

# BD | NY

A BOUTIQUE DESIGN TRADE FAIR

**NOVEMBER 13-14, 2022**

JAVITS 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 brand's profile at BDNY.

PRESENTED BY

**BOUTIQUE  
design**

PRODUCED BY

 EMERALD



## NETWORKING EVENT SPONSORSHIPS

### BD | NY KICKOFF PARTY

#### KICKOFF PARTY

\$5,000 \*limited to four non-competing companies/sponsors

Saturday, November 12th / 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. 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:

- 10 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

\$4,500 \*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.

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



## NETWORKING EVENT SPONSORSHIPS

### HD PLATINUM CIRCLE AWARDS GALA

Friday, November 11th / 6:00 PM-10:00 PM

Celebrate some of the industry's best who are being recognized for their lifetime achievements, and get brand in front of 400 attendees. It's been called the Party of the Year, and it's one not to miss.

SILVER SPONSOR \$8,750

BRONZE SPONSOR \$6,750

STEP AND REPEAT \$5,250

SUPPORTING \$2,600



## DIGITAL OPPORTUNITIES

Banner Location (bdny.com)	Desktop Dimensions	Mobile Dimensions	Pricing Per Month
Homepage (In-line)	970x250	300x250	\$2,500
Homepage (Footer)	970x250	300x250	\$1,200
Internal Page (Header)	970x250	300x250	\$2,000
Internal Page (In-line)	970x250	300x250	\$1,500
Internal Page (Footer)	970x250	300x250	\$1,000

### BDNY ATTENDEE ENEWSLETTER

Capture the attention of up to 10,000 pre-registered industry professionals in the BDNY 2022 attendee newsletters. This is an exclusive sponsorship.

Newsletter sponsors receive:

- A 728x90 banner ad at the top of newsletter
- Inclusion of company logo, website, booth number, and a 100-word text block to describe show promotions or products

Available deployment dates: 10/17, 10/24, 10/31, 11/7

Two newsletters \$3,000

Four newsletters \$5,000

### POST TRADE FAIR EXHIBIT TRACKER EMAIL

\$3,000 *Exclusive*

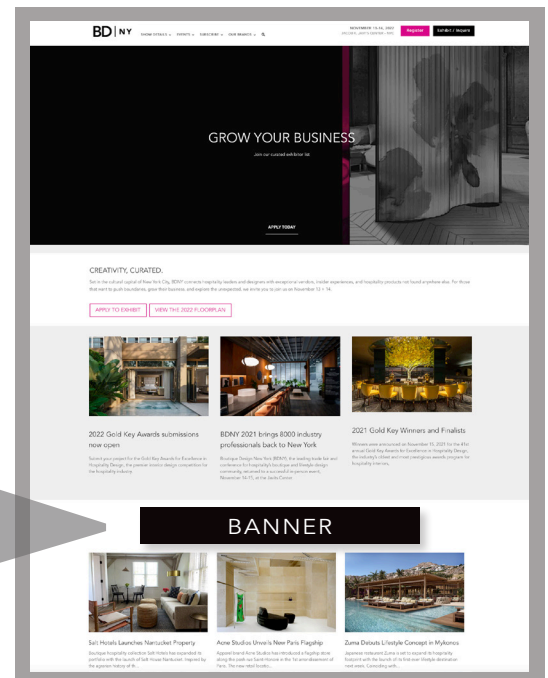
Stay top of mind to attendees post BDNY. Post trade fair, attendees will receive an email showing each booth they were scanned at. Your company message and branding will be prominently displayed in a banner ad at the top of the email.

### TARGETED EMAIL MARKETING

\$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.

Home Page  
970 x 250 px



## ONSITE TRADE FAIR SPONSORSHIPS

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### 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.*)

### FLOOR PLAN KIOSKS

\$2,000 (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

\$1,500 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. (*Sponsoring company is responsible for cost of coffee.*)

### CONFERENCE STAGE

Get your product and company in front of the visionaries speaking on the BDNY Mainstage, as well as the hundreds of attendees listening to the sessions throughout both days of the show.

Product Sponsor: \$7,500\*

*\*exhibitor only*

Overall Conference Stage Sponsor: \$15,000

### 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.

### WATER BOTTLE SPONSORSHIP

\$7,500

Sponsor the water stations around the show, then encourage attendees to come to your booth for a custom water bottle.

### INDOOR ADVERTISING - CONCOURSE STAIRCASE

\$5,000

Make a presence as attendees walk up the north and south concourse staircases that connect level 2 and 3 in the Crystal Palace.

Measurements:

- 56 steps to the top (each staircase)
- 28 steps on each side, divided by a glass railing
- max. 5 1/2 in. high x 13 ft. wide



## PRINT OPPORTUNITIES

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### 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*

## UNIQUE SPONSORSHIP OPPORTUNITIES

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### DESIGNED SPACE SPONSORSHIP

(booth space alternative)

\$32,500

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 may be included on our social media platforms, emails and/or our printed trade fair happenings piece distributed to all attendees onsite

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