# HOW DESIGN LIVE

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%

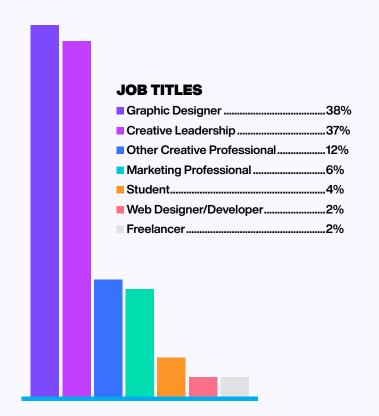
**VISIT THE EXHIBIT HALL** 71% to find new products/services.

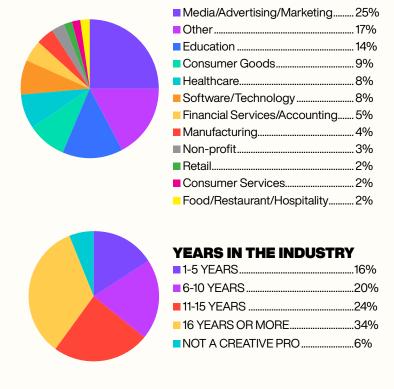
are either directly responsible for making purchasing decisions, or recommend which services and products to purchase.

**NEARLY 60%** work at companies with 100+ employees

28% have 1,000+ EMPLOYEES

**INDUSTRIES THEY SERVE** 





## HOW DESIGN LIVE

#### **KEY COMPANIES IN ATTENDANCE**

Adidas Deloitte Adobe Amazon Disney Amy's Kitchen Etrade Apple Facebook Babyganics Bissell Blackrock Garmin

Fidelity Investments Geico Blistex Inc. General Mills Boeina Campbell Georgia-Pacific Capital One Google Chase Hallmark Chevron

Christmas Tree Shops Chronicle Books Coca Cola Colgate-Palmolive Costco Wholesale

Danone

**Delta Airlines** 

Exxon Mobil

Green Bay Packers Hasbro

**HBO** Hearst Magazines Hershey

Hilton MGM Resorts

Hobby Lobby

Jockey John Deere L.L. Bean Mattel

McGraw Hill Meredith Corporation Method

MTV Nature's Way Nestle

MGM Resorts

Office Depot Olympus OXO

Patagonia PepsiCo PetSmart

Procter & Gamble Prudential

**Publix Super Markets** 

Quicken Loans Royal Caribbean International Sam's Club

Sherwin-Williams Siggi's

Samsung

Sony

Sports Illustrated

Starbucks State Farm Taco Bell **Target** 

TD Ameritrade Uline

Ulta Beauty

### 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**



















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	1	✓	✓	✓	<b>√</b>
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	1	<b>✓</b>	✓	✓	-
Passport Program	1	✓	✓	✓	-
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	<b>✓</b>	/	-	_	-
728x90 Banner on Website	/	<b>✓</b>	-	_	_
Video on Website	/	1	_	_	_
Content Marketing Post on Website	_	✓	-	_	-
Sponsored Workshop *	-	✓	-	_	_
Whitepaper/Lead-Gen Campaign for 3 months • Promoted via email, Website and Social Media	1	_	-	_	_
Sponsored VIP Breakfast, Luncheon or Reception Sponsorship *	1	_	_	_	_

\* INCLUDES LEAD CAPTURE

For More Information Email Sales@howdesignlive.com



