

**OPPORTUNITY DESCRIPTION**
**PRICE**
**EVENT SPONSORSHIPS**

Contact your sales representative for more info on sponsorship opportunities

**KICKOFF PARTY**

Join us as a sponsor of the BDNY Kickoff Party. A high profile opportunity to connect with hospitality design professionals and build brand awareness at this prime networking event on Saturday evening, November 9th 7:00-9:00 PM.

**\$6,900**

 (\*Limited to 4  
non-competing companies)

**GOLD KEY AWARDS GALA**

Be a part of this star studded event as the industry salutes the best and brightest of hospitality design on Monday, Nov. 11th 6:30 PM-10:00 PM at Cipriani New York. Your brand will be associated with 400+ attendees, including the winners in each category, Designer of the Year, and Gold Key judges.

**Title: \$12,000 SOLD OUT**
**Category: \$6,000**

 Contact your sales rep  
for more information

**CONFERENCE SESSIONS**

Customized sponsorships for conference sessions are available.  
Contact your sales rep for more information.

**\$1,500**
**POWER PLAYERS: WOMEN LEADERS IN HOSPITALITY Breakfast & Panel Discussion**

Connect with leading women in hospitality and design professionals attending this breakfast and panel discussion. The breakfast also supports the NEWH Women Leaders in Hospitality Scholarship presented during the program. Benefits include: ten tickets (valued at \$2000) for company executives and guests, signage and podium recognition.

**\$3,700**

 (\*Limited to 2  
non-competing companies)

**SMART-SPEC INTERIORS AND ONLINE COURSE**

The Smart-Spec Interior course is an educational session on the specification of your company's product for hospitality presented by manufacturers, marketers, interior designers, purchasing agents and often brand executives by way of BD on-line and conference platforms. Registrants will earn CEU credits and learn best practices of the products specification. Must be a BDNY exhibitor/ sponsor to participate in this program.

**\$2,500**

 (\*Limited to 2  
non-competing  
companies per  
product category)

**DIGITAL SPONSORSHIPS Advertise on BDNY.com.**
**HOME PAGE LEADERBOARD (728X90)**

Up to three non-competing, product segment unique sponsors.

**\$1,650 / 3 months**
**WELCOME AD (PRESTITIAL)**

Opportunity to have your company's message, logo, and product images appear as users visit bdnny.com. Up to three non-competing, product segment unique sponsors.

**\$3,900 / 3 months**
**FEATURED EXHIBITOR**

Include product image, logo, and link to website. Limited to 6 non-competing, product segment unique sponsors.

**\$1,450 / 3 months**
**BANNER AD ON REGISTRATION PAGE**

Put your brand message in the one place attendees must visit in order to pre-register for BDNY.

**\$2,900**
**CONFIRMATION OF ONLINE REGISTRANTS**

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.

**\$2,900**
**EMAIL BROADCASTS**

Share your participation in BDNY with 10,000 hospitality design professionals who've participated in past BDNY Trade Fairs. Create a message that highlights new products you'll be exhibiting and invites attendees to your booth display.

**\$3,700**

 (\*Limited to 9  
companies)

## TRADE FAIR SPONSORSHIPS

**TRADE FAIR BAGS**

High impact opportunity for increasing brand awareness. The trade fair bag with your company logo will be distributed to 8,500 design professionals. Sponsoring company is responsible for supplying bags.

**\$12,000****LANYARDS**

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

**\$8,500 SOLD OUT****ONSITE REGISTRATION AREA**

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.

**\$3,500 for 300 cups and signage****FLOOR PLAN KIOSKS**

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.

**\$1,500****POST-TRADE FAIR EXHIBIT TRACKER EMAIL**

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.

**\$3,000****SPEAKER READY ROOM**

Connect with the BDNY conference panelists face-to-face with access to the speaker ready room during both days of the trade fair. Sponsorship includes food and beverage for speakers, signage, and opportunity to provide logo gift item(s) for panelists. Sponsor(s) can also have company representatives present in the room.

**\$3,000**  
(\*Limited to 2 non-competing companies)

**ONSITE PHOTO BOOTH**

Network with attendees in an interactive and unique way with this sponsorship opportunity. The sponsoring company will have the opportunity to provide company branded props for attendees to utilize in snap shots, company logo included on each photo strip, and logo inclusion in marketing promotions, signage, and website. Up to (2) company representatives are allowed to be present at the photo booth at one time.

**One Day: \$4,000**  
**Both Days: \$8,000**  
(Includes up to 5 hours each day)

**WIFI**

Enjoy additional brand exposure by providing high-speed complimentary WiFi on the trade fair floor for attendees. Your company logo will be included on the official login page that all BDNY attendees will visit to access WiFi. The sponsoring company will also have the opportunity to have a flyer passed out at registration to attendees and onsite signage promoting WiFi access.

**One Day: \$10,000**  
**Both Days: \$17,000**

## PRINT SPONSORSHIPS

**TRADE FAIR DIRECTORY**

Drive traffic to your booth and keep your brand top of mind during BDNY by advertising in the trade fair directory. The directory is used by up to 8,500 attendees during the fair and often kept as a valuable resource after the trade fair.

**Full Page: \$2,000**  
**Half Page: \$1,300**  
**Quarter Page: \$800**  
**Space Reservations: 10.11.19**  
**Materials Due: 10.31.19**

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