



HOW DESIGN LIVE

OCTOBER 19-21, 2021

GAYLORD OPRYLAND | NASHVILLE, TN

BEYOND THE BOOTH
SPONSORSHIP MENU

GILBERT

HOW
DESIGN LIVE

BEYOND THE BOOTH

You've made the investment in HOW Design Live — let's work together to make the most of your experience through one of our sponsorship opportunities!

THIS IS HOW WE PROMOTE HOW DESIGN LIVE

- Email campaigns to the HOW audience
- Social media ads, posts and stories
- Ads in industry publications and prominent industry web sites
- Partnerships with industry organizations such as RGD, GDUSA, DIELINE, AIGA, InSource and IHAF
- Marketing, Content and Videos on howdesignlive.com blog and HOW Design Today Newsletter
- Banner ads on howdesignlive.com and HOW Design Today Newsletter

WE'LL PROVIDE YOU WITH RESOURCES TO PROMOTE YOUR PRESENCE AT HOW

- Send an email to your customers to let them know you'll be at HOW Design Live. Be sure to include your booth number!
- Advertise on howdesignlive.com and on our mobile app
- Increase your social media posts ahead of the show and use hashtag #HOWDesignLive to grow your audience
- Complete your FREE online profile in the Exhibitor Console to generate buzz pre-show and to make sure attendees can find you on-site
- Use the Exhibitor Console to distribute press releases and promote your in-booth show specials and events

WHAT WE PROMOTE

- Our curated content featuring the best in graphic design
- Your company's presence in the conference with content
- Spotlights on show activities and events

STAND OUT AND DRIVE TRAFFIC TO YOUR BOOTH ON-SITE WITH ONE OF OUR HIGH VISIBILITY SPONSORSHIP OPPORTUNITIES

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BRANDING

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HOTEL KEY CARD AND HOLDER



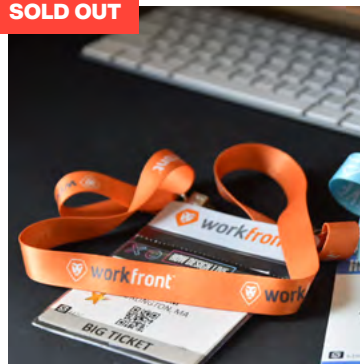
One of our most sought after sponsorships that provides maximum visibility to our attendees. Highlight your brand through a custom designed key card and holder for our host hotel.

Design provided by sponsor for key cards and sponsor produces and ships key holders.

\$7,500

LANYARD SPONSOR

SOLD OUT



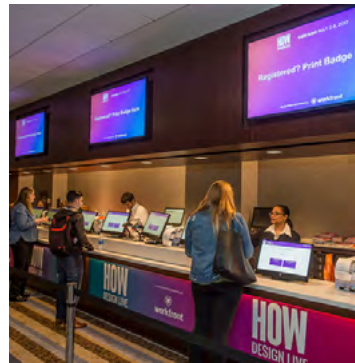
Stay close to HOW Design Live attendees' hearts! One sponsor will have their company logo or URL printed on the lanyard.

Lanyards are provided by the sponsor.

Deadline: July 30, 2021

\$7,500

REGISTRATION SPONSOR

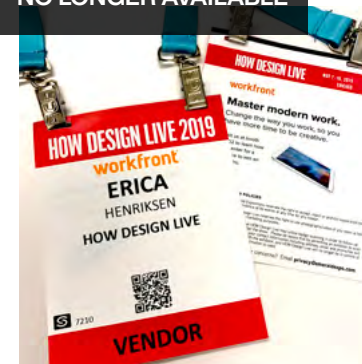


Welcome every attendee at HOW Design Live! Your company logo will be placed on the banners at the top of the registration counter where you can also distribute marketing promos. Your logo will be included in the registration confirmation emails and website.

\$10,000

BADGE SPONSOR

NO LONGER AVAILABLE



Sponsor the one item attendees can't access HOW Design Live without—their badges! Sponsorship includes your two-color logo printed prominently at the top of the badge as well as an ad on the back of the badge.

Production included.

Artwork Due: July 6, 2021

\$10,000

BRANDING

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CHARGING STATIONS

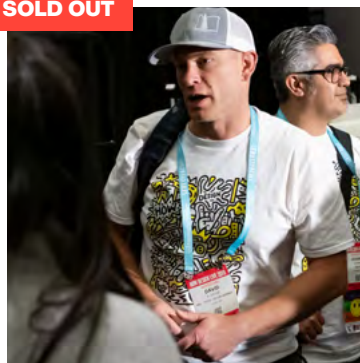


Attendees will love when your brand comes to the rescue to power up their devices! These tabletop charging units will be available for attendees throughout the conference and expo.

\$15,000

31ST ANNUAL CONFERENCE TEE

SOLD OUT



Have your one-color company name/logo printed on the official 2021 HOW Design Live conference T-shirt, a coveted must-have among attendees! The t-shirt art will be designed by a prominent design visionary.

Sponsor produces and ships shirts.

\$10,000

HEADSHOTS/ JOB BOARD

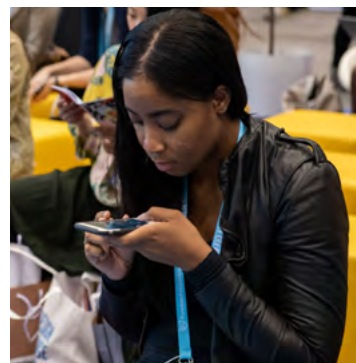


Help attendees find their next career opportunity and help companies find new talent! Attendees will also have the opportunity to update their professional image with a new headshot. This sponsorship is turnkey; a photographer, job board, table and two-chairs will be provided.

HEADSHOT: \$10,000

JOB BOARD: \$4,000

WIFI SPONSOR



All attendees will access Wi-Fi with your customized username, logo and landing page. Your logo and customized banner (that clicks through to your site) will appear on the homepage when attendees log in. Your sponsorship will be advertised in pre-show attendee newsletters and on-site signage.

\$10,000

SPECIAL EVENTS & SHOW FEATURES

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THE HOW CONNECTION: ICE BREAKER COFFEE HOUR



This Ice Breaker reception kicks off the 2021 conference. Sponsorship of this event gives your brand considerable exposure and recognition. This must-attend event helps attendees forge new relationships and reconnect with old friends. This crowd-pleasing event has trended on Twitter! Coffee included with sponsorship.

CALL FOR PRICING

FIRST LOOK: OPENING NIGHT RECEPTION SPONSOR



Put your company in the spotlight through the show floor Opening Night Party sponsorship! This show highlight offers attendees a celebratory first look at exhibitors products and services.

This sponsorship is loaded with branding in high traffic locations and includes pre-show and on-site marketing promotions with logo inclusion. **Let's discuss creative and fun ways to engage with attendees!**

\$18,000 (1 SPONSORSHIP AVAILABLE)

HOW HUSTLE: NETWORKING HAPPY HOUR



One of the primary benefits of attending HOW Design Live is networking for career development and job opportunities. Position your brand at the center of these important interactions which take place on the show floor. Sponsorship includes branded drink tickets, on-site branding and custom experiences to drive traffic to your booth. **Let's discuss ways to customize this opportunity for your company!**

\$3,500 EACH (3 SPONSORSHIPS AVAILABLE)

SPECIAL EVENTS & SHOW FEATURES

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| THE HOW CLOSING PARTY

Make a lasting impression on attendees at the HOW Closing Party sponsorship. This theme-based bash is a topic of conversation among attendees all year long! In addition to branding on pre-show and on-site marketing promotions, opportunities can include branded drink tickets, area for photo booth, swag distribution and more! **Work with HOW's team to plan the party of the year!**

CALL FOR PRICING

| PRIVATE MEETING ROOMS

Need a place to get off the show floor to conduct internal business or meet with clients? Host your meetings in one of our rooms located near the exhibit hall and conference sessions. Room includes signage and electrical.

FULL DAY: \$1,000

HALF DAY: \$500

| HOW PRESENTATION LOUNGE SESSION



This presentation lounge on the show floor is one of the most popular destinations at HOW Design Live. Known for the free, curated education, this intimate space is the perfect place to highlight new products, demo new software and offer new tips and techniques.

Each sponsor receives a 15-minute session with a 5-minute Q&A. Your session will be promoted on our website, onsite directory and mobile app.

\$2,000

SIGNAGE

Strategically placed signage will ensure HOW Design Live attendees know your brand as they step into the show.

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LOBBY BANNER

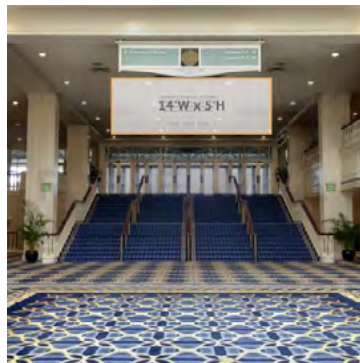


A highly visible 16'x5' banner located in the lobby leading to the session rooms and exhibit space.

Pricing includes production, installation & dismantling.

\$3,000

REGISTRATION LOBBY BANNER



A highly visible 16'x5' banner located in the lobby near registration.

Pricing includes production, installation & dismantling.

\$3,000

ATRIUM LAMP POST BANNERS



Greet attendees throughout the venue and check-in area (which will be highly trafficked) with a 20" width x 30" length double sided banners.

Pricing includes production, installation & dismantling.

\$750 (1 POST, 2 BANNERS)

LOBBY MONITOR

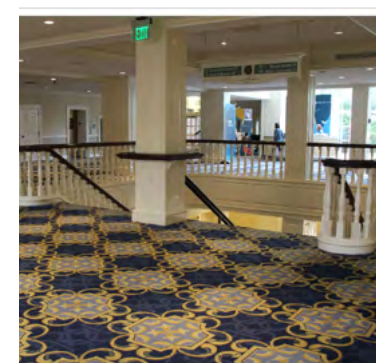


All attendees will see your branding on the Front Desk HD monitors. Eight (55-inch) monitors are available for display during peak arrival hours.

Pricing includes production, installation & dismantling.

\$5,000/2-MONITORS

PRESIDENTIAL LOBBY RAILLING



A highly visible 10'x4' banner located in the Presidential Lobby leading to Ryman ballroom session rooms and exhibit space.

Pricing includes production, installation & dismantling.

\$3,000

DIGITAL MEDIA | MOBILE APP

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Attendees use the mobile app on their smartphones and tablets to plan their agenda and navigate the show floor.

Each sponsor receives a free basic listing with company name, booth number and product categories.

Increase your brand presence with our additional app opportunities.

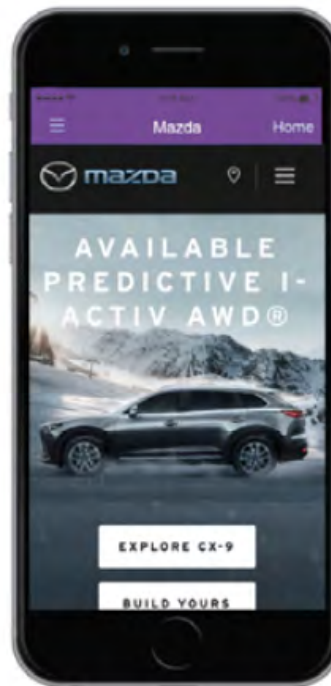
DOWNLOAD RATE IS 80%.

| TITLE SPONSORSHIP

- LOGO ON SPLASH PAGE
- (1) ROTATING BANNER AD
- LOGO WILL BE INCLUDED IN THE APP MENU AS A CLICKABLE NAVIGATION ITEM
- (1) PUSH NOTIFICATION

LIMITED TO ONE SPONSOR.

\$3,500



| SPONSOR LOGO ON INTRO SCREEN

As the first thing attendees see when they open the app, your company will receive unmatched visibility.

\$2,500



| ROTATING BANNER AD

Gain the maximum visibility on the navigation and landing screens. Clickable banner ads link directly to a URL of your choice or your company profile.

\$1,500

| CLICKABLE NAVIGATION ITEMS

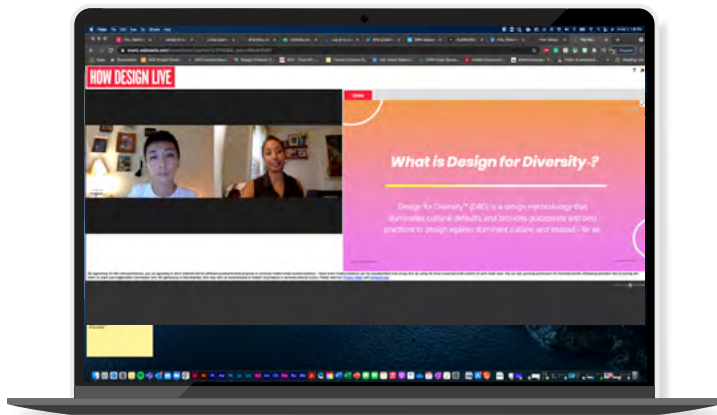
Your sponsor logo can link to your web page or your eBooth profile.

\$2,500

DIGITAL MEDIA | ADDL. OPPORTUNITIES

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VIDEO CONTENT



Your video will appear on the HOW Design Live website home page for up to one week and then appear also on the blog.

Video produced by sponsor.

\$1,200

BRANDED CONTENT



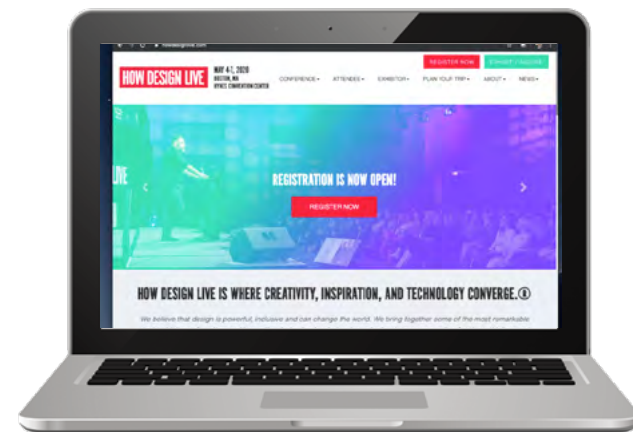
Native advertising is a very effective tool to grow your brand awareness and engage with new customers. Rather than easily-blocked ads, branded content allows you to build readers trust with information, tips and techniques they need.

Your content will appear on the HOW Design Live web site home page for up to one week followed by the blog section of the web site.

Content will be promoted in a dedicated email to the HOW Design Live audience.

\$3,500

WEBSITE WALLPAPER TAKEOVER



Splash your company branding on the HOW home page for the month of your choice. This opportunity provides maximum brand awareness/visibility leading up to the show during the critical months attendees are on the HOW website.

\$6,500 / MONTH

PRINT MEDIA



ONSITE DIRECTORY AD



The HOW Design Live Onsite Directory is a “must-have” for every attendee. Make sure your message is seen by placing a half or full page ad in the directory. These ads are an excellent way to drive traffic to your booth!

Contact us to upgrade your existing ad to an advertorial! We can produce it for you!

FULL PAGE ADVERTORIAL: \$3,500

FULL PAGE: \$2,000

HALF PAGE: \$1,500

OTHER SPONSORSHIPS

CREATIVE BURST



Showcase your company in a fun and interactive way. Prompt this creative community to engage on specific topic whether its advice or inspiration around a shared experience crowd sourced tips or a collaborative drawing. The Creative Burst displayed in a high traffic area is sure to leave a lasting impact with attendees. **Let's discuss creative ways to build a meaningful experience.**

Sponsor to produce and ship interactive feature.

\$5,000

COFFEE BREAK



Be the show hero by supplying coffee to attendees during conference breaks!

Pre-show marketing and on-site signage will be provided to promote your sponsorship!

Cover a table with your logo and graphics and let attendees help themselves to coffee.

\$6,000/BREAK (8 AVAILABLE BREAKS)

STOCK PHOTO EXPO SPONSORSHIP



THE STOCK PHOTO EXPO provides an opportunity for you to meet face to face with attendees who have stock image purchasing power. This is an affordable option at the industry's premiere event. Includes (1) draped table, (2) chairs and (1) social media post on @HOWEvents.

\$2,000

OTHER SPONSORSHIPS | CUSTOM EXPERIENCE

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| BRING YOUR BRAND TO LIFE WITH A CUSTOM EXPERIENCE!



Boost your presence with immersive onsite experiences attendees will be talking about long after HOW concludes. There are many ways we can work with you beyond traditional booth space or sponsorships to promote your brand. Have an exciting, creative, out-of-the-box idea or would you like us to develop a creative solution?

Our team will work with you to keep you top of mind even after the show is over. Engage our audience in an innovative, meaningful way this year.

EXAMPLES

INTERACTIVE GALLERIES

BRANDED THEATRES

CURATED STAGES

SHOWFLOOR WORKSHOPS

LOUNGES

CONTESTS + GIVEAWAYS

INSTAGRAMMABLE PHOTOBOOTH

INTERESTED IN CREATING A CUSTOM PROGRAM? REACH OUT FOR MORE DETAILS.

CONFERENCE SPONSORSHIPS



| TRACK SPONSORSHIP

Target the conference attendees that most align with your brand.

TRACKS INCLUDE:

- Career+Talent
- Design+Creativity
- Dieline
- Experience Design
- HOW-TO
- Leadership
- Marketing+Branding
- Tools+Resources

SPONSORSHIP INCLUDES:

- Onsite branding
- Lead capture at sessions
- Pre-session video
- Branding in the show directory and online
- Opportunity to hand out swag/materials

\$10,000

CONFERENCE SPONSORSHIPS

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TOOLS + RESOURCES CONFERENCE SESSION

This is an opportunity to establish your company as a thought leader in the design industry and educate or inspire attendees with a sponsored conference session! Session topic to be approved by HOW Program Team. These sessions are limited! Estimated attendance: 200-300.

*SUBJECT TO AVAILABILITY

\$8,000



BREAKOUT OR KEYNOTE COMMERCIAL SPONSORSHIP

This highly visible sponsorship gives you the opportunity to dazzle the industry's most influential graphic design professionals. Your 30-60 second video/commercial and (2) branded presentation slides will run before a select session and will be approved by the HOW Program Team.

BREAKOUT SESSION: \$2,500

KEYNOTE SESSION: \$5,000