

HOW LIVE
DESIGN
DENVER
2024

SEPTEMBER 23-25, 2024

DENVER PERFORMING ARTS CENTER | DENVER, CO

PARTNERSHIP OPPORTUNITIES

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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

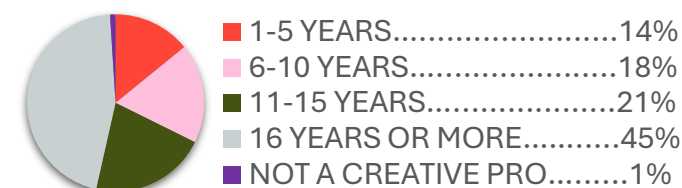
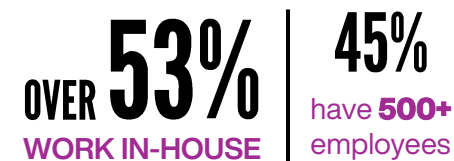
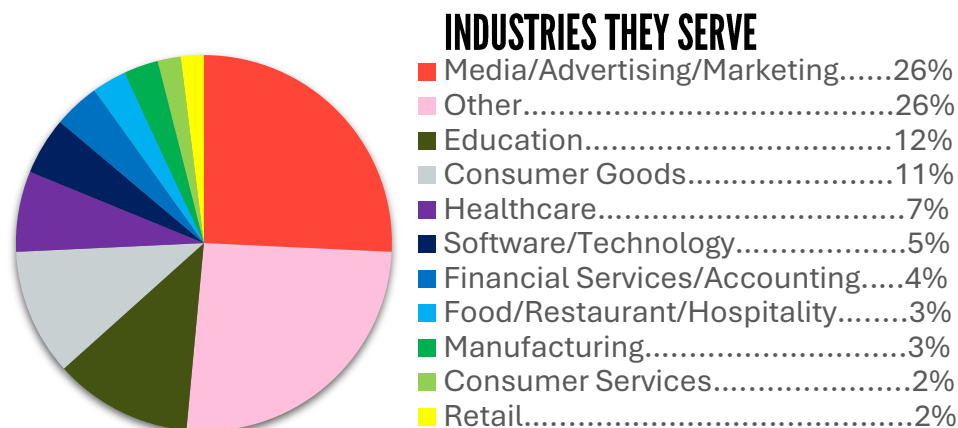
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WHO ATTENDS HOW DESIGN LIVE?

Each year, HOW Design Live 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.



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



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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
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 Sports Illustrated
 Starbucks
 State Farm
 Taco Bell
 Target
 United Airlines
 United Healthcare
 Vanguard
 Walgreens
 Whole Foods

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



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@HOWEvents



@how_events

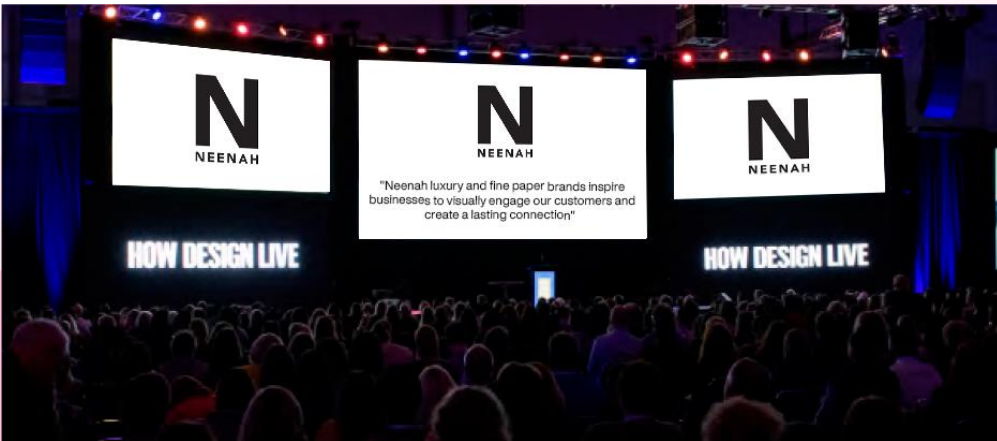


linkedin.com/company/how-events/



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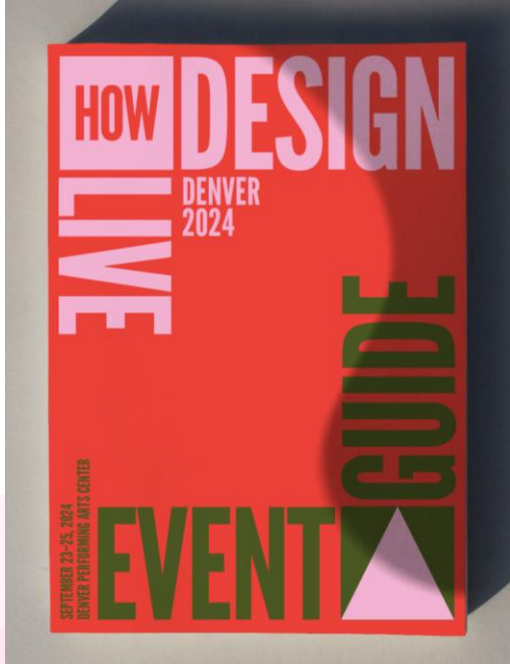
CONFERENCE SPONSORSHIPS



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.

CONFERENCE SPONSORSHIPS



Event Guide – 5.5" x 8.5"



Full page Ad



Half page Ad

CONFERENCE PROGRAM

The conference program is a key resource that every attendee will receive and use throughout the event. It serves as both a comprehensive guide to the conference schedule and a valuable tool for taking notes during sessions. Our audience often keeps the program as a souvenir and refers back to it even after the event.

By placing your ads in the program, you have the opportunity to reach our highly engaged attendees not only during the conference but also afterward, when they bring the program back to their office. This creates a lasting impression and ensures your brand stays top-of-mind long after the event concludes.

BRAND AWARENESS

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.



SPONSOR LOGO ON INTRO SCREEN

As the first thing attendees see when they open the app, your company will receive unmatched visibility.



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.

CLICKABLE NAVIGATION ITEMS

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

DIGITAL MEDIA | ADDITIONAL 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.

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.

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.