

hd expo+ conference

may 2-4, 2023 + mandalay bay + las vegas + hdexpo.com

About the Brand

Its signature event, the 32nd year of **HD Expo + Conference** brings the design community together again for inspirational product launches, incomparable education, and game-changing networking.

The Hospitality Design brand, led by *Hospitality Design* magazine, is the ultimate connector for the industry, and has served as the industry's leading and most trusted design source for more than 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



22.6k Followers

Company: Hospitality-Design



108k Followers

@hospitalitydesign



26.85k Monthly Views

@Hospitality Design Magazine



19k Followers

@hdmag



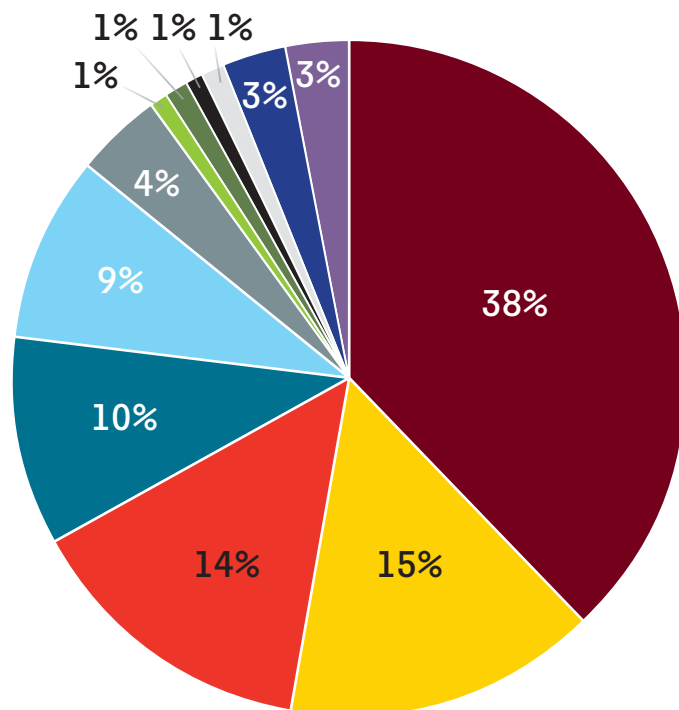
11.4k Followers

@HospitalityDesignMagazine



Strong leads, qualified buyers

HD Expo + Conference connects hospitality product and service suppliers with thousands of industry professionals over a three-day.



The hotel construction pipeline is showing healthy growth—which means HD Expo + Conference attendees are coming with intent to purchase.

Career Level

65%

of attendees are manager level or above –director, vice president, president, CEO

The trade show landscape

Is hospitality a growth sector for your company?

87% of exhibitors say trade shows are highly valuable in reaching target business sectors.

Are you having problems reaching the right people?

78% of exhibitors say trade shows are very effective in reaching target job titles and company decision makers.

“

This event has always benefitted me, my entire team, and the organization in so many ways. From products/services, new trends, networking, etc. the value of the HD Expo + Conference pays it forward continually.

—Seth Wilder, Hilton

“

This was our first year showing at HD Expo + Conference! We were thrilled with the quality of vendors participating at the show, as well as the quality decision makers attending. It was a terrific show as well as a collaborative, creative experience with the Hospitality community.

—Elise Nicpon, National Business Development Manager, Room & Board Business Interiors

Trade shows are the second most essential marketing tactic for B2B sales. Only the company website ranks higher.

79% of exhibitors say trade shows are valuable for managing relationships with key accounts.

85% of exhibitors say trade shows are valuable for gaining new and quality sales leads.

87% of exhibitors say trade shows are valuable for engaging with prospective customers.

Small companies are power players, too.

The number of companies with less than \$25 million in annual revenue and lower market shares are participating in more trade shows now than ever before. Trade shows are an unparalleled platform for building brand awareness to an engaged—and sizeable—industry audience.

Project numbers are growing

Number of
hospitality
projects
in the last
24 months

1 – 4 projects

29%

5 – 9 projects

20%

10 – 24 projects

22%

25+ projects

20%

Attendees come to HD Expo to explore top growth markets, domestic and international. (LE report)



\$2.57 MILLION

the **average planned spend** with exhibitors. This is an increase from \$2.1 million reported in previous years.



The remarkably qualified buyers that attend HD Expo work with nationally/internationally branded:

Hotels

Restaurants

Spas

Casinos

Golf and country clubs

Cruise ships

Night clubs

Time shares

Positioned for success

Customer Success Managers Ensure Success

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
- Monthly exhibitor newsletters that help you stay on top of important deadlines, provide you with helpful tips + tricks, and updates about the show

Complementary Marketing Tools To Help Reach Your Goals

As a valued HD exhibitor you will have access to our customer invitation program and complimentary matchmaking platform. These programs were designed to be customizable to your needs and help you increase booth traffic by inviting customers and prospects to the show and by scheduling 1-on-1 meetings with qualified attendees.

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.



Show floor activations

Conference sessions on the show floor are here to stay! 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. Align your brand with this important movement while working with this year's design partner, Highgate Hotels.

HD Park

Home to all CEU-accredited conference sessions, the HD Park takes inspiration from the immersive, one-with-nature hospitality experiences that are on the rise as today's guests are looking for something beyond the traditional hotel model. Come listen to industry veterans and rising stars alike delve into the topics that are top of mind.

Social Hub

Hospitality Design magazine's home base invites you to lounge, recharge, and connect. The Social Hub designed by the team at Kimpton Hotels + Restaurants, the Social Hub features intimate conversations throughout the day that cover various top-of-mind topics. From the evolving lifestyle sector to the business of design, hear firsthand from industry leaders about their practice internationally, hear firsthand about their thought process, challenges, opportunities, and recent successes.

“So many vendors you can meet, products you can discover, and connections you can make! It's a great way to help our business grow and continue to find ways to be more efficient.”

—Mariana Estrada, Curioso



Maximize brand exposure

This is a great opportunity to promote your presence at the show, your latest products and services, and to guarantee your success at HD Expo + Conference!

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 64,000 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.



HD Expo Show Guide

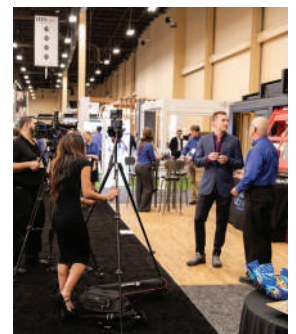
The Show Guide becomes a one-stop-shop for all the buyers at HD Expo + Conference. Not only are 5,000 copies printed at the show. Stand out and drive traffic by utilizing this marketing tool.



hospitalitydesign 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.



“I can honestly say that not a year has gone by since we began SDDG in 2002 that I have not attended or had our team attend HD Expo. I feel it is extremely important to leave the comforts of your desk, take a break from the virtual world and personally engage with the abundance of exciting new products, hear directly from vendors and manufacturers about unique qualities of their goods and connect with like-minded creatives. It is a great way to be inspired and come back to your projects with a new perspective.”

—Lisa Simeone, Principal, KTG Y Simeone Deary Design Group

Let's talk details

May 2 - 4, 2023

Mandalay Bay Convention Center | Las Vegas

Tuesday, May 2	9:30 a.m. – 5:00 p.m.
On Floor Reception, May 2	3:30 p.m. – 5:00 p.m.
Wednesday, May 3	9:30 a.m. – 5:00 p.m.
Thursday, May 4	9:30 a.m. – 1:00 p.m.

2023 Booth Rates

\$55 per square foot

\$483 per open corner fee

\$289 exhibitor marketing fee

Questions? Contact us!

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“Our team attends HD Expo + Conference yearly because we find the event both educational and inspirational. Seeing new and innovative products and discussing the design and production process with the creators enriches our workflow. Our designers return with a greater sense of how to successfully apply products to current and future projects.”

— Meghann Day,
Partner, HBA

“Since attending my first HD Expo + Conference in 2003, I continue to find the importance of attending and encourage my studio to do so. The expo and conference are great resources for designers to be inspired and have the chance to share their experiences in hospitality design.”

— Robert Polacek,
CoFounder, RoseBernard Studio