

HOW DESIGN LIVE

FACT SHEET

Each year, HOW Design Live attracts thousands of graphic designers, marketers, and other creative professionals to both live + virtual events, providing brands with the opportunity to connect with some of the creative world's most influential thinkers + doers. **60% of HOW attendees are new each year**, creating a fresh pipeline of new prospects. In addition to connecting sponsors with qualified leads, we provide a platform to help our clients increase brand visibility and position their brands as thought leaders in the creative community. We have created endless opportunities for you to reach this audience, with options ranging from digital sessions online to hands-on demos/workshops and interactive experiences in our exhibit hall.

HOW Design strives to be an inclusive, welcoming community for creative brands and creative professionals of all skill levels – here's an overview of our attendee demographics.

54% **PLAN TO RETURN**
live events in 2021

OVER 60%
work in-house

71% **VISIT THE EXHIBIT HALL**
to find new products/services.

89% are either directly responsible for making purchasing decisions, or recommend which services and products to purchase.

NEARLY 60% work at companies with 100+ employees

28% have
1,000+ EMPLOYEES

JOB TITLES

Graphic Designer	38%
Creative Leadership	37%
Other Creative Professional	12%
Marketing Professional	6%
Student	4%
Web Designer/Developer	2%
Freelancer	2%

INDUSTRIES THEY SERVE

Media/Advertising/Marketing	25%
Other	17%
Education	14%
Consumer Goods	9%
Healthcare	8%
Software/Technology	8%
Financial Services/Accounting	5%
Manufacturing	4%
Non-profit	3%
Retail	2%
Consumer Services	2%
Food/Restaurant/Hospitality	2%

YEARS IN THE INDUSTRY

1-5 YEARS	16%
6-10 YEARS	20%
11-15 YEARS	24%
16 YEARS OR MORE	34%
NOT A CREATIVE PRO	6%

HOW DESIGN LIVE

FACT SHEET

KEY COMPANIES IN ATTENDANCE

Adidas	Deloitte	Jockey	Quicken Loans
Adobe	Delta Airlines	John Deere	Royal Caribbean
Amazon	Disney	L.L. Bean	International
Amy's Kitchen	Etrade	Mattel	Sam's Club
Apple	Exxon Mobil	McGraw Hill	Samsung
Babyganics	Facebook	Meredith Corporation	Sherwin-Williams
Bissell	Fidelity Investments	Method	Siggi's
Blackrock	Garmin	MGM Resorts	Sony
Blistex Inc.	Geico	MTV	Sports Illustrated
Boeing	General Mills	Nature's Way	Starbucks
Campbell	Georgia-Pacific	Nestle	State Farm
Capital One	Google	Office Depot	Taco Bell
Chase	Green Bay Packers	Olympus	Target
Chevron	Hallmark	OXO	TD Ameritrade
Christmas Tree Shops	Hasbro	Patagonia	Uline
Chronicle Books	HBO	PepsiCo	Ultra Beauty
Coca Cola	Hearst Magazines	PetSmart	
Colgate-Palmolive	Hershey	Procter & Gamble	
Costco Wholesale	Hilton MGM Resorts	Prudential	
Danone	Hobby Lobby	Publix Super Markets	

“ **HOW DESIGN LIVE** completely **EXCEEDED OUR EXPECTATIONS.** The attendees were not only intrigued by our offerings, but also had purchasing power. **HOW** proved to be our most successful trade show of 2019, not only in the amount of high-value leads captured, but by also generating the most revenue for us compared to the other shows we attended. When planning for 2020, we knew that **EXHIBITING AT HOW DESIGN LIVE WAS AN ABSOLUTE MUST!** ”

– Jenna Paternostro
Marketing Programs Manager
Red Paper Plane

A SAMPLE OF OUR ALUMNI SPONSOR COMPANIES



DIELINE SPONSOR COMPANIES



CONNECT WITH US

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. To learn more about the sponsorship opportunities available through HOW Design Live, please contact sales at Sales@howdesignlive.com. To learn more about the booth and sponsorship opportunities at our in person event, please see the next page for full details.

SPONSORSHIP / EXHIBITOR PACKAGES

	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	✓	—	—
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

For More Information Email Sales@howdesignlive.com