



HOW DESIGN LIVE

MAY 22-24, 2022

HYNES CONVENTION CENTER | BOSTON, MA

EXHIBITOR & SPONSORSHIP MENU

LEARN MORE! **GERRI BROWNSTEIN** | GERRI.BROWNSTEIN@HOWDESIGNLIVE.COM | (973)747-9341

[HOWDESIGNLIVE.COM](https://www.howdesignlive.com)



WELCOME TO HOW DESIGN LIVE!



We simply cannot wait to welcome you to HOW Design Live, May 22-24, 2022, at one of our most popular and successful destinations—the Hynes Convention Center in Boston! After the last few years, the HOW community is ready to celebrate our resolve, reconnect with old friends, meet new, talented people and seek the tools and resources to unlock their future—together and in person!

The future for the design industry is bullish and bright. HOW Design Live 2022 will present you and your company with your strongest opportunity of the year to connect with thousands of the best design and creative prospects, marketers and influencers. **I'm excited to invite you to join us as an exhibitor or sponsor at HOW Design Live 2022!**

HOW Design Live is a unique, must attend event that provides creatives with everything they need to help them advance their career and work more effectively. HOW consists of three days of education, creativity, inspiration and fun for design, packaging and marketing professionals. HOW's conference features brand leaders, design tastemakers and experts you will want your company associated with. **We have endless opportunities for your company to reach this audience, including having a presence in our dynamic exhibit hall.**

Each year, attendees visit the exhibit hall to discover the industry's leading design and technology products and services to source new materials, solutions and resources. Attendees return to the exhibit hall over the three show days to spend one-on-one time with exhibitors, learn from the informative presentations, connect & network, recharge their devices (and brains!) and unwind with creative show floor activities.

Being an exhibitor at HOW is much more than having a booth — it means you've become part of the HOW community, which is over 30 years strong! Whether you're already a veteran of the HOW family or a newbie, we look forward to having a successful partnership at HOW Design Live 2022.

Interested in learning more? Let's find a time to chat about your goals and how we can collaborate with your company to create the strongest conference exhibitor sponsorship to support your budget.

Contact HOW's Sales Executive today!



Gerri Brownstein

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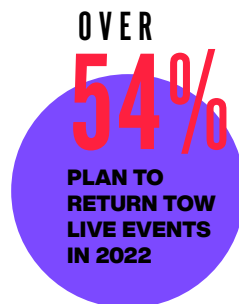
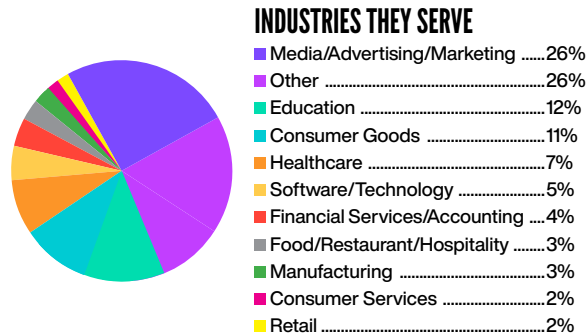
WHO ATTENDS HOW DESIGN LIVE?



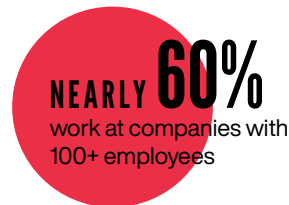
Each year, HOW Design Live attracts **thousands of graphic designers, marketers, and other creative professionals to our events**, providing brands with the opportunity to connect with some of the world's most influential creatives. The conference programming includes topics on design & creativity, marketing and leadership. **In addition our Dieline track during the HOW conference offers attendees valuable packaging design and branding content.**

60% of HOW attendees are new each year, creating a fresh pipeline of new prospects. In addition to connecting sponsors with qualified leads, we have endless opportunities for your company to engage with this audience, options ranging from hands-on demos/workshops to interactive experiences in our exhibit hall.

HOW strives to be an inclusive, welcoming community for creative brands and professionals of all skill levels—HERE'S AN OVERVIEW OF OUR ATTENDEE DEMOGRAPHICS:



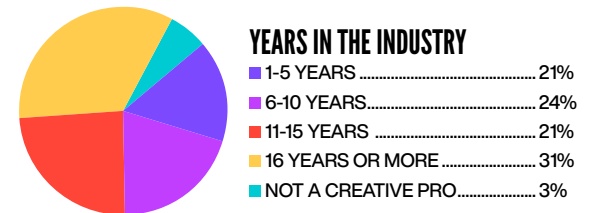
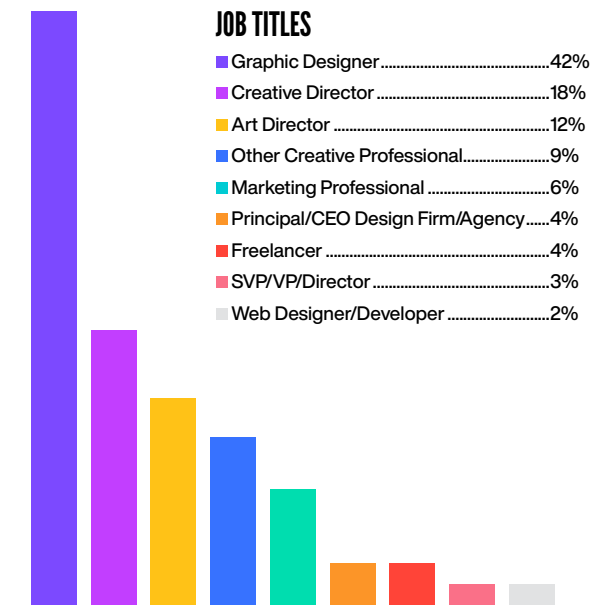
80% VISIT THE EXHIBIT HALL to find new products/services



89% ARE EITHER DIRECTLY RESPONSIBLE FOR MAKING PURCHASING DECISIONS, OR RECOMMEND WHICH SERVICES AND PRODUCTS TO PURCHASE

OVER 57% WORK IN-HOUSE

44% have 500+ employees



WHAT SPONSORS & ATTENDEES ARE SAYING

HOW
DESIGN LIVE

60%

of attendees are new to the conference every year, creating a pipeline of **new prospects for our exhibitors/sponsors**

85%

of exhibitors were **highly satisfied** with their experience at HOW Design Live 2019

54%

sponsors & exhibitors said exhibiting at HOW Design Live **exceeded their expectations** when compared to other marketing options

100K+

design/creative professionals served over 30 years!
The design industry's must attend event!

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!

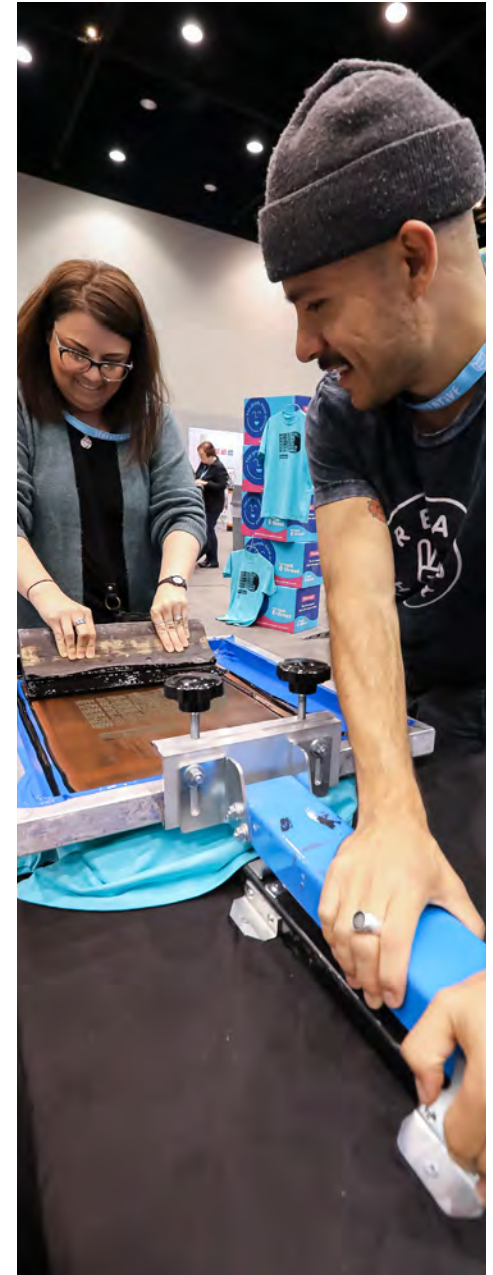
Jenna Paternostro
Marketing Programs Manager
Red Paper Plane

While attending **HOW DESIGN LIVE 2019**, the NAVC connected with exhibitor LucidPress and demoed their product. Since the event, we have had several conversations with them and we're looking forward to using their product.

Joe Stern
Creative Director
NAVC (North American Veterinary Community)

HOW DESIGN LIVE was a win-win for us—not only did we get a chance to reconnect with current clients but we also had the opportunity to meet new designers and hiring managers alike. In staffing, there are opportunities everywhere! We also had the chance to learn more about the latest design trends and tips just by chatting with attendees.

Jocelyn Dinkel Huffer
Artisan Talent
Job Board Sponsor



A SAMPLE OF PAST SPONSORS



PAST DIELINE SPONSORS



PAST ATTENDEE AFFILIATIONS

Adobe	IBM
Adidas INC	Jockey
Amazon	L.L. Bean
Apple	Mattel
Boeing	McGraw Hill
BlackRock	Method
Brooks Running	Meredith Corporation
Campbell	MGM Resorts
Capital One	MTV
Chase	Nestle
Chevron	Office Depot
Chronicle Books	Patagonia
Coca Cola	PepsiCo
Colgate-Palmolive	PetSmart
Costco	Procter & Gamble
Danone	Publix
Deloitte	Quicken Loans
Disney	Royal Caribbean
Exxon Mobil	International
Facebook	Samsung
Fidelity Investments	Sherwin-Williams
Ford Motor Corp	Siggi's
Garmin	Sony
Geico	Sports Illustrated
General Mills	Starbucks
Google	State Farm
Green Bay Packers	Taco Bell
Hallmark	Target
Hasbro	United Airlines
HBO	United Healthcare
Hearst Magazines	Vanguard
Hershey	Walgreens
Hilton MGM Resorts	Whole Foods
Hobby Lobby	

5 REASONS TO EXHIBIT AT

HOW
DESIGN LIVE

- 1 A HOW Design Live sponsorship puts your company in front of thousands of the world's most influential creative leaders and professionals.
- 2 Sponsors have prominent placement in the exhibit hall—the “hub” of the conference. It's where attendees go to recharge their devices, grab a bite to eat, participate in interactive activities and, of course, visit the sponsors and exhibitors. Be sure to secure your booth location early, space is limited and will sell out quickly.
- 3 In addition to reaching attendees, you'll also reach the A-List speakers, and have the opportunity to network with other sponsors and exhibitors.
- 4 HOW Design Live is your best opportunity to reach designers who are passionate about design. These are the buyers and influencers who actively seek tools, materials, solutions, products and services that will make their work better.
- 5 Becoming a HOW Design Live sponsor means linking your brand to the most talked-about event of the year, the most respected lineup of speakers ever, and the sharpest people in the creative field.

WHAT'S IN IT FOR YOU?

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.

FOLLOW US

 @HOWEvent  @HOWEvents  @how_events  [linkedin.com/company/how-events/](https://www.linkedin.com/company/how-events/)



EXHIBITOR OPTIONS

MAY 22-24, 2022 | HYNES CONVENTION CENTER, BOSTON, MA



	PREMIER	EXECUTIVE	ASSOCIATE	SUPPORTING	EXHIBIT BOOTH
Early Bird Price	\$54,820	\$39,820	\$24,820	\$12,320	\$5,745
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 HDL Directory	✓	✓	✓	✓	✓
Ad in HDL 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	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	✓	✓	—	—	—
728x90 Banner on HDL Website	✓	✓	—	—	—
Video on HDL Website	✓	✓	—	—	—
Content Marketing Post on Website	—	✓	—	—	—
Whitepaper/Lead-Gen Campaign for 3 months ▪ Promoted via email, Website and Social Media	✓				
Sponsored VIP Breakfast, Luncheon or Reception Sponsorship *	✓				

BEYOND THE BOOTH

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

SPONSORSHIPS TABLE OF CONTENTS



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BRANDING

HOW
DESIGN LIVE

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



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.

\$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



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.

\$10,000

BRANDING

HOW
DESIGN LIVE

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



Have your one-color company name/logo printed on the official 2022 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

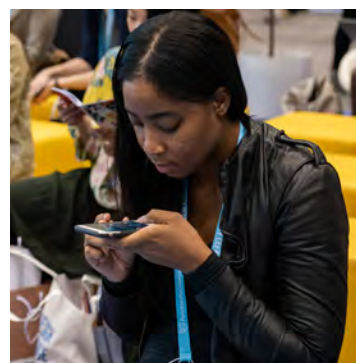


Help attendees find their next career opportunity and help companies find new talent! Attendees will also have the opportunity to update their professional image with a new headshot. This sponsorship is turnkey; a photographer, job board, table and two-chairs will be provided.

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

HOW
DESIGN LIVE

THE HOW CONNECTION: ICE BREAKER COFFEE HOUR



This Ice Breaker reception kicks off the 2022 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

HOW
DESIGN LIVE



| 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

| INNOVATION ZONE

This area on the show floor highlights the newest tech and materials for designers to elevate their craft. The area's playful design will offer attendees a new and intimate way to connect with new brands. This interactive experience will showcase your products in a unique way which will deeply resonate with attendees.

CALL FOR PRICING

DIGITAL MEDIA | MOBILE APP

HOW
DESIGN LIVE

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

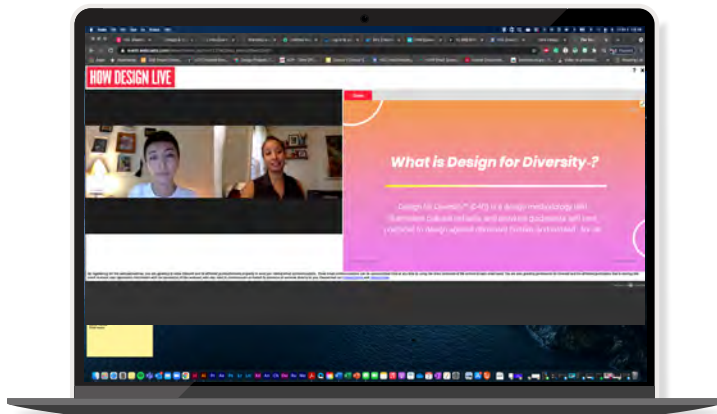
Your sponsor logo can link to your web page or your eBooth profile.

\$2,500

DIGITAL MEDIA | ADDL. OPPORTUNITIES

HOW
DESIGN LIVE

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



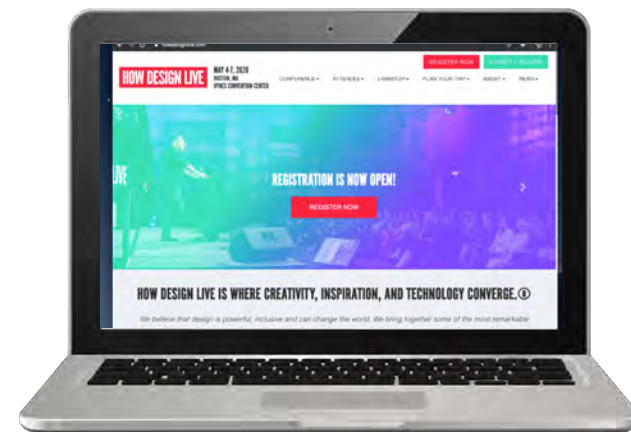
Native advertising is a very effective tool to grow your brand awareness and engage with new customers. Rather than easily-blocked ads, branded content allows you to build readers trust with information, tips and techniques they need.

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



| 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 PHOTOBOOTHS

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