



HOW DESIGN LIVE

MAY 7-10 / 2019

MCCORMICK PLACE / LAKESIDE CENTER / CHICAGO, IL



LETTER FROM JON

EXHIBIT HALL HOURS

MAY 7

Opening Reception
6:30PM-8:30PM

MAY 8

8:00AM-9:00AM
12:00PM – 2:00PM
6:30PM-7:30PM

MAY 9

8:00AM-9:00AM
12:30PM-4:30PM

Subject to change

I am excited to invite you to exhibit at HOW Design Live to experience the magic of HOW! We'll be in Chicago from May 7–10, 2019, which is one of our highest attended locations.

HOW Design Live is the creative world's premier event, which provides an all inclusive experience to our attendees with everything they need to pursue a fulfilling, successful career—in one essential event. HOW is, in a nutshell, 4 days of creativity, inspiration, education, and fun for over 3,200 design, packaging and marketing professionals. We have endless opportunities for you to reach this audience, including having a presence in our Exhibit Hall.

The HOW Design Live Exhibit Hall is truly the core of the Conference and is unlike any other in the industry! Your booth is like your home base and gives our attendees a place to find you, connect with you and see why your products and services stand out. Over 95% of our attendees visited the Exhibit Hall in 2018—the number one reason: to find new products and services from our Sponsors and Exhibitors. Attendees revisit the hall over the course of 3 days to spend some one-on-one time with exhibitors, connect & network, recharge their devices (and brains!), grab a bite to eat, and unwind with creative interactive activities.

When you Exhibit at HOW Design Live you have the opportunity to connect not only with thousands of new, highly qualified buyers, but also with creative leaders and industry partners. Being an exhibitor at HOW is much more than having a booth—it means you've become part of the HOW community.

Whether you're already a veteran of the HOW family or a newbie, we look forward to you joining us at HOW Design Live in Chicago next spring.

WANT TO LEARN MORE? CONTACT JON MCGLOUGHLIN

646-668-3746 • Jon.McLoughlin@Emeraldexpo.com • www.howdesignlive.com

WHAT'S NEW AT HOW DESIGN LIVE!



The Dieline Conference - A Conference On Package Design & Branding With Some Of The Most Influential Brands And Designers From Across The Globe.

Now in its tenth year, The Dieline Conference, co-located with HOW Design Live, remains the most influential and comprehensive package design & branding conference around, serving as a focal point for designers who work on consumer brands.

This year the The Dieline Conference will explore the evolution and future of brand experience. We have arrived at a moment where everything is changing, yet everything and anything is possible. Packaging is no longer just about setting yourself apart on the shelf, it's now a medium for brands to boldly stand out in our social media feeds, and create unique brand experiences. At The Dieline Conference, attendees will learn about how digital printing is revolutionizing packaging, how online shopping gives new freedom and opportunities to brands by not designing packaging for retail, how to embrace the future of sustainable package design, how private label brands are thriving, and how new packaging technologies are enabling innovative brand experiences. This is not the future. This is today. This is now. This is the next.

Be A Part Of The Next. Become A Sponsor Of The Dieline Conference.

In addition to the amazing deliverables included in one of our HOW Design Live packages, you could be eligible for some (or all!) of these Dieline sponsorship deliverables at no additional cost:

- Footer logo on Dieline Conference posts and email blasts.
- Social posts on Dieline Facebook, Twitter and LinkedIn.
- Instagram Story at HOW Design Live.
- Up to a month's ads in the newsletter.

Dieline Packages start at \$4,100 and custom packages are available.

HOW MARKETING LIVE

PRODUCED BY

AMERICAN MARKETING
ASSOCIATION

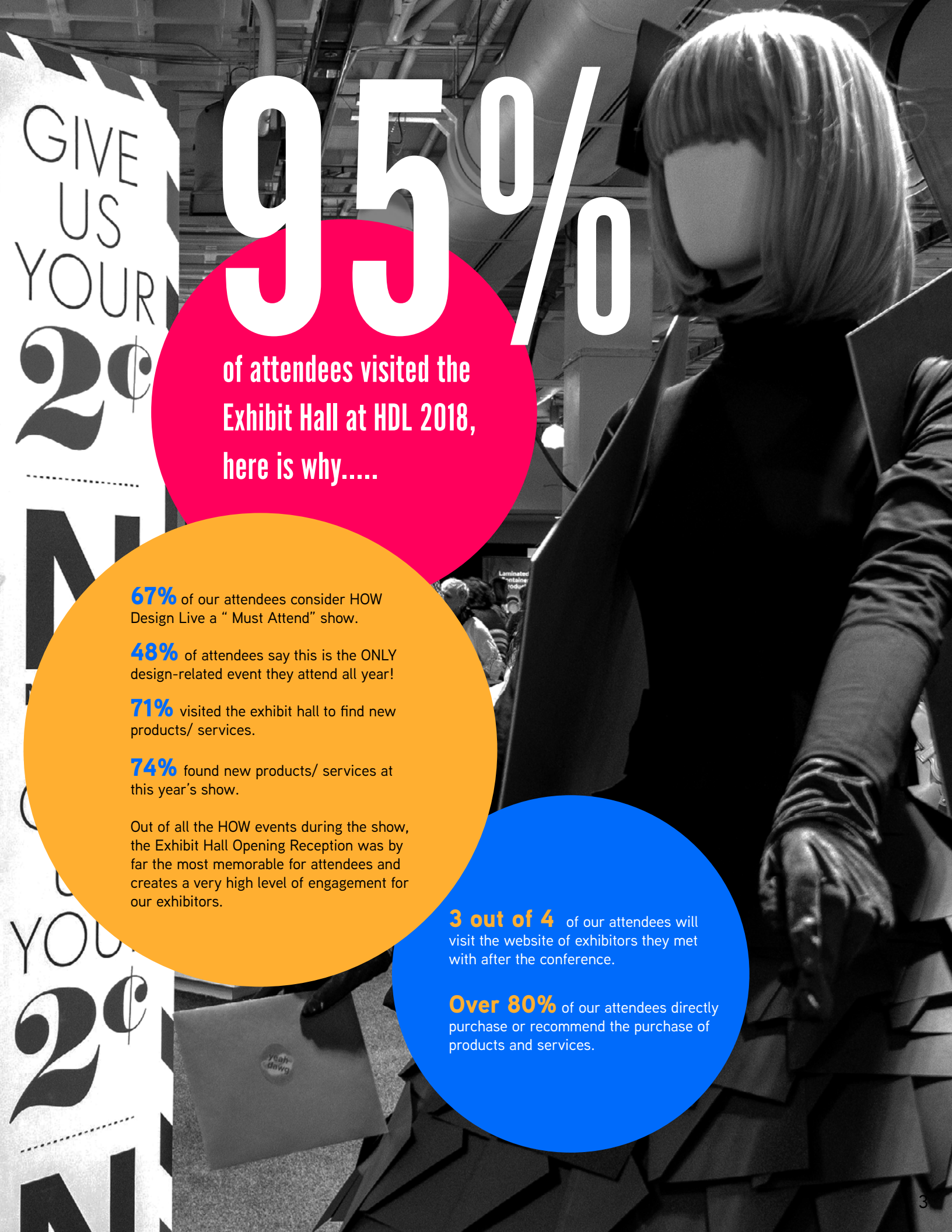
HOW Marketing Live In Partnership With The American Marketing Association Is The Newest Addition To The How Events Portfolio.

We are excited to announce our continued partnership with the American Marketing Association for the second year of HOW Marketing Live, a conference focused on the intersection of design and marketing. The conference will be co-located with HOW Design Live 2019, the industry's largest event for creative professionals.

Over the past three years HOW Design Live has seen a 65% increase in marketing professionals attending the event and our partnership with the American Marketing Association will increase the number of marketing attendees significantly. If you want to sell your product or service to marketers from leading corporations around the world then the HOW Marketing Pavilion is where you need to exhibit. Ask about our new exhibitor discount.

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95%

of attendees visited the Exhibit Hall at HDL 2018, here is why.....

67% of our attendees consider HOW Design Live a "Must Attend" show.

48% of attendees say this is the ONLY design-related event they attend all year!

71% visited the exhibit hall to find new products/ services.

74% found new products/ services at this year's show.

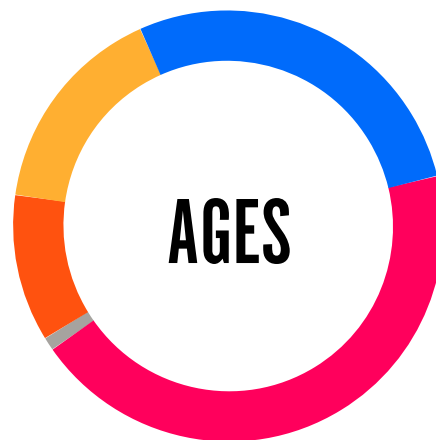
Out of all the HOW events during the show, the Exhibit Hall Opening Reception was by far the most memorable for attendees and creates a very high level of engagement for our exhibitors.

3 out of 4 of our attendees will visit the website of exhibitors they met with after the conference.

Over 80% of our attendees directly purchase or recommend the purchase of products and services.

WHO ATTENDS HOW DESIGN LIVE?

82% of exhibitors consider HOW Design Live a "Must Exhibit" Show



21 AND UNDER	1%
22-34	44%
35-44	28%
45-54	16%
55 AND ABOVE	11%

JOB TITLES



58%

GRAPHIC DESIGNERS

21%

CREATIVE DIRECTORS OR ABOVE

36% increase in senior level professionals over 2016

13%

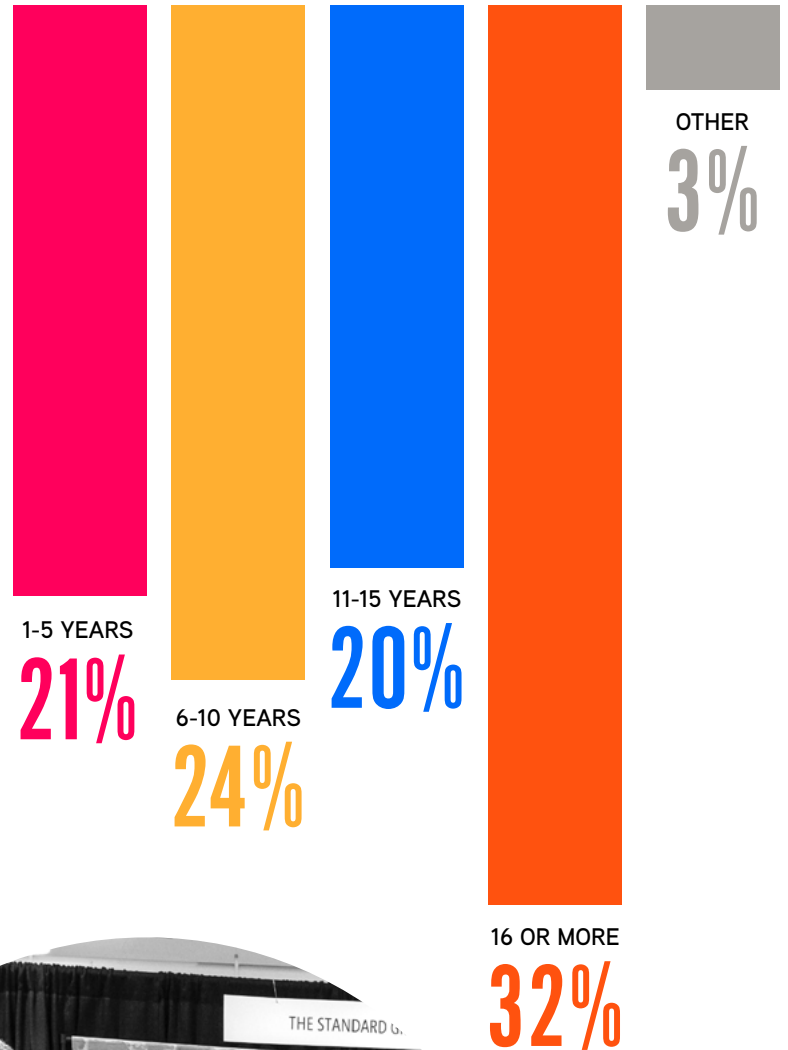
OTHER

8%

MARKETING PROFESSIONALS

Audience of marketing professionals have been steadily growing over the past four years

NUMBER OF YEARS IN THE INDUSTRY



“

HOW Design Live is the show we keep coming back to year after year, because it always produces high quality leads. Every detail is top notch at HDL -- from the high quality speakers to the sponsor exhibit hall. The HOW staff are truly top tier in their service and we see the benefits from this show long after the closing party.”

- **ASHLEY PRETNIK**, WORKFRONT

84%

of exhibitors say they are likely to exhibit at HDL 2019



OVER

84%

OF HOW DESIGN LIVE sponsors & exhibitors expect to gain new business from HDL

“We at Corporate Image are always excited to exhibit at HOW Design Live as it allows us to meet so many of our wonderful, talented customers and interested creatives in one place. HOW Design Live has proven to be a fantastic platform for us where attendees are able to see and feel the quality of our award-winning presentation products first hand. And every year we are once again amazed to learn how meeting our customers in person, with design examples on hand, can help spark new ideas with all parties involved.”

- **JULIA HULSEBUS**, CORPORATE IMAGE

WORK ENVIRONMENT

69%

WORK IN-HOUSE

9%

WORK AT A DESIGN
FIRM OR AD AGENCY

7%

OTHER

HERE IS A SAMPLE OF INDUSTRIES HOW DESIGN LIVE ATTENDEES WORK IN:

- Consumer Goods
- Consumer Services
- Education
- Financial Services/
Accounting
- Food/ Restaurant
- Healthcare
- Legal
- Manufacturing
- Pharmaceuticals
- Retail
- Software/ Technology

60%

of attendees are new to the conference every year, creating a pipeline of new prospects for our exhibitors/ sponsors



A SAMPLE OF OUR ALUMNI SPONSOR COMPANIES



The University for Creative Careers



DIELINE SPONSOR COMPANIES



Yellow Images



REPRESENTATION OF ATTENDEE COMPANIES/BRANDS

Adidas
Aon
Apple
Arby's
Blackrock
Campbell
Capital One
Chase
Chevron
Chicago White Sox
Coca Cola

Costco
Deloitte
Disney
Exxon Mobil
Facebook
Gap
Geico
General Mills
Green Bay Packers
Hallmark
Hasbro

HBO
Hearst Magazines
Hershey
Hilton MGM Resorts
Hobby Lobby
Jockey
Liberty Mutual
Mattel
McGraw Hill
Meredith Corporation
MGM Resorts

MTV
Nestle
Newell Rubbermaid
Office Depot
PepsiCo
Phoenix Suns
Proctor & Gamble
Publix
Quicken Loans
Sherwin-Williams
Starbucks

State Farm
Taco Bell
Target
United Airlines
United Healthcare
Vanguard
Walgreens
Whole Foods

SPONSORSHIP / EXHIBITOR DELIVERABLES

	PREMIER	EXECUTIVE	ASSOCIATE	SUPPORTING	EXHIBIT BOOTH
Booth	20' x 20'	20' x 20'	10' x 20'	10' x 10'	10' x 10'
Sponsor Big Ticket	5	5	4	3	1
Exhibit Hall Pass	4	4	3	3	3
Online Profile, Product Categories and Logo Included in Exhibitor List on Website and Mobile App	✓	✓	✓	✓	✓
Company Profile in Onsite Directory *	✓	✓	✓	✓	✓
Company Name on Event Signage *	✓	✓	✓	✓	✓
Ad on HDL Website *	728 x 90, 300 x 250	728 x 90, 300 x 250	300 x 250	300 x 250	–
Facebook or Twitter Posts on HDL Social Media *	2	2	2	1	–
Email Blast to Registered Attendees *	2	2	1	1	–
150 x 150 Logo and Link on Website Homepage Footer *	✓	✓	✓	✓	–
Ad in Onsite Directory *	2 Page Spread	1 Full Page	1/2 Page	1/2 Page	–
Insert in Welcome Bags	✓	✓	✓	–	–
486 x 60 Ad in One HDL Weekly Attendee Email *	✓	✓	✓	–	–
Logo Inclusion in Emails to Entire Database	✓	✓	✓	–	–
Keynote Video Sponsorship *	1	1	–	–	–
Tools & Resources Breakout Session or Breakout Video Sponsorship	–	–	✓	–	–
Customer Big Ticket	2	2	–	–	–
Video on Website *	1	1	–	–	–
Content Marketing Post on Website *	1	1	–	–	–
Gold Exhibitor Profile Upgrade on Website and Mobile App	✓	✓	–	–	–
Push Notifications via Mobile App	2	1	–	–	–
20 Minute Theater Slot on Show Floor	✓	✓	–	–	–
Sponsored VIP Luncheon or Reception Sponsorship	✓	–	–	–	–

* SUBJECT TO DEADLINES AND AVAILABILITY

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411,972

Total Facebook Fans



201,131

Total Twitter Followers



42,761

Instagram Followers

FOLLOW US AND LEARN MORE

FACEBOOK facebook.com/HOWEvent

TWITTER twitter.com/HOWEvents

INSTAGRAM instagram.com/how_events

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**THE POWER
OF THE
HOW
BRAND**