

MARKETING & SPONSORSHIP KIT

BD | NY

A BOUTIQUE DESIGN TRADE FAIR

Creativity, Curated.

NOVEMBER 14-15, 2021

JAVITS CONVENTION CENTER, NYC

**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**

BD | NY KICKOFF PARTY

KICKOFF PARTY

\$4,500 *limited to four non-competing companies/sponsors

Saturday, November 13th / 7:00 PM-9:00 PM

A high profile opportunity to connect with hospitality design professional and build brand awareness at this prime networking event. This night will also celebrate BD's Boutique 18 and Hoteliers of the Year. awards programs, which recognize the visionaries shaping the future of hospitality. Don't miss a chance to honor Boutique Design's annual class of rising design stars and entrepreneurial masterminds shaking up the contemporary hotel scene.

Benefits Include:

- Ten tickets for company executives and guests
- Designated sponsor area with waiter service
- Post event attendee list (email addresses included)
- Signage and cocktail napkins with sponsor logo
- Sponsor listing in all event marketing material, plus editorial mention in Boutique Design magazine BDNY wrapup editorial coverage

BD | NY EDUCATIONAL EVENTS

BOUTIQUE DESIGN POWER PLAYERS:

WOMEN LEADERS IN HOSPITALITY

Breakfast & Panel Discussion in partnership with NEWH

\$4,000 *limited to three non-competing companies/sponsors

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, and a 1-2 minute company video.



GOLD KEY AWARDS

FOR EXCELLENCE IN HOSPITALITY DESIGN

GOLD KEY AWARDS GALA

Monday, November 15th / 6:30 PM-10:00 PM

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 400+ attendees, including the winners in each category, "Designer of the Year," and Gold Key judges.

TITLE SPONSOR \$11,300

*Two sponsorship opportunities available. **(SOLD OUT)**

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

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* magazine's December Gold Key issue
- Editorial mention in *Boutique Design* magazine's December 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
- Logo on signage at the event

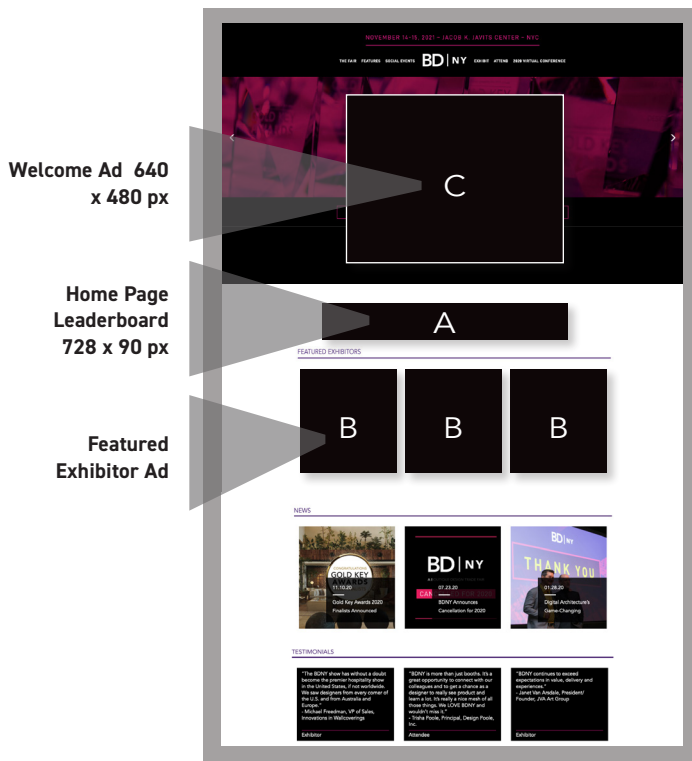


DIGITAL OPPORTUNITIES

BDNY.COM

- A Home Page Leaderboard** \$1,800/3 months
*limited to three non-competing companies
- B Featured Exhibitor** \$1,500/3 months
(photo, logo, link to your website)
- C Welcome ad (prestitial)** \$5,000/3 months
- Banner Ad on Registration page** \$3,500
- Confirmation of Online Registrants** \$3,500

Your company name and direct link to your website will appear on every online registration confirmation.



BDNY ATTENDEE ENEWSLETTER

The monthly attendee newsletter 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 (600 x 100)	5x	\$4,400
Bottom Leaderboard (600 x 100)	5x	\$2,800
Medium Rectangle (300 x 250)	5x	\$3,250
Product Showcase (220 x 220)	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 10.2.21 \$1,000 per takeover

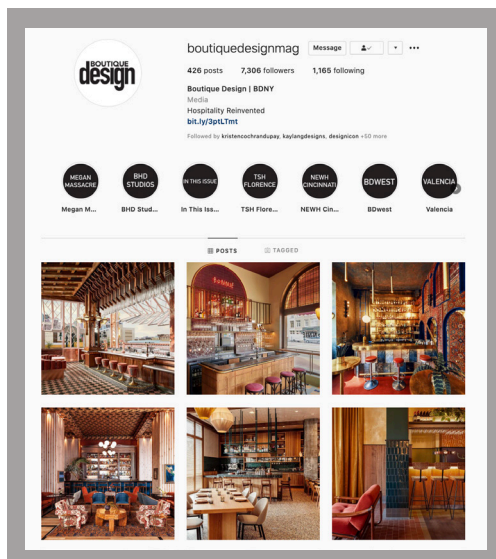
After 10.3.21 \$1,500 per takeover

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 participated in 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 **SOLD OUT**

TRADE FAIR BAG

\$7,500

High impact opportunity for increasing brand awareness. The trade fair bag with your company logo and the BDNY logo will be distributed to 5,500 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

\$2,500 - \$5,000

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.

PRINT OPPORTUNITIES

BDNY FAIR TRADE 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 to 5,500 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

BOUTIQUE DESIGN MAGAZINE

Extend your reach with *Boutique Design* magazine's 15,000 subscribers—designers, architects, and owners/developers making design decisions—by advertising in the Fall BDNY issue. Plus, bonus distribution of 5,000 copies at BDNY.

Full page	\$6,000
1/2 page	\$3,700

Additional ad sizes and combination discount rates available

BEST OF BD | NY

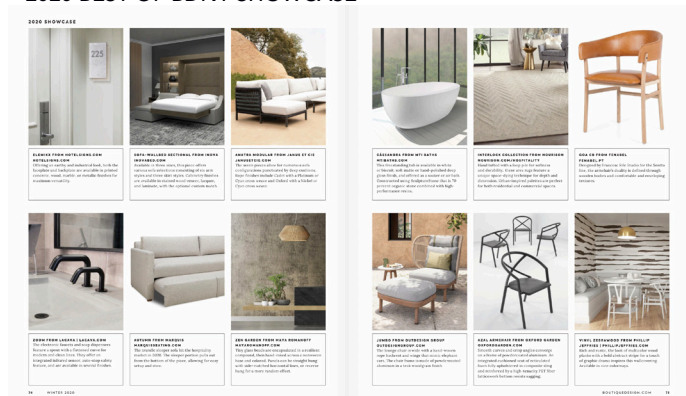
The Best of BDNY Product Design Competition recognizes designers and manufacturers of products that demonstrate functional and aesthetic progress, and above all innovation in their respective category. Entries are judged by a panel of hospitality design professionals.

\$750 ((includes one submission + additional entries at \$100 + product showcase ad in *Boutique Design* special "new products for 2021" section in the December issue OR

\$150 first entry/\$125 per each additional entry (excludes product showcase in *Boutique Design* magazine)

**Must be a BDNY exhibitor to enter*

2020 BEST OF BDNY SHOWCASE



UNIQUE SPONSORSHIP OPPORTUNITIES

DESIGNED SPACE SPONSORSHIP

(booth space alternative)

\$30,000

Designed spaces, created by leading hospitality design firms or hotel brands and non-competing companies, provide a unique opportunity to share a larger space (typically 1,000 net square feet), display product in a hospitality setting (think bar, lounge, or lobby), collaborate with an interior design firm, and leverage the relationships of other sponsors for business advancement. These high-profile spaces serve as inspiration for attendees, as well as learning and networking hubs that generate increased traffic and sales opportunities. All construction costs associated with the build-out of these spaces are included in the sponsorship fee.

Contact your sales representative for more details.
Limited Availability

2021 DESIGNED SPACE CONCEPTS



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

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