and we will install it. This is a great opportunity to get your product and branding at the front of the show.

\$5,000 per entrance

***Only two entrances are still available**



HD CONNECT LOUNGE

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

\$5,000 SOLD OUT



HD PASSPORT

The game everyone was talking about! One lucky attendee will walk away with a \$10,000 prize, 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.

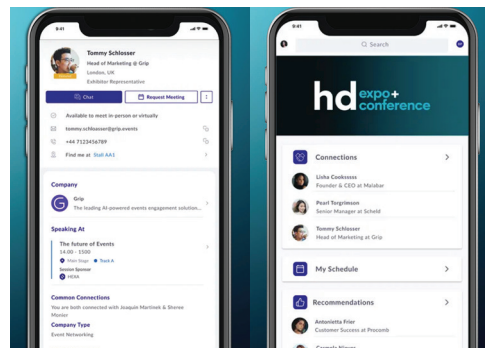
\$5,500



MOBILE APP

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 2024, the official mobile app had over 3,400 downloads and 61,590 impressions!

\$4,160 for the exclusive sponsors of the mobile app



SPEAKER/HOSTED BUYER LOUNGE

Provide your products to help furnish the space and put your branding in front of over 150 speakers as they prepare for their session. Plus, hosted buyers can use the lounge, ensuring your brand reaches a key audience. Choose between two prime locations: the lounge or the check-in desk.

\$5,000



ACTIVATION SPONSORSHIPS

DESIGNWELL PAVILION



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 HBA and activated daily with conversations and insights on this growing market from industry leaders, the 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.

\$5,800

ACTIVATION SPONSORSHIPS

HD PARK



In today's market, creating immersive experiences is essential. Outdoor tented camps and resorts are at the forefront, offering unique, nature-centric excursions for those seeking alternatives to traditional hotels. We decided to capture some of that enchanting atmosphere in the HD Park. Here, attendees can attend conferences, network, and immerse themselves in the outdoor-inspired environment designed by EDG. Sponsors have the opportunity to showcase products in this high-traffic hub, home to all CEU-accredited sessions with veterans and rising stars alike. They will also receive logo placement on signage (above, on screen, and standing), inclusion in pre- and post-show thank you ads in *Hospitality Design* magazine, contact information of all scanned attendee leads after the show, as well as pre- and post-show editorial and social media coverage. HD Park sponsorships are limited by product.

\$5,800 per product sponsorship

\$20,000 for exclusive sponsorship

ACTIVATION SPONSORSHIPS

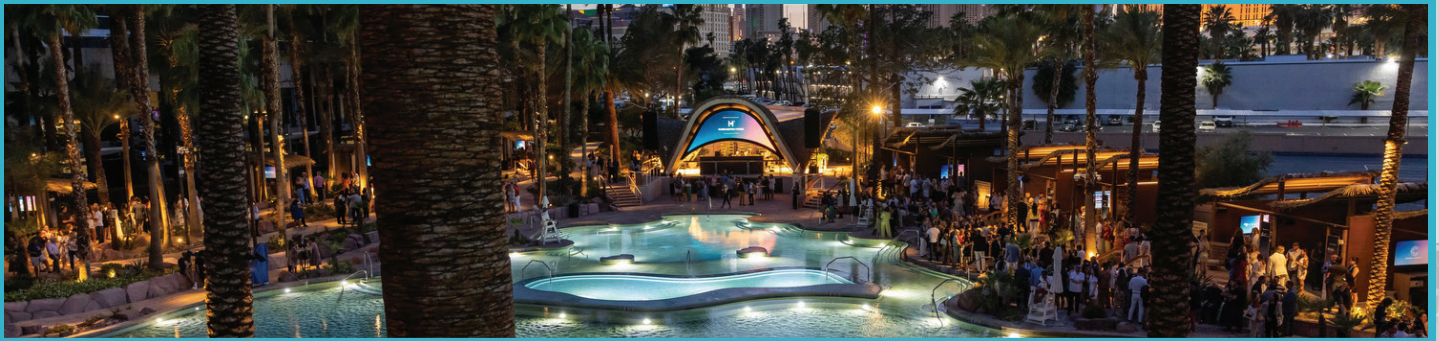
SOCIAL HUB



The HD Expo + Conference Social Hub is the heart of the show floor, where attendees eager to learn and network gather for conference sessions. This year the space is being designed by Flick Mars, offering sponsors a unique opportunity to collaborate with the Dallas-based team. Sponsors can contribute to crafting the design and have their products showcased in this high-traffic location. Additionally, sponsors receive contact information of scanned attendees after the show. Social Hub sponsorships are limited by product.

\$5,800

PARTY BY THE POOL



Be a part of the Party by the Pool as an exclusive sponsor on Wednesday, May 7 at the Marquee Dayclub at the Cosmopolitan Las Vegas. All sponsor logos will be showcased on the venue's large LED Light display screens, making the branding highly visible to all 1,500 attendees. Cabana sponsors get a semi-private cabana with a dedicated server so your team and guests don't have to wait in line. Sponsors receive ten tickets for staff or guests, and 50% off additional tickets (to be purchased with your account executive).

\$5,500 per cabana

Featured entertainment starting at \$8,000

ADDITIONAL NETWORKING OPPORTUNITIES

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

Sponsor this cocktail soiree for speakers and VIP guests on Monday, May 5th, 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, making it a prime opportunity for connecting and getting your message in front of our VIP attendees and speakers.

Includes twenty five invitation for staff and guests and RSVP list with contact information after the show. Limited to three sponsors.

\$10,000



WOMEN IN DESIGN BREAKFAST PRESENTED BY HD AND NEWH

Celebrate industry innovation, leadership, and achievement at HD Expo + Conference's fifth annual 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. Plus, NEWH will award a series of scholarships as well as announce this year's ICON of Industry.

Sponsorships available from \$2,000- \$7,250.
Please contact your Account Executive to learn about sponsorship opportunities.



HOSTED BUYER TOUR

Don't miss the opportunity to connect with our hosted buyers! The hosted buyers program meticulously selects the industry's top designers, architects, purchasers, and brand leaders with significant purchasing influence and design decision-making authority. Attendees are chosen based on their proven track record, purchasing power, and potential to drive meaningful business connections. We cover their travel expenses, facilitating their presence at the event and in return, they commit to engaging with participating exhibiting brands, fostering high-quality interactions that pave the way for substantial business opportunities. This curated approach ensures that every encounter is purposeful and productive, maximizing the value for both participants and exhibitors alike.

~~\$15,000~~ per sponsor (we are offering at 50% off the first year, for \$7,500) limited to 8 exhibitors (2 per product category)



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