

## BDWEST EVENT SPONSORSHIPS

Contact your sales representative for more info on sponsorship opportunities

### OPPORTUNITY DESCRIPTION

### PRICE

#### KICKOFF PARTY

Join us as a sponsor at the Kickoff Party on Tuesday, March 12th, 6:30-8:30 PM. Boutique Design will celebrate this year's BDwest speakers, judges and attendees at this opening soiree.

**\$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, March 13th 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 company executives and guests (valued at \$1250), signage and podium recognition.

**\$3,000**

Limited to 2  
non-competing companies

#### HOSPITALITY FASHION CHALLENGE - PRODUCT AND EVENT SPONSOR

Each sponsor will work with and supply/ship product to FOUR design teams for the creation of their garments before and during BDwest. Your products supplied will be on display during the Hospitality Fashion Show event.

**\$2,000** - BDwest exhibitors/sponsors

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

Limited to four non-competing  
manufacturers per product category

#### SMART-SPEC INTERIORS AND ONLINE COURSE

The Smart-Spec Interior course is an educational session on the specification of your company's product for hospitality presented by manufacturers, marketers, interior designers, purchasing agents and often brand executives by way of BD on-line and conference platforms. Registrants will earn CEU credits and learn best practices of the products specification. The smart-specs session are offered at BDwest 2019, and repeated for BDNY 2019. Must be a BDwest and BDNY exhibitor/sponsor to participate in this program.

**\$5,000**

Limited to 2 non-competing  
companies per product category

## DIGITAL ADVERTISING

### ADVERTISE ON BOUTIQUEDESIGNWEST.COM

Home page leaderboard (728 x 90):	<b>\$1,100 / 3 months</b>
Featured exhibitor (photo, logo, link):	<b>\$1,200 / 3 months</b>
Welcome ad (prestitial):	<b>\$2,800 / 3 months</b>
Banner ad on registration page:	<b>\$2,500</b> Through March 14
Confirmation of online registrants:	<b>\$2,500</b>

### ADVERTISE ON THE BDWEST ATTENDEE NEWSLETTER

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

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## BDWEST TRADE FAIR SPONSORSHIPS

### OPPORTUNITY DESCRIPTION

### PRICE

#### 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

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.

**\$6,500**

1 spot available

#### ON-SITE REGISTRATION AREA

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

**\$3,000**

Includes 300 cups and signage  
(1 spot available)

#### 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

## 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: \$1,600**

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

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

Space Reservations: 01.22.19  
Materials Due: 02.08.19