

## BDWEST EVENT SPONSORSHIPS

Contact your sales representative for more info on sponsorship opportunities

### OPPORTUNITY DESCRIPTION

### PRICE

#### OPENING NIGHT RECEPTION CELEBRATING SPEAKERS & JUDGES

Join us as a sponsor at the Opening Night Reception on Tuesday, April 3rd, 6:30-8:30 PM. Connect and network with BDwest speakers, judges, and attendees at this celebratory event.

**\$4,500**  
Limited to 4  
non-competing companies

#### B18 & UP-AND-COMING HOTELIERS AWARDS & EVENT

Connect with *Boutique Design's* B18 and Up-and-Coming Hotelier honorees at the awards ceremony on Wednesday, April 4th 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.

**\$4,000**  
Limited to 5  
non-competing companies

#### DESIGNED SPACE

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.

**\$16,000**

#### 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 for staff and guests, signage and podium recognition.

**\$3,000**  
Limited to 2  
non-competing companies

#### 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 reserved seating, complimentary tickets for staff and guests, opportunity to connect with design teams, and more.

**Gold - \$3,500**  
**Platinum - \$5,000**  
**Titanium - \$6,200**

#### 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.

**\$500**

## DIGITAL ADVERTISING

### ADVERTISE ON BOUTIQUEDESIGNWEST.COM

Home page leaderboard (728 x 90): **\$1,100 / 3 months**  
Featured exhibitor (photo, logo, link): **\$1,200 / 3 months**  
Welcome ad (prestitial): **\$2,800 / 3 months**  
Banner ad on registration page: **\$2,500 Through April 5**  
Confirmation of online registrants: **\$2,500**

### ADVERTISE ON THE BDWEST ATTENDEE NEWSLETTER

Leaderboard (600 x 100): **\$3,500 / 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**

## BDWEST TRADE FAIR SPONSORSHIPS

### 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, 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

#### LANYARDS

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

**\$5,500**

1 spot available

#### 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**

Includes 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 will serve an assortment of refreshments to the 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 3,000 attendees, and most often kept as a valuable directory resource after the trade fair.

**Full Page: \$1,500**

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

**1/4 Page: \$700**

Space Reservations: 2.28.18

Materials Due: 3.9.18