

hd expo+ conference

MAY 5-7, 2026 | LAS VEGAS

2026
SPONSORSHIP
BROCHURE

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 2026 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:

4/7, 4/14, 4/21, and 4/28

Two Newsletters: \$3,665 | Four Newsletters: \$6,930

hd expo + conference
Mandalay Bay, Las Vegas • April 30 - May 2, 2024

DEDON

About the email sponsor

DEDON transforms outdoor spaces into places of Spirit of Place with unique energy. Each piece of handcrafted furniture is an invitation to experience the joy of life under open skies. For more than thirty years, the pioneering DEDON Fiber – pleasurable to the touch yet tough enough to withstand even the harshest conditions – has brought unrivaled quality, responsibility and desirability to customers in more than 100 countries on six continents. With showrooms and representatives around the globe, and some 1,000 employees working for the company, DEDON is truly an international brand.

Follow #hdexpo2024 for all things HD Expo + Conference: news, updates, inspiration, and more!

Expo floor + registration desk hours

The countdown is on: HD Expo + Conference is almost here! Make plans to pick up your badge early for quick access to the show floor.

hospitalitydesign

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: \$1,950 | Two Months: \$3,850

INQUIRE TO ATTEND

INQUIRE TO EXHIBIT

hd expo + conference

Show • Attend • Exhibit • Hotel + Travel • News + Media

YOUR AD HERE

Features

The Social Hub, DesignWell Pavilion, HD Park and

more

TARGETED ATTENDEE EMAIL/DIRECT MAIL

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.

BONUS: This option includes 2025 and 2026 pre-registered attendees!

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

*eblast dates are exclusive

FRANKFORD
exceptional shade

WE MAKE IT EASY

With Frankford, you have access to everything you need to realize your ultimate design vision within the Frankford Portal:

- Visualize your designs with millions of options in our Shade Designer
- See your designs in real time with order status
- View product videos and spec sheets
- Backed by exceptional customer service where we treat you like family

Let's create beautiful spaces together!

LIFE ALIVE // BOSTON, MA - A Shade Designer creation.

FRANKFORD IS COMING TO HD EXPO IN 2025!

We've listened to our customers and are thrilled to announce that Frankford will be proudly displaying our designer shade collections at HD Expo 2025! Although this message may seem a bit early, we couldn't wait to share our excitement with you and invite you to get to know us and experience the Frankford difference for this summer season.

Not yet using the Frankford Portal? We can set you up.

CONTACT US TODAY

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 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



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.

\$11,500



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.

\$10,000 - SOLD



LANYARDS

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

\$5,800 + cost of lanyards

***Required to have the HD logo in 1/4 of the lanyard.**



SHOW BAG SPONSORSHIP

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

\$4,500 + cost of show bags - SOLD



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: \$2,000

Daily Sponsor: \$3,000

Exclusive Sponsor: \$7,500



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.

\$3,200 per column



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 (3 entrances 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



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.

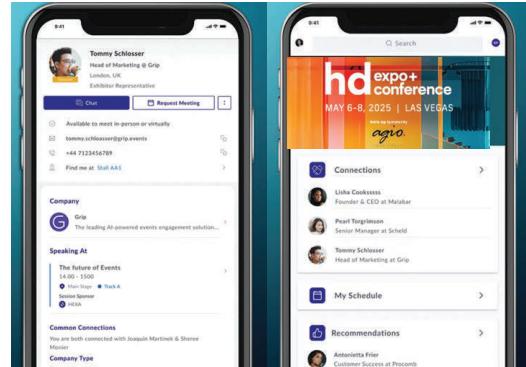
\$5,500



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 2025, the official mobile app had over 3,931 downloads and 212,535 impressions!

\$5,000 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.

\$5,000



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



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 **Harken Interiors** 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 MAINSTAGE



In today's market, creating immersive experiences is essential. We've brought that energy to the HD Mainstage—an activation space designed by **Gensler**. As the **only location on the show floor hosting CEU-accredited sessions**, it's a hub where attendees gather to network and engage. Sponsors will have the opportunity to showcase their products in this high-traffic space, with benefits that include logo placement on signage (above, on screen, and standing), inclusion in pre- and post-show thank you ads in the show directory, onsite, and in Hospitality Design magazine, contact information of all scanned attendee leads after the show, plus editorial and social media coverage. HD Mainstage sponsorships are limited by product.

\$5,800 per product sponsorship

ACTIVATION SPONSORSHIPS

SOCIAL HUB



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

\$5,800

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.

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.



PARTY BY THE POOL: DRENCHED IN DESIGN

Be part of the ultimate after-hours networking event. Held at the tropical-inspired **Palm Tree Beach Club** at the MGM Grand on Wednesday, May 6, from 6:30–8:30 PM, this exclusive poolside party draws top hospitality design professionals for an unforgettable evening of connection and celebration.

Cabana sponsors receive:

- A semi-private cabana with dedicated server service
- Ten (10) tickets for your team or VIP guests
- 50% off additional tickets (through your account executive)
- Brand presence in a high-energy, high-touch setting

\$5,800 per cabana

Featured Entertainment Add-On:

Starting at \$8,000



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