



# HOW DESIGN LIVE

SALES PROSPECTUS | 2022

CONFERENCE & SHOW DATES: MAY 22-24, 2022  
HYNES CONVENTION CENTER | BOSTON, MA

# 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**

[Gerri.Brownstein@HOWDesignLive.com](mailto:Gerri.Brownstein@HOWDesignLive.com)

973.747.9341

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

# WHO ATTENDS HOW DESIGN LIVE?

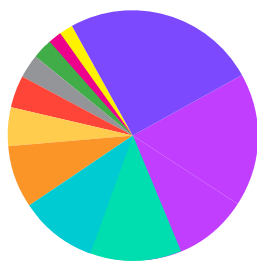


Each year, HOW Design Live attracts thousands of graphic designers, marketers, and other creative professionals to our events, providing brands with the opportunity to connect with some of the world's most influential creatives. The conference programming includes topics on design & creativity, marketing 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.

## INDUSTRIES THEY SERVE

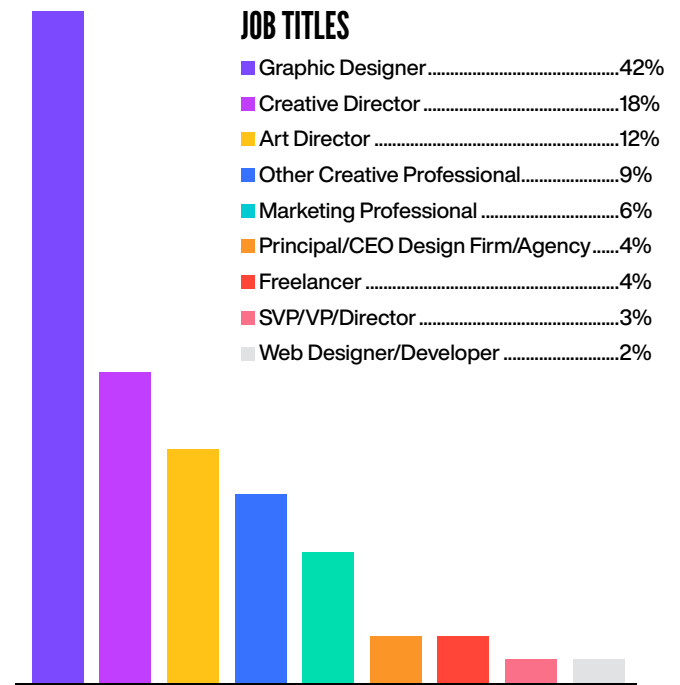


Media/Advertising/Marketing	26%
Other	26%
Education	12%
Consumer Goods	11%
Healthcare	7%
Software/Technology	5%
Financial Services/Accounting	4%
Food/Restaurant/Hospitality	3%
Manufacturing	3%
Consumer Services	2%
Retail	2%

OVER **57%**  
WORK IN-HOUSE

**44%**  
have **500+**  
employees

## JOB TITLES



OVER

**54%**

PLAN TO RETURN  
LIVE EVENTS  
IN 2022

**80%**

VISIT THE EXHIBIT HALL  
to find new products/services

NEARLY **60%**

work at companies with  
100+ employees

**89%**

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

## YEARS IN THE INDUSTRY



1-5 YEARS	21%
6-10 YEARS	24%
11-15 YEARS	21%
16 YEARS OR MORE	31%
NOT A CREATIVE PRO	3%

# WHAT SPONSORS & ATTENDEES ARE SAYING



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

## 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!

# A SAMPLE OF PAST SPONSORS



The University for Creative Careers



# PAST DIELINE SPONSORS



## PAST ATTENDEE AFFILIATIONS

Adobe  
Adidas INC  
Amazon  
Apple  
Boeing  
BlackRock  
Brooks Running  
Campbell  
Capital One  
Chase  
Chevron  
Chronicle Books  
Coca Cola  
Colgate-Palmolive  
Costco  
Danone  
Deloitte

Disney  
Exxon Mobil  
Facebook  
Fidelity Investments  
Ford Motor Corp  
Garmin  
Geico  
General Mills  
Google  
Green Bay Packers  
Hallmark  
Hasbro  
HBO  
Hearst Magazines  
Hershey  
Hilton MGM Resorts  
Hobby Lobby

IBM  
Jockey  
L.L. Bean  
Mattel  
McGraw Hill  
Method  
Meredith Corporation  
MGM Resorts  
MTV  
Nestle  
Office Depot  
Patagonia  
PepsiCo  
PetSmart  
Procter & Gamble  
Publix  
Quicken Loans

Royal Caribbean  
International  
Samsung  
Sherwin-Williams  
Siggis  
Sony  
Sports Illustrated  
Starbucks  
State Farm  
Taco Bell  
Target  
United Airlines  
United Healthcare  
Vanguard  
Walgreens  
Whole Foods

# SPONSORSHIP / EXHIBITOR BENEFITS

May 22-24, 2022 | Hynes Convention Center, Boston, MA

	PREMIER	EXECUTIVE	ASSOCIATE	SUPPORTING	EXHIBIT BOOTH
Price	\$55,000	\$40,000	\$25,000	\$12,500	\$5,925
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 *	✓	—	—	—	—

\* INCLUDES LEAD GENERATION

# 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

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 [linkedin.com/company/how-events/](https://www.linkedin.com/company/how-events/)

