



# HOW

## DESIGN LIVE

### MAY 4-7 / 2020

HYNES CONVENTION CENTER / BOSTON, MA

## BEYOND THE BOOTH SPONSORSHIP MENU

# BEYOND THE BOOTH

## INTRODUCTION

**We'll get attendees to the exhibit hall, now we want to help you get them to your booth.**

You've made the investment in HOW Design Live — let's work together to make the most of your experience through one of our sponsorship opportunities!

## WHAT WE DO TO PROMOTE HOW DESIGN LIVE

- Email campaigns to registered attendees
- Daily social media engagement
- Promotion of on-site activities, events and conference
- Ads run in industry publications as well as on prominent industry web sites
- Partnerships with industry organizations such as RGD, GDUSA, DIELINE, AIGA, InSource and IHAF
- Promote your presence at the conference with content marketing and video posts on howdesignlive.com
- Increase awareness of your company with commercial spots that run before our keynotes and during breakout sessions

## WHAT YOU CAN DO TO DRIVE CUSTOMERS TO YOUR BOOTH

- Send an email to your customers to let them know you'll be at HOW Design Live. Be sure to include your booth number!
- Advertise on howdesignlive.com and on our mobile app
- Increase your social media posts ahead of the show and use hashtag #HOWDesignLive to grow your audience
- Complete your FREE online profile in the Exhibitor Console to make sure attendees can find you
- Use the Exhibitor Console to distribute press releases and promote your in-booth show specials and events

**Stand out and drive traffic to your booth on-site with one of our high visibility sponsorship opportunities**

**WANT TO LEARN MORE? CONTACT JON MCLOUGHLIN**

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

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# BRANDING

## HOTEL KEY CARD HOLDER



One of our most sought - after sponsorships that provides maximum visibility to our attendees. Highlight your brand by designing and providing a customized key card holder for our host hotels.

**\$7,500**

## LANYARD SPONSORSHIP



Stay close to our attendees' hearts! Lanyard sponsors may have their company's logo or URL printed on the lanyard. This sponsorship opportunity is limited to one qualified sponsor. Lanyards are sponsor-provided.

**\$7,500**

## ATTENDEE BAGS



Have your 1 color name/logo printed on the official 2020 HOW Design Live bag. The bag holds goodies from our sponsors attendees won't want to miss. Bags are sponsor-provided and sponsor-produced.

**\$11,000**

## REGISTRATION SPONSOR



Welcome each attendee as soon as they walk in the door & pick up their badge. Your company logo will be placed on the kick board of each registration counter. You will be the first to reach attendees with your marketing piece distributed at the registration counters. You'll also have your logo added to our email confirmation and registration page. Ask about our bundling discount if you bundle this with the lanyard or a room drop.

**\$10,000**

## BADGE SPONSORSHIP



Sponsor the one item attendees can't get into HOW Design Live without— their badges! Sponsorship includes your two-color logo printed prominently at the top of the badge as well as an ad on the back of the badge that can be used as a booth traffic driver. Production included.

**\$10,000**

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# BRANDING

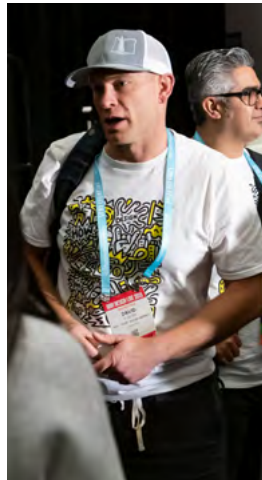
## CHARGING LOUNGE



Attendees are grateful to have a place to recharge themselves and their devices, relax and network. The space will include tables for the charging stations. A table will also be provided for your literature.

**\$10,000**

## 30<sup>TH</sup> ANNIVERSARY CONFERENCE T-SHIRTS



Have your one color name/logo printed on the official 2020 HOW Design Live conference T-shirt, a coveted must-have among attendees! The 30 Year Anniversary T-shirt art will be designed by a prominent design visionary. Sponsor produces and ships shirts.

**\$10,000**

## CONFERENCE WIFI SPONSOR



Keep attendees connected by sponsoring WiFi for HOW Design Live! You'll have your very own landing page so your brand - and message - will definitely be seen!

**\$10,000**

## JOB BOARD/HEADSHOTS



Sponsor the job board and help attendees find their next opportunity and help companies find new talent. This sponsorship is turnkey – the job board and a table and 2 chairs will be provided. Attendees will also have the opportunity to update their professional image with a new headshot!

**HEADSHOTS: \$10,000**

**JOB BOARD: \$4,000**

## CONFERENCE PENS



Attendees love to take notes and doodle in the pages of our Conference Directory – have your brand stand out by sponsoring the official conference pen! Your pens will be handed out in the official attendee bag and at registration. Pens supplied by sponsor.

**\$2,500**

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# SPECIAL EVENTS & SHOW FEATURES

## OPENING RECEPTION



Put your company in the spotlight by sponsoring the Exhibit Hall's Opening Reception! This sponsorship is loaded with branding opportunities, including pre-show and on-site marketing promotions, your logo on drink tickets, and much more! Brainstorm with us to think of fun, engaging ways to interact with attendees! Only available to one sponsor.

**CALL FOR PRICING**

## HOW CONNECTION



Make the perfect first impression. Kick the conference off by connecting with attendees AND be the hero by bringing coffee! HOW Connection takes place on the first day of the conference and brings attendees together with a collaborative ice-breaker that helps forge connections early on. This event is a crowd-pleaser that has trended on Twitter! It's one of the highest-profile opportunities available.

**\$10,000**

## NETWORKING HAPPY HOUR



One of the primary benefits of attending a conference like HOW is the people you will meet. Position your brand at the center of these interactions by sponsoring our networking happy hour that takes place on the show floor. Sponsorship includes: customized drink tickets, on-site branding and specialized booth activities to drive attendees your way. Connect with your conference buddies - new and old - and have a great time doing it. Contact **Jon McLoughlin** (Jon.McLoughlin@Emeraldexpo.com) to brainstorm ways to customize this opportunity for your company.

**OPEN TO 4 SPONSORS: \$3,500 EACH**

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# SPECIAL EVENTS & SHOW FEATURES

## HOW PARTY



Making a lasting impression on attendees by sponsoring the HOW Party. This theme-based bash is a topic of conversation among attendees all year long! In addition to branding on all pre-show and onsite marketing promotions, opportunities may include logos on drink tickets, photo booth space, swag distribution, and so much more! Work with HOW's team to plan the party of the year!

**CALL FOR PRICING**

## PRIVATE MEETING ROOM

Need a place to get off the show floor to conduct internal business or meet with clients? Host your meetings in one of our rooms located near the exhibit hall and conference sessions. Private rooms are priced for both full and half-day rentals.

**FULL DAY: \$1,000**

**HALF DAY: \$500**

## PRESENTATION LOUNGE SESSION



The Presentation Lounge Session in the Exhibit Hall is one of the most popular destinations at HOW Design Live. Known for the free, quality education it provides, this is the perfect place to highlight new products, demo new software, and offer new techniques. You'll get 15 minutes with 5 min Q&A. Your session will be promoted on our website, onsite directory and mobile app.

**\$2,000**

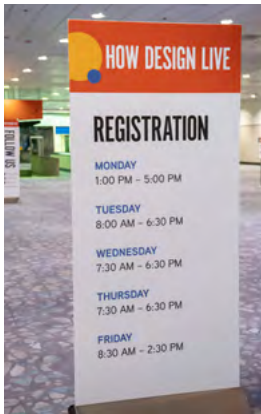
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# SIGNAGE

Get attendees excited before they hit the show floor with one of our many banner, light box or meter board locations. Strategically placed signage will ensure your audience knows to find you as soon as they step onto the show floor. Early deadline is March 25, 2020

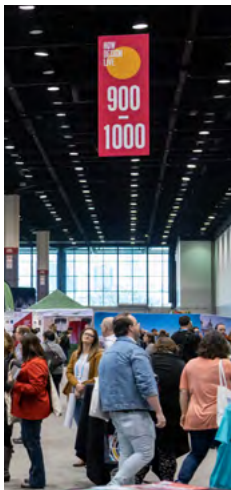
## METER BOARDS



Sponsor a double-sided stand-alone banner with your company's message and logo in a highly trafficked area. Pricing includes production, installation, and dismantling.

**\$2,500**

## AISE SIGNS



These can't-miss signs increase traffic to your booth and act as the main visual road map, guiding attendees on the floor. Signs are double-sided and measure 3 x 6 feet (sponsor-branded area is a portion of that).

**\$3,500** includes logo and booth number

**\$7,000** includes custom artwork

## COLUMN WRAPS



Attendees must walk by these columns several times a day on their way to conference sessions. These high-visibility, high-traffic columns are a great opportunity to get attendees' attention before they even enter the exhibit floor. Pricing includes production, installation, and dismantling.

**CALL FOR LOCATIONS AND PRICING**

## HANGING BANNERS



Get attendees excited before they hit the show floor with one of our many banner locations. Strategically placed banners will ensure your audience knows to find you as soon as they step onto the show floor. Pricing includes production, installation, and dismantling.

**CALL FOR LOCATIONS AND PRICING**

## WINDOW CLINGS



Window clings make for an impressive message that catches attendees' attention. They are available on all 3 levels of the Hynes Convention Center on a first-come basis. Pricing includes production, installation, and dismantling.

**CALL FOR LOCATIONS AND PRICING**

## LIGHTBOX

Light up the halls with a 1M W x 8' H singled-side sign with your graphics to draw additional attention to your booth at the show. The box is illuminated and filled with your design for maximum exposure and brand awareness. Locations are selected with show management and are on a first-come basis. Sponsorship includes electrical, printing of one panel, installation, and dismantling.

**\$2,500**

**WANT TO LEARN MORE? CONTACT JON MCLOUGHLIN**

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# DIGITAL MEDIA

## MOBILE APP SPONSORSHIP OPPORTUNITIES

Attendees use the mobile app on their smartphones and tablets to plan their agenda and navigate the show floor. The free basic listing includes your company name, booth number and product categories. Increase your brand presence with our additional app opportunities. Download rate of 80%.

### TITLE SPONSORSHIP (LIMITED TO ONE SPONSOR) INCLUDES :

- Logo on splash page
- Top banner ad
- Logo will be included in the app menu as a clickable navigation item
- One push notification

**\$3,500**



### SPONSOR LOGO ON THE INTRO SCREEN:

(limited to 1 sponsor)  
Be the first thing attendees see when opening the app.

**\$2,500**

### TOP BANNER AD:

Sponsor the main banner ad on the mobile app for all users to see.

**\$2,000**

### CLICKABLE NAVIGATION ITEMS:

Your sponsor logo can link to your web page or your eBooth profile.

**\$2,500**



### ROTATING BANNER AD:

Gain the maximum visibility on the navigation and landing screens. Clickable banner ads link directly to your url of choice or your eBooth profile.

**\$1,500**

**WANT TO LEARN MORE? CONTACT JON MCLOUGHLIN**

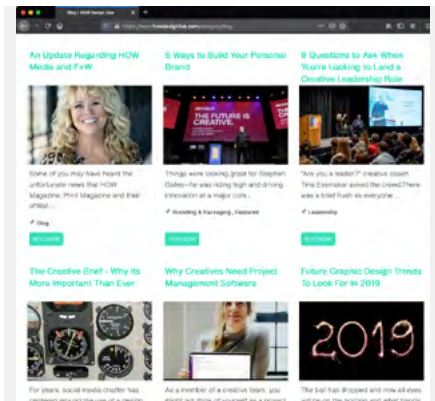
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# DIGITAL MEDIA

## CONTENT MARKETING

Native advertising is a very effective tool to grow your brand online. Rather than invading your viewer's screen with easily-blocked ads, sponsored content allows you to build their trust by helping them find the information they need.

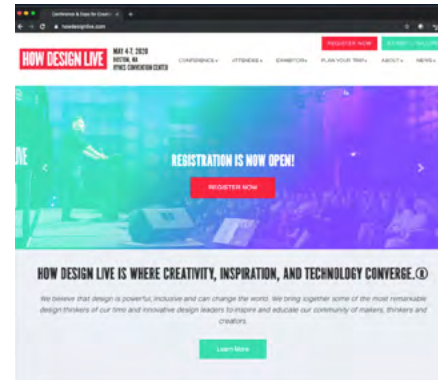
## WEBSITE CONTENT MARKETING POST



Your Content Post will appear on the HOW Design Live web site home page for up to one week and then appear on the “Industry News” section of the web site.

**\$1,200**

## WEBSITE VIDEO



Your video will appear on the HOW Design Live web site home page for up to one week and then appear on the Photos & Video page.

**\$1,200**

## WEBSITE WALLPAPER TAKEOVER

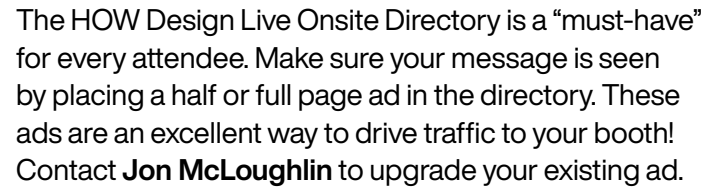
Place your company branding down both sides of the HOW home page for the month of your choice. This opportunity provides maximum brand awareness/visibility leading up to the show during the critical months attendees are on the HOW website.

**\$6,500 PER MONTH**

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## ONSITE DIRECTORY AD



**HALF PAGE: \$1,500**

Get your product sample or promotional piece into the hands of 3,000–3,500 attendees via the HOW Design Live conference bag. Attendees LOVE creative inserts—the more fun they are, the more your message will stand out!

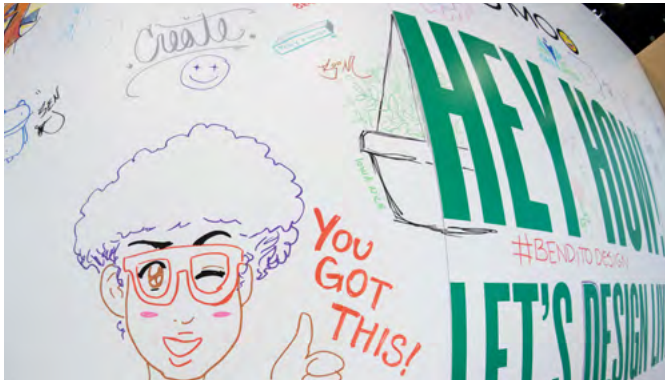
\$2,000

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# CUSTOM SPONSORSHIPS

## CREATIVE BREAK



This is your chance to be creative! Showcase your company in a fun way—and how you do it is up to you! Creative Breaks will happen in a meeting foyer throughout the event during program breaks. Call **Jon McLoughlin** to brainstorm and for pricing!

**CALL FOR PRICING**

## COFFEE BREAK



Be considered the “hero” by supplying FREE coffee during conference breaks for HDL attendees. Pre-show marketing and on-site signage will be provided to promote your official sponsorship! Cover a table with your logo and graphics and let attendees help themselves to coffee.

**1 BREAK: \$3,500**

**ALL 8 BREAKS - 2 PER DAY: \$25,000**

## HOTEL GUEST ROOM DROP



Surprise each HOW Design Live attendee staying at an official conference hotel! Take this opportunity to inform them of your company's special conference promotions and product launches.

**CALL FOR PRICING**

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# CONFERENCE SPONSORSHIP OPPORTUNITIES

## SESSION SPONSORSHIP



This highly visible sponsorship gives you the opportunity to dazzle the industry's most influential graphic design professionals. As a sponsor, you can run your 30 -60 second video/commercial before a select session(s). You also have a table outside of the room for your materials and to greet attendees as they enter. In addition, you can provide a slide with your company branding that will rotate with other HOW Design Live slides as attendees enter each conference room.

**BREAKOUT: \$2,500**

## TRACK SPONSORSHIP

Target the conference attendees that align most closely with your brand by sponsoring the conference track of your choice.

### TRACKS INCLUDE:

- Design + Creativity
- Career + Talent
- UX/UI
- Leadership
- Branding + Packaging by DIELINE
- Marketing + Branding

### DELIVERABLES INCLUDE:

- Onsite branding
- Lead capture at sessions
- Pre-session video
- Branding in the show directory and online
- Opportunity to hand out swag/materials

Customized opportunities available as well - contact **Jon McLoughlin** today for more information!

**\$10,000**

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# CONFERENCE SPONSORSHIP OPPORTUNITIES

## TOOLS & RESOURCES CONFERENCE SESSION

*Subject to availability\**



This is an opportunity to establish your company as a leader in the design industry and speak directly to attendees by having your very own conference session! Session topic to be approved by HOW Program Team. Hurry - these sessions are limited! Estimated attendance: 200-300.

**CALL FOR PRICING**

## BREAKOUT OR KEYNOTE VIDEO CONFERENCE SPONSORSHIP



This highly visible sponsorship gives you the opportunity to dazzle the industry's most influential graphic design professionals. Your 30-60 second video/commercial will run before a select session and will be approved by the HOW Program Team.

**BREAKOUT SESSION: \$2,500**

**KEYNOTE SESSION: \$5,000**

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