



hd expo+ conference

august 24 - 25, 2021 + mandalay bay + las vegas + hdexpo.com



About Hospitality Design

As the ultimate connector for the industry, Hospitality Design feeds the imagination, sparks ideas, and drives innovation. Its signature event, **HD Expo + Conference** brings the design community together for inspirational product launches, incomparable education, and game-changing networking.

The Hospitality Design brand, led by *Hospitality Design* magazine, has served as the industry's leading and most trusted design source for nearly 40 years, showcasing the latest projects, trends, and products, and celebrating the process and people behind them in its publication. As a 365-day-a-year platform, we connect the community not only through our magazine, but our website, monthly webinars, social media, and at multiple can't-miss events throughout the year, from regional networking to think tanks.

Find us on social



17.5k Followers

Company: Hospitality-Design



86k Followers

@hospitalitydesign



138.4k Monthly Viewers

@Hospitality Design Magazine



18.7k Followers

@hdmag



9.5k Followers

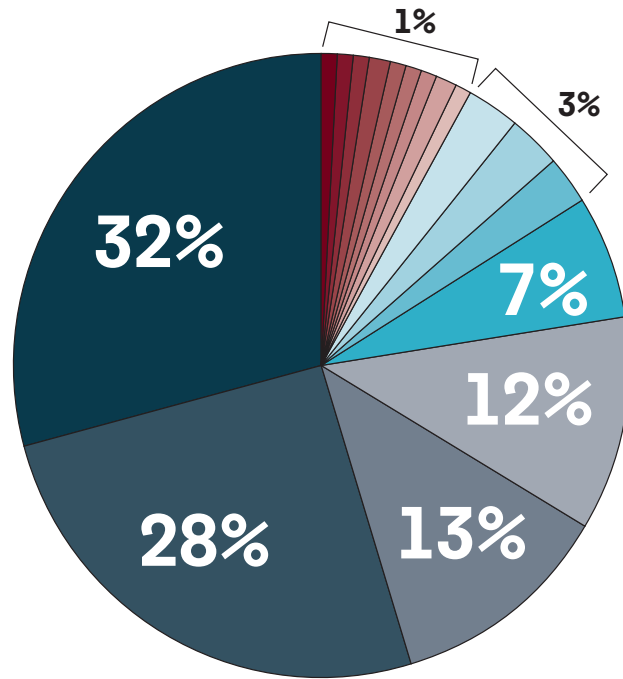
@HospitalityDesignMagazine



Attendee Profile

Primary Industry Segments

Architectural Firm	7%
Association	1%
Casino	3%
Club	1%
Contractor/Builder Developer.....	13%
Cruise Ship.....	1%
Healthcare.....	1%
Hotel/Resort.....	28%
Interior Designer	32%
Purchasing Firm	12%
Restaurant	3%
Senior Living Facility	1%
Timeshare	1%
Ad Agency/PR Firm	1%
Media/Publishing.....	1%
Photography.....	1%
Retail/Store.....	3%



HD Expo + Conference puts you right in the center of the market

Average number of qualified leads per company:

165.13

84%

of attendees are decision makers

87%

of attendees found cutting-edge products they've never seen anywhere else

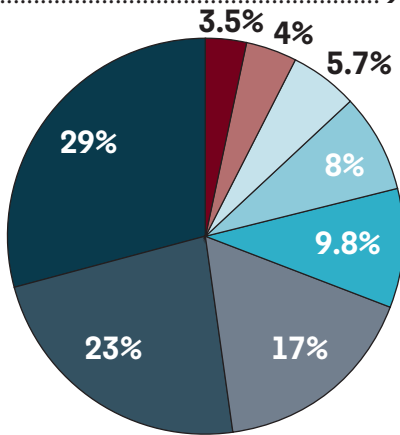
International buyer audience grew from 2018-2019 by

15%

Attendee Profile

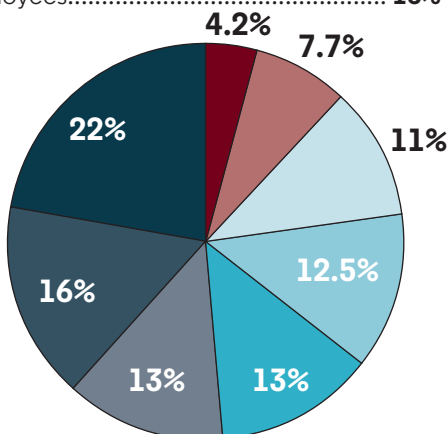
Job Title

Architect.....	4%
Designer/Interior Designer.....	29%
Owner/Principal.....	23%
CEO/President/General Manager.....	8%
Vice President.....	5.7%
Director/Manager.....	17%
Account Executive.....	3.5%
Other.....	9.8%



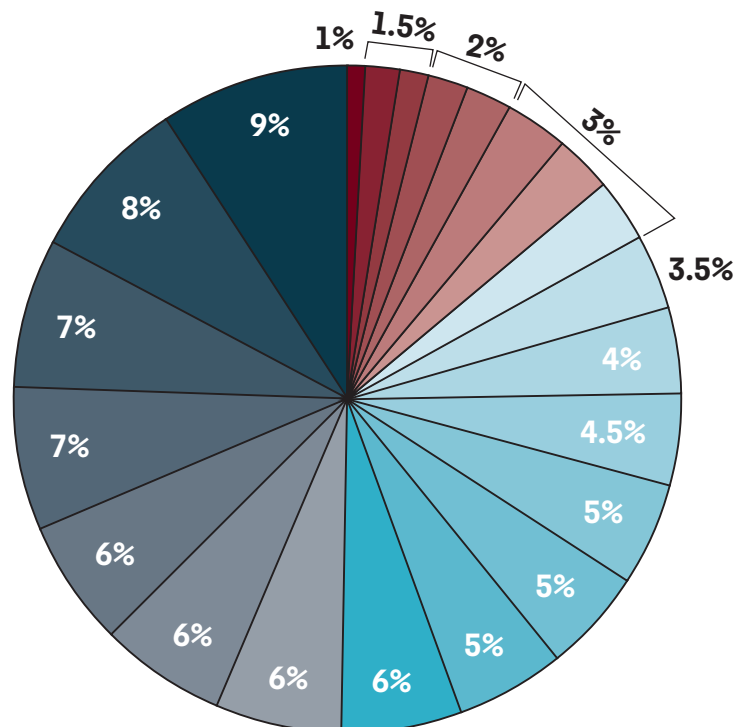
Number of Employees at Organization

1-4 employees.....	22%
5-9 employees.....	12.5%
10-19 employees.....	13%
20-49 employees.....	13%
50-99 employees.....	11%
100-249 employees.....	7.7%
250-499 employees.....	4.2%
500+ employees.....	16%



Product Focus

Accessories.....	6%
Amenities.....	3.5%
Architecture/Building.....	5%
Artwork.....	5%
Associations & Publications.....	1%
Bath/Spa.....	4.5%
Bed/Bedding.....	4%
Coverings/Surfaces.....	3%
Electronics.....	3%
Energy Management.....	2%
Fabrics.....	6%
Flooring.....	7%
Furniture/Caseloads.....	9%
General.....	3%
Hearth.....	1.5%
Lighting.....	8%
Seating.....	7%
Services.....	1.5%
Tables.....	6%
Wall Coverings.....	6%
Water Features.....	2%
Window Treatments.....	5%



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New U.S. development pipeline data aligns with HD Expo + Conference attendee buyers

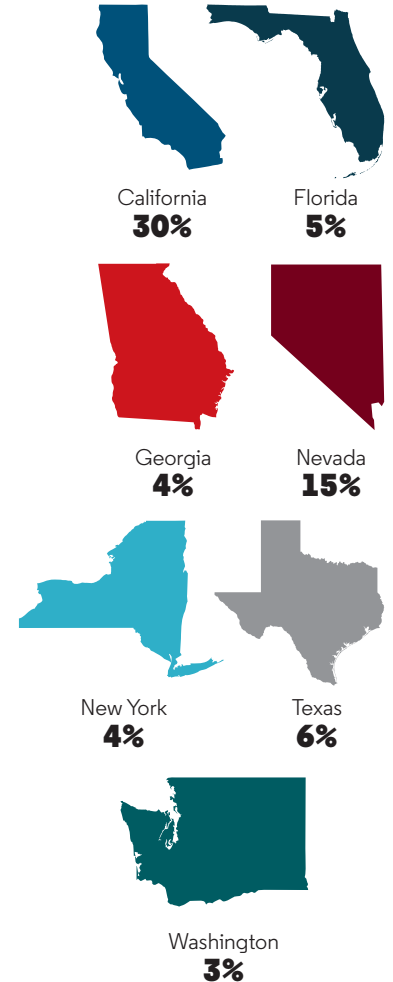
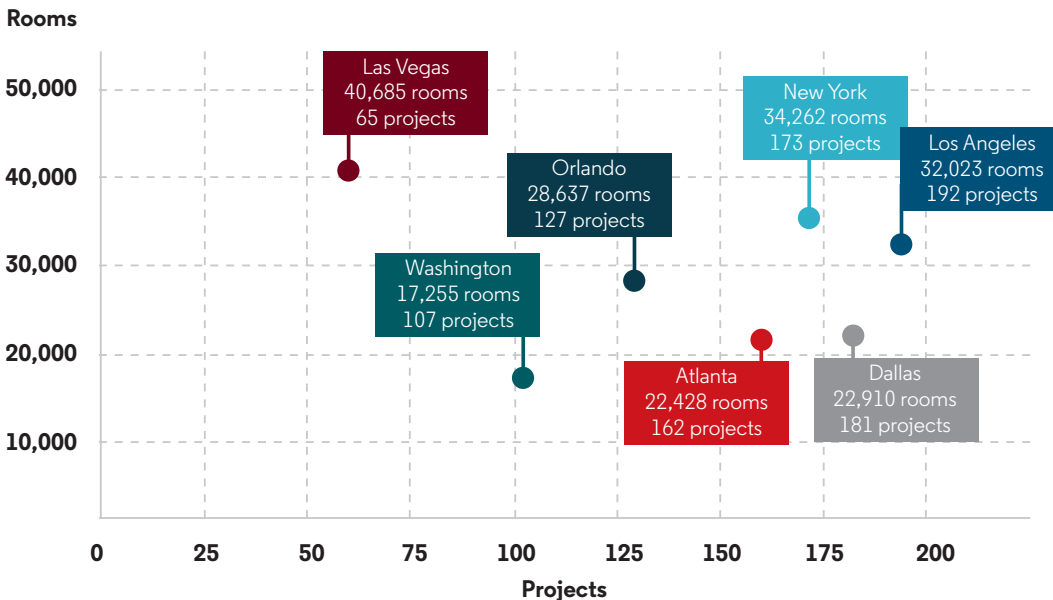
State of the Industry brought to you by Lodging Econometrics

Pipeline declines are inevitable due to industry disruption in 2020 and into 2021, many think it will take the industry two to three years to fully recover. However, there are some bright spots. Hotel construction continues to be robust through the next 18 months, and many industry conversations circle around the desire to travel and connect with people once again.

Hotels that were under construction in the pre-COVID-19 environment will proceed with some delays, the pre-COVID-19 renovation pipeline has grown dramatically, and the post-COVID-19 renovation environment will continue to be robust.

HD Expo + Conference attendance % by state with the highest hospitality pipeline development.

Top U.S. Development Pipeline by Rooms and Projects



The post-COVID-19 renovation environment continues to be robust, continues to be strong, and will keep going.

*Source: Development Trend Pipeline Report, curated by Lodging Econometrics for Hospitality Design magazine. Numbers include new hotel construction, announced renovations, and brand conversions.

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HD Expo + Conference exhibitors are positioned for a successful experience

Bringing new ideas to life

Our new Customer Success Managers (CSM) are strategically aligned with each exhibiting company to ensure a seamless experience. Your CSM will be there every step of the way to assist with:

- Marketing strategy suggestions based on company's trade position
- All detailed logistical information and registration for exhibit staff
- Guidance on sponsorships and networking opportunities around the event
- A "how-to" guide on taking advantage of free offerings you receive from the show

For the first time in 30 years, we are bringing the conference to the show floor.

- More face time with the industry's more serious buyers
- Conference sessions to run throughout the day

Opening Show Floor Celebration

Tuesday, August 24th, 4-6:30 pm

An HD Expo first that gives you more time to connect with exhibitors! Grab a drink and mingle with hospitality's best during our new opening reception on the show floor. Everyone's invited—no tickets required! HD hosts the bars and appetizers—and you definitely won't want to miss the special entertainment, games, and expo happenings.

Beyond the Show Floor Marketing Opportunities

Exhibiting at HD Expo + Conference is so much more than just creating relationships on the show floor. The Hospitality Design brand has a plethora of resources, from print to digital to onsite sponsorships, that will maximize marketing potential and networking reach, and ultimately grow your business.



All the action stays on the show floor

For the first time in 30 years, we're moving CEU-accredited conference sessions directly to the show floor for 2021. In the midst of all of the product action, we listened to what the exhibitors wanted: more education, closer to the booths. **The goal: an inspiring few days of conversations and deep dives.**

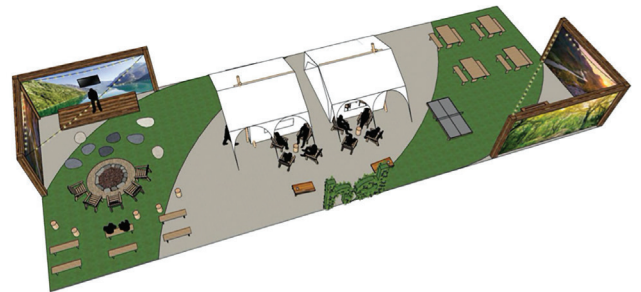
DesignWell Pavilion

Curated by *Hospitality Design* magazine, in partnership with other leading industry associations, sessions delve into the trends, market sectors, and innovations driving the growth of the \$4.3 trillion wellness industry. Sessions at the pavilion will showcase not only the big brands integrating wellness and sustainability, but also the upstarts redefining the market.



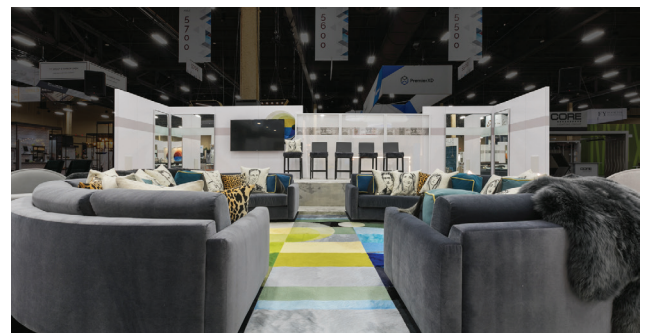
HD Park

Experience is key in today's market, and outdoor tented camps and glamping resorts are leading the charge, creating immersive, one-with-nature excursions for those looking for something beyond the traditional hotel model. We decided to recreate a bit of that magic with the HD Park. Come connect with a colleague, listen to a fireside chat, grab food from one of the food trucks, or play a bit of corn hole in our indoor camp. Register to listen to the CEU-accredited conference sessions



Social Hub

Hospitality Design magazine's home base invites you to lounge, recharge, and connect. Designed by the 21c Museum Hotels team, the Social Hub features intimate, 30-minute conversations throughout the day that cover various top-of-mind topics. From industry leaders talking about how to make a difference in hospitality to how they have expanded their practice internationally, hear firsthand about their thought process, challenges, opportunities, and recent successes.



HD/Hilton's The Box Design Competition

Hospitality Design and Hilton have partnered again for a one-of-a-kind design challenge. Dubbed the Box, the 2019 competition featured 11 top hospitality design firms charged with dreaming up the next iteration of the lifestyle guestroom, in just 24 hours, using products from supporting sponsors.

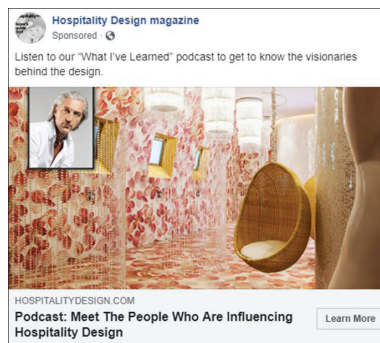


Marketing at and before HD Expo + Conference

Reach peak exposure at HD Expo + Conference with our various marketing platforms. This is a great opportunity to promote your latest products and services to guarantee your success at the premier event for hospitality design.

HD STEP program

In our STEP program, we design, build, and launch a social media campaign through our own Facebook Ads Manager, to increase awareness of your products and engagement with the HD audience.



HD Expo Show Issue

Hospitality Design magazine's official show issue is read by an expanded audience of 60,000 readers just before the show. Bonus distribution of 5,000 print copies are distributed on the show floor and the digital edition is shared with association partners and media contacts for maximum visibility. **Ad close:** 7/13 | **Materials due:** 7/16



HD Expo Show Guide

The Show Guide becomes a one-stop-shop for all the buyers at HD Expo + Conference. Not only are 5,000 copies printed at the show, but we also host the guide on the mobile app, and the app provides direct links to your page. Stand out and drive traffic by utilizing this marketing tool.

Ad close: 7/12 | **Materials Due:** 7/15



hospitality design live

HD Live Booth Video

Expand brand visibility far beyond the show floor with an interview and booth tour conducted by an HD spokesperson. This option includes a 50,000 impression social media campaign run by HD after the show is over.



“We consider *Hospitality Design* magazine our ‘go to’ publication to stay on top of the latest hotel design industry news (and eye candy!). This information has never been more valuable. HD Expo never fails to impress year over year with its scale, relevance, and diversity.”

— Larry Traxler, Senior Vice President, Global Design, Hilton

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Measuring your HD Expo + Conference investment

Event fees, display costs, marketing, and staffing are crucial expenses when exhibiting at HD Expo + Conference. Here's some ways you can measure your gains against this overall investment.

In 2019 the average planned spend with exhibitors, as reported by attendees, was \$3.2 million

Face time with targeted buyers

- All HD Expo + Conference attendees are qualified. Our registration system is built to guarantee the right designer, architect, developer, purchasing agent, etc. is here to source products/services.
- Bring back the data. At HD Expo + Conference your booth staff will be able to scan our attendee badges which will auto generate their company information into a clean spreadsheet. After the show, your company will receive this data spreadsheet, via email, to use at your disposal. This program will give your company data insights to the top tier leads and access to import into your future marketing campaigns.

Return on objectives

Justify your company's total spend on critical trade show goals such as building brand awareness, new product launches or demos, media exposure, networking, and generating leads.

“For us, it's about relationships and being able to talk to the right people within an organization that are making the decisions and that are utilizing our product. It's invaluable to have a face to face meeting with them here. We have a lot of really good people that we can follow up with and we have some new people that we got to meet that we wouldn't have otherwise met.”

— Michael Chaney, CB2



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What we are doing different to make you feel safe

Throughout the COVID-19 pandemic, our focus has been on the health and safety of our customers, our staff and our communities. In response, our parent company, Emerald, has developed a preparedness, prevention and response plan to welcome you back.

This plan is a commitment to providing assurance and confidence that all Emerald events, including HD Expo + Conference, consider your health and safety as our number one priority.

Here are some ways we plan on keeping you and your teams healthy at HD Expo + Conference

- All exhibitors, attendees, sponsors, speakers and partners will receive an event welcome packet before they arrive onsite which will outline all the health and safety guidelines and protocol being implemented at the event
- Increasing stanchions to manage and minimize lines - creating larger waiting areas
- Providing floor graphic indicators to remind and promote proper social distancing guidelines
- Initiating a no-contact policy (e.g. avoid shaking hands, allocated dedicated space for exhibitors and attendees to interact safely)
- We will encourage open booth design focused on limiting groups congregating and allow for open entry and exit points
- Our teams are working with MGM Resorts to ensure physical distancing protocols within the exhibit hall

For the full comprehensive plan on how HD Expo + Conference is keeping your staff and our attendees safe, please visit our [Exhibit With Confidence](#) page.