

EXHIBITOR PROSPECTUS

BD | NY

A BOUTIQUE DESIGN TRADE FAIR

Creativity, Curated.

NOVEMBER 14-15, 2021

JAVITS CONVENTION CENTER, NYC

BDNY caters to interior designers, architects, and purchasing agents working on hospitality projects and hospitality firm owners/operators with design responsibility.

PRESENTED BY

**BOUTIQUE
design**

PRODUCED BY

 **EMERALD**



BDNY, now in its twelfth year, is the premier trade fair and conference serving the hospitality design industry. Held in New York City on an annual basis, it is ideally located in the epicenter of design activity and close proximity to major hospitality ownership groups, brands, and developers based in the region. BDNY is the ultimate sourcing experience for creators of hospitality experiences.

What makes BDNY unique?

- A focused selection of inventive design elements for hotel, restaurant, spa, club, cruise ship and senior lifestyle interiors
- A gallery aesthetic with hard-wall displays and an atmosphere conducive to doing business
- Uber-inspiring Designed Spaces created by leading hospitality design teams using exhibitor product
- Elevated, time-saving F&B options throughout the exhibit floor
- A wide-ranging conference program with CEU sessions, revealing panel discussions and skill-building master classes to deepen your expertise
- Guided tours and one-of-a-kind social events held at design-forward venues around Manhattan
- Coincides with the Gold Key Awards for Excellence in Hospitality Design

ATTENDEES:

Over 5,500 interior designers, architects, purchasing agents, hospitality owners/developers primarily based in the Eastern United States. Secondary regions include Europe and Canada.

EXHIBITORS:

575+ manufacturers and marketers of innovative design elements for hotels, resorts, cruise ships, restaurants, spas, casinos, night clubs and other related projects.

PRODUCT CATEGORIES INCLUDE:

amenities - architectural materials - art & accessories - bath & spa beds/bedding - electronics - fabrics - floorcoverings - furniture - lighting - outdoor - signage - surfacing materials - wallcoverings - window treatments

WEBSITE:

www.bdny.com

DATES AND HOURS:

Sunday, November 14th: 10:00am–5:00pm

Monday, November 15th: 10:00am–5:00pm

CONFERENCE SESSIONS:

Attendees will gain insights from peers and those outside the industry to gain a fresh perspective on the hotel and leisure industry from the CEU sessions and on the floor sessions held throughout the day.

EXHIBIT SPACE:

120,000 net square feet

Maximum exhibit space permitted per company is 20x20

*Limited number of 20x20 booths available

PRICING

Standard Booth Package

10x10	\$5,975	\$59.75 per square foot includes drayage*
10x20	\$11,950	
20x20	\$23,900	

Premium Booth Package

5x10	\$4,300	\$86 per square foot
10x10	\$8,100	\$81.00 per square foot includes drayage*
10x20	\$16,200	
20x20	\$32,400	

Enhanced Marketing Fee \$200.00

*All booths will require an Enhanced Marketing Fee

Corner Charge \$300.00

*Drayage is the round trip labor charge to move your goods between the Javits Center loading dock and your booth. Goods must be shipped directly to trade fair site. The drayage package excludes small package delivery i.e. FedEx.

presented by



produced by



co-located with



in association with



UNIQUE MARKETING OPPORTUNITIES

MARKETING SUPPORT

All Exhibitors and Sponsors Receive:

- Opportunity to send a custom promotional code and invitation to invite prospects and customers to attend BDNY compliments of your company
- Complimentary listing on the BDNY website prior to the trade fair and in the on-site trade fair directory
- “Best Exhibit” competition entry

COMPETITION

BEST OF BDNY PRODUCT DESIGN COMPETITION

\$750 (includes one submission + additional entries at \$100 + product showcase ad in *Boutique Design* magazine's 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)

The competition will be judged by a team of hospitality design professionals.

**Must be a BDNY exhibitor to enter*



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



SOCIAL EVENTS

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

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

ONSITE SPONSORSHIPS

LANYARDS

\$8,500 SOLD OUT

TRADE FAIR BAG

\$7,500 SOLD OUT

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.*)

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 Product Showcase	\$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

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.



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
Exclusive
- 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

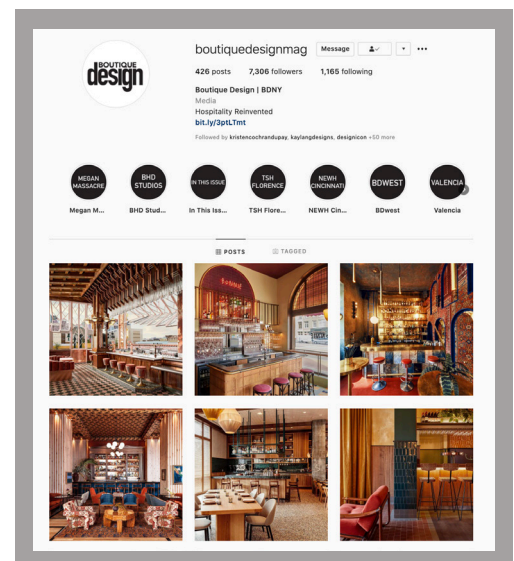
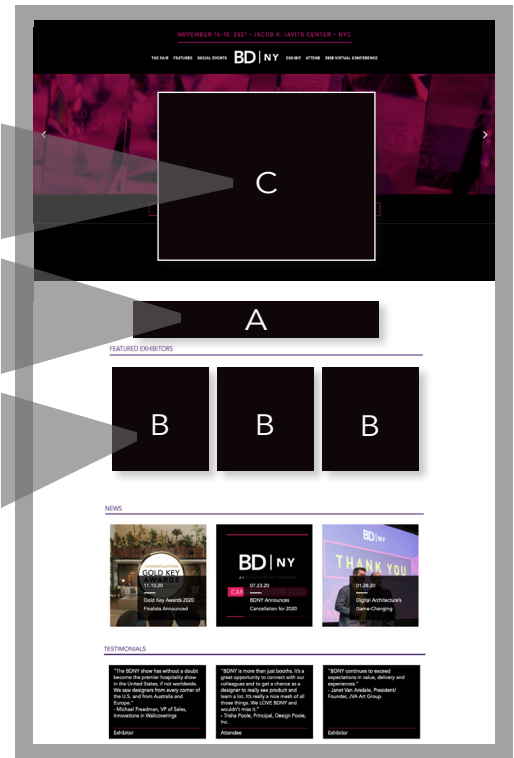
\$3,700 **Limited to 9 companies*

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.

Welcome Ad 640
x 480 px

Home Page
Leaderboard
728 x 90 px

Featured
Exhibitor Ad



BOUTIQUE DESIGN NEW YORK | JAVITS CONVENTION CENTER

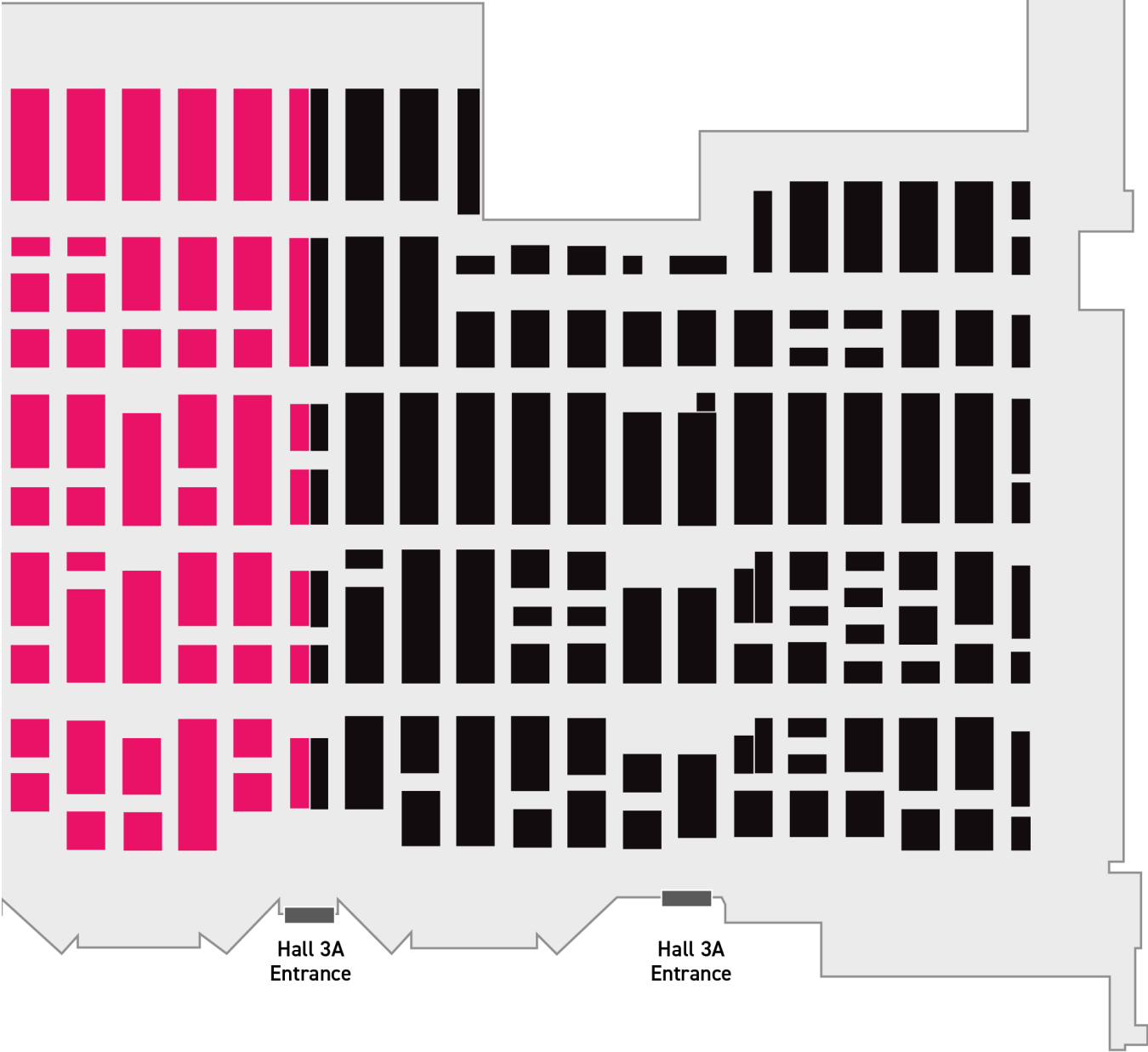
LEVEL 3



INTERNATIONAL CONTEMPORARY FURNITURE FAIR | JAVITS CONVENTION CENTER

*ICFF will be co-locating with BDNY this year. HX will be located upstairs in the River Pavilion.

LEVEL 3



SALES TEAM

JANA ROESCH (#, A-D)

Account Executive

P 770.291.5604

E jana.roesch@emeraldx.com

LINDSEY JUDY (E-L)

Account Executive

P 770.291.5405

E lindsey.judy@emeraldx.com

LILIANA CONNOLLY (M-R)

Account Executive

P 781.492.1509

E liliana.connolly@emeraldx.com

KARI NYLUND (S-Z, China)

Account Executive

P 770.291.5513

E kari.nylund@emeraldx.com

GERRY KREGER

Account Executive, Key Accounts

P 323.999.0991

E gerry.kreger@emeraldx.com

To confirm reserved space or follow-up
on a pending application please contact:

NICOLE PANZECA

Customer Success Manager

O 513.416.7533

E nicole.panzeca@emeraldx.com

PAULINA GLOZMAN

Customer Success & Events Manager

E paulina.glozman@emeraldx.com

SALES MANAGEMENT

MELANI BEATTIE

Associate Publisher, Boutique Design magazine,
Key Accounts BD and HD

O 312.218.5691

E melani.beattie@emeraldx.com

KEELI SCHMIDT

Sales Manager and Key Accounts BD and HD

O 770.291.5433 C 770.687.1059

E keeli.schmidt@emeraldx.com

PAUL BIENKOWSKI

Key Accounts BD and HD

860.655.3134

paul.bienkowski@emeraldx.com

EXECUTIVE LEADERSHIP

KEVIN GAFFNEY, CEM

Vice President &

Group Show Director, BDNy

P 770.291.5446

E kevin.gaffney@emeraldx.com

MICHELLE FINN

Vice President, Boutique Design Group

P 312.961.27724

E michelle.finn@emeraldx.com

STACY SHOEMAKER

Senior Vice President, Design Group

P 646.668.3751

E stacy.shoemaker@emeraldx.com