

BD | NY LIVE

How does LIVE from BDNY 2023 work?

A BD spokesperson will conduct your interview and/or booth tour. Your video will be available anytime, anywhere, 24/7 and can:

- Present an overview of your organization and capabilities.
- Highlight products featured at the show. (this is a great opportunity to preview or introduce new products!)
- Be sent post-show to current customers
- Create new lead gen through BDNY's social media engagement program.
- Be featured as a link on your company website or social media channels.

Our team will edit and post your video from BDNY on the Boutique Design magazine and Hospitality Design website. This delivers your message to both show attendees and prospects who may not be able to attend the show. Once the edited video is ready, our team is going to run a social media campaign targeting the BDNY audience to promote your content.



LIVE from BDNY 2023 participants also receive:

- Facebook/Instagram ads provided by BDNY targeting all of the website visitors to deliver you guaranteed qualified impressions across the board.
- A full year of video hosting on the website
- Direct links to your video for inclusion on your company website and social media efforts – and a best practices guide on how to maximize these efforts.
- A 20-30 second clip optimized for social media viewing after the show.
- Forever hosting on the Hospitality Design YouTube channel.

Same Day Short Clips!

Want to let your clients know what's going on at BDNY in real time? This year we're offering 30 second edits of your video—available the same day of filming, at no additional charge! These clips are perfect for sharing on social media platforms.



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