



DENVER
DESIGN
LIVE 24

MAY 14-16, 2024

DENVER PERFORMING ARTS CENTER | DENVER, CO

SPONSORSHIP OPPORTUNITIES

LEARN MORE

SALES@HOWDESIGNLIVE.COM

HOWDESIGNLIVE.COM

WELCOME TO HOW DESIGN LIVE!

HOW Design Live is headed to Denver in 2024! We're making some big changes we can't wait to share with you. In short.... we have re-designed HOW Design and the opportunities for sponsorship are endless!

We know the value of HOW Design Lives lies in our name: HOW. So, you'll see a greater emphasis on HOW-To... do things, create things, work more efficiently, develop processes and workflows, connect more intentionally, and the list goes on and on. And please know that we are hyper focused on HOW's 3 pillars of Content, Community and Experience so expect to see new and creative ways to explore that with us.

The future for the design industry is bullish and bright. HOW Design Live 2024 will present you and your company with the BEST opportunity of the year to connect with the most talented design and creative prospects, marketers, and influencers. **We're excited to invite you to join us a sponsor at HOW Design Live 2024!**

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 NEW AND EXCITING opportunities for your company to reach this audience.

Our attendees are looking for YOU to guide them in discovering the industry's leading design and technology products and services to source new materials, solutions, and resources. They're looking for ways to spend one-on-one time with sponsors, to learn from the informative presentations, connect & network, recharge their devices (and brains!) and unwind with creative activations.

Being a sponsor at HOW is much more than having a presence — it means you've become part of the HOW community, which is over 33 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 2024.

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 sponsorship to support your budget.

We can't wait to share our vision of HOW Design Re-Designed 24+ with you!

Contact your HOW Sales Executive today!
SALES@HOWDESIGNLIVE.COM

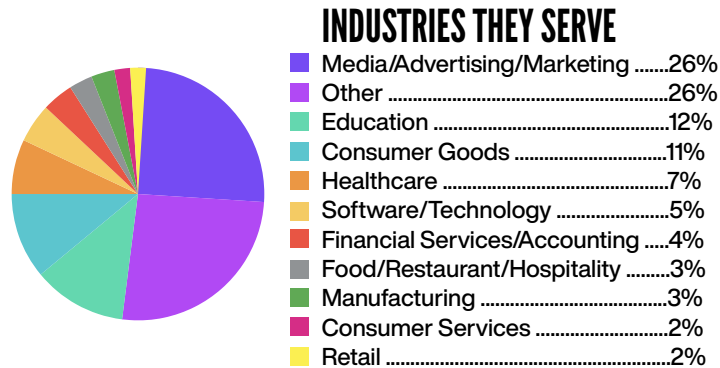
LEARN MORE

WHO ATTENDS HOW DESIGN LIVE?

Each year, HOW Design Live attracts **attracts 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.

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.

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.



NEARLY 53%
work at companies
with 100+ employees

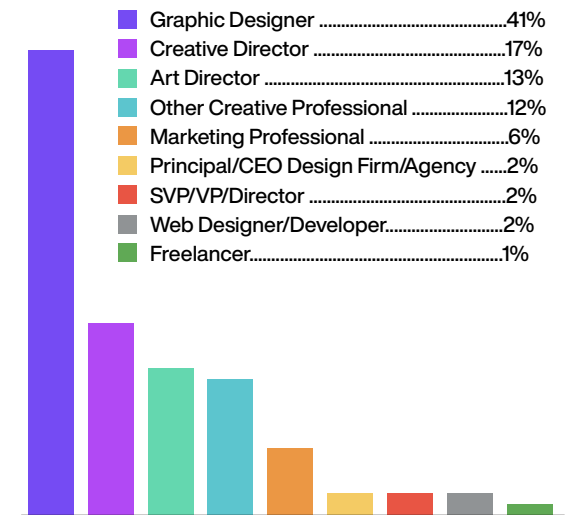
86%
OF ATTENDEES ARE EAGER
to find new products/services

71% ARE EITHER **DIRECTLY RESPONSIBLE FOR MAKING PURCHASING DECISIONS**, OR **RECOMMEND WHICH SERVICES AND PRODUCTS TO PURCHASE**

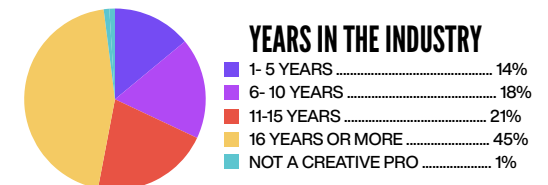
OVER 60%
WORK IN-HOUSE

45%
have **500+**
employees

JOB TITLES



YEARS IN THE INDUSTRY



WHAT SPONSORS ARE SAYING

60%

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

54%

of sponsors said 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!

"We always look forward to attending **HOW Design Live** for the chance to meet or reconnect with so many creatives and also what is new and exciting in the world of design! There really is nothing like the community **HOW** has created and we are grateful to be a part of it!"

Jackie Stumm-Martosella
Event Marketing Manager, Cella

"Hosting the Makers Space at **HOW Design Live 2023** was a great experience that allowed us to represent our brand in a caring way, reminding people that Hallmark is all about creativity. Our creative sense of purpose along with our #my5days message resonated with the design community that is grappling with what creative culture looks like for them today. It was our pleasure to create a space where **HOW** attendees could learn new things and bring home new ways of thinking and doing."

Allie Statler
Talent Development Consultant, Hallmark Cards, Inc.

"Every year, we look forward to **HOW Design Live** because we love nothing more than talking print with talented designers. Everyone always brings the best energy to **HOW**, and this year was no different. We're already looking forward to **HOW Design Live 2024!**"

Karin King
Artisan Commercial Printing Brand Manager, Sylvamo

"It has never been more important to create spaces for young designers who are leading the conversations on today's most pressing issues with their courage, tenacity, and relentless curiosity. As a sponsor at the first ever **How Women Lead**, we were honored and proud to use our platform to showcase the work of five women of color who have made a powerful impact at Thought Matter as interns and hopefully design leaders of the future."

The Team at Thought Matter



A SAMPLE OF PAST 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
 Sigg's
 Sony
 Sports Illustrated
 Starbucks
 State Farm
 Taco Bell
 Target
 United Airlines
 United Healthcare
 Vanguard
 Walgreens
 Whole Foods

HOW

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REASONS TO SPONSOR

- A HOW Design Live sponsorship puts your company in front of the world's most influential creative leaders and professionals.
- In addition to reaching attendees, you'll also reach the A-List speakers, and have the opportunity to network with other sponsors.
- 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.
- 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

f @HOWEvent **X** @HOWEvents **ig** @how_events **in** [linkedin.com/company/how-events/](https://www.linkedin.com/company/how-events/)



SPONSOR OPTIONS

May 14-16, 2024 | Denver Performing Arts Center, Denver, CO

| | PREMIER | EXECUTIVE | ASSOCIATE | SUPPORTING |
|--|---------|-----------|-----------|------------|
| THOUGHT LEADERSHIP | | | | |
| Sponsored Session | ✓ | | | |
| Keynote Video Sponsorship | ✓ | ✓ | | |
| Curated Sponsored Event | | ✓ | | |
| Breakout Video Sponsorship | ✓ | | | ✓ |
| Presentation Lounge Session | | | ✓ | |
| IN-EVENT EXPERIENCE | | | | |
| Activation Presence (in lieu of booth space) | ✓ | ✓ | ✓ | ✓ |
| Sponsor Big Tickets | 5 | 4 | 3 | 2 |
| Customer Big Tickets | 2 | 2 | | |
| Push Notification via Mobile App | ✓ | ✓ | ✓ | |
| BRAND AWARENESS | | | | |
| Logo/Link on Website | ✓ | ✓ | ✓ | ✓ |
| Video on HDL Website | ✓ | ✓ | | |
| Logo Inclusion in Emails to Entire Database | ✓ | ✓ | ✓ | |
| Run of Show Banner on Website | ✓ | ✓ | ✓ | |
| Content Marketing Posts on Website Blog | ✓ | ✓ | | |
| Sponsored Social Media Posts | 2 | 2 | 2 | |
| Content Pieces in Email Newsletter | 2 | 1 | 1 | |
| Sponsored Ad in Newsletter | 1 | 1 | 1 | |

SPONSORSHIPS TABLE OF CONTENTS

9

BRANDING OPPORTUNITIES

- Specialty Cup Sponsor
- Landyard/ Badge Sponsor
- Charging Stations
- Annual Conference Tees

10

SPECIAL EVENTS & SHOW FEATURES

- The HOW Connection
- HOW Presentation Lounge Session
- HOW Community Connections

11-12

OTHER SPONSORSHIPS

- Creative Bursts
- Coffee Break
- Custom Experiences

13

CONFERENCE SPONSORSHIP OPPORTUNITIES

- Sponsored Conference Session
- Breakout or Keynote Video Conference Sponsorship

14-15

DIGITAL MEDIA

- Title Sponsorship
- Sponsor Logo On Intro Screen
- Rotating Banner Ad
- Clickable Navigation Items
- Video Content
- Branded Content
- Website Wallpaper Takeover

BRANDING

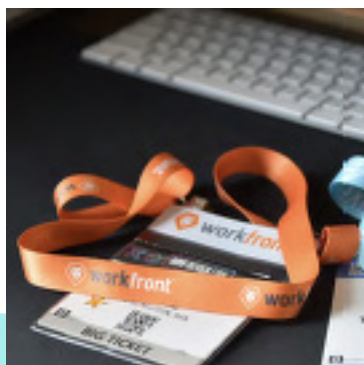
SPECIALTY CUP SPONSOR



Deliver your company logo straight into the hands of attendees! Highlight your brand through a custom designed beverage cup that must be used in the Bass Performance Hall.

\$7,500

LANYARD/ 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 badges as well as an ad on the back of the badge. Also, have your company logo or URL printed on the lanyard.

Production included for badge. Lanyards are provided by the sponsor.

\$7,500

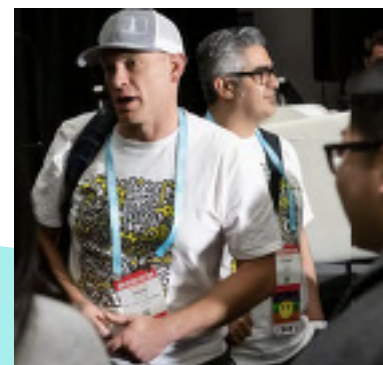
CHARGING STATIONS



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.

CALL FOR PRICING

ANNUAL CONFERENCE TEE



Have your one-color company name/logo printed on the official **2024** 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.

\$5,000

SPECIAL EVENTS & SHOW FEATURES

THE HOW CONNECTION



This ice-breaker kicks off the entire 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. It's even trended on Twitter! Let's discuss fun & innovating ways to engage with attendees!

\$10,000

HOW PRESENTATION LOUNGE SESSION



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.

\$2,500

HOW COMMUNITY CONNECTIONS



The ultimate fusion of creativity, networking, and celebration! As a sponsor, seize the opportunity to connect with industry leaders, innovators, and influencers in an environment designed for forging lasting connections. Join us in spotlighting your brand amidst the synergy of creativity and community at HOW Community Connections—an event that promises to leave an indelible mark on every participant's journey.

CALL FOR PRICING

OTHER SPONSORSHIPS



CREATIVE BURST

Showcase your company in a fun and interactive way in this "pop-up" style activation. 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 (ONLY 8-AVAILABLE BREAKS)

OTHER SPONSORSHIPS

| BRING YOUR BRAND TO LIFE WITH A CUSTOM EXPERIENCE!



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

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

HOW JOURNALING WALL

CURATED STAGES HOW

INTERACTIVE WALL

LOUNGES

CONTESTS +GIVEAWAYS

INSTAGRAMMABLE PHOTOBOOTHS

CONFERENCE SPONSORSHIPS



SPONSORED 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!

*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: \$3,000

KEYNOTE SESSION: \$5,000

BRAND AWARENESS

HOW

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LIVE 24

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.

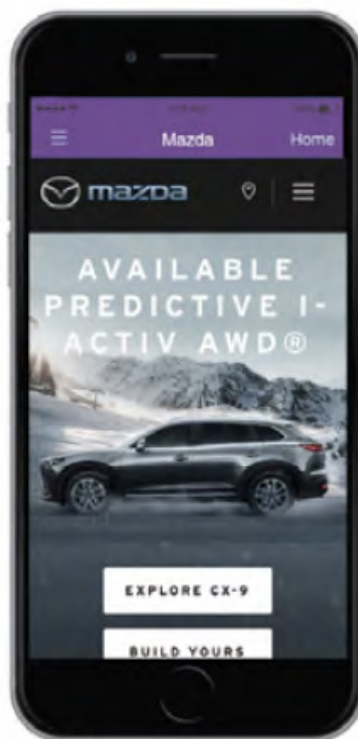
DOWNLOAD RATE IS 80%.

| 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

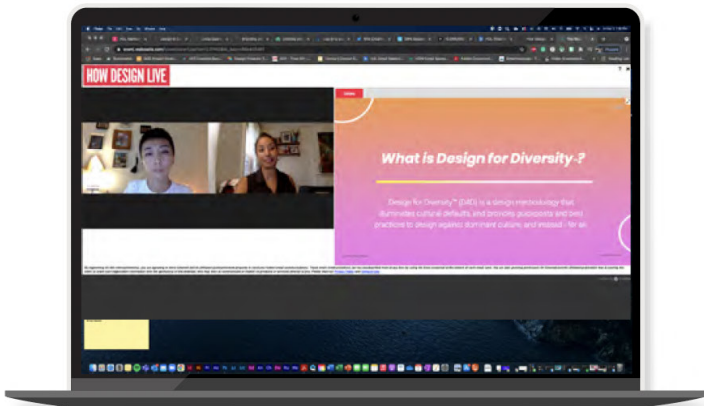
| CLICKABLE NAVIGATION ITEMS

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

\$2,500

DIGITAL MEDIA | ADDL OPPORTUNITIES

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 website home page for up to one week followed by the blog section of the website.

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