MAY 15-17, 2019
MANDALAY BAY
LAS VEGAS

HD EXPO 2019
MARKETING AND SPONSORSHIP KIT

hdexpo.com
No matter if you’re a veteran or first-time exhibitor, you have the ability to increase brand awareness among an audience made up of hospitality’s most influential designers, developers, purchasing firms, and hotel brands.

Read on to find out more about how you can make this your most successful trade show experience yet.

Do you have an outside the box marketing idea? We love creativity—pitch it to your account executive, and we’ll do what we can to make it happen!

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
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</table>
A PROMOTION PARTNERSHIP
We’ll get the decision makers to HD Expo. Here’s some best practices on how to enhance your brand presence.

How HD Expo gets buyers to the show
- Targeted email and direct mail campaigns to over 60,000 industry professionals
- Strong partnerships with well-known industry media groups
- Rapidly growing social media engagement across the HD Expo and Hospitality Design magazine platforms – over 65,500 combined followers
- A digital pressroom where exhibitors can share product press releases and images before the show
- Special e-newsletters featuring a variety of first-time exhibitors
- Our matchmaking tool, HD Connect, allows attendees to discover relevant exhibitors and product categories
- Online promotion via hdexpo.com and hospitalitydesign.com
- Featured coverage in the print and digital editions of Hospitality Design magazine
- A weekly email to media showcasing exhibitors, products, and networking events

How you can increase brand awareness
- Complete your online profile in the HD Exhibitor Console
- Encourage attendees to schedule appointments with you via HD Connect
- Share and promote show specials and events in the HD Exhibitor Console
- Use #HDExpo2019 in all of your social media posts
- Purchase a direct mail or email list rental
- Take advantage of digital upgrades that boost online visibility
- Upload product press releases and images to the HD Expo digital pressroom
- Advertise in the show guide or pre-show issues of Hospitality Design magazine
- Select from one of our high-visibility onsite marketing opportunities

2018 Sponsor Testimonial:
Fil Doux Textiles
Party by the Pool, Social Hub
A highlight from the show was sponsoring the Party by the Pool at the Cromwell. We hired synchronized swimmers to perform, and it was a huge hit!
INCLUDED BASIC MARKETING TOOLS

All exhibitors receive access to several marketing tools to help increase brand awareness before the show, drive booth traffic at the show, and encourage attendees to remember your brand after the show. This access is included as part of your exhibitor marketing fee.

We strongly encourage using these tools as part of your sales and promotion strategy leading up to the show.

- **Basic Exhibitor Console Package**
  - Upload one press release, your company logo, and select unlimited product categories
  - Include a 500 character description, URL, and booth number

- **Exhibitor Referral Pages and Banner Ads**
  *Links will be emailed directly to exhibitors in January 2019.*
  - Invite as many customers and VIPs as you like to attend HD Expo, at no charge, with a customized promo code and landing page
  - Download a custom 300x250 banner ad to share on a website or social media platforms

- **Attendee Acquisition Show Widget**
  - Download a custom widget with your booth number and event information

- **Attendee Matchmaking**
  - Search the list of pre-registered attendees by role, name, title, company, and access your personalized list of attendee matches
  - Accept requests from attendees to schedule meetings at the show
  - 25 email credits are included

- **Show Guide and Pocket Map Company Listing**
  *Profiles must be updated by March 20, 2019.*
  - Listed in the show guide alphabetically and by product category
  - Listed in the pocket map alphabetically.

- **Website and Mobile App Company Listing**
  - Each exhibitor is listed on the online at hdexpo.com and on the mobile app
  - Digital listings can be edited up until the show begins
### ONLINE PROFILE UPGRADES

<table>
<thead>
<tr>
<th>LISTING OPTIONS</th>
<th>BASIC Included</th>
<th>BRONZE $395</th>
<th>SILVER $895</th>
<th>GOLD $1,395</th>
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<tbody>
<tr>
<td><strong>Premium Position</strong></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>✓</td>
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<tr>
<td>Your exhibitor listing will be placed at the top of the exhibitor list and search results.</td>
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<td></td>
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<tr>
<td><strong>Videos</strong></td>
<td>X</td>
<td>X</td>
<td>1</td>
<td>2</td>
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<tr>
<td>Tell your story to potential buyers through promotional videos. Upload videos directly from your console.</td>
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<td></td>
<td></td>
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<tr>
<td><strong>Digital Product Showcase</strong></td>
<td>X</td>
<td>2</td>
<td>4</td>
<td>10</td>
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<tr>
<td>Engage attendees with detailed product descriptions along with full color images.</td>
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<tr>
<td><strong>Show Specials</strong></td>
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<td>2</td>
<td>4</td>
<td>10</td>
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<tr>
<td>Spotlight special deals like discounts, giveaways and sweepstakes.</td>
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<tr>
<td><strong>Press Releases</strong></td>
<td>1</td>
<td>2</td>
<td>8</td>
<td>10</td>
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<tr>
<td>Get more coverage by sharing the latest news about your company.</td>
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<tr>
<td><strong>Company Logo</strong></td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Extend your reach in keyword search by listing your brands.</td>
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<tr>
<td><strong>Product Categories</strong></td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Help buyers find you by selection the categories that best describe your products.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Company Online Profile (characters)</strong></td>
<td>500</td>
<td>800</td>
<td>1200</td>
<td>2000</td>
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<tr>
<td>Introduce your company to make a great first impression.</td>
<td></td>
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<tr>
<td><strong>Website URL</strong></td>
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<td>✓</td>
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<tr>
<td>Drive traffic to your website.</td>
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<tr>
<td><strong>Company Name, Address and Booth Number</strong></td>
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<td>✓</td>
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</tr>
</tbody>
</table>

To learn more or to ask questions, contact ExhibitSupport@a2zinc.net or your account executive.
ENHANCED MARKETING OPPORTUNITIES: BEFORE THE SHOW

ATTENDEE LIST RENTAL
Connect with registered attendees before the show and personally invite them to your booth. We can send an email on your behalf or mail your piece through an approved third-party mail house. Blast dates are exclusive, so reserve yours today with your account executive. All list rentals include 2018 verified attendees and 2019 pre-registered attendees.

Email
Deployment 10 days prior to the show - price increases

Direct Mail

COUNTDOWN TO HD EXPO NEWSLETTER
Capture the attention of people attending HD Expo when their mind is on it the most. Four countdown newsletters will be sent to attendees in the month prior to the show, and your brand will be front and center. Newsletter sponsors will receive a banner ad at the top of the newsletter, and also space at the bottom to include a company description. The Countdown to HD Expo newsletters will deploy on 4/17, 4/24, 5/1, and 5/8. Countdown newsletter sponsorships are exclusive, and you will be the only exhibitor featured in each newsletter. **Two newsletters have already been SOLD, which means only two remain!**

Two newsletters

All four newsletters (NO LONGER AVAILABLE)

INSTAGRAM TAKEOVER
Establish a two-way relationship with attendees and potential buyers through the use of HD Expo’s Instagram account. Instagram is a very visual and engaging way to build brand awareness and expand your audience prior to the show. You select the photos, copy, links, and hashtags – and we’ll set up the posts. Each takeover includes five static posts, including one “teaser” post the day before. Limit 2 per month, not available 5/15 – 5/17.

After 4/3/19
Price increases

ONLINE ADVERTISING
The HD Expo website receives more than 275,000 page views in the months leading up to the show. Choose from two options to connect with people who are planning to attend the show—the middle or bottom leaderboard (728x90) at $2,000/month, or $3,800 for two months.

RETARGETING
Retargeting captures the IP information of those who are interested in attending HD Expo, and then serves your ad on other websites. How does it work? Once a visitor leaves hdexpo.com, your ad will follow them, ultimately increasing your digital reach on other ad networks and websites. We provide real time reporting and can recommend a schedule for monthly impressions based on your budget. Pricing based on CPM Rate of $60 for 10K - 20K impressions, and a $40 CPM for campaigns of 20,001+ impressions.
ENHANCED MARKETING OPPORTUNITIES:
BEFORE THE SHOW

FACEBOOK LIVE AT THE SHOW
Drive traffic to your booth from other areas on the show floor and showcase your products to a much larger audience with a Facebook Live session. You can host the session on your own, or a member of the HD team can conduct a Q&A with your brand leader. Each participant will receive a copy of their Facebook Live session for reposting on their digital platforms, plus an in-depth report including video reach, engagement, and overall views. The price includes a promotion “boost” that will increase visibility by putting your post at the top of the news feed. Limit one per day of the show.

SOCIAL MEDIA CHECK-IN SCREENS
Attendees will be talking about the products at #HDExpo2019, and we will be featuring these conversations on four (4) social media check-in screens throughout the show floor. Your company information and booth number will be branded on a static screen with social media posts from the show, with the opportunity to include branded interstitial ads, as well as the floor plan with your booth highlighted, at set periods of time.

2018 Sponsor Testimonial:

Swarovski Lighting

Lobby Chandelier

“HD Expo provided us the platform we needed to share the natural symbiosis of crystal and light with some wonderful designers. The show provided us the opportunity to spend some quality time with the creators of amazing spaces and collaborate with them.”
ENHANCED MARKETING OPPORTUNITIES: ONSITE SHOW ELEMENTS

BADGE BANNER
Everyone at HD Expo 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.

CUSTOM CARPET DECALS
Your company branding will be the first thing attendees see on the show floor. Leave your mark on one entrance, or gain maximum exposure with all three entrances. This is a great way to direct traffic to your booth, so don’t forget to include your booth number.

One entrance
All three entrances

CONFERENCE SESSION
Sponsor any of our outstanding accredited educational sessions and receive recognition onsite, in the show guide, and in pre-show email and direct mail campaigns. Conference session sponsors are encouraged to leave logo-materials in the room for maximum exposure. Keynote excluded.

LANYARDS
As mentioned before, everyone at HD Expo must be credentialed, which means everyone needs a lanyard for their badge. This is an exclusive sponsorship and a great way to get your company and booth information in front of every single attendee.

MEETING ROOM RENTAL
Gather your staff for meetings, or offer a place to take a break, in a conference room adjacent to the show floor. Room sizes and availability are limited—so don’t wait to book yours.

Half day
Full day

METER PANEL
This sleek signage presents your message and company logo from one or several locations in the lobby. The sign measures 7 ft. (H) x 3 ½ ft. (W). Provide your own graphics or let us help you finalize a creative and engaging design.
MOBILE APP

Users are constantly referencing this important tool for daily schedules, 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. À la carte options include push notifications to drive traffic to your booth, or rotating banner ads that connect to the URL of your choice. Ask your account executive for specific pricing breakdowns.

PROMOTE ON THE TOTE

Put your company logo (literally) on the arm of every single attendee. Tote bags are handed out at registration and carried by thousands of attendees during the duration of the event. You choose and create the design, and we’ll take care of printing and distribution. **HD Expo logo must be included in the graphic design.**

PUBLICATION BINS – SPACE

Get your publication in front of everyone entering the show floor by reserving space in our lobby publication bins. Limited to approved associated design trade magazines.

PUBLICATION BINS – SIGNAGE

The publication bins are one of the most popular areas in the lobby, and every single attendee must pass them to enter the show floor. Your branding, including booth number and location, will be prominently displayed above the publication bins.

HD PASSPORT

All attendees will receive a special postcard at registration, with your booth listed as a passport stop. Attendees must collect unique stamps from sponsors in order to be eligible for a $10,000 CASH PRIZE. Your company logo will also be displayed prominently on meter boards explaining the game on the show floor. This is a fun and exciting way to get attendees to your booth, but spots are limited—so don’t wait to ask about this opportunity. **Limited to 10 exhibitors.**

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2018 Sponsor Testimonial:

**LDF Silk**

*Social Hub*

“At HD Expo, we had huge success visiting with many top-notch designers, architects and purchasing companies. HD Expo has contributed greatly to the growth of our business since 2008.”
SOCIAL HUB PRODUCT DISPLAY

Social Hub sponsorships are exclusive and limited by product.

The HD Expo 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.

Being a Social Hub Sponsor:
• Expands marketing reach beyond your booth.
• Provides an exceptional opportunity to have your products featured in a space created by an internationally acclaimed design firm.
• Means your products will be featured in one of the busiest areas on the show floor, with thousands of attendees dropping by throughout the day.

About this year’s Social Hub designer
Founded by Lauren Rottet, Richard Riveire, and David Davis in 2008, Rottet Studio’s award-winning work can be found in Fortune 100 company offices, and both commercial and hospitality spaces across the world. The firm’s distinct design approach, characterized by precise detail and architecturally-driven solutions, reflects a strong commitment to improving the human experience through the built environment.

The selection of Rottet Studio marks the first time the space will be designed by a woman-led firm. Ms. Rottet is also the only woman in history to be elevated to Fellow status by both the American Institute of Architects (AIA) and the International Interior Design Association (IIDA).

Rottet Studio’s hospitality portfolio includes:
• The Surrey, New York
• The St. Regis Aspen Resort
• The James Royal Palm, Miami Beach
• Philippe Restaurant + Lounge, Austin
• The Langham Brand, Hong Kong
VIP PARTY

TUESDAY, MAY 14
6:30 p.m. – 8:30 p.m.

Be the exclusive and sole sponsor at a cocktail soiree for speakers and VIP guests the night before the show starts. The VIP party is held one of the most exclusive and intimate venues in Las Vegas. With a carefully curated invite list, and it’s a prime opportunity for connecting and getting your message in front of key industry professionals. Includes two sponsor and five guest invitations.
EXPERIENCE DESIGN | EXPERIENCE INSPIRATION | EXPERIENCE HD

OPENING DRIVE PARTY  TOP GOLF AT MGM GRAND

WEDNESDAY, MAY 15
6:30 p.m. – 8:30 p.m.

It doesn’t matter if you’re a golf pro or novice, because this fun concept features interactive games with self-scoring golf balls. Top Golf is far from a quiet golf venue—with hundreds of TVs, a DJ, cocktails, and great views of the Vegas strip, it’s the perfect place to get the HD Expo party started!

Last year’s opening night event at Topgolf SOLD OUT—and with a great venue like this, is likely to do so again in 2019.

MASTERS SPONSOR
This exclusive sponsorship includes ownership of the longest drive and 50 ft. putting contests—and every person who wants to participate has to sign up in your suite. What a great way to secure face time with attendees! The Masters Sponsors will receive significant signage recognition throughout the event (including their own rotating branded slide on a dedicated big screen), two reserved golf bays, a champagne toast in the suite, 30 tickets for staff and guests, and a 50% discount on additional tickets.

BAY SPONSOR
Bay Sponsors will receive their logo on all event signage (including a shared rotating slide on a dedicated big screen), a reserved golf bay, 15 tickets for staff and guests, and a 50% discount on additional tickets. Limit three Bay Sponsors.

PHOTO BOOTH
Provide attendees with a fun memory of the Opening Night Party that’s branded with your company logo and booth number. Attendees receive unlimited 4x6 photos printed onsite. There’s no additional worries for you—we provide the props, plastic photo holders, and provide a booth technician. Please note that branding for the photos must be submitted at least three weeks prior to the event.

PARTY FAVORS
Spread brand awareness with a fun party favor at the door! You provide the favor, and we will get them into the hands of party guests. We can help with finding options—just ask. HD Expo reserves the right for final approval on Opening Night Party favors.
We’re heading back to Drai’s at The Cromwell for Party by the Pool! Great views of the Bellagio fountains, the Strip, cold cocktails, delicious appetizers, and a power player crowd sets the stage for an unforgettable evening. The dazzling LED light displays add to the exciting party atmosphere and showcase all of the sponsor logos to over 1,800 attendees.

**PARTY ENTERTAINMENT**
All eyes will be on your brand when you sponsor the featured pool entertainment! Last year, every single attendee gathered around the pool to watch synchronized swimmers perform--what will they watch in 2019? Ask your account executive for a list of ideas, or bring your own to the table.

**VIP BUNGALOW**
Connect with clients or VIP guests in this spacious semi-private area on the main pool level. The bungalow holds 32 people and is a prime location for observing party activities. Included are 20 tickets for staff and guests and a 50% discount on additional tickets.

**VIP CABANA**
The poolside cabanas at Drai’s are another great option for socializing at Party by the Pool! This is a 2-for-1 deal, as each sponsor will receive two upstairs cabanas—which increases capacity to 24 people total! Included are 10 tickets for staff and guests and a 50% discount on additional tickets.

**PARTY FAVORS**
Spread brand awareness with a fun themed party favor at the door! You provide the favor, and we will get them into the hands of party guests. We can help with finding options—just ask. HD Expo reserves the right for final approval on Party by the Pool favors.