

## EVENT SPONSORSHIPS

Contact your sales representative for more info on sponsorship opportunities

### 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 on Saturday evening, November 11th 7:00-9:00 PM at 586 Park Ave.

**\$6,500**

(\*Limited to 4 non-competing companies)

#### GOLD KEY AWARDS GALA

Be a part of this star studded event as the industry salutes the best and brightest of hospitality design on Monday, Nov. 12th 6:30 PM-10:00 PM at Gotham Hall New York. Your brand will be associated with 400+ attendees, including the winners in each category, Designer of the Year, and Gold Key judges.

**Title: \$9,600 SOLD OUT**

**Category: \$4,800**

Contact your sales rep for more information

#### DESIGNED SPACES

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

Connect with leading women in hospitality and design professionals attending this breakfast and panel discussion. The breakfast also supports the NEWH Women Leaders in Hospitality Scholarship presented during the program. Benefits include: ten tickets (valued at \$1250) for company executives and guests, signage and podium recognition.

**\$2,500 SOLD OUT**

(\*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.

**\$1,200 SOLD OUT**

#### FEATURED EXHIBITOR

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

**\$1,400**

#### BANNER AD ON REGISTRATION PAGE

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

**\$2,500 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.

**\$2,500 SOLD OUT**

## 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 BDNY logo to help direct attendees to your booth. Trade fair bags are available to attendees at all trade fair entrances.

**\$10,000**

#### LANYARDS

Provide attendees a user-friendly way to wear their trade fair badge. Lanyard can promote your message, logo and booth location.

**\$7,500 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, two push notifications (before and during the trade fair), and company logo listed on all mobile app marketing materials/signage.

**\$1,500**

**\*Limited to 8 Sponsors**

#### ONSITE 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.

**\$1,500 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.

**\$3,000**

#### 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**

**\*Limited to 2 non-competing companies**

#### ONSITE PHOTO BOOTH

Network with attendees in an interactive and unique way with this sponsorship opportunity. The 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. The 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: \$17,000**

## PRINT SPONSORSHIPS

#### TRADE FAIR DIRECTORY

Drive traffic to your booth and keep your brand top of mind during BDNY by advertising in the trade fair directory. The directory is used by up to 7,200 attendees during the fair and often kept as a valuable resource after the trade fair.

**Full Page: \$1,800**

**Half Page: \$1,100**

**Quarter Page: \$700**

**Space Reservation: 10.02.17**

**Materials Due: 10.12.17**