



# HOW DESIGN LIVE

APRIL 30 - MAY 3, 2018 / BOSTON / HYNES CONVENTION CENTER





# Letter from Jon

## EXHIBIT HALL HOURS

### APRIL 30

Opening Reception  
6:30PM-8:30PM

### MAY 1

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

### MAY 2

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 Boston from April 30-May 3, 2018, 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 2017—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 Boston next spring.

**Want to learn more? Contact Jon McLoughlin**

646-668-3746 • [Jon.McLoughlin@Emeraldexpo.com](mailto:Jon.McLoughlin@Emeraldexpo.com) • [www.howdesignlive.com](http://www.howdesignlive.com)



# WHAT'S NEW AT HOW DESIGN LIVE!



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

We are excited to announce a new partnership with the American Marketing Association to create HOW Marketing Live, a new conference focused on the intersection of design and marketing. The conference will be co-located with HOW Design Live 2018, 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.**



**CONTACT JON MCLOUGHLIN  
FOR MORE INFORMATION!**

**646-668-3746**

**Jon.McLoughlin@Emeraldexpo.com**

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

Now in its ninth 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:

- Use of The Dieline email newsletter list, over 35K subscribers.
- Premium Directory advertising for a year on The Dieline.
- Social Media coverage on The Dieline during HOW.
- Design Live to 89.2K Instagram followers, 63.7K Twitter followers, and 164,405 Facebook fans.
- 1 Sponsored Content Article on The Dieline.

HOW Design Live packages start at \$4,000 and custom packages are available.

# 95%

of attendees visited the Exhibit Hall at HDL 2017, here is why.....

**65%** of our attendees consider HOW Design Live a "Must Attend" show.

**64%** of attendees say this is the **ONLY** design- related event they attend all year!

- Up 7% from 2016

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

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

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

**Over 85%** of our attendees directly purchase or recommend the purchase of products and services.



# Who Attends HOW Design Live?

## Job Titles

### GRAPHIC DESIGNERS



### CREATIVE DIRECTORS OR ABOVE



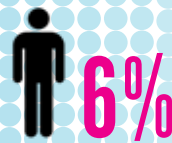
36% increase in senior level professionals over 2016

### MARKETING PROFESSIONALS



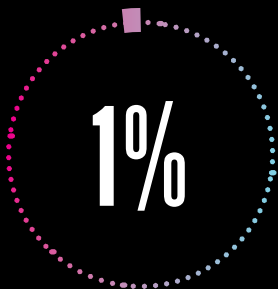
Audience of marketing professionals have been steadily growing over the past four years

### OTHER

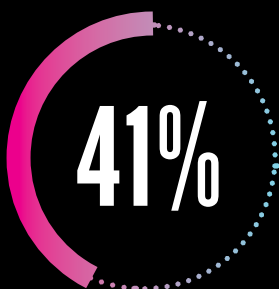


82% of exhibitors consider HOW Design Live a "Must Exhibit" Show

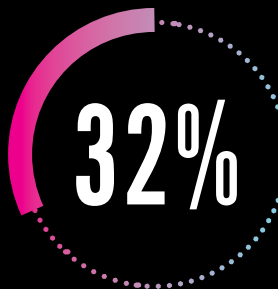
## AGE



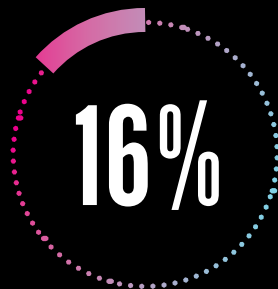
• 21 and under •



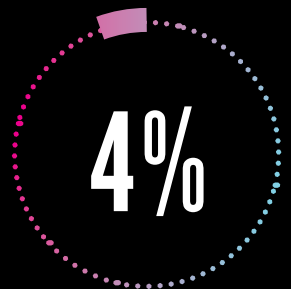
• 22-34 •



• 35-44 •



• 45-54 •



• 55-64 •

# # OF YEARS IN THE INDUSTRY



1-5 Years

22%



6-10 Years

24%



11-15 Years

21%



16 or more

30%



Other

3%



**H**OW 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 2018



The background is a collage of black and white photographs from a crowded event. Overlaid on these are several semi-transparent circles in shades of pink, purple, and blue. The text is overlaid on these circles and the background images.

# 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

76%

Work in-house

14%

Work at a design  
firm or ad agency

10%

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

Linked in™

Adobe

Domtar

workfront

Workgroups

PANTONE®

sappi

NEENAH

inmotionnow

\*jakprints  
Create Yours Now™

webdam

FRENCH PAPER  
French  
COMPANY

APPLETON  
COATED

& Fonts by  
Hoefler&Co.

tdc

MOO

blurb

gettyimages®

nielsen

shutterstock

INTERNATIONAL PAPER

## 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

# 2018 HOW Design Live

## Sponsorship / Exhibitor Deliverables

	Executive Sponsor	Associate Sponsor	Supporting Sponsor	Exhibitor
10 x 10 Booth	2	1	1	1
Sponsor Big Ticket Pass	5	3	3	1
Customer Big Ticket	2			
Exhibit Hall Pass	4	3	3	3
Keynote Video Sponsorship	✓			
Tools & Resources Breakout Session or Breakout Video Sponsorship		✓		
Email Blast or Direct Mailing	2	1	1	
Facebook/Twitter Post on HDL Social Media	2	2	1	
Content Marketing Post on HDL Website	✓			
Video on HDL Website	✓			
Leaderboard Ad on HDL Website (728X90)	✓			
Sidebar Ad on HDL Website (300X250)		✓	✓	
150x150 Logo on Web Site Home Page Footer	✓	✓	✓	
468x60 Ad or Content Post in HDL Weekly Attendee Email	✓	✓		
150x150 Logo in Footer of HDL Emails	✓			
Company Profile, Logo and Product Categories on Web Site & Mobile App Exhibitor List	✓	✓	✓	✓
Gold Profile Upgrade on Website and Mobile App	✓			
Company Profile in HDL Directory	✓	✓	✓	✓
Ad in HDL Directory	FULL PAGE	HALF PAGE		
Company Name on Event Signage	✓	✓	✓	✓
Company Name in "Thank You" Ad in HOW Magazine	✓	✓		

Want to learn more? Contact Jon McLoughlin

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# THE POWER OF THE HOW BRAND



**516,793**

Total Facebook Fans



**289,584**

Total Twitter Followers



**38,826**

Instagram Followers

#HOWLive trended on Twitter 3 times  
during HDL 2017

#HOWLive had 5 million impressions



## LEARN MORE AND FOLLOW US

**FACEBOOK:** [facebook.com/HOWEvent](https://facebook.com/HOWEvent)

**TWITTER:** [twitter.com/HOWEvents](https://twitter.com/HOWEvents)

**INSTAGRAM:** [instagram.com/how\\_events](https://instagram.com/how_events)

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