

HCD


HEALTHCARE DESIGN
EXPO + CONFERENCE



PROSPECTUS

CONFERENCE: **OCTOBER 23-26, 2021** | EXPO: **OCTOBER 24-26, 2021**
HUNTINGTON CONVENTION CENTER | CLEVELAND, OH


hcdexpo.com

Founded and Produced by
 EMERALD

 HCD
HEALTHCARE DESIGN
EXPO + CONFERENCE

 THE CENTER FOR
HEALTH DESIGN

Presenting sponsor
 carolina
an OPS company

In Association with
 The American
Institute of Architects
Academy of
Architecture for Health
an AIA Knowledge Community

Strategic Partner
 AS
AMERICAN SOCIETY OF
INTERIOR DESIGNERS

 IIDA
INTERNATIONAL
INTERIOR DESIGN ASSOCIATION

 AIAFP

Association Partners

 AAHID
AMERICAN ACADEMY OF
HEALTHCARE DESIGN

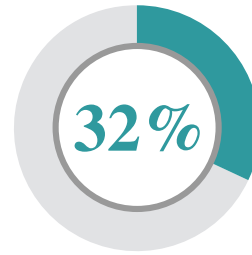
 NIHD
NATIONAL INSTITUTE OF
HEALTHCARE DESIGN

 HUNTINGTON CONVENTION
CENTER
DESIGN, INC.

The **Healthcare Design Expo & Conference** is devoted to examining how design directly impacts the safety, operations, clinical outcomes, and financial success of healthcare facilities, now and into the future. Produced by the industry's information leader, with support from the Center for Health Design, the American Institute of Architects, the Association of Medical Facility Professionals, the American Society of Interior Designers, the American Academy of Healthcare Interior Designers, the Nursing Institute for Healthcare Design and the International Interior Design Association, HCD Expo & Conference is the industry's best-attended and most respected event that focuses on evidence-based design for healthcare.

WHY EXHIBIT?

- ☒ Meet New Clients
- ☒ Network with Peers
- ☒ Strengthen Relationships
- ☒ Promote Brand Image
- ☒ Introduce New Products
- ☒ Get in Front of Buying Power
- ☒ Showcase Products
- ☒ Take Orders/Lead Generation



OF ATTENDEES
HAVE PROJECT
BUDGETS OVER
\$100 MILLION

Why do you attend the Healthcare Design Expo & Conference?

“

For a company strong in the healthcare segment and focused on designing products that offer solutions for the healthcare market, HCD offers us the most access to an on-target group of designers and decision-makers.

—Healthcare Specialist, Exhibitor

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TOP THREE OBJECTIVES FOR ATTENDING HCD

1. 

Keep up to date with industry trends

2. 

Maintain/build relationships and network

3. 

See new products

71% of attendees said finding new products is their top priority



84% of vendors said exhibiting at HCD helps maintain their company profile/brand position



81% of attendees believe participating in the expo and conference is essential for their organization



74% of vendors indicated that exhibiting at HCD is important for their business



What industries will be represented at Healthcare Design Expo and Conference?



- Architectural, A/E or Interior Design Firms
- Hospital/Specialty Medical Centers
- Design/Build Firms
- Contract/Building/Construction Companies
- Other

WHO ATTENDS?

ARCHITECTS
INTERIOR DESIGNERS
ADMINISTRATORS
OPERATIONS EXECUTIVES
CONTRACTORS
ENGINEERS
FACILITY MANAGERS
RESEARCHERS
EDUCATORS
CHIEF ENGINEERS
CONSTRUCTION MANAGERS
PRESIDENTS
CONSULTANTS
MEDICAL PLANNERS
PROJECT MANAGERS
PURCHASING EXECUTIVES

Why do you attend the Healthcare Design Expo & Conference?

“

[Healthcare Design] was a great opportunity for us to network and get our brand's name in front of the right people. We're excited to return!

—Marketing Manager, Exhibitor

There is no healthcare design industry event that can come close to the quality HCD achieves. I found the expo hall to be the best I have ever seen

—Associate Principal, Attendee

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