

MARKETING + SPONSORSHIP KIT

BD | NY

A BOUTIQUE DESIGN TRADE FAIR

NOVEMBER 8-9, 2020

NEW YORK CITY

JAVITS CONVENTION CENTER

SPONSORSHIPS + MARKETING TOOLS, CURATED FOR YOUR SUCCESS.

Prepare to invest in one of our unique sponsorship opportunities, utilize our complimentary marketing tools and you will be set-up for a successful trade fair. Our diverse menu provides variety for every budget and objective to help heighten your brands profile at BDNY.

PRESENTED BY **BOUTIQUE
design**

PRODUCED BY  EMERALD

NETWORKING EVENT SPONSORSHIPS

BD|NY KICKOFF PARTY

\$7,500

Saturday November 7th / 7:00 PM-9:00 PM

**limited to four non-competing companies*

A high-profile opportunity to connect with hospitality design professional and build brand awareness at this prime networking event.

Benefits Include:

- Ten tickets for company executives and guests
- Designated sponsor area with waiter service
- Signage and cocktail napkins with sponsor logo
- Sponsor listing in all event marketing material, plus editorial mention in Boutique Design
- ISHP Fundraiser Sponsorship for two company attendees



BD|NY EDUCATIONAL EVENTS

BE YOUR BRAND

Afternoon Tea + Panel Discussion

\$2,500 (exclusive)

\$1,500 (Limited to 2 non-competing companies)

Connect with industry leaders 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.

BOUTIQUE DESIGN POWER PLAYERS: WOMEN LEADERS IN HOSPITALITY

Breakfast & Panel Discussion in partnership with NEWH

\$3,700

**Limited to four non-competing companies*

Connect with leading women in hospitality, and design professionals attending the breakfast and panel discussion. This breakfast also supports the NEWH Women Leaders in Hospitality Scholarship presented during the program. Benefits include: ten tickets for company executives and guests, signage and podium recognition.



GOLD KEY AWARDS

FOR EXCELLENCE IN HOSPITALITY DESIGN

GALA EVENT

Monday November 9th / 6:30 PM-10:00 PM

Cipriani 42nd Street / New York

Be a part of this star-studded event as the industry salutes the best and brightest of hospitality design. Your brand will be associated with 450+ attendees, including finalists and winners in each category, "Designer of the Year," and Gold Key judges.

TITLE SPONSOR **\$11,300 (SOLD)**

**Limited to two non-competing companies*

Take a dominate position at this years' Gold Key and build your company's awareness as a leader in the industry.

Benefits Include:

- Full page ad in event program
- Recognition in full page Thank You ad for sponsors in Gold Key Awards issue of Boutique Design (Winter Edition)
- Full page ad in BDNY Trade Fair directory
- Branded cocktail
- Invitation to judges' dinner
- Company recognition in all Gold Key marketing leading up to the event
- One reserved table of 10 at the Awards in a premium location
- Ten complimentary tickets to the event for company executives and guests
- Opportunity to show a 1-2 minute company video during the event
- Signage placed on table with company logo
- Signage at the event and recognition from the podium
- Logo on napkins used at the reception

CATEGORY SPONSOR **\$6,200**

Opportunity to associate your brand with hospitality design excellence in a specific category.

Benefits Include:

- ½ page ad in event program
- Recognition in full page Thank You ad for sponsors in Gold Key Awards issue of Boutique Design (Winter Edition)
- Sponsor mention in Boutique Design's Winter Edition Gold Key Awards issue
- Company recognition in all Gold Key marketing leading up to the event
- Seven complimentary tickets at reserved table for company executives and guests
- Opportunity to present award to winner of sponsoring category
- Signage placed on table with company logo
- Signage at the event

DIGITAL OPPORTUNITIES

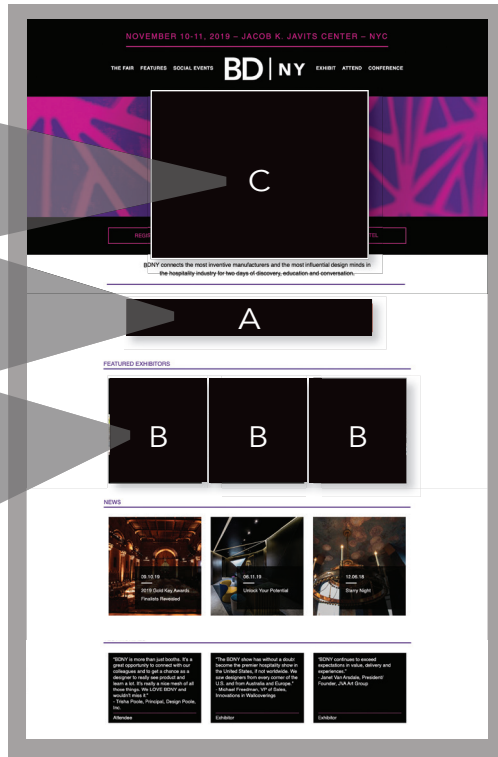
BDNY.COM

A Home Page Leaderboard Limited to 3 non-competing companies	\$1,800/3 months
B Featured Exhibitor (photo, logo, link to your website)	\$1,500/3 months
C Welcome ad (prestitial) <i>Exclusive</i>	\$5,000/3 months
Banner Ad on Registration page	\$3,500
Confirmation of Online Registrants Your company name and direct link to your website	\$3,500

Welcome Ad
640 x 480 px

**Home Page
Leaderboard**
728 x 90 px

**Featured
Exhibitor Ad**



BDNY ATTENDEE ENEWSLETTER

The monthly attendee eNewsletter can deliver your message to up to 38,000 hospitality design professionals (attendee prospects and/or registered attendees). This eNewsletter is designed to inform attendees and prospects of trending news in the industry, BDNY conference news, and hot happenings before and during the trade fair.

AD TYPE	FREQUENCY	RATE
Leaderboard (600x100)	5x	\$4,400
Bottom Leaderboard (600x100)	5x	\$2,800
Medium Rectangle (300x250)	5x	\$3,250
Product Showcase (220x220)	5x	\$1,800

(product image/logo, link to website, 250 characters)

POST-TRADE FAIR EXHIBIT TRACKER EMAIL

\$3,000 *Exclusive*

Stay top of mind to attendees post BDNY. Post trade fair, attendees will receive an email showing each booth they were scanned at. Your company message and branding will be prominently displayed in a banner ad at the top of the email.

INSTAGRAM TAKEOVER

Before 10.2.20

\$1,000 per takeover

After 10.3.20

\$1,500 per 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.

PRE-TRADE FAIR EMAIL BROADCASTS

\$3,700

**Limited to 9 companies*

Share your participation in BDNY with 10,000+ hospitality design professionals who've already registered for the 2020 event or attended past BDNY trade fairs. Create a custom html that highlights your brand's message, new products you'll be exhibiting and invites attendees to your exhibit space.

ONSITE TRADE FAIR SPONSORSHIPS

LANYARDS

\$8,500

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

TRADE FAIR BAGS

\$7,500

High impact opportunity for increasing brand awareness. The trade fair bag with your company logo will be distributed to over 9,500 design professionals. Sponsoring company is responsible for supplying bags.

FLOOR PLAN KIOSKS

\$1,500 (4 available)

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.

ONSITE REGISTRATION AREA

\$3,500 for 300 cups and signage

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.

CONFERENCE SESSIONS

\$1,500

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

SPEAKER READY ROOM

\$3,000

**Limited to 2 non-competing companies*

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.

SMART-SPEC INTERIORS AND ONLINE COURSE

\$2,500

**Limited to 2 non-competing companies per product category*

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.



PRINT OPPORTUNITIES

BDNY TRADE FAIR GUIDE

Drive traffic to your booth and ensure your brand is top of mind during the trade fair with an ad in the BDNY trade fair guide distributed over 9,500 attendees.

Spread	\$3,700
2nd/3rd cover	\$2,300
Back cover	\$2,500
Full page	\$2,100
Half page	\$1,400
1/4 page	\$800
Best of BDNY Product Showcase	\$500*

**Best of BDNY Product Showcase special price of \$500 limited to competition entrants.*

BEST OF BDNY PRODUCT SHOWCASE

(Print + Online Opportunity)

Gain maximum exposure with these add-ons and take part in a special section devoted to the Best of BDNY entrants in the BDNY Trade Fair Directory. Four to five products will be showcased on each page.

Product Showcase in Printed Directory	\$500
Product Showcase on BDNY.com	\$250
Both Print and Online	\$600

**Must be a BDNY exhibitor to participate*

ANNUAL PRODUCT DESIGN COMPETITION

BEST OF BD|NY

The Best of BDNY Product Design Competition recognizes designers and manufacturers of products that demonstrate functional and aesthetic progress, and above all innovation in their respective category. Entries are judged by a panel of four hospitality design professionals onsite at BDNY.

First Entry	\$150
Additional Entries	\$120

**Must be a BDNY exhibitor to enter*

COMPLIMENTARY MARKETING TOOLS + OPPORTUNITIES

All exhibitors have access to utilize the below marketing tools to help boost your exposure at BDNY, at no additional charge.

EXHIBITOR LISTING IN TRADE FAIR GUIDE + BDNY.COM

- Listing includes company name, booth number, website and product categories

EXHIBITOR ONLINE CONSOLE BASIC PACKAGE

- Include a 200-character description, company name, address, booth number and website
- Select up to 5 product categories to help attendees find you by your product offering(s)

BEST EXHIBIT COMPETITION ENTRY

- Confirmed exhibitors will automatically be entered in the Best Exhibit Competition
- Exhibits will be judged by a team of hospitality design professionals
- Finalists are announced at BDNY and will receive onsite signage in their exhibit space

CUSTOMER REFERRAL CODE + PERSONALIZED INVITATION TOOLS

- Custom promo code to invite your customers and prospects to attend BDNY with a two-day trade fair pass compliments of your company (up to a \$150 value)
- Access to pre-created customer email invites, digital banners, and landing pages to share your promo code through social media, company website, etc.

COMPANY HIGHLIGHT (SOCIAL MEDIA + PRINT)

- Provide a brief description to the BDNY team highlighting a product, booth happening, or any exciting news you'd like attendees to know about and it will be included on our social media platforms and in our print Trade Fair happenings piece distributed to all attendees onsite

CONTACT US

HAVE AN IDEA YOU DON'T SEE ON THE MENU?

We'll customize a sponsorship for your brand or company. We can't wait to help you craft a creative strategy to have your most successful trade fair yet!



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