



HOW DESIGN ONLINE

DIGITAL SPONSORSHIP
OPPORTUNITIES | 2022

ETH GILBERT

ABOUT HOW DESIGN ONLINE



HOW DESIGN ONLINE is our 365+ community that connects design creatives and marketers with the media, education and resources they need to navigate the design industry and supports our annual in-person event HOW Design Live. Here's a few digital solutions—online channels, virtual events, custom advertising opportunities and sponsorship packages—to help your company connect with **30,000+ design leaders** (over 100,000 impressions) who are extraordinarily passionate about advancing their creative and business endeavors.

WELCOME TO HOW DESIGN ONLINE!

Each year, HOW Design Live attracts thousands of graphic designers, marketers, and other creative professionals to both live + virtual events. We have created a robust, engaged and active community with endless online professional development opportunities and relevant unique award winning content providing sponsors with the opportunity to connect with some of the creative world's most influential thinkers + doers all year long.

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 eBooks to native content, branded content, video interviews, social media retargeting, eNewsletters, and much much more. HOW strives to be an inclusive, welcoming community for creative brands and creative professionals of all skill levels.

I look forward to welcoming you and your company to our community and supporting you with digital solutions to meet your marketing goals.



Gerri Brownstein
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Schedule a call with Gerri:
<https://calendly.com/Gerri-Brownstein>

3-4 DIGITAL SESSIONS (WEBINARS)

- Sponsor Driven
- Partner
- Series
- Branded (Single/Series)

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DIGITAL SESSIONS (WEBINARS)

HOW
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ONLINE

Educate a targeted segment of the design community through thought leadership, industry insights, and promote your products and/or services. Digital Session sponsors are sent all leads from live and on-demand Digital Session viewing.



Digital Session Includes:

- Your company logo on the digital session presentation and registration site
- An opportunity to include a link to download your company's handouts/promos
- A registration page with two custom survey questions (provided by your company)
- Logo on registration email promos (reach: over 30,000) pre-event and archived sessions
- Registration leads from live digital session attendees (up to 1,000 contacts) and on-demand viewers
- Custom Digital Session promos produced by HOW for sponsor to share on social platforms, via email and website

Digital Session Marketing:

- (2) HOW Design Live emails (reach: over 30,000)
- Inclusion in email promoting How Design Live Digital Sessions series
- (4) posts on the HOW Design Live social media accounts including Instagram, Facebook, Twitter, LinkedIn (reach: over 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

Segmentation Options:

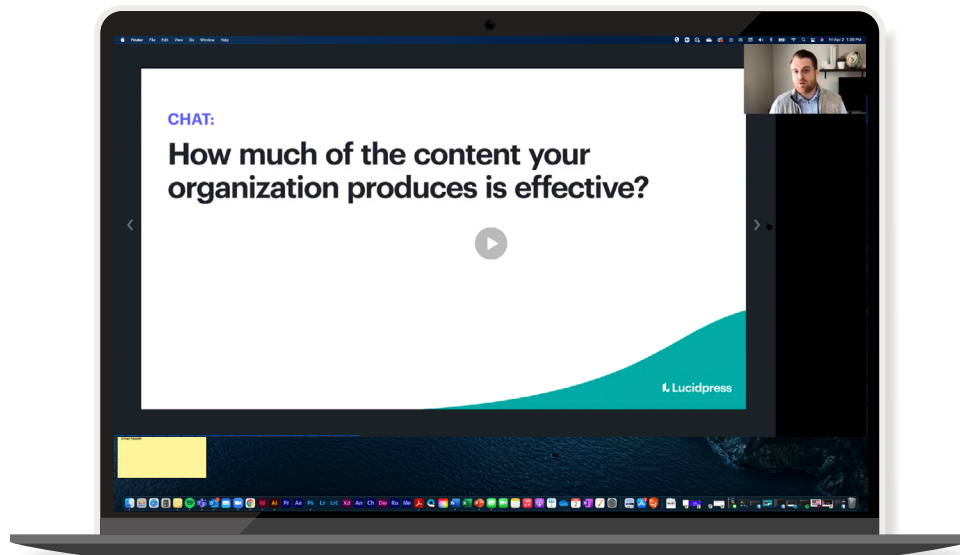
GRAPHIC DESIGNER/ART DIRECTOR | CREATIVE DIRECTOR | PACKAGING DESIGNER
MARKETER | UX/UI DESIGNER

DIGITAL SESSIONS (WEBINARS)

HOW
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ONLINE

INVESTMENT OPTIONS

These digital session opportunities are hand crafted to help your company pick a solution that helps accomplish your marketing goals. Your company can simply have branding throughout the session with a turnkey solution or work with us to shape the content and speaker(s).



Series

Partner with HOW to curate a digital session series focused on a related theme. This opportunity is available to multiple sponsors.

\$4,000/SESSION

Branded (Single or Series)

HOW will manage complete production of a digital session including the speaker selection and presentation. The moderator will thank the sponsor during the session with a quick description of your company's products/services.

\$4,000/SESSION

Partner

Multiple sponsors participate in a panel discussion with a focus on their subject matter expertise. The session will be moderated by HOW and weave in each partners' products, services and solutions.

\$4,000/SESSION

Sponsor-Driven

Sponsor directs the focus of the content and has a representative or ambassador from their company present during the session. The HOW team will work with you to produce presentation, host session content and market to the HOW audience.

\$6,000/SESSION

HOW DESIGN E-BOOKS

HOW
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Over the course of the year, HOW will provide original content through a digital publication highlighting topics relevant to our audience of 30,000+ design professionals. These E-books will focus on four pillars: **Inclusion, Insight, Introspection and Innovation**. The first E-book launched July 2021 titled “Inside the New Creative Team” examined the evolving roles and skills needed to design inclusive experiences and tell a compelling brand story.

Align your brand as a thought leader in design. [Click here](#) for our most recent E-Book!



SPONSORSHIP LEVELS

Standard

- Logo inclusion on cover of the E-Book and supporting Marketing (Email, Facebook, Instagram, Twitter, LinkedIn)

INVESTMENT \$2,500

Premium

- Logo inclusion on cover of the E-Book and supporting Marketing (Email, Facebook, Instagram, Twitter, LinkedIn)
- Opportunity to include a Full-Page ad in the E-Book (creative provided by sponsor)

INVESTMENT \$5,000

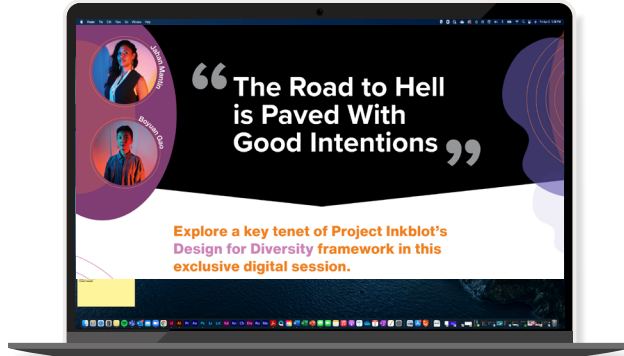
Deluxe

- Logo inclusion on cover of the E-Book and supporting Marketing (Email, Facebook, Instagram, Twitter, LinkedIn)
- One-page custom advertorial (Produced by HOW with sponsor approvals)

INVESTMENT \$7,500

OTHER DIGITAL OPPORTUNITIES

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BRAND STORY (NATIVE AD)

Available as a single story or a longer campaign, our custom content is written and designed to fit naturally into our website. A teaser of the native ad is included in our HOW 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

TREND REPORT

LEAD GENERATION

Gain new leads from our digital audience with an insightful white-paper style trend report. Our team will work with you to market your report to the appropriate targets. This gated content will collect email addresses and all leads will be provided to the sponsor at the end of the campaign. Your trend report will be promoted through:

- Sponsored content in the HOW newsletter
- Homepage mention on www.howdesignlive.com (1 month)
- (2) posts on HOW social during the month (Instagram, Facebook, Twitter, and LinkedIn).

\$5,000 / REPORT SUPPLIED BY SPONSORS

\$10,000 / SURVEY and REPORT PRODUCED



BANNER ADS

Include your company branding on the HOW Design Live homepage for maximum visibility while attendees are reviewing conference details, planning their visit, and registering for the show.

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

728 X 90 \$1,500 PER MONTH (LEADERBOARD)

300 X 250 \$1,000 PER MONTH

OTHER DIGITAL OPPORTUNITIES



NEW! HOW DESIGN LIVE'S SPOTLIGHT: BRANDED CONTENT SPONSORSHIP PACKAGE

LEAD GENERATION

THIS MULTIPLATFORM CAMPAIGN positions your company as a thought leader. Sponsors now have an opportunity to participate in a unique multi-platform package aligned with HOW Design Live conference tracks. Make a lasting impression as you engage meaningfully with compelling content for an influential group of elite designers and marketers you want to get your products and services in front of.

Packages Available for each HOW Design Live Conference Tracks:

PACKAGING + DIELINE | CAREER + TALENT | DESIGN + CREATIVITY | EXPERIENCE DESIGN | HOW-TO | LEADERSHIP | MARKETING AND BRANDING | TOOLS + RESOURCES

BRANDED CONTENT MULTIPLATFORM PACKAGE INCLUDES:

- (1) Digital Session (Webinar): Host an educational webinar and share your companies' insights on design
- (1) Brand Story: A sponsored article written and designed by HOW and published on HOW's Design Live's website
- (1) Custom Video Interview (Q&A) promoted in the HOW Design Live Newsletter Professional (Approx. 5 minutes)
- (1) S.T.E.P Facebook campaign with 10,000 Impressions
- (2) Social Posts promoting your content on Instagram, Instagram Stories

Digital Session Includes:

- Company logo on digital session presentation, registration landing page, thank you slide in webinar presentation
- An opportunity to include a link to download your company's materials/promos
- A registration page with two custom questions provided by your company
- Company mentions on HOW's Design Live social promotions
- Logo on registration email promos (reach: over 30,000) pre-event and archived sessions
- Registration leads from live digital session attendees and archived registration leads
- Custom promos produced by HOW for sponsor to share on social platforms, via email and website

Digital Sessions Marketing:

- (2) HOW Design Live emails (reach: over 30,000)
- Inclusion in email promoting How Design Live Digital Sessions series
- (4) posts on the HOW Design Live social media accounts including Instagram, Facebook, Twitter, LinkedIn (reach: over 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

\$10,000 / PREMIERE

\$4,500 / STANDARD (DIGITAL SESSION NOT INCLUDED)

*If you are an exhibitor or sponsor of HOW Design Live, receive a 10% discount off of this special sponsorship package.

OTHER DIGITAL OPPORTUNITIES

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NEW! HOW TOOLBOX: BRANDED PROMO BOX

A HIGH-IMPACT PROMO BOX to get your brand (products or merchandise) into the hands and desks of the best designers in the industry. This new experiential opportunity connects your brands' products or services with top designers across the country. Our designers are eager to find new tools, products, materials, resources and solutions to help them take their design acumen and careers to the next level.

HOW will custom design and produce the "Toolbox" which includes a brochure with a personal letter from the HOW Show Director, sponsor product reviews, a CTA or URL and QR code to complete survey.

SPONSORSHIP INCLUDES:

- Product(s) or fun branded merchandise supplied by sponsor
- Toolbox brochure to include company information with product or company reviews, sponsor contact details and special promotional offers exclusive to HOW audience
- (2) Custom survey questions for each product sample supplied by sponsor and RAW results data provided to sponsors
- Product mention in custom email promoting the Toolbox (eblast to 25,000 designers)

\$1,500 / 1-PRODUCT

\$2,250 / 2-PRODUCTS

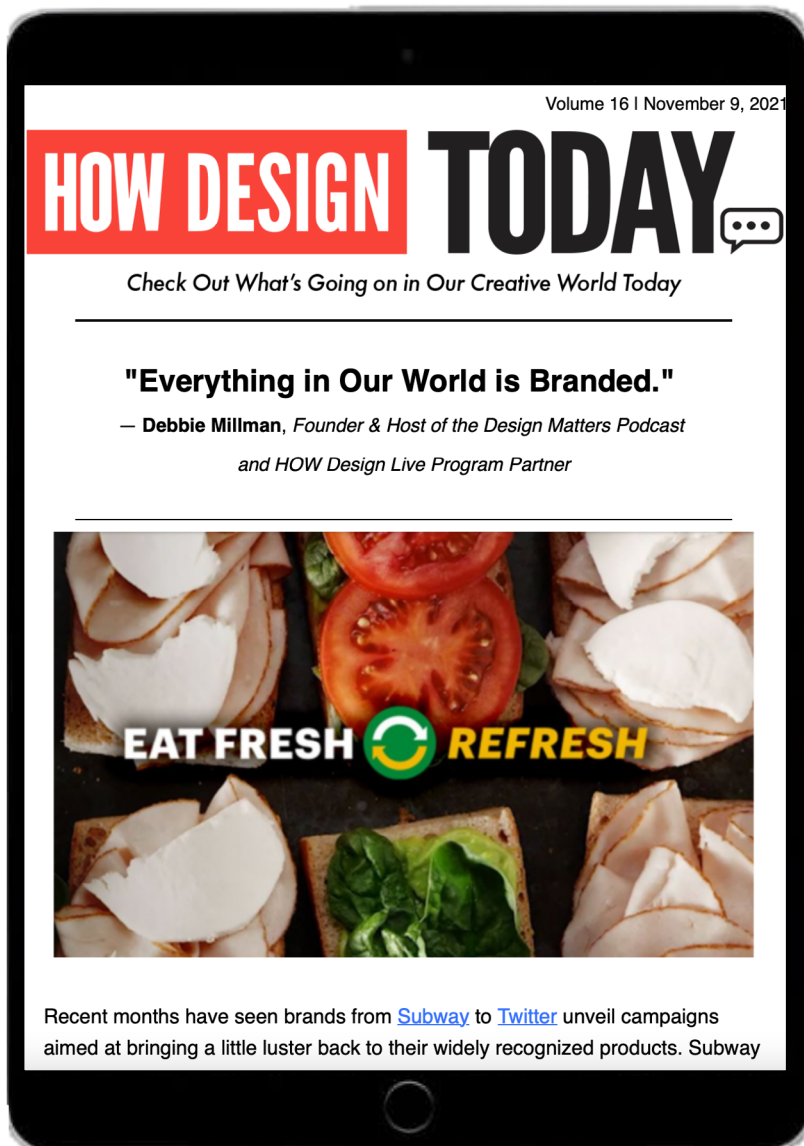
\$2,750 / 3-PRODUCTS

\$10,000 / EXCLUSIVE BOX



HOW DESIGN NEWSLETTER

HOW
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With the HOW Design newsletter we're sharing the best of the Design industry—the incredible creatives, the inspiring work, the best tools and design solutions, the essence of our HOW community—and we're bringing the latest trends to our audience year-round.

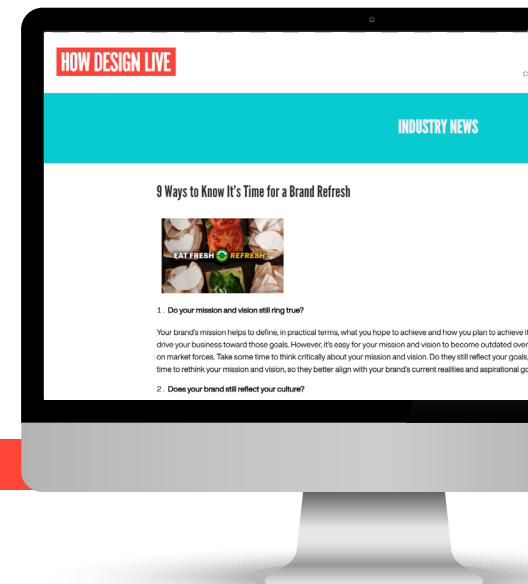
Distribution: Bi-weekly, Newsletter to 30,000+ creatives and published on howdesignlive.com

Straight to the inbox of your audience targets!

The visual and engaging newsletter increases conversion of your company's ads.

Your banner ads will drive traffic from active users in the HOW digital audience.

TOTAL INVESTMENT: \$2,500 PER AD



HOW DESIGN NEWSLETTER

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SPONSORED CONTENT IN NEWSLETTER

Designers/Marketers in Action

Case study featured on HOW Design Live homepage and promoted in newsletter.

- Click here to view a sample

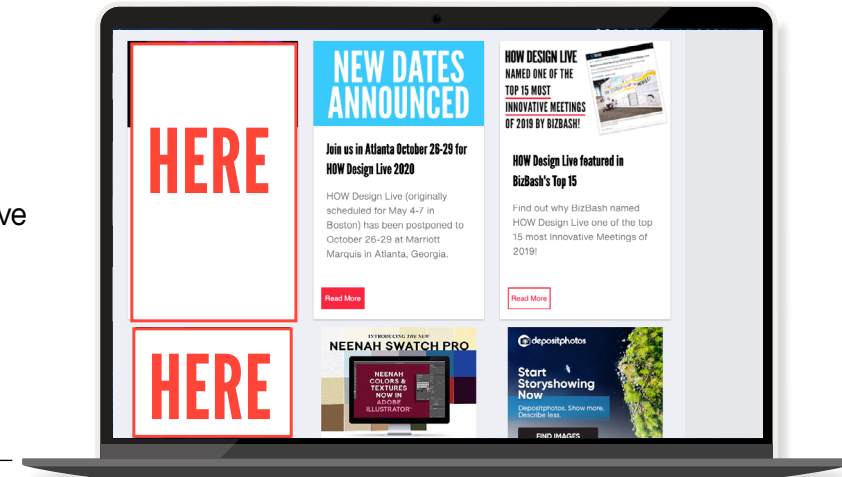
\$3,500/ARTICLE

First-Hand Accounts

Custom native ad featured on HOW Design Live homepage and promoted in newsletter.

- Click here to view a sample

\$3,500/ARTICLE



DEDICATED EVITE TO HOW DESIGN LIVE AUDIENCE

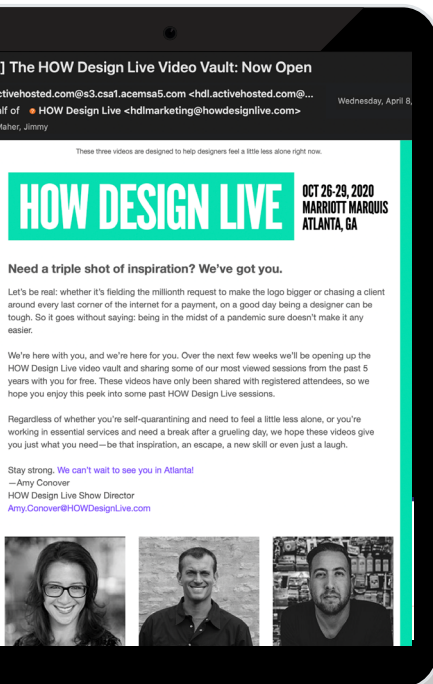
- Reach our creatives with your own custom invitation to HOW Design Live through a dedicated email. You provide the text/artwork or HTML for approval, and we'll deploy and track the email.
- Email creative subject to approval by HOW Design Live team. Content of email/offer needs to align with the editorial perspective of the HOW Design Newsletter and promos must be valuable to our readers.
- Sponsor to supply the HTML and/or creative at least (5) business days prior to mail date
- (2) subject lines need to be submitted at the time the evite is supplied

\$2,500

NEWSLETTER PRESENTING SPONSOR

Co-promote and distribute the newsletter to your audience of creatives and marketers and we will include your company logo as a Presenting Sponsor in the header or the newsletter. HOW will provide creative to presenting sponsor.

Newsletter advertising purchase required.



SOCIAL OPPORTUNITIES



S.T.E.P. (SOCIAL TARGETING EXTENSION PROGRAM)



Maximize online engagement with our HOW 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 Facebook and Instagram ads to target our followers and look-a-likes
- 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
 - Your website or product pages
 - Webinar registration
 - Event registration
 - Pair your campaign with a sweepstakes program or custom landing page for enhanced results! (*Additional costs apply)

\$50 CPM (MINIMUM 25,000 IMPRESSION PURCHASE)

VIRTUAL SUMMITS

HOW
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Sponsor our newest digital 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.

About 2022 Virtual Summits

HOW DESIGN CREATIVE LEADERSHIP

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

Attendance: Approx. 300+

Dates: TBD

HOW DESIGN CREATIVE FREELANCE

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

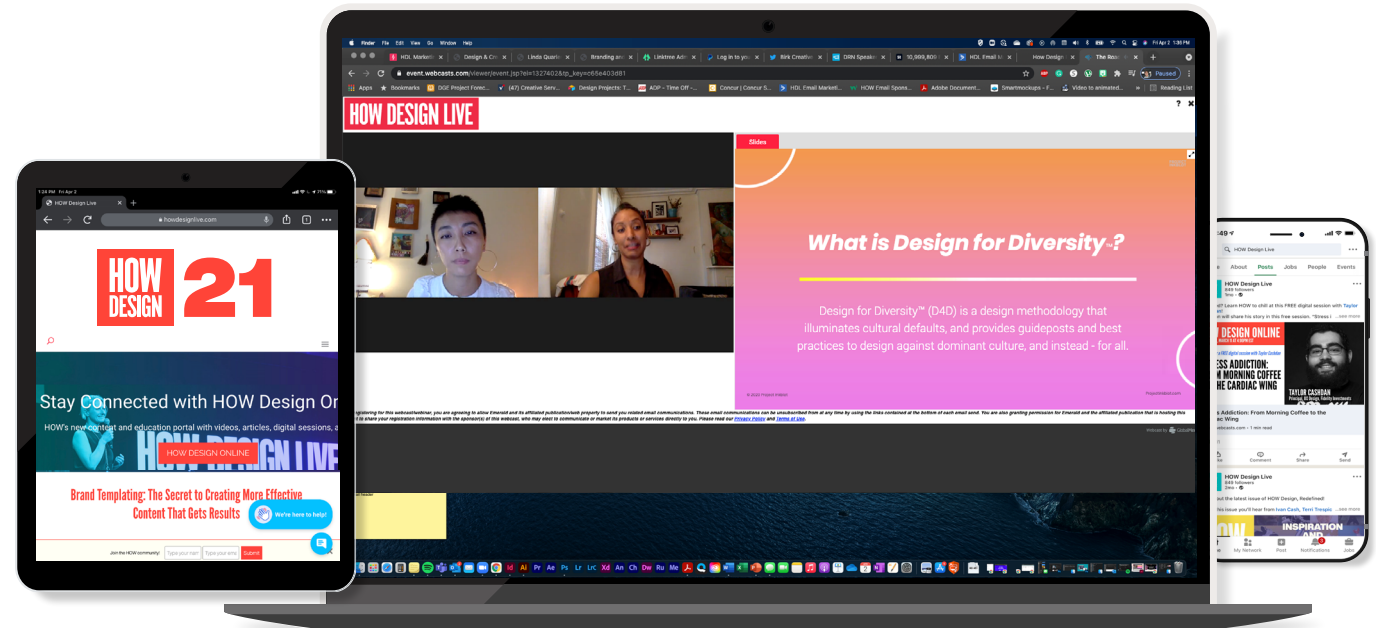
Attendance: Approx. 300+

Dates: TBD



VIRTUAL SUMMITS

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PREMIERE SPONSOR

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.

- (1) 30-minute conference session, content for this session will be co-curated with sponsor and HOW content director
- (1) 30-minute roundtable lunch discussion, HOW to provide (25) \$25 lunch vouchers to participants
- (1) 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
- (1) 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

VIRTUAL SUMMITS

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BREAKFAST KICKOFF SESSION

- 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 (2 AVAILABLE)

SPEED MEET-UPS

- 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 profile: 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 (2 AVAILABLE)

VIRTUAL SUMMITS

HOW
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WRAP-UP NETWORKING SESSION

- 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 (2 AVAILABLE)

COFFEE BREAK SPONSORSHIP

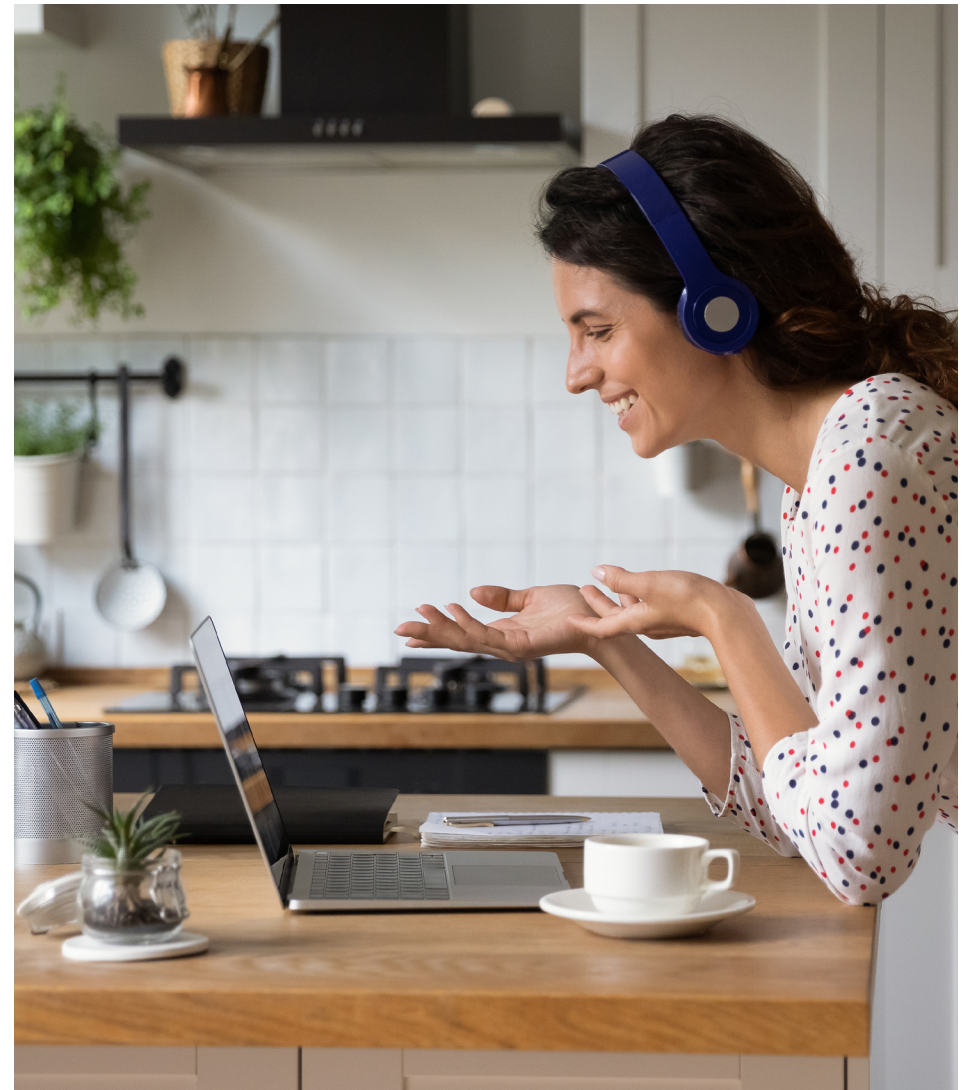
- 15-minute networking session hosted by sponsor
- HOW to provide (25) \$5 Starbucks gift cards to coffee break participants
- 60-Second video can play at the beginning of the break
- Opportunity to direct attendees to a custom exit URL at the conclusion of the session
- One sponsor profile: HOW team 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 (1 AVAILABLE)

BREAKOUT VIDEO SPONSORSHIP

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

\$1,500 (7 AVAILABLE)



HOW DESIGN ONLINE

INTERESTED IN MORE INFORMATION?

Let's chat about the best way to support your marketing goals.
Contact your HOW Sales Executive Today!



Gerri Brownstein

Gerri.Brownstein@howdesignlive.com

973.747.9341