

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
Monday, Nov. 11 9:30AM-11:00 AM

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)

BE YOUR BRAND Afternoon Tea + Panel Discussion
Monday, Nov. 11 2:45PM-3:45PM

Connect with industry leaders from The Getty's Group, Graduate Hotels, HOK, and Homage Hospitality while they give a crash course in bankable cool on turning the art of getting and keeping attention into lasting, measurable impact. Sponsors will have the opportunity to invite 10 company executives and guests (\$500 value), opportunity to present pre-session video, introduce session and speakers, and provide logo gift item for speakers.

\$2,500 (exclusive)
**\$1,500 (Limited to 2
 non-competing companies)**
BDNY.com SPONSORSHIPS
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 bdney.com. Up to three non-competing, product segment unique sponsors.

\$3,900 / 3 months SOLD OUT
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

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
(4 available)****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
(*Limited to 1 company)****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)****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: 10.1.19
Materials Due: 10.11.19**

DIGITAL SPONSORSHIPS

INSTAGRAM TAKEOVER

Expand your reach and connect with the BDNY audience before the trade fair through the BDNY Instagram page. Instagram is a social media platform for your company to engage with potential customers through numerous visual tools. Your company will provide the images, copy, links, and hashtags and our team will schedule the posts.

Limited to 2 takeovers per month, not available during trade fair dates. Includes, one teaser post the day prior and five posts on the takeover day.

**Before 10.2.19
\$1,000 per takeover****After 10.3.19
\$1,500 per takeover****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)**

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