

EXHIBITOR PROSPECTUS

BD | WEST

A BOUTIQUE DESIGN TRADE FAIR

MARCH 13-14, 2019
LOS ANGELES CONVENTION CENTER

FEED YOUR PASSION
FUEL YOUR BUSINESS

BD trade fairs cater to interior designers, architects, and purchasing agents working on hospitality projects and hospitality firm owners/operators with design responsibility.

presented by **BOUTIQUE design**

produced by **e EMERALD EXPOSITIONS**

in association with



FACT SHEET

BDwest serves the West Coast and Western U.S. hospitality market (as well as Mexico and Latin America) from the fresh perspective of Los Angeles, a city in the midst of an epic rebirth powered by design. A staggering number of hospitality, residential and retail projects are transforming the urban core—a surge expected to continue into the next decade.

WHAT MAKES BDWEST UNIQUE?

- Pre-arranged meetings with design professionals and exhibitors. Our BD Hosted program integrates a “match” experience within a trade fair environment.
- Downtown LA location - emerging arts and culture center of Los Angeles combined with an influx of hospitality development.
- High concentration of design and architectural firms in the region.
- A heightened focus on product education with live product demonstrations in a designated Product Lab Workshop area on the trade fair floor (outside of exhibit space).
- Expanded CEU sessions including Smart Specs sessions with in-depth methods for writing clear, supplier-ready specs.
- One-of-a kind Hospitality Fashion Challenge competition and networking event co-produced by NEWH Orange County Regional Group and LA Founding Chapter.
- Epicenter for recognizing up-and-coming design talent and development groups with the Boutique 18 and Up-and-Coming Hoteliers celebrations (past and present).
- Designed spaces created by leading hospitality firms and hospitality suppliers for inspiration, learning and networking interspersed throughout the trade fair floor.
- Complimentary parking provided for attendees.

ATTENDEES:

2,500 interior designers, architects, purchasing agents, hospitality owners, developers and operators primarily based in the western region. Secondary regions include Mexico and select countries in Central America.

EXHIBITORS:

More than 300 manufacturers and marketers of innovative design elements for hotels, resorts, cruise ships, restaurants, spas, casinos, night clubs and other related projects.

WEBSITE:

www.boutiquedesignwest.com

DATES:

Wednesday March 13, 2019

Thursday March 14, 2019

PRODUCT CATEGORIES INCLUDE:

Amenities • Architectural Materials • Art & Accessories
Bath & Spa • Bed/Bedding • Electronics • Fabrics
Floorcoverings • Furniture • Lighting • Outdoor
Signage • Surfacing Materials • Tabletop • Wallcoverings
Window Treatments

CONFERENCE SESSIONS:

Attendees will gain insights from peers and those outside our industry to gain a fresh perspective on the hotel and leisure industry; CEU session offered. Workshop sessions are offered on the trade fair floor.

VENUE

Los Angeles Convention Center - West Hall

Los Angeles, CA

EXHIBIT SPACE

30,000 net square feet

PRICING:

Standard Booth Package

10x10	\$5,350	\$53.50 per square foot includes drayage*
10x20	\$10,700	
20x20	\$21,400	

Premium Booth Package

5x10	\$3,695	\$73.90 per square foot
10x10	\$7,060	\$70.60 per square foot
10x20	\$14,120	
20x20	\$28,240	

Includes drayage*/white hard wall system/lighting /gray carpet

*Drayage is the round trip labor charge to move your goods between the LACC loading dock and your booth. Goods must be shipped directly to trade fair site. The drayage package excludes small package delivery i.e. FedEx.

Designed Space Sponsorship \$16,000

PRESENTED BY



PRODUCED BY



IN ASSOCIATION WITH



VENUE

BDwest is staged each spring at the Los Angeles Convention Center (LACC) in the heart of Downtown LA, where a renaissance of epic proportions continues to unfold.

Adjacent to the NBBJ-designed Staples Center arena and the L.A. Live entertainment district, the LACC has seen a staggering number of hotel, residential and retail developments take shape in the neighboring blocks—with no slowdown in sight.

Meanwhile, the LEED® Gold certified LACC is embarking on a \$1.2-billion expansion that will result in about 800,000 sf of contiguous exhibition space and include a 40-story, 850-room addition to the existing JW Marriott Los Angeles L.A. Live hotel.



UNIQUE EXHIBITOR PROGRAMS

BD HOSTED EXPANDED FOR 2019

- Exclusive to BDwest, exhibitors/sponsors will be included in the largest “match” program in our industry. The BD Hosted program includes pre-scheduled one-to-one meetings with hospitality design decision makers right in your booth space.
- Each meeting lasts approximately 20 minutes and exhibitors/sponsors have the opportunity for face-to-face time with up to 25 buyers interested in your products.

BOOTH SIZE	NUMBER OF MEETINGS
20 x 20	25 meetings
10 x 20	15 meetings
10 x 10	10 meetings
5 x 20	10 meetings
5 x 10	7 meetings
6 x 6	5 meetings

BD PRODUCT LAB

A complimentary opportunity for BDwest exhibitors to give attendees an inside look at how products are manufactured with a live product demonstration in a designated Product Lab Workshop area on the trade fair floor (outside of exhibit space).

Your benefits:

- Opportunity to present a “live” 30-minute demonstration to an audience of buyers/specifiers interested in a “hands-on” learning experience about your products
- Onsite signage for your exhibit space to promote your Product Lab Workshop
- Promotion of Product Lab Workshop (with other participating exhibitors) on the BDwest website, social media, print directory and trade fair floor happenings piece

BDwest STUDIO

INVESTMENT: See your sales representative

a cost-effective opportunity for your company to network with up to 2,500 attendees at BDwest in an innovative and intimate way. The BDwest Studio spaces will be in a designated area on the trade fair floor with access to a communal lounge area and the ability to further connect with VIP hospitality design professionals through shared meeting times.

A Studio space includes:

- 6x6 space
- Carpet, Drayage, Booth sign/floor sticker
- Scheduled group meetings with other BDwest Studio exhibitors in adjacent communal lounge area

COMPETITIONS

BEST OF BDWEST PRODUCT DESIGN COMPETITION

\$125 per entry

A team of four hospitality design professionals will judge the best products at BDwest. Winning entries will be recognized at the trade fair and featured on the BDwest website and in *Boutique Design Magazine*.

“BEST EXHIBIT” COMPETITION

No entry fee

A team of four hospitality design professionals will judge all exhibitor booth designs at BDwest. Winning entries will be recognized at the trade fair and featured on the BDwest website.

MARKETING SUPPORT (COMPLIMENTARY)

- Opportunity to send a custom promotional code and invitation to invite prospects and customers to attend BDwest compliments of your company
- Post-trade fair list of attendees including contact information, excluding email addresses

SPONSORSHIP OPPORTUNITIES

DESIGNED SPACE SPONSORSHIP (BOOTH SPACE ALTERNATIVE)

\$16,000

Designed spaces are created by a leading hospitality design firm and non-competing companies. A designed space provides a unique opportunity to share a larger space (800-1000 net square feet), construction and labor costs, collaborate with an interior design firm and leverage the relationships of other sponsors for business advancement. These spaces are social hubs, generate increased traffic and are high profile. All costs associated with the build-out of this space are included in the sponsorship fee.

KICKOFF PARTY

\$4,500 *limited to four non-competing companies

TUESDAY MARCH 12, MRS. FISH, 6:30 PM-8:30 PM

Boutique Design will celebrate this years' BDwest speakers, judges and attendees at this opening soiree.

Benefits Include:

- Opportunity to connect with BDwest speakers and judges at an intimate pre-cocktail reception
- Ten tickets for company executives and guests (valued at \$1250)
- Designated sponsor area with waiter service
- Post event attendee list (email addresses included)
- Signage and cocktail napkins with company logo
- Sponsor listing in all event marketing material, plus editorial mention in *Boutique Design*

B18 & UP-AND-COMING HOTELIERS AWARDS & EVENT

\$4,000 *limited to five non-competing companies

WEDNESDAY MARCH 13TH, GLOBE THEATRE

Benefits include:

- Private pre-event reception with B18 & Up-and-Coming Hotelier honorees
- Ten tickets for reserved seating in the theatre for company executives & guests (valued at \$1500)
- Podium recognition and opportunity to present award to an honoree on stage
- Signage and cocktail napkins with company logo
- Post event attendee list (including email addresses)
- Sponsor listing in all event marketing materials, plus editorial mention in *Boutique Design*



APPLY TO EXHIBIT @ BOUTIQUEDESIGNWEST.COM

SPONSORSHIP OPPORTUNITIES

BOUTIQUE DESIGN POWER PLAYERS: WOMEN LEADERS IN HOSPITALITY in partnership with NEWH

Breakfast & Panel Discussion

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

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 \$1250) for company executives and guests, signage and podium recognition.

LANYARD SPONSOR

\$5,500

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

TRADE FAIR BAG

\$6,500

High impact opportunity for increasing brand awareness. The trade fair bag with your company logo will be distributed to 2,500 design professionals attending BDwest.

ON-SITE REGISTRATION AREA

\$3,000 for 300 cups and signage *Limited to one company

Be the first brand seen by attendees in the registration area. Coffee service provided to BDwest registrants, compliments of our sponsor.

REFRESHMENTS DURING THE BD HOSTED PROGRAM

\$3,000 for one day or \$5,000 for both days

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



NEWH LA FOUNDING CHAPTER AND ORANGE COUNTY REGIONAL GROUP'S HOSPITALITY FASHION CHALLENGE & EVENT

THURSDAY MARCH 14TH, EXCHANGE LA, 6:30 - 8:30 PM

Design teams will present their entries - couture fashion crafted from scraps of tile, carpet samples and other reusable design elements provided by BDwest exhibitors. Garments are unveiled, cheered, judged and auctioned in a fun celebration of creativity and ingenuity. All proceeds benefit NEWH Orange County and Los Angeles Founding Chapter in support of scholarship, education and programming.

PRODUCT AND EVENT SPONSOR

\$2,000 for BDwest exhibitors/sponsors

\$3,000 for non-BDwest exhibitors/sponsors

Limited to four sponsors per product category. Each sponsor will be required to provide products to four design teams.

Benefits Include:

- Opportunity to provide product samples/materials and work with four design teams
- Six complimentary tickets for company executives and guests (\$1,200 value)
- VIP designated seating in a roped-off area surrounding the fashion show catwalk (with company name/logo on reserved seating)
- List of attendees post event with contact information including email addresses
- Full page ad in the event program (\$500 value)
- Signage and podium recognition
- Sponsor listing in all NEWH Fashion Challenge event marketing materials, plus mention in the pages of *Boutique Design* (editorial coverage)
- Sponsor mention in *Boutique Design*

SPONSORS WILL SHIP THEIR PRODUCT DIRECTLY TO THEIR ASSIGNED DESIGN TEAMS.

Categories include:

- Fabric
- Carpet
- Surfacing Material (i.e. tile, laminates etc,)
- Lighting
- Furniture-Seating
- Furniture-Casegoods
- Furniture-Outdoor
- Bath/Kitchen Products
- Art & Accessories

APPLY TO EXHIBIT @ BOUTIQUEDESIGNWEST.COM

DIGITAL OPPORTUNITIES

BOUTIQUEDESIGNWEST.COM

Home Page Leaderboard **\$1,100 / 3 months** **A**
 (Limited to 3 non-competing companies)

Featured Exhibitor **\$1,200 / 3 months** **B**
 (photo, logo, link to your site, limited to 6 companies)

Banner Ad on Registration page **\$2,500 through March 14**

Confirmation for Online Registrants **\$2,500**
 Your company name and direct link to your website will appear on every online registration confirmation.

Welcome ad (prestitial) **\$2,800 / 3 months**

BDWEST ATTENDEE ENEWSLETTER

The monthly attendee eNewsletter will deliver your message to hospitality design professionals (attendee prospects and/or registered attendees). The eNewsletter is designed to inform attendees and prospects of trending news in the industry, BDwest conference news, and hot happenings before and during the trade fair.

AD TYPE	RATE
Leaderboard (600x100)	\$3,500 / 5x
Medium Rectangle (300x250)	\$2,500 / 5x
Bottom Leaderboard (600x100)	\$1,000 / 5x
Product Showcase (220x220) (product image/logo, link to website, 250 characters)	\$1,500 / 5x

BDWEST TRADE FAIR GUIDE

Drive traffic to your booth and ensure your brand is top of mind during the trade fair with an ad in the BDwest trade fair guide distributed to 2,500 attendees.

Full Page	\$1,600
½ Page	\$1,100
¼ page	\$700



2018 ATTENDEE SURVEY RESULTS

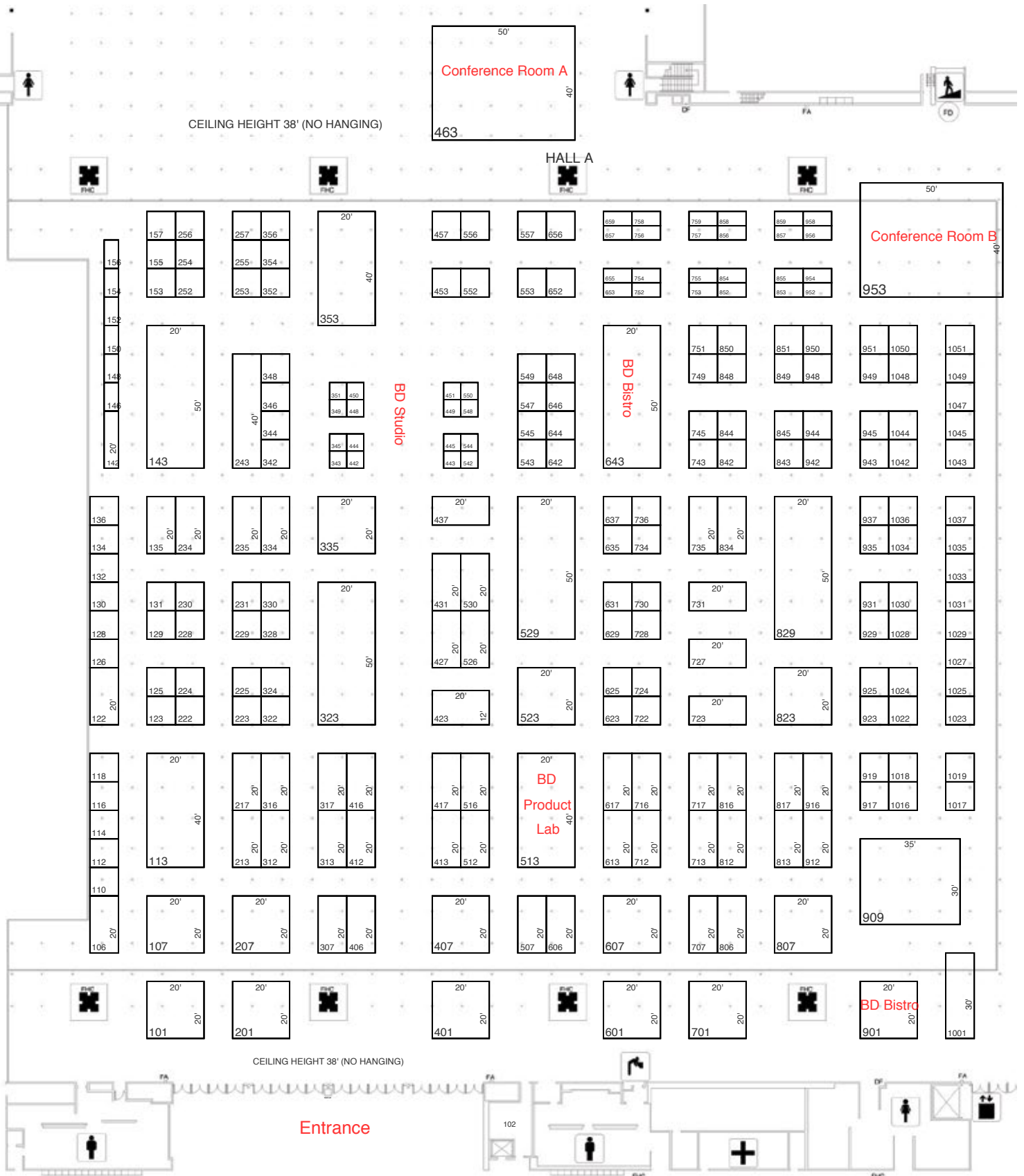
90% of attendees are design decision makers

87% of attendees rated BDwest as meeting or exceeding expectations

85% of attendees plan to specify or buy products from a BDwest exhibitor/sponsor within the next 12 months

FLOOR PLAN

MARCH 13-14, 2019 // LOS ANGELES CONVENTION CENTER



CONTACT INFORMATION

MICHELLE FINN

President, Hospitality Media Group, LLC
Publisher, *Boutique Design*
C 312.961.2772 F 513.744.6959
E michelle.finn@hmgllc.com

PHIL ROBINSON

SVP Group Show Director, Hospitality Media Group, LLC
O 212.754.7920 E phil.robinson@hmgllc.com

MELANI BEATTIE

Associate Publisher,
Business Development Manager / Midwest / West
O 312.218.5691 E melani.beattie@stmediagroup.com

SCOTT RICKLES

Business Development Manager / Southeast
O 770.664.4567 C 770.331.9562
E scott.rickles@stmediagroup.com

MICHAEL SCHNEIDER

Business Development Manager / Northeast
O 212.404.6936 C 917.399.7464
E michael.schneider@stmediagroup.com

MARY SCOVIAK

Conference Director, Hospitality Media Group, LLC
Executive Editor, *Boutique Design*
O 513.263.9351 F 513.744.6951
E mary.scoviak@stmediagroup.com

SANDI LUPPERT

Marketing Director
O 513.263.9338 E sandi.luppert@stmediagroup.com

JAIME SMITH

Creative Director
C 513.520.9268 E jaime@inklingcg.com

ERIN O'BRIEN

Event Marketing Manager
O 513.263.9314 E erin.obrien@hmgllc.com

CASSIE MAURER

Exhibitor Marketing Manager
O 513.263.9316 E cassie.maurer@hmgllc.com

KEISHA BYRD

Audience and Business Development Manager
O 513.263.9341 E keisha.byrd@hmgllc.com

APPLY TO EXHIBIT @ BOUTIQUEDESIGNWEST.COM