

# HOW DESIGN LIVE 2019

## POST-SHOW REPORT

**CONFERENCE** MAY 7-10, 2019  
**EXHIBIT HALL** MAY 7-9, 2019



### HOW DESIGN LIVE 2019 BY THE NUMBERS

Nearly  
**3,000**  
Attendees

**95+**  
Conference Sessions

**100+**  
Speakers

**89%**  
of Attendees influence  
purchasing decisions

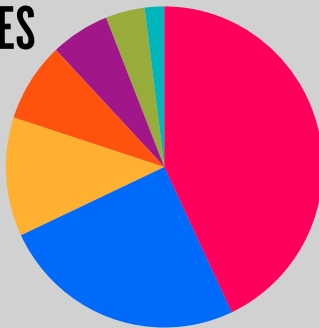
**54%** of Exhibitors felt their ROI exceeded their pre-show expectations

**61%** of Attendees say HOW Design Live is the only show they'll attend

**69%** increased interest in creative leadership

HOW Design Live is an inclusive experience that provides the creative community with everything they need to pursue a fulfilling, successful career. HOW is, in a nutshell, 4 days of creativity, inspiration, education, and fun for nearly 3,000 graphic design, branding and marketing professionals. We have endless opportunities for you to reach this audience, including having a presence in our Exhibit Hall. When you exhibit at HOW Design Live, you have the opportunity to connect not only with thousands of potential highly qualified buyers, but also with creative leaders and industry partners.

### JOB TITLES



**43%** GRAPHIC DESIGNER

**6%** MARKETING PROFESSIONAL

**25%** CREATIVE DIRECTOR/  
PRINCIPAL/CEO/SVP

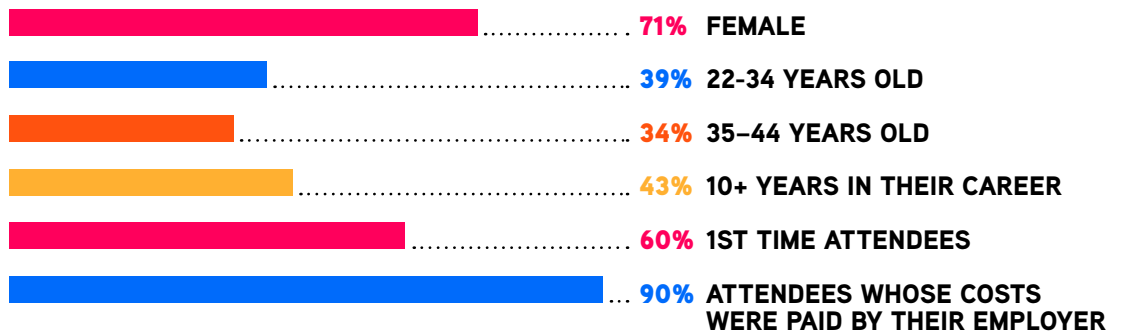
**4%** FREELANCER

**12%** ART DIRECTOR

**2%** WEB DESIGNER

**8%** OTHER CREATIVE PROFESSIONAL

### HOW DESIGN LIVE ATTENDEE PROFILE



Want to learn more? Contact Jon McLoughlin  
 646-668-3726 • [Jon.McLoughlin@Emeraldexpo.com](mailto:Jon.McLoughlin@Emeraldexpo.com) • [www.howdesignlive.com](http://www.howdesignlive.com)

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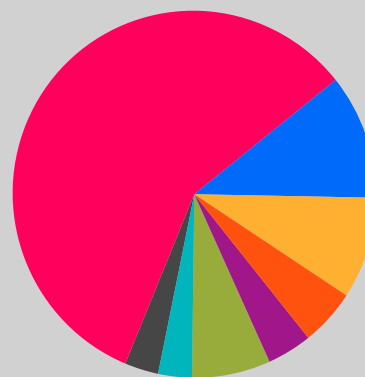
### COMPANY SIZE

- **33%** 1,000+ EMPLOYEES
- **23%** 100-499 EMPLOYEES
- **16%** 26-99 EMPLOYEES
- **14%** 1-25 EMPLOYEES
- **12%** 500-999 EMPLOYEES
- **2%** SELF EMPLOYED



### WORK ENVIRONMENT

- |   |  |
|---|--|
| <span style="color: #e91e63;">■</span> <b>58%</b> IN-HOUSE    | <span style="color: #8bc34a;">■</span> <b>7%</b> ACADEMIC/STUDENT      |
| <span style="color: #2196f3;">■</span> <b>11%</b> DESIGN FIRM | <span style="color: #00bcd4;">■</span> <b>3%</b> FREELANCER            |
| <span style="color: #ffc107;">■</span> <b>9%</b> NON-PROFIT   | <span style="color: #424242;">■</span> <b>3%</b> GOVERNMENT & MILITARY |
| <span style="color: #ff9800;">■</span> <b>5%</b> OTHER        |  |
| <span style="color: #9c27b0;">■</span> <b>4%</b> AD AGENCY    |  |



### OUR ATTENDEES COME FROM TOP BRANDS LIKE...

- |                             |                        |                                 |
|-----------------------------|------------------------|---------------------------------|
| • Amazon                    | • Green Bay Packers    | • Proctor & Gamble              |
| • American Greetings        | • Jockey               | • Royal Caribbean International |
| • Conair                    | • J.M. Smucker Company | • Taco Bell Design              |
| • Costco                    | • Lands' End           | • Target                        |
| • Danone                    | • Mattel               | • TripAdvisor                   |
| • Facebook                  | • Nature's Way         | • Ulta Beauty                   |
| • Founder's Brewing Company | • Nestle               | • Uncommon Goods                |
| • Garmin                    | • Nike                 | • Walmart                       |
| • General Mills             | • Patagonia            |                                 |
| • Gerber                    | • PepsiCo              |                                 |

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Booth space is now available for HOW Design Live 2020

**DON'T MISS OUR 30TH ANNIVERSARY!**

**HOW DESIGN LIVE**  
May 4–7, 2020  
Boston, MA  
Hynes Convention Center

## WHAT SPONSORS & ATTENDEES ARE SAYING

“The quality of conversations and engagement with attendees during HOW Design Live was excellent. This event really helped establish our brand and product in the marketplace.”

**DAVID LENZEN**

Chief Sales & Marketing Officer at Mfactor  
*Premier Sponsor*

“HOW Design Live was a win-win for us— not only did we get a chance to reconnect with current clients but we also had the opportunity to meet new designers and hiring managers alike. In staffing, there are opportunities everywhere! We also had the chance to learn more about the latest design trends and tips just by chatting with attendees.”

**JOCELYN DINKEL HUFFER**

Artisan Talent  
*Job Board Sponsor*

“While attending How Design Live 2019, the NAVC connected with exhibitor LucidPress and demoed their product. Since the event, we have had several conversations with them and we’re looking forward to using their product.”

**JOE STERN**

Creative Director  
NAVC  
*(North American Veterinary Community)*

## SPONSORSHIP ALUMNI



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