



HOW DESIGN LIVE

MAY 4-7 / 2020

HYNES CONVENTION CENTER / BOSTON, MA

WELCOME TO HOW DESIGN LIVE

I'm excited to invite you to exhibit at HOW Design Live. We'll be celebrating 30 years of HOW Design Live from May 4-7, 2020 in Boston and I don't want you to miss out on this incredible experience!

HOW Design Live is an all-inclusive experience that provides creatives with everything they need to help them advance their career and work more effectively. HOW consists of 4 days of creativity, inspiration, education, and fun for nearly 3000 design, packaging and marketing professionals. HOW features brand leaders, big thinkers and design heroes you will want your name associated with. 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 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. Each year, attendees visit the Exhibit Hall to discover the industry's leading design and technology innovations from our Sponsors and Exhibitors. Attendees re-visit the hall over the course of 3 days to spend 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, which is 30 years strong!

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



See you there,

A stylized, handwritten signature in black ink, appearing to read 'Jon'.

Jon McLoughlin | Senior Account Executive
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WHO ATTENDS HOW DESIGN LIVE?

62%

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

71%

visited the exhibit hall to find new products/services.

89%

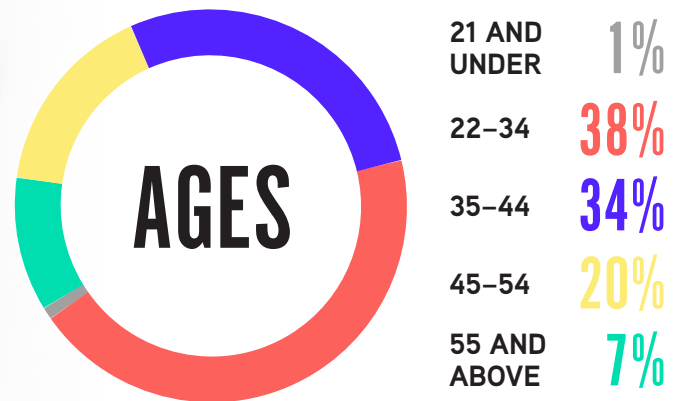
of attendees are either directly responsible for making purchasing decisions, or recommend which services and products to purchase.

3 OUT OF 4

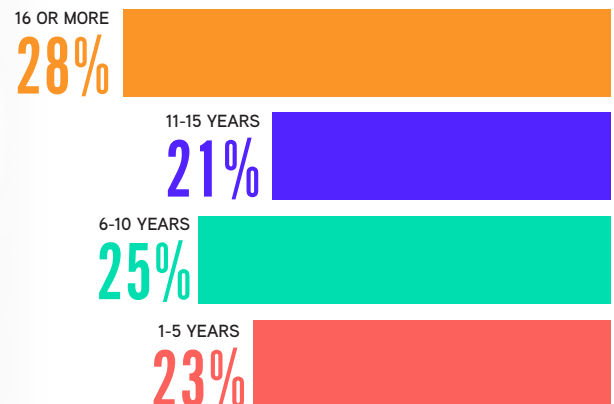
of our attendees will visit the website of exhibitors they met with after the conference.

HOW Design Live attendees – also known as “Howies” – include graphic designers, marketers, and creative professionals from all over the world. In addition to programming on topics like design & creativity, marketing, and creative leadership, HOW Design Live has a partnership with Dieline Conference to offer all attendees valuable content centered on packaging design and branding. Now in its 12th year, Dieline Conference remains the most influential and comprehensive package design and branding conference around, serving as a focal point for designers who work on consumer brands.

In addition to the benefits included with a HOW Design Live sponsorship package, your brand may be eligible for Dieline sponsorship opportunities as well – including posts on Dieline’s social media channels, and/or featured content or advertising in Dieline’s email blasts.



NUMBER OF YEARS IN THE INDUSTRY



WORK ENVIRONMENT

57%

WORK IN-HOUSE

8%

NON-PROFIT

14%

WORK AT A DESIGN
FIRM OR AD AGENCY

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

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

HOW DESIGN LIVE ATTENDEES HAVE TITLES LIKE:

- Senior Designer
- Graphic Designer
- Creative Director
- Art Director
- Principal/Partner/Owner
- Marketing Manager
- Freelancer
- SVP/VP/Director of Creative Services
- Marketing Director
- Web Director
- Illustrators
- UX/UI Designer

JOB TITLES

5%

MARKETING
PROFESSIONALS

11%

OTHER

28%

CREATIVE DIRECTORS OR ABOVE
36% increase in senior level
professionals over 2018

56%

GRAPHIC DESIGNERS

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, Mfactor
Premier 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)

“ 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

60%

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

85%

of exhibitors were highly satisfied with their experience at HOW Design Live 2019

OVER 54%

OF HOW DESIGN LIVE

sponsors & exhibitors said exhibiting at HOW Design Live exceeded their expectations when compared to other marketing options.

3000+

design/creative professionals anticipated in 2020

A SAMPLE OF OUR ALUMNI SPONSOR COMPANIES



workfront



shutterstock

webdam

sappi



SCAD

The University for Creative Careers



INTERNATIONAL PAPER

DIELINE SPONSOR COMPANIES



REPRESENTATION OF ATTENDEE COMPANIES/BRANDS

Adobe
Amazon
Apple
Boeing
Blackrock
Campbell
Capital One
Chase
Chevron
Chronicle Books
Coca Cola
Colgate-Palmolive
Costco
Deloitte
Disney

Exxon Mobil
Facebook
Garmin
Geico
General Mills
Google
Green Bay Packers
Hallmark
Hasbro
HBO
Hearst Magazines
Hershey
Hilton MGM Resorts
Hobby Lobby
Jockey

L.L. Bean
Mattel
McGraw Hill
Meredith Corporation
MGM Resorts
MTV
Nestle
Office Depot
Patagonia
PepsiCo
PetSmart
Procter & Gamble
Publix
Quicken Loans
Royal Caribbean International

Samsung
Sherwin-Williams
Siggis
Sony
Sports Illustrated
Starbucks
State Farm
Taco Bell
Target
United Airlines
United Healthcare
Vanguard
Walgreens
Whole Foods

WANT TO LEARN MORE? CONTACT JON MCLOUGHLIN

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SPONSORSHIP / EXHIBITOR BENEFITS

| | PREMIER | EXECUTIVE | ASSOCIATE | SUPPORTING | EXHIBIT BOOTH |
|---|-----------|-----------|-----------|------------|---------------|
| Booth | 20' x 20' | 20' x 20' | 10' x 20' | 10' x 10' | 10' x 10' |
| Sponsor Big Tickets | 5 | 5 | 4 | 3 | 1 |
| Exhibit Hall Passes | 5 | 4 | 3 | 3 | 3 |
| Logo/Link on Website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Listing in Directory | ✓ | ✓ | ✓ | ✓ | ✓ |
| Ad in Directory | 2 Pages | 1 Pages | 1/2 Page | 1/2 Page | — |
| Content Pieces in Email Newsletter | 2 | 2 | 1 | 1 | — |
| Sponsored Social Media Posts | 2 | 2 | 2 | 1 | — |
| 300x250 ROS Banner on Website | ✓ | ✓ | ✓ | ✓ | — |
| Passport Program | ✓ | ✓ | ✓ | ✓ | — |
| 20 Minute Show Floor Theater | — | — | — | ✓ | — |
| 480x60 Sponsored Ad in Newsletter (1 week) | 1 | 1 | ✓ | — | — |
| Insert in Show Bags | ✓ | ✓ | ✓ | — | — |
| Logo Inclusion in Emails to Entire Database | ✓ | ✓ | ✓ | — | — |
| Tools & Resources Session * or Breakout Video | — | — | ✓ | — | — |
| Customer Big Ticket | 2 | 2 | — | — | — |
| Push Notification via Mobile App | 2 | 1 | — | — | — |
| Keynote Video Sponsorship | ✓ | ✓ | — | — | — |
| Enhanced Upgrade on Website & Mobile App | ✓ | ✓ | — | — | — |
| 728x90 Banner on Website | ✓ | ✓ | — | — | — |
| Video on Website | ✓ | ✓ | — | — | — |
| Content Marketing Post on Website | — | ✓ | — | — | — |
| Sponsored Workshop * | — | ✓ | — | — | — |
| Whitepaper/Lead-Gen Campaign for 3 months • Promoted via email, Website and Social Media | ✓ | | | | |
| Sponsored VIP Breakfast, Luncheon or Reception Sponsorship * | ✓ | | | | |

* INCLUDES LEAD CAPTURE

5 REASONS TO EXHIBIT AT HOW DESIGN LIVE

- 1** A HOW Design Live sponsorship puts your name in front of thousands of the creative world's most influential leaders, thinkers and doers—more than 2,500 of them are expected in Boston this year.
- 2** Sponsors have prominent placement in the Exhibit Hall—the “hub” of the conference. It's where attendees go to recharge their devices, grab a bite to eat, participate in interactive activities and, of course, visit the sponsors and exhibitors. It's prime real estate up for grabs.
- 3** In addition to reaching attendees, you'll also reach the A-List speakers, and enjoy the opportunity to network with other sponsors and exhibitors and hundreds more who visit the conference annually.
- 4** HOW Design Live is your best opportunity to reach designers who are passionate about design. These are the buyers and influencers who actively seek tools, materials, products and services that will make their work better.
- 5** Becoming a HOW Design Live sponsor means linking your brand to the most talked-about event of the year, the most respected lineup of speakers ever, and the sharpest people in the creative field.

WHAT'S IN IT FOR YOU?

HOW Design Live delivers the RIGHT people to you, giving you an unparalleled opportunity to build relationships, showcase your products and services, cement your brand's reputation as a leader and create advocates among the most influential people in design.

SEE YOU IN BOSTON

CONFERENCE MAY 4–7, 2020
EXHIBIT HALL MAY 4–6, 2020

EXHIBIT HALL HOURS

MAY 4

Opening Reception
6:30PM–8:30PM

MAY 5

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

MAY 6

8:00AM–9:00AM
12:30PM–4:30PM

Hours subject to change



LEARN MORE

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