



VIRTUAL SUMMIT SPONSORSHIPS
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**Sponsor our newest 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.



UPCOMING VIRTUAL SUMMITS



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

Expected Attendance: 200-300+

Dates: October 11-12, 2022



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

Expected Attendance: 200-300+

Dates: September 14-15, 2022

HOW DESIGN

2021 VIRTUAL SUMMIT AND
DIGITAL SESSION QUICK STATS

843 AVERAGE NUMBER
OF ATTENDEES

58% WATCH
LIVE

22% WATCH
ON-DEMAND

92% ORIGINATE FROM HOW DESIGN
MARKETING CHANNELS

GET INVOLVED

To learn more about customized opportunities or to book any of these, please contact:



Amy Conover
Show Director
513-218-0844

amy.conover@howdesignlive.com

Coffee Break Sponsorship

(1 available)

- 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

Breakout Video Sponsorship

(7 available)

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

\$1,500



A LA CARTE OPPORTUNITIES

S.T.E.P. (Social Targeting Extension Program)

Maximize engagement with our audience though a social ad campaign which reaches the HOW followers and look-a-like audiences. You can customize the design, implementation and optimization with the support of our social media strategists.

- Target our proprietary audience on Facebook and/or Instagram with your message
- Through the HOW pixel, Facebook and/or Instagram will deliver ads to our visitors' news feeds
- Campaign delivers a baseline 1% click-through rate with many at 2-3+% compared with the industry benchmark of 0.78%
- Great way to drive traffic to custom content, profile page, session registration and event registration

\$1,500

Banner Ads

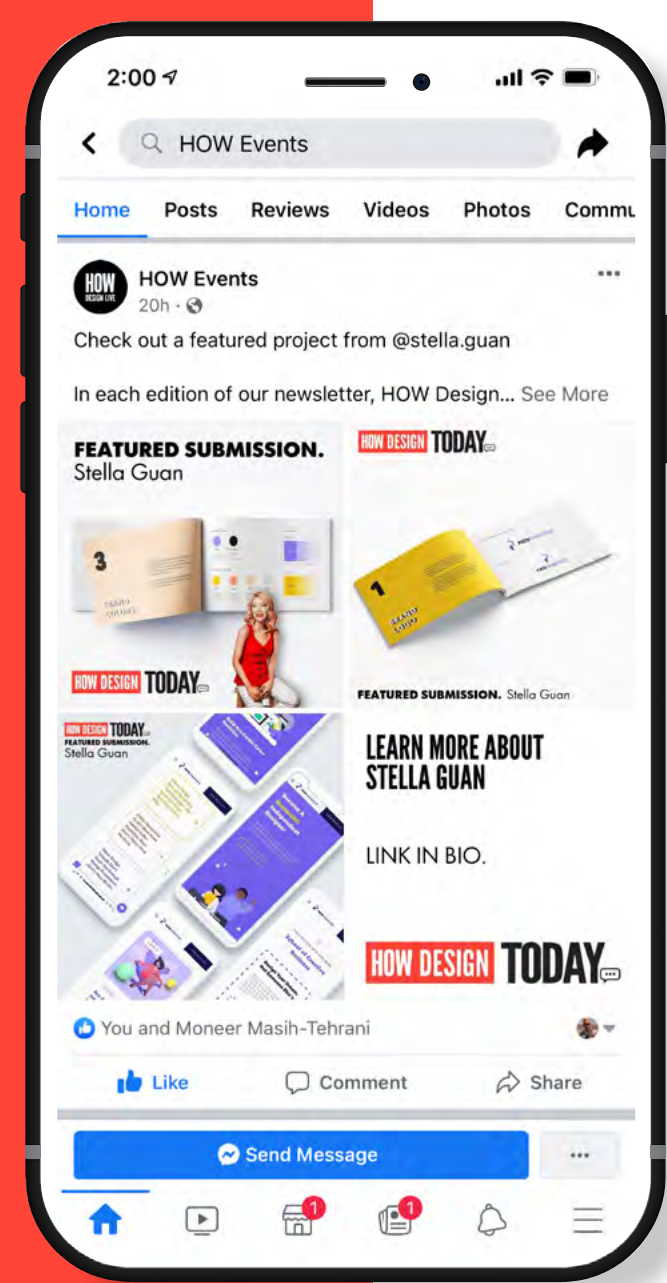
Banner ads can lead to higher click-throughs, better branding, and increased interaction with your brand and its products.

- Leaderboard 728 x 90
- Mobile Leaderboard 300 x 50

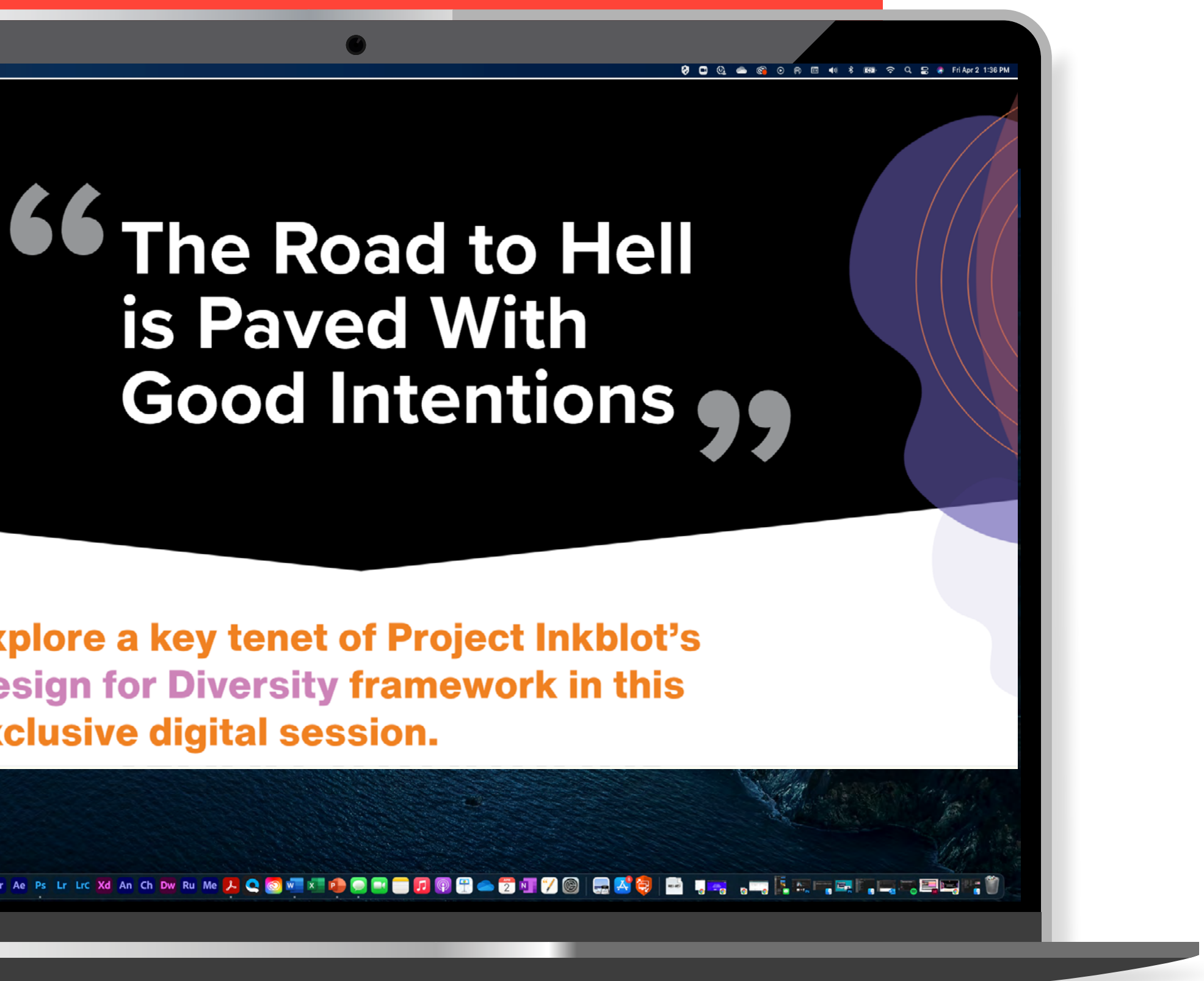
\$1,000 1/3 SOV



Banner Ads



S.T.E.P.



Brand Story