



HOW DESIGN ONLINE

DIGITAL SPONSORSHIP
OPPORTUNITIES

DIGITAL SESSIONS

OVERVIEW

Participation in our Digital Sessions offers sponsors a unique opportunity to engage with a targeted segment of the design community to demonstrate thought leadership, industry insight, and to promote products and/or services. Digital Session sponsors are sent all leads from live and on-demand Digital Sessions viewing.

675 Average number of digital session attendees

38% Watch live

22% Watch on demand

92% Of registrations originate from HOW Design Live marketing channels

OUR SUCCESS READY MODELS

The models below are hand crafted to help you connect where you need to connect the most-with your audience. Our chosen signature models below will help you pick a path in which you can get your brand out there and in front of the audience. You can go from shaping an entire session right down to having your logo in prominent spots with mention throughout. Pick the model that will help you best accomplish your goals.

SPONSOR-DRIVEN MODEL

Sponsor gets to shape the content and have a speaker from their company and/or a customer speak during the session.

\$6,000

PARTNER MODEL

Multiple sponsors speak on a panel.

\$4,000

SERIES MODEL

HOW Design Live will curate related content around a theme and have multiple sponsors and sessions.

\$4,000

TURNKEY CONTENT MODEL

HOW Design Live identifies/provides relevant speaker(s), moderates, hosts and provides the leads. Sponsor will get logo recognition, thank you from the moderator and a quick descriptor of what they do.

\$4,000

WANT TO LEARN MORE? CONTACT JON MCLOUGHLIN

917-562-6522 • Jon.McLoughlin@Emeraldx.com • www.howdesignlive.com

DIGITAL SESSIONS

MARKETING & BRANDING

Our team will promote your Digital Session to an engaged audience of creative professionals - here's how:

Branding

- Brand representation in digital session content
- Two custom registration questions
- Logo on digital session presentation, registration landing page, thank you slide in presentation, and link on take away materials/PDF
- Brand promotion on creative assets promoted on HOW's social outlets
- Logo on email invitations to 20,000+ contacts to register for live digital session
- Live digital session registration leads up to 1,000
- Brand promotion on automatic emails to all live digital session registrants
- Logo on email invitations to 20,000+ contacts to register for archived digital session
- Archived digital session registration leads

Digital Sessions Marketing:

- Two targeted HOW Design Live email blasts – distribution of 20,000
- Inclusion in email promoting How Design Live Digital Sessions series –distribution via email 20,000
- Four posts on the HOW Design Live social media accounts (Instagram, Facebook, Twitter, LinkedIn) – combined reach of 9,000

Post-Digital Sessions:

- Digital Session is archived for on-demand viewing
- Continued organic promotion
- Recap report sent via email to the entire HOW Design Live community of over 20,000

Segmentation Options:

- Graphic Designer/Art Director
- Creative Director
- Packaging Designer
- Marketer
- UX/UI Designer



WANT TO LEARN MORE? CONTACT JON MCLOUGHLIN

917-562-6522 • Jon.McLoughlin@Emeraldx.com • www.howdesignlive.com

WEBSITE OPPORTUNITIES

WEBSITE BANNER ADVERTISEMENTS



Place your brand on the HOW Design Live homepage for maximum visibility while attendees are reviewing conference details, planning their trip, and registering for the show.

One-month banner ad on the HOW Design Live website, first come, first-served positioning.

LEADERBOARD / 728X90 (WXH) - \$1,500 PER MONTH

300X250 (WXH) - \$1,000 PER MONTH

WHITE PAPER LEAD GENERATION CAMPAIGN

Reach our digital audience and have them download your latest white paper through our lead generation program. Our team will work with you to match your content to the right audience. Your white paper will be promoted as sponsored content in our ezine, a homepage highlight on www.howdesignlive.com (1 month) and two mentions on social media during the month (Instagram, Facebook, Twitter, and LinkedIn). This gated content will collect email addresses and all leads will be provided to the sponsor at the end of the campaign.

\$5,000

WANT TO LEARN MORE? CONTACT JON MCLOUGHLIN

917-562-6522 • Jon.McLoughlin@Emeraldx.com • www.howdesignlive.com

HOW DESIGN LIVE EZINE

With our web publication *HOW Design, Redefined*, we're taking the best of HOW Design Live—the incredible speakers, the inspiring work, the best tools and design solutions, the sense of true community—and we're bringing it to our audience year-round.

Ezine Promotion:

- Email distribution to 20,000+ creatives
- Social media promotion on Instagram, Facebook, Twitter, and LinkedIn with a combined reach of over 9,000 followers
- Placement on the HOW Design Live homepage

ONE PREMIUM INTERACTIVE AD IN HOW DESIGN, REDEFINED EZINE ISSUE

- A combination of images (background and foreground) which create an engaging and high-converting ad format for our readers.
- [Click here to view a sample ad](#)
- [Full issue here](#)

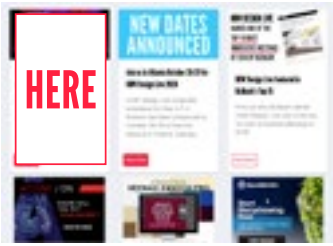
TOTAL INVESTMENT: \$2,500 PER AD PLACEMENT



WANT TO LEARN MORE? CONTACT JON MCLOUGHLIN

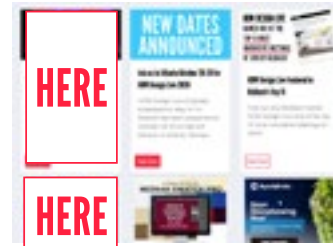
917-562-6522 • Jon.McLoughlin@Emeraldx.com • www.howdesignlive.com

SPONSORED CONTENT IN EZINE



Designers/Marketers in Action:
Case study featured on HOW Design Live homepage and within ezine issue.
▪ [Click here to view a sample](#)

\$3,500 PER ARTICLE



First-Hand Accounts:
Thought leadership byline featured on HOW Design Live homepage and within ezine issue.
▪ [Click here to view a sample](#)

\$3,500 PER ARTICLE

DEDICATED EVITE TO HOW DESIGN LIVE AUDIENCE



- Reach our creative readers with your own custom offering through a dedicated evite sent to our subscribers. You provide the text or HTML for approval, and we'll deploy and track the email.
- Email subject to approval by HOW Design Live editorial team. Content of email/offer needs to align with the editorial focus of the **HOW Design, Redefined** and offers must provide relevant value to our readers.
- Sponsor to supply the HTML evite five (5) business days prior to mail date
- Two (2) subject lines need to be submitted at the time the evite is supplied

\$2,500

PRESENTING SPONSORSHIP OPPORTUNITY

Agree to co-promote and distribute the ezine* to your audience of creatives and marketers and we will include your logo as one of our Presenting Sponsors on the cover of the ezine. Presenting sponsors will also get the source file of the issue so that you can use it in your own promotional initiatives/digital programs as a gated lead offer.

**Ezine advertising purchase required*

WANT TO LEARN MORE? CONTACT JON MCLOUGHLIN

917-562-6522 • Jon.McLoughlin@Emeraldx.com • www.howdesignlive.com

SOCIAL TARGETING EXTENSION PROGRAM



Maximize engagement with our audience on Facebook and Instagram. This social targeting opportunity can be expanded to reach a look-a-like audience of your choice. You can customize the design, implementation, monitoring, and optimization with the support and guidance of our certified social media strategists.

- We place a pixel on our site so we can deliver ads to our visitors' Facebook or Instagram feeds.
- Target our audience of graphic designers and creative professionals on Facebook and Instagram with your message and link to your website. This is a great way to drive traffic to:
 - Custom content
 - New product pages
 - Webinar registration
 - Event registration
 - \$50 CPM (Minimum 25,000 impression purchase)

Pair your campaign with a sweepstakes program or custom landing page for enhanced results!*

*additional costs apply

[CONTACT FOR PRICING](#)



GET INVOLVED!

To learn more about customized opportunities or to book any of these digital opportunities, please contact:

Jon McLoughlin

917-562-6522

jon.mcloughlin@emeraldtx.com

HOW DESIGN LIVE