



# hd expo+ conference

april 30 - may 2, 2024 + mandalay bay + las vegas + [hdexpo.com](https://hdexpo.com)

## PROSPECTUS

# about the brand

**HD Expo + Conference**, now in its 33rd year, brings the design community together 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 driving innovation. Exhibiting at HD Expo + Conference is an unparalleled opportunity for businesses to foster growth. As the premier platform in the industry, the show facilitates connections that endure beyond its dates, providing a 365-day-a-year advantage for exhibitors

Find us on social



**29,600 Followers**

Company: Hospitality-Design



**115k Followers**

@hospitalitydesign



**12k Followers**

@HospitalityDesignMagazine



**18.8k Followers**

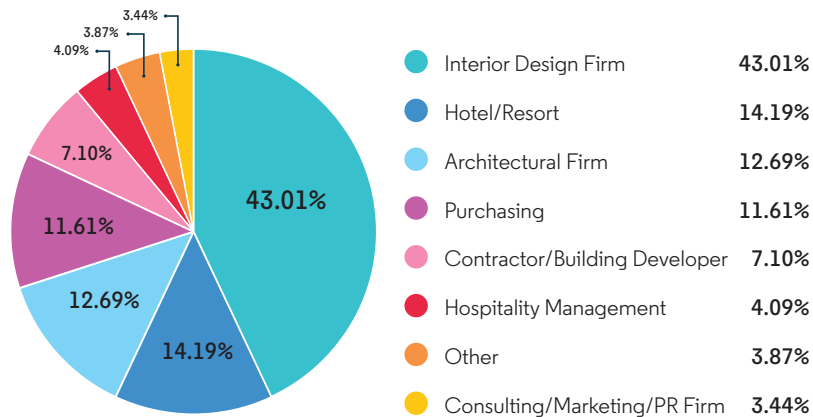
@hdmag



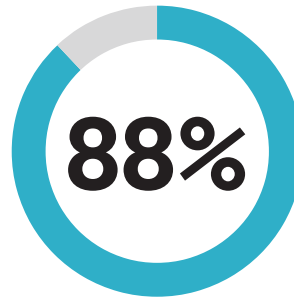


# strong leads, qualified buyers

HD Expo + Conference unites the industry, connecting you with high-quality attendees across sectors.



The hospitality industry is showing healthy growth, which means attendees intend to purchase.



of attendees are involved in purchasing decisions (either purchase, approve to purchase, or influence purchasing decisions).



“HD Expo + Conference offers an exceptional platform for industry professionals to connect, showcase their innovations, and stay ahead of the curve in the ever-evolving world of design. The event’s immersive experience, diverse range of exhibitors, and insightful conference sessions make it a must-attend for anyone passionate about the hospitality and design industry. Prepare to be inspired, network with industry leaders, and discover the latest trends that will shape the future of design. HD Expo + Conference truly sets the stage for unparalleled opportunities and invaluable connections.”

—Gizem Suveren, CEO, YAAZ  
2023 Exhibitor

# about our attendees

## unmatched in qualified attendee numbers

10,000+ industry professionals behind HD Expo + Conference 2023\*

//3877	Canoe Hospitality	Jones Lang LaSalle	Sena Hospitality Design
21c Museum Hotels	Carnival Cruise Lines	José Andrés Group	Sims Patrick Studio
Absolute Procurement	Carroll Adams Group	Kimpton Hotels + Restaurants	Sonny+Ash
Andrew Alford Creative	Champalimaud Design	KTGY Simeone Deary Design Group	Stantec Architecture
Aparium Hotel Group	Crème	Las Vegas Sands	Stonehill Taylor
Apple Hospitality REIT	Dash Design	Loews Hotels	Studio 11 Design
Atelier Ace/Ace Hotels	Davidson Hospitality Group	Marcus Samuelsson Group	Summa International
Auberge Resorts Collection	DesignAgency	Marriott International	TAO Hospitality Group
AvroKO	DLR Group	Mendil + Meyer Design Studio	The Cardy Group
Bally's	Flick Mars	Meyer Davis	The Gettys Group
BAMO	Fontainebleau Development	MGM Resorts Design + Development	The Johnson Studio At Cooper Carry
Baskervill	Gensler	Neil Locke + Associates	The Michael Mina Group
Benjamin West	Goodrich	Nicole Hollis Interiors	The Parker Company
Bergman Walls + Associates	Hatch Design Group	Noble Investment Group	Two Roads Development
Best Western Hotels + Resorts	HBA	Parker Torres Design	Urban Design Studio
Blur Workshop	Highgate Hotels	Perkins Eastman	V Starr Interiors
Bray Whaler	Hilton	Purchasing Management Intl.	Virserius Studio
BraytonHughes Design Studios	Host Hotels + Resorts	Rockwell Group	Waldorf Astoria
Bunkhouse Group	Hyatt Hotels + Resorts	Rodrigo Vargas Design Associates	Walt Disney Imagineering
Bunnyfish Studio	ICRAVE	Rottet Studio	Westgate Resorts
Caesars Entertainment	IHG Hotels + Resorts	Sage Hospitality Resources	Wimberly Interiors
Callison RKT Associates	Jeffrey Beers International		Wynn Design + Development

“As a design firm specializing in hospitality interiors, HD Expo + Conference presents a wonderful opportunity to immerse yourself in product knowledge, specifications, and trends. I highly recommend the show for design team members who want to expand their knowledge and relationship with hospitality manufacturers, fabricators, and product developers.”

—Christine van Rooy, Managing Principal,  
VANROOY  
2023 Attendee



“This was my first HD Expo + Conference and I had an amazing time! I got to meet reps I had been emailing since the pandemic and learn more about companies and products. It was a great show with a lot of good information.”

—Abigail Paden, Designer, JLL Design Solution  
2023 Attendee



“HD Expo + Conference was excellent. There were new vendors that we are excited to work with as well as familiar vendors with new and exciting products!”

—Karen Steuben Dunbar, President, Inovus Design  
2023 Attendee

\*including attendees, speakers, and exhibitors

# free marketing tools

## Customer Success Manager to Drive Results

Your CSM will be there every step of the way to assist with:

- Your resource for all detailed logistical information
- Guidance on sponsorships and networking opportunities
- Monthly newsletters with important deadlines, helpful tips and tricks, and updates about the show

## Exhibitor Listing

- Complimentary online console basic package includes 500 character description, company name, logo, address, booth number and website URL
- Unlimited product categories to help attendees find you by your product offerings(s); please note paid upgrades are available within the console
- Your online console listing will be used in the printed show guide. **Deadline to be included in the show guide is March 22, 2024.**

## Best Booth Competition Entry

- All exhibitors are automatically entered into the Best Booth Awards
- Winners will be announced onsite and receive signage for their booth
- Exceptional booths will also receive exclusive coverage in *Hospitality Design* magazine

## Personalized Invitation Tools

- Each exhibiting company receives a custom code to invite your prospects to attendee HD Expo + Conference with a free three-day pass (up to a \$159 value)
- Access to customized email invites, digital banners and landing pages that include your personal company promo code



## Company Highlight (Social Media + Print)

- Submit a brief product description, booth happening, or other exciting news for consideration in social media promotions, emails, and the printed show guide



# show floor happenings

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. As an added bonus, sponsors receive leads from all attendees that participated in the space.

## 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. Align your brand with this important movement while working with this year's design partner.



## 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 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. The Social Hub also provides exceptional opportunities for exhibitor product placement, allowing you to present your latest innovations and designs to hundreds of attendees who visit.



## HD University

Join us again for the popular pre-conference day at HD Expo + Conference, designed to help you spec smarter. In collaboration with The International Society of Hospitality Purchasers (ISHP), five product training modules led by leading designers, brand leaders, owners, manufacturers, and purchasers will delve into the ins and outs of specifying products.



# maximize brand exposure

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

## Show Guide

Reach over 5,000 buyers in this must-have show guide! Nearly every single attendee references this guide while on the show floor, and it's a great opportunity to make your brand stand out!



## Trade 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.



## Passport Cash Give-Away

One lucky attendee will walk away on Thursday with \$10,000, and you'll walk away with hundreds of new leads. It's a fun and exciting way to get attendees to your booth, but only 12 exhibitors can play. This exciting initiative guarantees increased booth traffic, heightened brand exposure, and a unique opportunity to engage with potential clients.



## Party by the Pool

All sponsor logos will be showcased on the venue's large LED Light display screens, making the branding highly visible to all 1,200 attendees. Cabana sponsors will receive a semi-private cabana off the main pool deck level and get 10 tickets for staff and 50% off additional tickets. Cabanas will have servers to bring your guests food and drinks during the party to make it a true VIP experience.



“Throughout all the years we have exhibited at HD Expo + Conference, it has really helped us grow new brand exposure and establish direct connections with our customers.

—David Williams, President, Andaaz Manufacturing  
2023 Exhibitor

# let's talk details

## April 30 - May 2, 2023

Mandalay Bay Convention Center | Las Vegas

Tuesday, April 30  
Wednesday, May 1  
Thursday, May 2

9:30 a.m. – 5:00 p.m.  
9:30 a.m. – 5:00 p.m.  
9:30 a.m. – 1:00 p.m.

### 2024 Booth Rates

**\$59.50** per square foot  
**\$500** per open corner fee  
**\$300** exhibitor marketing fee



HD Expo 2023 was the best show in my 16 years with emuamericas! Why was this the best show? Booth attendance. I feel the large increase in leads can be partly attributed to the Passport sponsorship we participated in to attract more people to our booth. When people came by to just get a stamp, we took the opportunity to teach them about our company and products.

—Dan Cordova, Marketing Manager, emuamericas  
2023 Exhibitor

## Questions? Contact us!

**CARLY MIXON**  
Account Executive / #, A-K  
706.840.4073  
carly.mixon@emeraldtx.com

**KARI NYLUND**  
Account Executive / L-Z, China  
770.291.5513  
kari.nylund@emeraldtx.com

**KEELI SCHMIDT**  
Sales Director, Key Accounts  
770-687-1058  
keeli.schmidt@emeraldtx.com

**NICOLE PANZECA**  
Customer Success Manager  
513.416.7533  
nicole.panzeca@emeraldtx.com