

SPONSORSHIP OPPORTUNITIES

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EVENT SPONSORSHIPS

OPPORTUNITY DESCRIPTION

PRICE

OPENING RECEPTION

Join us as a sponsor of the BDNY Opening Reception. A high profile opportunity to connect with hospitality design professionals and build brand awareness at this prime networking event.

SOLD OUT

GOLD KEY AWARDS GALA

A great way to increase brand recognition among 500 attendees at this star-studded evening event, and associate your brand with "excellence in hospitality design." A who's who of hospitality design professionals will gather at the Waldorf Astoria New York on Monday, November 14th, from 6:30PM–10:00PM to honor the 2016 finalists and winners. Limited Title and Category Sponsorships available.

Title: SOLD OUT**Category: \$4,800****Contact your sales rep
for more information**

DESIGNED SPACES

Get the opportunity to work with a leading hospitality design firm and non-competing exhibitors to create a unique space at BDNY. This is a turn-key solution and innovative approach to share a larger area for displaying products with no restrictions on creativity. The designed spaces gain additional exposure by being featured in BDNY marketing materials (pre, during, and post fair) and in the pages of *Boutique Design*. Limited availability and based on a minimum of five non-competing sponsors.

\$20,000**Contact your sales rep
for more information**

POWER PLAYERS: WOMEN LEADERS IN HOSPITALITY Breakfast & Panel Discussion

Sponsor this panel discussion and breakfast to connect with leading women in hospitality and learn about the latest trends that are facing the industry. Sponsorship includes photo opportunity with panelists, five complimentary tickets for your guests, branding at the event, and more.

\$2,500**(*Limited to 2
non-competing companies)**

DIGITAL SPONSORSHIPS

Advertise on **BDNY.com**.

HOME PAGE LEADERBOARD (728X90)

Up to three non-competing, product segment unique sponsors.

**\$700 per month or \$1,000 /
3 months Sept. 1–Nov. 30**

FEATURED EXHIBITOR

Include product image, logo, and link to website. Limited to 6 non-competing, product segment unique sponsors.

**\$600 per month or \$1,200 /
3 months Sept. 1–Nov. 30**

BANNER AD ON REGISTRATION PAGE

Put your brand message in the one place attendees must visit in order to pre-register for BDNY.

SOLD OUT

CONFIRMATION OF ONLINE REGISTRANTS

Your company name and a direct link to your website will appear on every online registration confirmation, which also contains important trade fair information for attendees.

SOLD OUT

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TRADE FAIR SPONSORSHIPS

OPPORTUNITY DESCRIPTION	PRICE
TRADE FAIR BAGS Make an impact the moment attendees arrive at the trade fair. This visible advertising opportunity features your company logo along with the official BDNY logo to help direct attendees to your booth. Tote bags are available to trade fair attendees at all trade fair entrances.	SOLD OUT
LANYARDS Provide attendees a user-friendly way to wear their trade fair badge. Lanyard can promote your message, logo and booth location.	SOLD OUT
BDNY MOBILE APP Place your company in the palms of attendees' hands with a banner ad on the BDNY mobile app. Sponsorship includes one rotating banner ad on the mobile app splash screen, a featured exhibitor listing within the app, and two push notifications, before and during the trade fair.	\$3,000 *Limited to 8 Sponsors
ON-SITE REGISTRATION AREA Be the first brand attendees see as they wait to check in and get their badge. They'll enjoy coffee service provided by you with ample signage in a designated area.	\$3,000 for 300 cups and signage
FLOOR PLAN KIOSKS Placed by each exhibit hall entrance, these floor plan kiosks will help increase brand identity and drive traffic to your booth. While attendees look at the floor plan for guidance, they can also see your logo and booth location on the plan.	\$1,450 each (two kiosks available)
POST-TRADE FAIR EXHIBIT TRACKER EMAIL Following the trade fair, attendees will receive an email showing each booth they visited during BDNY! Become a sponsor and your company logo and description will be featured on the attendee email.	SOLD OUT
SPEAKER READY ROOM Connect with the BDNY conference panelists face-to-face with access to the speaker ready room during both days of the trade fair. Sponsorship includes food and beverage for speakers, signage, and opportunity to provide logo gift item(s) for panelists. Sponsor(s) can also have company representatives present in the room.	\$3,000 (One spot available) *Limited to 2 non-competing companies
ONSITE PHOTO BOOTH Network with attendees in an interactive and unique way with this new sponsorship opportunity. Photo booth will be stationed at the <i>Boutique Design</i> magazine booth. Sponsoring company will have the opportunity to provide company branded props for attendees to utilize in snap shots, company logo included on each photo strip, and logo inclusion in marketing promotions, signage, and website. Up to (2) company representatives are allowed present at the photo booth at one time.	One Day: \$4,000 Both Days: \$8,000 (Includes up to 5 hours each day)
WIFI Enjoy additional brand exposure by providing high-speed complimentary WiFi on the trade fair floor (halls 3A and 3B) for attendees. Your company logo will be included on the official login page that all BDNY attendees will visit to access WiFi. Sponsoring company will also have the opportunity to have a flyer passed out at registration to attendees and onsite signage promoting WiFi access.	One Day: \$10,000 Both Days: \$20,000

PRINT SPONSORSHIPS

TRADE FAIR GUIDE

Drive traffic to your booth and keep your brand top of mind during the trade fair by advertising in the official trade fair guide, used by the 5,000 attendees during the trade fair, and most often kept as a valuable resource guide after the trade fair.

Full Page: \$1,700
Half Page: \$1,000
Quarter Page: \$600
Space Reservation: 10.03.16
Materials Due: 10.10.16