

# SPONSORSHIP OPPORTUNITIES

for more information visit [bdny.com](http://bdny.com)

**BD | NY**  
A BOUTIQUE DESIGN TRADE FAIR

## BDNY EVENT SPONSORSHIPS

### OPPORTUNITY DESCRIPTION

#### OPENING RECEPTION

Join us as a sponsor at the Opening Night Reception on Saturday, November 12th 7:00PM–9:00PM. Get the opportunity to connect with attendees and exhibitors at BDNY's prime networking and celebratory event. Sponsorship fee also includes sponsorship of the ISHP Fundraising Event (a \$2,500–\$3,000 value).

### PRICE

**\$5,400**

(\*Limited to 3  
non-competing companies)

#### GOLD KEY AWARDS GALA

A great way to increase brand recognition among 500 attendees at this star-studded evening event, and associate your brand with "excellence in hospitality design." A who's who of hospitality design professionals will gather at the Waldorf Astoria New York on Monday, November 14th, from 6:30PM–10:00PM to honor the 2016 finalists and winners. Limited Title and Category Sponsorships available.

**Title: \$9,600**

**Category: \$4,800**

**Contact your sales rep  
for more information**

#### DESIGNED SPACES

Get the opportunity to work with a leading hospitality design firm and non-competing exhibitors to create a unique space at BDNY. This is a turn-key solution and innovative approach to share a larger area for displaying products with no restrictions on creativity. The designed spaces gain additional exposure by being featured in BDNY marketing materials (pre, during, and post fair) and in the pages of *Boutique Design*. Limited availability and based on a minimum of five non-competing sponsors.

**\$20,000**

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for more information**

#### POWER PLAYERS: WOMEN LEADERS IN HOSPITALITY Breakfast & Panel Discussion

Sponsor this panel discussion and breakfast to connect with leading women in hospitality and learn about the latest trends that are facing the industry. Sponsorship includes photo opportunity with panelists, five complimentary tickets for your guests, branding at the event, and more.

**\$2,500**

(\*Limited to 2  
non-competing companies)

## BDNY TRADE FAIR SPONSORSHIPS

### OPPORTUNITY DESCRIPTION

#### TRADE FAIR BAGS

Make an impact the moment attendees arrive at the trade fair. This visible advertising opportunity features your company logo along with the official BDNY logo to help direct attendees to your booth. Tote bags are available to trade fair attendees at all trade fair entrances.

### PRICE

**SOLD OUT**

#### LANYARDS

Provide attendees a user-friendly way to wear their trade fair badge. Lanyard can promote your message, logo and booth location.

**SOLD OUT**

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## BDNY TRADE FAIR SPONSORSHIPS

OPPORTUNITY DESCRIPTION	PRICE
<b>BDNY MOBILE APP</b> Place your company in the palms of attendees' hands with a banner ad on the BDNY mobile app. Sponsorship includes one rotating banner ad on the mobile app splash screen, a featured exhibitor listing within the app, and two push notifications, before and during the trade fair.	<b>\$3,000</b> <b>*Limited to 8 Sponsors</b>
<b>ON-SITE REGISTRATION AREA</b> Be the first brand attendees see as they wait to check in and get their badge. They'll enjoy coffee service provided by you with ample signage in a designated area.	<b>\$3,000 for 300 cups and signage</b>
<b>FLOOR PLAN KIOSKS</b> Placed by each exhibit hall entrance, these floor plan kiosks will help increase brand identity and drive traffic to your booth. While attendees look at the floor plan for guidance, they can also see your logo and booth location on the plan.	<b>\$1,450 each</b> <b>(three kiosks available)</b>
<b>POST-TRADE FAIR EXHIBIT TRACKER EMAIL</b> Following the trade fair, attendees will receive an email showing each booth they visited during BDNY! Become a sponsor and your company logo and description will be featured on the attendee email.	<b>\$3,000 (One spot available)</b>

## BDNY DIGITAL SPONSORSHIPS Advertise on **BDNY.com**.

OPPORTUNITY DESCRIPTION	PRICE
<b>HOME PAGE LEADERBOARD (728X90)</b> Up to three non-competing, product segment unique sponsors.	<b>\$700 per month or \$1,000 / 3 months Sept. 1–Nov. 30</b>
<b>FEATURED EXHIBITOR</b> Include product image, logo, and link to website. Limited to 6 non-competing, product segment unique sponsors.	<b>\$600 per month or \$1,200 / 3 months Sept. 1–Nov. 30</b>
<b>BANNER AD ON REGISTRATION PAGE</b> Put your brand message in the one place attendees must visit in order to pre-register for BDNY.	<b>SOLD OUT</b>
<b>CONFIRMATION OF ONLINE REGISTRANTS</b> Your company name and a direct link to your website will appear on every online registration confirmation, which also contains important trade fair information for attendees.	<b>\$2,500</b>

## BDNY PRINT SPONSORSHIPS

<b>TRADE FAIR GUIDE</b> Drive traffic to your booth and keep your brand top of mind during the trade fair by advertising in the official trade fair guide, used by the 5,000 attendees during the trade fair, and most often kept as a valuable resource guide after the trade fair.	<b>Full Page: \$1,700</b> <b>Half Page: \$1,000</b> <b>Quarter Page: \$600</b> <b>Space Reservation: 10.03.16</b> <b>Materials Due: 10.10.16</b>
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