

# BD | NY

A BOUTIQUE DESIGN TRADE FAIR

**NOVEMBER 12-13, 2023**

JAVITS CENTER NEW YORK

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# 2023 SPONSORSHIPS

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OPPORTUNITIES CURATED FOR YOUR SUCCESS

# NETWORKING EVENTS

Gain marketing reach beyond your booth. BDNY's coveted networking sponsorships guarantee high visibility and access to qualified buyers in an unforgettable and lively atmosphere. BDNY networking events provide countless ways to make a long-lasting impact.

## KICKOFF PARTY

Saturday, November 11, 2023

7:00 p.m. – 9:00 p.m.

Ziegfeld Ballroom

141 W 54th St, New York

Mix and mingle at BDNY's official kickoff party! Join industry VIPs for cocktails and appetizers, and get ready for a great two days ahead.

### Benefits Include:

- 10 tickets for company executives and guests
- Designated sponsor area with waiter service
- Post-event attendee list
- 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

**\$5,500** \*limited to four non-competing companies / sponsors



## HD PLATINUM CIRCLE AWARDS GALA

Friday, November 10, 2023

6:30 p.m. – 10:00 p.m.

Gotham Hall

1356 Broadway, New York

For three decades, Hospitality Design magazine has awarded industry leaders—designers, architects, hoteliers, restaurateurs—with the coveted Platinum Circle designation. Over the years, more than 100 honorees have been celebrated for a lifetime of achievement in their respective fields, creating a virtual who's who of hospitality.

This year's honorees: Martin Brudnizki, Martin Brudnizki Design Studio; Ted Carroll, the Carroll Adams Group; Raul Leal, SH Hotels & Resorts; Dayssi Olarte de Kanavos, Flag Luxury; Libby Sims Patrick, Sims Patrick Studio.

**GOLD SPONSOR** **\$17,500**

**SILVER SPONSOR** **\$9,300**

**BRONZE SPONSOR** **\$6,150**

**STEP AND REPEAT** **\$5,500** **SOLD OUT**

**SUPPORTING SPONSOR** **\$2,800**





# NETWORKING EVENTS

## **GOLD KEY AWARDS GALA**

Monday, November 13, 2023

6:30 p.m. – 10:00 p.m.

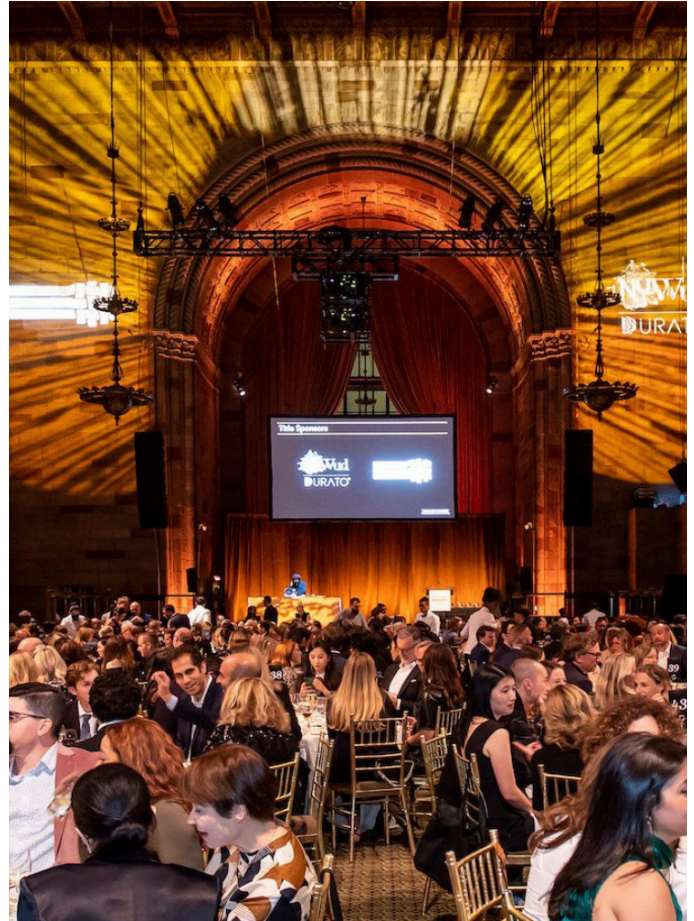
Cipriani

110 E 42nd Street, New York

Presented by Boutique Design, the awards ceremony will honor both finalists and winners in 22 project categories in addition to the Judges' So Cool and Designer of the Year, Up and Coming Hotelier, and Boutique 18 class. NEWH will present two scholarship awards and honor the coveted ICON of Industry.

Contact your sales representative to learn about sponsor benefits.

<b>TITLE SPONSOR</b>	<b>\$12,000</b>	<b>SOLD OUT</b>
<b>CATEGORY SPONSOR</b>	<b>\$6,700</b>	
<b>SUPPORTING SPONSOR</b>	<b>\$3,000</b>	
<b>BOUTIQUE 18 SPONSOR</b>	<b>\$8,500</b>	<b>SOLD OUT</b>
<b>UP-AND-COMING HOTELIER SPONSOR</b>	<b>\$8,500</b>	



## **BOUTIQUE DESIGN POWER PLAYERS: WOMEN LEADERS IN HOSPITALITY**

### **BREAKFAST + PANEL DISCUSSION**

Monday, November 13, 2023

9:00 a.m. – 10:30 a.m.

Javits Center, New York

A Boutique Design signature event, presented in partnership with NEWH, this session brings together women thought leaders in hospitality design, brand, ownership, and procurement for a lively discussion of challenges, opportunities, and issues across the industry. In addition, NEWH will award the \$5,000 NEWH Women Leaders scholarship sponsored by Boutique Design.

#### **Confirmed Panelists:**

Julie Frank, Aspen Hospitality

Nina Grondin, Curioso

Helen Jorgensen, Host Hotels & Resorts

Lisa Pasternack, Four Seasons Hotels & Resorts

Alexis Readinger, Preen

LeAnn Shelton, Rockwell Group

Vanessa Waldner, The Ness Group

**\$5,000** \*Limited to two non-competing companies/sponsors



# DIGITAL SPONSORSHIPS

Extend your message and branding beyond the borders of your booth with digital sponsorships before, at, and after the fair. These sponsorships are the best way to lift your brand and extend your message to the entire audience.

## BDNY ATTENDEE E-NEWSLETTER

Capture the attention of up to 10,000 pre-registered industry professionals in the BDNY 2023 attendee newsletters.

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 fair promotions or products

Available deployment dates: 10/16, 10/23, 10/30, 11/06

Two newsletters	\$3,000
Four newsletters	\$5,000

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

## POST TRADE FAIR EXHIBIT TRACKER EMAIL

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.

**\$3,000** \*Exclusive

## TARGETED EMAIL MARKETING

Share your message to 2022 attendees and 2023 pre-registered attendees. Create a custom html that highlights your brand's message, new products you'll be exhibiting, and invite attendees to your exhibit space.

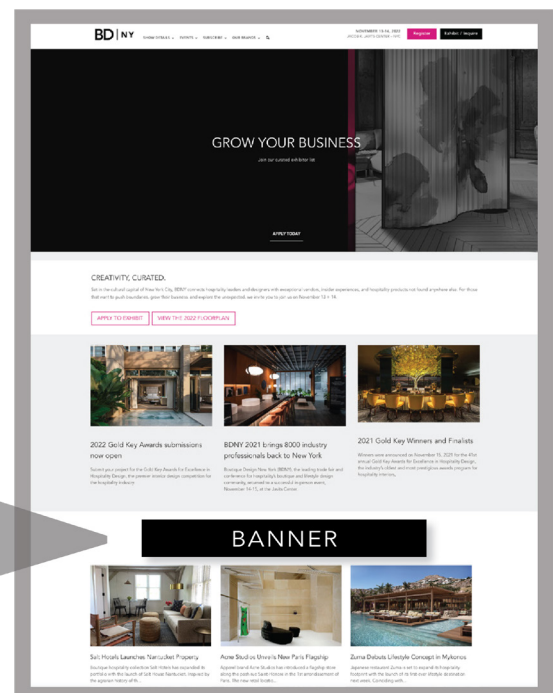
**\$3,000** \*Limited to 9 companies

## HOMEPAGE FEATURED EXHIBITOR \$1,450

Be one of only three featured exhibitors in a prime location. Capture the immediate attention of industry professionals, design enthusiasts, and potential clients as they visit the event's hub.

**\$1,450** \*Limited to 3

Home Page  
970 x 250 px



# BDNY TRADE FAIR SIGNAGE

Onsite sponsorships are the best way to lift your brand and extend your message to the entire BDNY audience throughout the event. See below for high-visibility signage options located on the trade fair floor!

## LANYARD **SOLD OUT**

With every attendee wearing a lanyard with their badge, your logo and booth information will reach the entire fair. *(Sponsoring company is responsible for supplying lanyards.)*

**\$8,500**

## TRADE FAIR BAG **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.)*

**\$7,500**

## 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.

**\$2,400** \*Limited to 4 companies

## TRADE FAIR MAP

Sponsor's logo and booth location will be prominently featured on our folded printed map, ensuring that every attendee has easy access to your exhibition area. With attendees already engaged in navigating the event, your highlighted presence on the map will capture their attention and guide them straight to your booth.

**\$10,000** \*Limited to 1 company

## 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. Designed by Goodrich, NYC

<b>CURRENT EXHIBITOR</b>	<b>\$7,500</b>
<b>NON-EXHIBITING COMPANY</b>	<b>\$15,000</b>

## PRESENTING CONFERENCE SESSION SPONSOR

Be the Presenting sponsor for the day in the BDNY Mainstage. Your company logo will be before the presentation, and you can introduce the panel as the presenting sponsor. There are 3 sessions a day in the BDNY Mainstage. The presenting Sponsor will receive all lead scans of attendees from their sponsored sessions.

<b>ONE DAY SPONSOR</b>	<b>\$10,000</b>
<b>TWO DAY SPONSOR</b>	<b>\$15,000</b>

## SPEAKER READY ROOM

Connect with the BDNY conference panelist 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

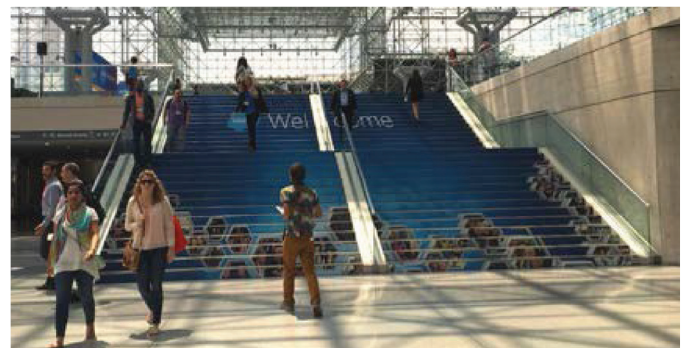
\*Limits apply

**\$3,000** \*Limited to 2 non-competing companies

## INDOOR ADVERTISING CONCOURSE STAIRCASE

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

**\$7,500**





# 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 to 5,500 attendees.

<b>SPREAD</b>	<b>\$3,700</b>
<b>INSIDE COVER</b>	<b>\$2,300</b>
<b>INSIDE BACK COVER</b>	<b>\$2,300</b>
<b>BACK COVER</b>	<b>\$2,500</b>
<b>FULL PAGE</b>	<b>\$2,100</b>
<b>HALF PAGE</b>	<b>\$1,400</b>
<b>QUARTER PAGE</b>	<b>\$800</b>



## BOUTIQUE DESIGN MAGAZINE

Extend your reach to *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.

<b>FULL PAGE</b>	<b>\$6,000</b>
<b>HALF PAGE</b>	<b>\$4,100</b>

\*Additional ad sizes and combination discount rates available



## HOSPITALITY DESIGN MAGAZINE

The official show issue is read by an expanded audience of 45,000+ readers just before the show. Bonus distribution of 5,000 print copies at BDNY.

<b>SPREAD</b>	<b>\$9,000</b>
<b>FULL PAGE</b>	<b>\$7,000</b>
<b>HALF PAGE</b>	<b>\$4,000</b>
<b>QUARTER PAGE</b>	<b>\$2,000</b>





# DESIGNED SPACES

**Looking for more? Explore the exclusive Designed Space Sponsorship opportunities to get your brand in front of your target audience.**

Designed Spaces, created by leading hospitality design firms and hotel brands with 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 A+D firm and/or hospitality owner/brand, and leverage the relationships of collaborating 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.

**\$32,500** (booth space alternative)

Contact your sales representative for more details.  
Limited availability.

## 2022 CONCEPTS





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