



**FOR: HD EXPO**  
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**HD EXPO FOCUSES ON SUSTAINABLE DESIGN AND OFFERS REDUCED  
CONFERENCE RATES DURING THIS YEAR'S SHOW IN LAS VEGAS, MAY 19-21**

*HD Expo features innovative products, educational sessions, networking opportunities and awards competitions centered on radical innovation and green design*

ATLANTA, GA (January 26, 2010) – The **Hospitality Design Exposition & Conference (HD Expo)**, taking place at the Sands Expo & Convention Center in Las Vegas on **May 19-21, 2010**, will showcase several new competitions, conference sessions and special events centered around sustainable and radical design, aimed at arming attendees with product accessibility, inspiration and networking opportunities in an increasingly competitive market. Sponsored by *Hospitality Design* magazine and produced by Nielsen Expositions, the show draws over 7,000 attendees each year, along with more than 900 exhibitors in over 300,000 square-feet of expo space featuring the most cutting-edge products on the market.

The must-attend event connects interior designers, architects, purchasing agents, hotel owners & operators and other buyers, sellers and industry leaders around one central theme: hospitality design. An accompanying full-conference program offers more than 25 information-packed sessions, panels, site tours and other programming designed to inspire and educate attendees about the concerns, trends and issues currently facing the industry.

“Each of these programs is aimed to help professionals and businesses stay at the forefront of the creative landscape, and teach them how to take advantage of and adjust to the ever-changing market,” said Michelle Finn, vice president of the Hospitality Design Group.

## Conference Highlights

This year's conference prices have been dramatically reduced to enable industry professionals and companies to attend, taking into account any financial hardships faced during the recent economic recession. The full conference program now costs just \$99, and includes an unlimited number of sessions.

Among the various sessions, **"Luxe in Flux: Trends in High-End Hospitality Design"** will help hotel owners learn how to lure back guests who have become more frugal and are looking for more value in their spending. Speakers include Howard J. Wolff, senior vice president, WATG; Bill Barrie, SVP design and project management, Ritz-Carlton; Fausto Barba, vice president of finance and development, Capella Hotels and Resorts; and Dana Kalczak, vice president of design and construction, Four Seasons.

At the **"Reinventing Hospitality on the Go"** conference session, the A-list team of designers behind the recently redesigned JetBlue Terminal 5 at JFK airport in New York will be on hand to discuss the ins and outs of the \$743 million project. Key points of discussion will center on the project's interior design details including the people-watching and lounging platforms designed for the terminal as well as the innovative, high-tech systems used for menu ordering at food courts and kiosks.

Presented by the International Society of Hospitality Purchasers (ISHP), **The Hotel Owners' Roundtable** gives conference attendees the chance to meet face-to-face with owners, developers, brand executives and other industry leaders and decision makers all in a single setting. In a free-flowing discussion format, roundtable participants can share their thoughts on forecasts, ideas, updates, trends, and other pertinent topics in the hospitality design industry.

## Sustainable Design

This year marks the very first **Sustainable Suite Design Competition**, presented by the U.S. Green Building Council (USGBC) in conjunction with the American Society of Interior Designers (ASID) and NEWH—The Hospitality Industry Network. Design submissions were judged on their water and energy-efficiency, use of recycled materials, indoor air quality, and other "green"-focused design elements. Selected by a jury of industry experts from 65 entries, this year's winning design came from the collaborative teams at WATG and IDEO, two design firms. Their suite, called Haptik, combined sustainability with luxury, featuring energy-reducing innovations such as light switches that turn off automatically using motion sensors, and room conditioning equipped by a four-pipe horizontal fan-coil system. In addition, the suite's shower walls contain solar paneling for capturing natural power for heating water as well as a building irrigation system that filters and recycles shower water for outdoor gardens and landscaping. WATG and IDEO team will build and showcase their design during HD Expo, and present their project during a special conference session. For more information, visit [www.usgbc.org/sustainablesuite](http://www.usgbc.org/sustainablesuite).

## Other Competitions & Awards

Also new this year, HD Expo will serve as the new host conference for the 4<sup>th</sup> annual **Search for Radical Innovation in Hospitality** competition, formerly held during the HD Boutique show in

September. Co-sponsored by the John Hardy Group and *Hospitality Design* magazine, the competition aims to discover, identify, and explore radically innovative concepts in hospitality by challenging creative individuals, teams, brands, and students to create a unique vision of the future of hospitality design. Eligible projects include those open now, in development stages, and ideas in conceptual form. A jury of industry executives will determine the top two finalists with the most radically innovative entries, and then each team will present their projects during HD Expo. Audience members will then vote real-time using hand-held devices to determine the grand-prize winner and runner-up with more than \$10,000 in prize money at stake. Last year, the Pixel Hotel in Linz, Austria, took home the grand prize for its radically-designed system of accommodations in untraditional, vacant venues throughout the city, including former factory spaces and even a ship in the industrial harbor. Deadline to enter is April 1, 2010. Additional details are available online at [www.radicalinnovationinhospitality.com](http://www.radicalinnovationinhospitality.com).

*Hospitality Design* magazine will present this year's winners of the prestigious Platinum Circle Awards at the annual **Platinum Circle Awards® Gala**, Wednesday, May 19, 2010, from 6:30-8:30 p.m. at the Venetian. Established in 1987, the Platinum Circle Award, presented to industry leaders, honors the highest achievements within the hospitality design industry. Names of the winners have not yet been released. Also during the Gala, winners of the **14<sup>th</sup> Annual IIDA/HD Product Design Awards**, a competition honoring the best of the best in hospitality products, will be announced. *Hospitality Design* magazine and International Interior Design Association (IIDA)'s *Perspective* magazine will showcase the winning products, manufacturers, and designers.

### **Networking Opportunities**

HD Expo offers the perfect place to network with leading designers and innovative thinkers to share ideas, best practices and other resources with others in the industry. At the all-industry cocktail event, **Party by the Pool**, industry professionals will have the chance to mingle with other movers and shakers at the most talked about "see and be seen" networking event of the year. The networking event takes place on Thursday, May 20, 2010 from 6:30-8:30 p.m. at Caesars Palace.

### **Student Day**

Students of hospitality design will have a chance on Friday, May 21, 2010 at the Venetian to meet one-on-one with industry experts and design professionals in hospitality practice to review resumes and portfolios and gain valuable career advice. The American Society of Interior Designers (ASID) hosts a career exchange from 10:30-11:30 a.m., and at the HD 2010 Student Forum, from 12:30-2:00 p.m., Roger Thomas, executive vice president of design for Wynn Design and Development, which developed the luxurious Wynn Las Vegas and Encore, along with other industry leaders will speak to students on tips to get hired as well as other strategies on career advancement.

**Media Registration:** To register for HD Expo 2010, please fill out the following online media registration form: <https://www.xpressreg.net/register/hdes050/media/reginfo.asp>.

The **2010 Hospitality Design Exposition & Conference (HD Expo)** is presented by *Hospitality Design* magazine and produced by the Hospitality Design Group, part of Nielsen Expositions, which also produces HD Boutique in Miami Beach on September 13-14, 2010. The event is in association with:

International Interior Design Association (IIDA); International Society of Hospitality Purchasers (ISHP), National Council for Interior Design Qualification (NCIDQ); American Society of Interior Designers (ASID) and NEWH, Inc. – The Hospitality Industry Network.

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**FOR MORE INFORMATION, PLEASE CONTACT  
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