

BDWEST EVENT SPONSORSHIPS

Contact your sales representative for more info on sponsorship opportunities

OPPORTUNITY DESCRIPTION	PRICE
<p>OPENING NIGHT RECEPTION CELEBRATING SPEAKERS & JUDGES Join us as a sponsor at the Opening Night Reception on Tuesday, April 4th, 6:30-8:30 PM. Connect and network with BDwest speakers, judges, attendees and exhibitors at this celebratory event.</p>	<p>\$4,500 Limited to 5 non-competing companies</p>
<p>SPEAKER/JUDGES DINNER Join BDwest speakers/judges, a select group of delegates and fellow sponsors for a dinner immediately following the Opening Reception. Sponsors will connect with leading hospitality design professionals at an executive level in an intimate setting as a sponsor of the speakers/judges dinner.</p>	<p>\$1,000 (opening reception sponsor rate) \$2,000 (non-opening reception sponsor rate) Limited to 7 non-competing companies</p>
<p>BOUTIQUE 18 & UP-AND-COMING HOTELIERS AWARDS CELEBRATION Connect with <i>Boutique Design's</i> Boutique 18 and Up-and-Coming Hotelier honorees at the awards ceremony on Wednesday, April 5th 6:00-8:00 PM. Sponsors will be invited to a pre-cocktail reception to network with the up-and-coming design stars of the industry.</p>	<p>\$4,000 Limited to 5 non-competing companies</p>
<p>BOUTIQUE 18 & UP-AND-COMING HOTELIERS DINNER Join this year's honorees, select group of delegates and fellow sponsors for a dinner immediately following the awards presentation and event at the Ace Hotel (adjacent to the Ace Hotel Theater).</p>	<p>\$1,000 (opening reception sponsor rate) \$2,000 (non-opening reception sponsor rate) Limited to 7 non-competing companies</p>
<p>BD DESIGNED SPACES Unique opportunity to share a larger space (800-1000 net square feet) and collaborate with a leading interior design firm in the industry. Provides the opportunity to leverage the relationships of other sponsors for business advancement. These spaces are local hubs, generate increased traffic and are high profile. All costs associated with the build-out of this space are included in the sponsorship fee.</p>	<p>\$17,500</p>
<p>BOUTIQUE DESIGN POWER PLAYERS: WOMEN LEADERS IN HOSPITALITY Breakfast & Panel Discussion in Partnership with NEWH Connect with leading women in hospitality and design professionals attending the breakfast and panel discussion. This breakfast also supports the NEWH Women Leaders in Hospitality Scholarship presented during the program. Benefits include: ten tickets (valued at \$1,000) for staff and guests, signage and podium recognition.</p>	<p>\$3,000 Limited to 2 non-competing companies</p>
<p>HOSPITALITY FASHION CHALLENGE - VIP SPONSORSHIPS Be close to the action as design team runway models display their team's creations. Build brand awareness and connect with your customers in an exclusive area. Benefits include designated seating, complimentary tickets for staff and guests, opportunity to connect with design teams, and more.</p>	<p>Gold - \$3,500 Platinum - \$5,000 Titanium - \$6,200</p>
<p>HOSPITALITY FASHION CHALLENGE - EXHIBITOR PRODUCT CONTRIBUTOR Show off your product by donating samples for inclusion in the NEWH Orange County Regional Group & NEWH LA Founding Chapter Hospitality Fashion Challenge, used by a leading hospitality design firm in the creation of a garment. Complimentary event ticket (valued at \$210) is included in your contribution fee.</p>	<p>\$500</p>

OPPORTUNITY DESCRIPTION

PRICE

BDWEST MOBILE APP

Place your company in the palms of attendees' hands with a banner ad on the BDwest 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. The estimated mobile app adoption rate is 50% of attendees.

\$1,500

Limited to 8 Sponsors

LANYARDS

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

SOLD OUT

TRADE FAIR BAGS

Make an impact the moment attendees arrive at BDwest. This visible advertising opportunity features your company logo along with the BDwest logo to help direct attendees to your booth. Tote bags will be available to all attendees at registration and exhibit hall entrances.

\$6,500

1 spot available

ON-SITE REGISTRATION AREA

Be the first brand attendees see as they arrive at BDwest. Coffee service will be served to BDwest registrants, compliments of the sponsoring company.

\$3,000 for 300

Cups and signage

PARKING REBATE PROGRAM

Participate in this unique opportunity to engage with BDwest attendees who park at LACC. Sponsors will have the opportunity to interact with all attendees who take advantage of the parking rebate program. Benefits also include a full contact list of all participating attendees, company logo inclusion on on-site signage and all promotional materials related to the program.

\$3,000

Limited to 2 non-competing companies.

REFRESHMENTS DURING THE BD HOSTED PROGRAM

A designated station with your branding (signage/cups) will serve an assortment of beverages to 250 design professionals participating in the BD Hosted program.

\$3,000 for first day or \$5,000 for both days.

1 spot available

FLOOR PLAN MAP

Placed at the 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 location on the plan.

\$2,500 per spot

2 spots available

BDWEST PRINT ADVERTISING

OPPORTUNITY DESCRIPTION

PRICE

TRADE FAIR GUIDE

Drive traffic to your booth and keep your brand top of mind during the trade fair by advertising in the trade fair guide, used by the 2,500 attendees, and most often kept as a valuable directory resource after the trade fair.

**Full Page: \$1,500
Half Page: \$1,000
1/4 Page: \$600**

Space Reservations: 2.29.17
Materials Due: 3.9.17

WWW.BOUTIQUEDESIGNWEST.COM DIGITAL ADVERTISING

ADVERTISE ON BDWEST.COM

ADVERTISE ON THE BDWEST ATTENDEE NEWSLETTER

Home page leaderboard (728 x 90): **\$1,000 / 3 months**
 Featured exhibitor (photo, logo, link): **\$1,100 / 3 months**
 Welcome ad (prestitial): **\$2,800 / 3 months**
 Banner ad on registration page: **\$2,500**
 Confirmation of online registrants: **\$2,500 Through April 15**

Leaderboard (600 x 100): **\$3,000 / 5x**
 Bottom leaderboard (600 x 100): **\$1,000 / 5x**
 Medium rectangle (300 x 250): **\$2,500 / 5x**
 Product showcase (220 x 220): **\$1,500/ 5x**