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ATTENDEE REGISTRATION OPENS FOR BDWEST 2017 IN LOS ANGELES

Fifth annual Boutique Design West trade fair and conference to draw 2,500+ hospitality design professionals to the Los Angeles Convention Center, April 5-6

CINCINNATI, OH, January 18, 2017 – Attendee registration is underway for Boutique Design West (BDwest), the fifth annual West Coast trade fair and conference for hospitality design professionals, April 5-6 at the Los Angeles Convention Center.

This year’s fair will feature 40,000 square feet of exhibit space, with 300+ manufacturers and marketers of furniture, fixtures, lighting, seating, wall coverings, accessories and other design elements for hospitality interiors.

More than 2,500 hospitality design professionals from the western U.S., Hawaii, Mexico, Latin America and beyond are expected to attend, including interior designers, architects and purchasing executives as well as hospitality owners, operators and developers.

BDwest participants will convene for a second year in Downtown L.A., a booming hospitality market with dozens of hotels, bars and restaurants in the development pipeline—and many more already under construction.

“The level of activity here is unprecedented,” said Michelle Finn, president of Hospitality Media Group (HMG), which produces BDwest and sister trade fair BDNY. “And with so many of our industry’s leading design and architecture firms based in SoCal, there’s no better—or busier—place to be this spring than BDwest.”

In addition to showcasing inventive elements for hospitality interiors, BDwest facilitates connection between attendees and manufacturers through intimate social events; multiple BD Bistros located throughout the exhibit floor; complimentary parking and local transportation to the fair; and the BD Hosted program, which matches designers/specifiers with explicit sourcing needs to relevant manufacturers for pre-arranged meetings in the exhibitor’s display space.

“This degree of personalized service is what sets BDwest apart from other hospitality trade fairs,” Finn noted. “It’s a hallmark of the ‘boutique’ mindset, and a welcome one for attendees juggling multiple projects in a market that continues to surge. Simply put, they come to BDwest to get things done.”

The 2017 event also features a wide-ranging conference program with 30+ sessions and more than 100 industry innovators in the speaker lineup. Signature educational and networking events, CEU seminars, on-floor Designed Spaces created by leading hospitality

design teams, and an introduction to *Boutique Design* magazine's newest Boutique 18 honorees complete the two-day agenda.

Registration options for qualified attendees include: two-day Trade Fair Exhibition Only, \$50 (\$75 after March 3); two-day Trade Fair & Conference pass, \$175; one-day Trade Fair & Conference pass, \$100; and one-session Trade Fair & Conference pass, \$50.

Registration options for non-exhibiting manufacturers/multi-line representatives include: two-day Trade Fair Exhibition Only, \$300; two-day Trade Fair & Conference pass, \$475; one-day Trade Fair & Conference pass, \$400; and one-session Trade Fair & Conference pass, \$350.

Ticketed events include: the BDwest Opening Reception at Vibiana on Tuesday, April 4; the Boutique 18 & Up-and-Coming Hoteliers Celebration on Wednesday, April 5, at The Theatre at Ace Hotel; the *Boutique Design* Power Players: Women Leaders in Hospitality Breakfast & Panel Discussion, presented in partnership with NEWH, on Thursday, April 6, at the L.A. Convention Center; and the NEWH Orange County Regional and L.A. Founding Chapter's Hospitality Fashion Challenge: Design in a Box Fashion Show & Cocktail Reception on Thursday, April 6, at Exchange LA.

Attendee registration and trade fair details are available at boutiquedesignwest.com.

ABOUT HMG

HMG is a privately held company serving the global hospitality and related industries and specializing in trade fairs, conferences and event management and development. Events in the HMG portfolio include: BDNY; BDwest; management of HX: The Hotel Experience (formerly IHMRS); Boutique Design Forums; Boutique 18; Senior Lifestyle Design Match; and sponsorship of the Gold Key Awards for Excellence in Hospitality Design.

BDwest is produced by HMG in association with the Boutique & Lifestyle Lodging Association (BLLA); the International Society of Hospitality Purchasers (ISHP); the Hospitality Industry Network (NEWH); and the International Society of Hospitality Consultants (ISHC).

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