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VIRTUAL SUMMIT SPONSORSHIPS
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CREATIVE
LEADERSHIP



CREATIVE
FREELANCE

**Sponsor our newest experience,
HOW Design Virtual Summits, and
engage with leading creatives.**

Our HOW Design Virtual Summits will get your brand in front of a pre-qualified target audience and the most sought-after group in design.

We've developed experiential based sponsorships supported by robust content and marketing to give your brand the opportunity to meaningfully connect with our engaged attendees.



UPCOMING VIRTUAL SUMMITS

HOW DESIGN CREATIVE LEADERSHIP

Target Titles: Creative Director, SVP of Design, VP of Design, Design Director, Principal, CEO

Expected Attendance: 200-300+

Dates: May 10-11, 2021

HOW DESIGN CREATIVE FREELANCE

Target Titles: Graphic Designer, Art Director, UX/UI Designer, Packaging Designer, Freelancer, Solopreneur, Marketer

Expected Attendance: 200-300+

Dates: July 20-21, 2021

HOW DESIGN LIVE

2020 VIRTUAL SUMMIT AND
DIGITAL SESSION QUICK STATS

843 AVERAGE NUMBER
OF ATTENDEES

58% WATCH
LIVE

22% WATCH
ON-DEMAND

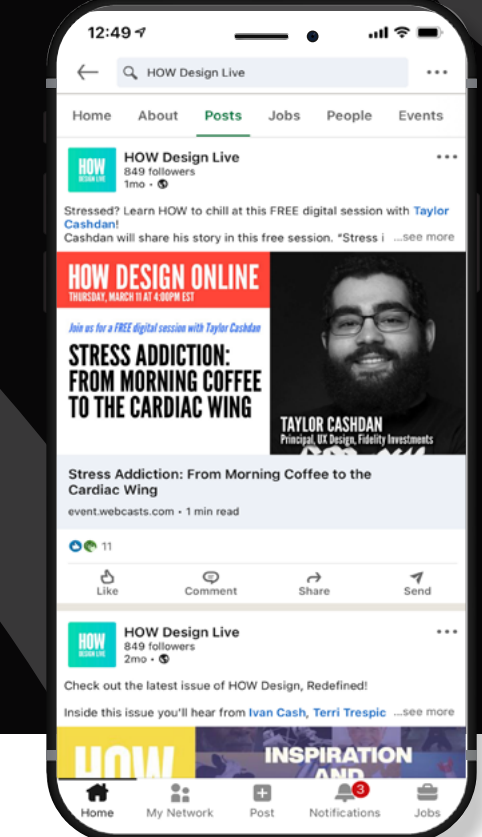
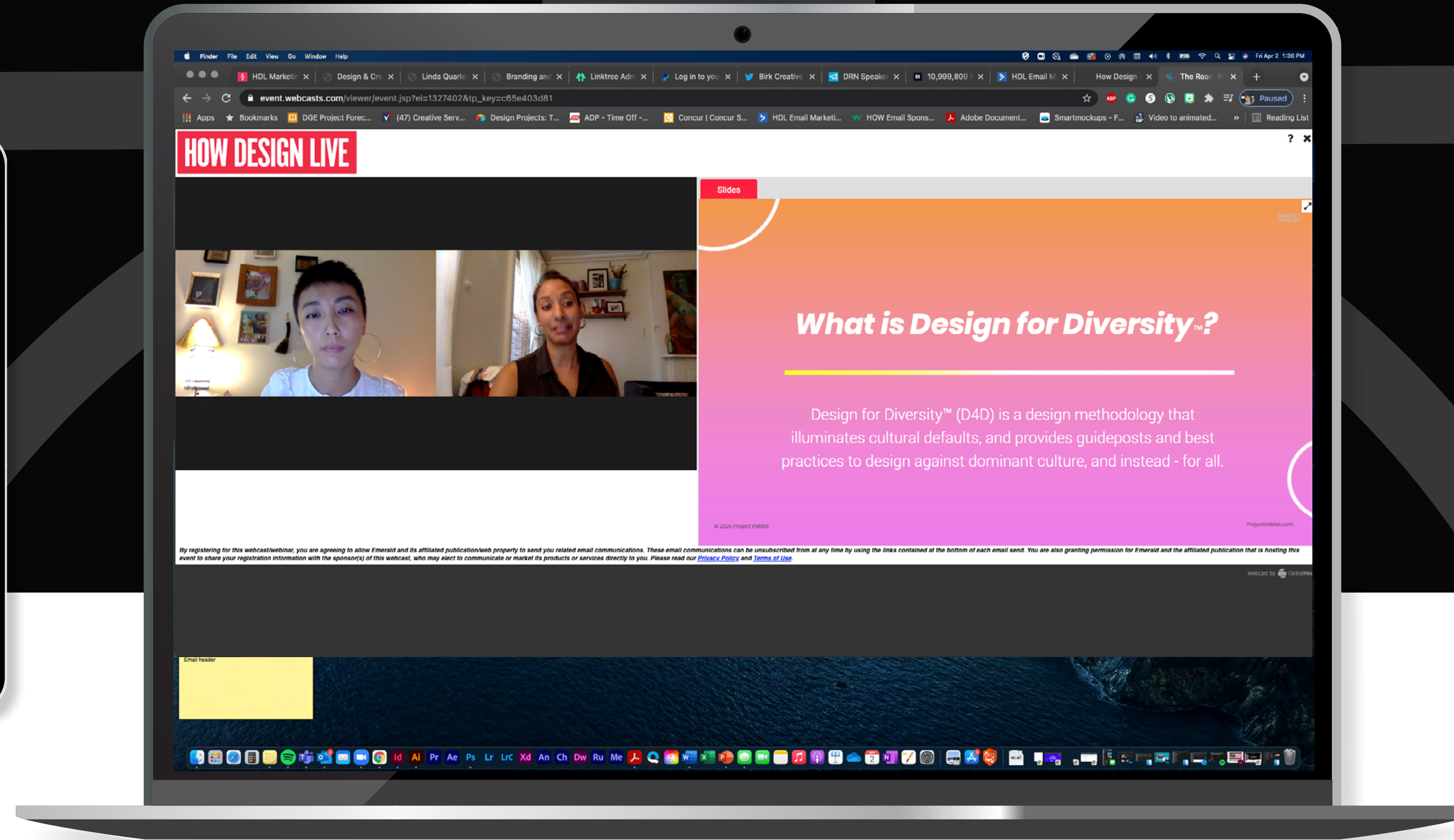
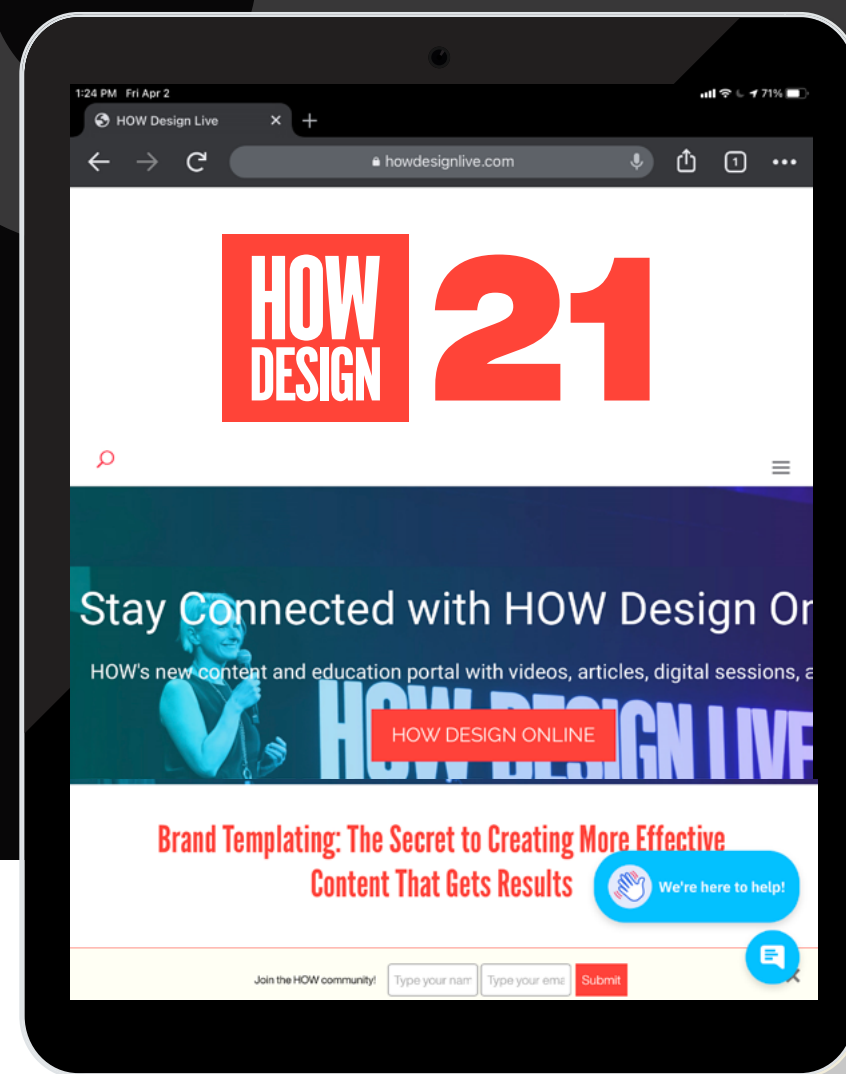
92% ORIGINATE FROM HOW DESIGN
MARKETING CHANNELS

GET INVOLVED

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



Jon McLoughlin
Senior Account Executive
917-562-6522
jon.mcloughlin@emeraldx.com



Premier Sponsor (1 available)

Be a thought leader with this exclusive opportunity while generating leads from our audience. Connect with our community through this multiple touchpoint campaign with the ability to engage in real-time.

- One 30-minute conference session, content for this session will be co-curated with sponsor and HOW content director
- One 30-minute roundtable lunch discussion, HOW to provide (25) \$25 lunch vouchers to participants
- One 60-second commercial included in a conference session of sponsor's choice
- Premium branding throughout event platform
- (1) 15-minute Coffee Break: HOW to provide (25) \$5 Starbucks gift cards to coffee break participants
- One profile page: HOW team to produce a custom landing page with a 300-word native ad* product images, list exclusive discounts and embed a commercial. This page will be promoted in (1) dedicated HOW Design TODAY newsletter* and a 25,000 impression S.T.E.P. campaign (details below)
- 2x Branding and logo inclusion in pre-summit marketing communications
- Full registration email list

\$15,000



Breakfast Kickoff Session (2 available)

- Based on sponsor demographic targets, 25 attendees will be selected to attend this exclusive event
- HOW team to provide each participant with a \$25 breakfast vouchers
- Session format: 30-minute Presentation followed by a 15-minute Q&A/ discussion
- One profile page: HOW team to produce a custom landing page with a 300-word native ad* product images, list exclusive discounts and embed a commercial. This page will be promoted in (1) dedicated HOW Design TODAY newsletter* and a 25,000 impression S.T.E.P. campaign (details below)
- Lead capture

\$7,500

Speed Meet-Ups (2 available)

- 6x 10 minute pre-scheduled one-on-one meetings with a hand selected group of attendees based on sponsor demographic targets
- 6x \$25 gift cards will be provided to each participant
- One sponsor table: HOW team to produce a custom landing page with company branding, product images, list exclusive discounts, opportunity to embed company commercial and mention in HOW Design TODAY Newsletter
- Lead capture

\$5,000

Wrap-up Networking Session

(2 available)

- 30-minute discussion lead by sponsor to conclude the day
- One sponsor table: HOW team to produce a custom landing page with company branding, product images, list exclusive discounts, opportunity to embed company commercial and mention in HOW Design TODAY Newsletter
- Lead capture

\$5,000

Coffee Break Sponsorship

(1 available)

- 15-minute networking session hosted by sponsor
- HOW to provide (25) \$5 Starbucks gift cards to coffee break participants
- 60-Second video can play at the beginning of the break
- Opportunity to direct attendees to a custom exit URL at the conclusion of the session
- One sponsor table: HOW team to produce a custom landing page with company branding, product images, list exclusive discounts, opportunity to embed company commercial and mention in HOW Design TODAY Newsletter

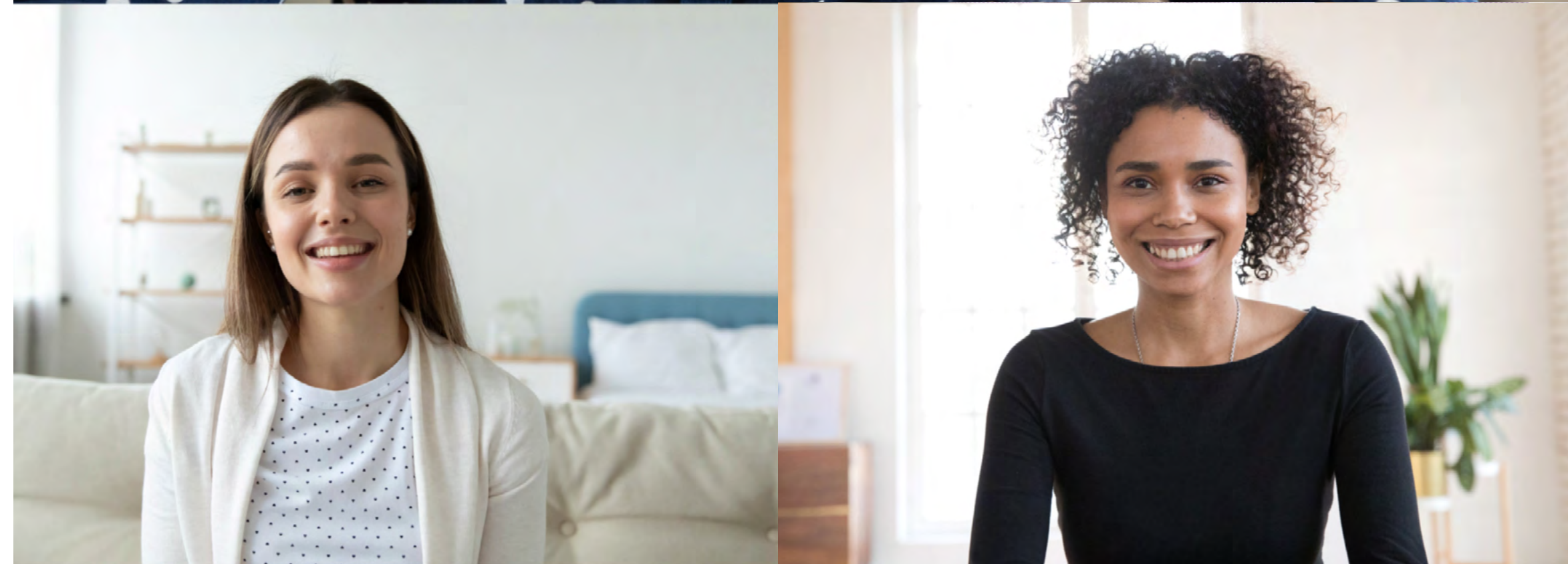
\$3,500

Breakout Video Sponsorship

(7 available)

- 60-second commercial inclusion at the start of breakout session of your choice (first come, first served)

\$1,500



A LA CARTE OPPORTUNITIES

S.T.E.P. (Social Targeting Extension Program)

Maximize engagement with our audience though a social ad campaign which reaches the HOW followers and look-a-like audiences. You can customize the design, implementation and optimization with the support of our social media strategists.

- Target our proprietary audience on Facebook and/or Instagram with your message
- Through the HOW pixel, Facebook and/or Instagram will deliver ads to our visitors' news feeds
- Campaign delivers a baseline 1% click-through rate with many at 2-3+% compared with the industry benchmark of 0.78%
- Great way to drive traffic to custom content, profile page, session registration and event registration

\$1,500

Banner Ads

Banner ads can lead to higher click-throughs, better branding, and increased interaction with your brand and its products.

- Leaderboard 728 x 90
- Mobile Leaderboard 300 x 50

\$1,000 1/3 SOV

Brand Story

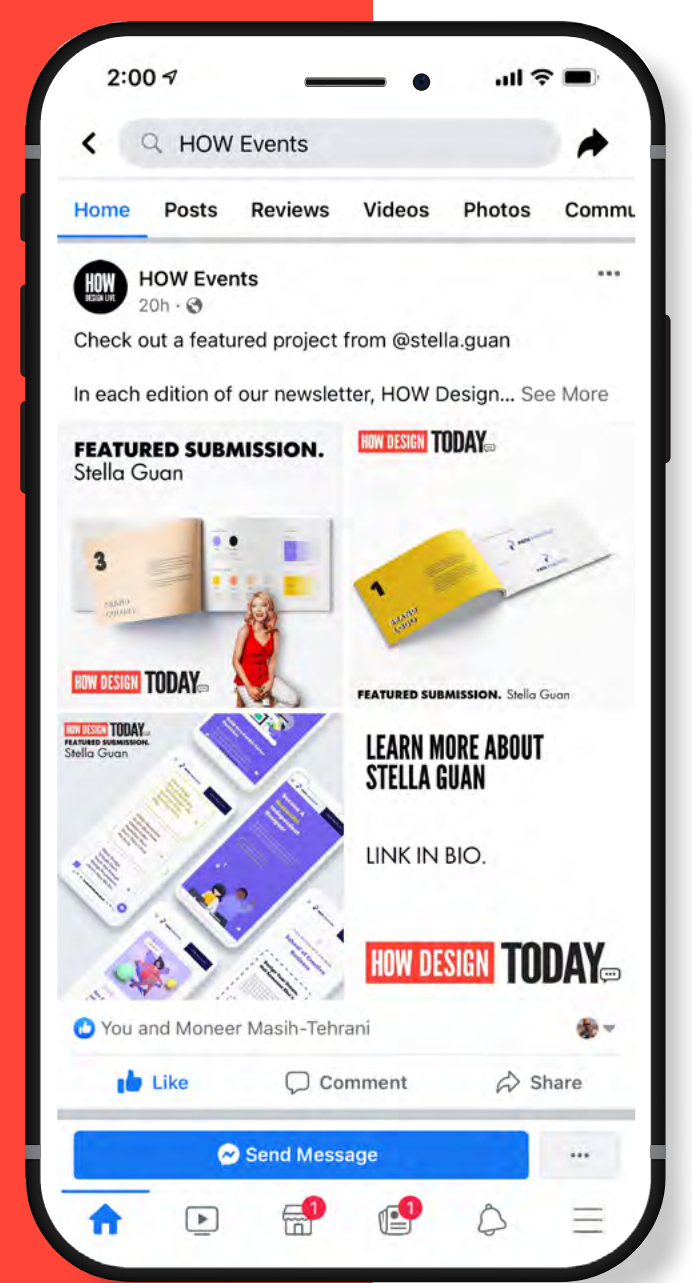
Available as a single story or a longer campaign, our custom content is written and designed to fit naturally into our Summit website. A teaser (the native ad) is included in a newsletter driving readers to your content which has been integrated into the editorial design of the site. Amplify the content's reach with:

- Custom banner ads
- Engaging social promotions
- Dedicated emails

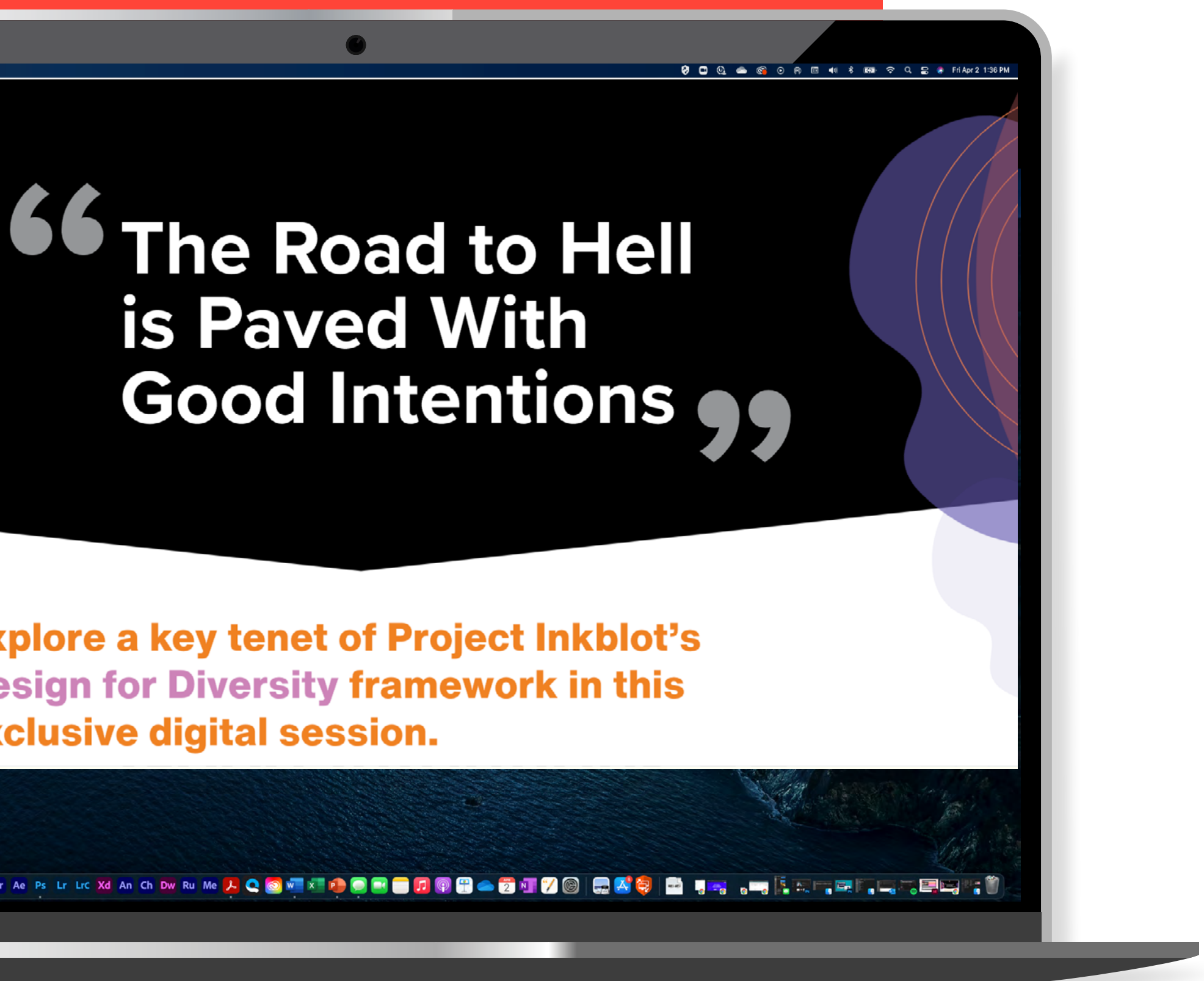
\$5,000/ Native Ad



Banner Ads



S.T.E.P.



Brand Story