




WEBSITE SPONSORSHIP

Ad Type	Duration	Price
HOME PAGE BANNER AD - 728x90	Sept 1 - Nov 30 *Limited to 3 Sponsors	\$700 per month \$1,500 for three months \$3,600 per year
RUN OF SITE BANNER AD - 728x90	Promote your brand messaging to website visitors throughout the HX website. Sept 1 - Nov 30 *Limited to 3 Sponsors	\$500 per month \$1,100 for three months \$1,800 per year
RUN OF SITE BANNER AD - 300x250	Promote your brand messaging to website visitors throughout the HX website. Sept 1 - Nov 30 *Limited to 3 Sponsors	\$600 per month \$1,300 for three months \$2,100 per year

Newsletter

Ad Type	Duration	Price
PRIMARY LEADERBOARD AD (TOP) - 600x100	Place your ad with link to your website at the top of each monthly newsletter to a distribution list of 48,000 hospitality professionals (attendees, prospects and/or registered attendees). August - November	\$400 per month \$1,600 for four months One per month
PRIMARY LEADERBOARD AD (BOTTOM) - 600x100	Place your ad with link to your website at the bottom of each monthly newsletter to a distribution list of 48,000 hospitality professionals (attendees, prospects and/or registered attendees). August - November	\$400 per month \$1,600 for four months One per month
PRIMARY MEDIUM RECTANGLE - 300x250		\$400
PRODUCT AD - 220x220	Includes 800-character description.	\$350

300 x 250 Pixels
220 x 220 Pixels
600 x 100 Pixels



NOVEMBER 10-11, 2019 ■ JACOB K. JAVITS CONVENTION CENTER OF NEW YORK



ON-SITE SPONSORSHIPS

REGISTRATION WEB BANNER

Be seen by thousands of attendees who will use our on-site registration terminals to register or print badges for this year's HX. Your company name, booth number and a direct link to your website will be on a banner ad on the on-site registration screen.

\$3,500

Exclusive

POST-SHOW EXHIBIT EMAIL TRACKER

Following the show, attendees will receive an email showing each booth they visited during HX! Become a sponsor and your company logo and description will be featured on the attendee email.

\$3,500

Exclusive

SHUTTLE BUSES

This premier advertising opportunity is one of the most visible product promotions at HX. The Show utilizes shuttle buses to transport attendees and exhibitors to and from the 30 HX hotels to the Javits Center. What a great way to display your company or product logo and message on one or multiple buses! (All options include production costs)

\$5,000 Per Bus

5 Available

LANYARDS

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

\$7,500

Plus Production

ENTRANCE DOOR DECALS

Grab the attention of attendees the minute they arrive at Javits Center! Prominently display your company's logo and booth number on the exterior doors of the Javits Center. Decals are approximately 24" x 24".

\$20,000

Plus Production

TOTE BAGS

A highly visible sponsorship, stay with attendees throughout the show! This prized advertising opportunity features your company logo along with the official HX logo to help direct attendees to your booth. Tote bags are available to attendees at all entrances. Bags may not exceed 15" x 15" size.

\$5,500
Plus Production

LOBBY BANNERS

Prominent positions are available in the Crystal Palace of the Javits Center and at entrance points to the HX Marketplace. Contact your sales rep for details.

Price based on location and size

WATER COOLER STATIONS

Keep the conversation about your brand flowing with signage at ultra-convenient show floor water cooler stations. Includes sponsor signage, coolers and cups.

\$2,000 Per Day
For 3 Stations With Signage

FREE-STANDING SIGNAGE

Increase on-site visibility by showcasing your company in high traffic areas of the Javits Center. Signs are 1 meter wide by 3 meters high with print digital file creative message supplied by you.

\$1,500 Single-Sided
\$2,000 Double-Sided

STAIR DECALS

Step up to this opportunity by placing your logo and booth number on each of the 28 interior stairs leading from the North Concourse to the Level 3 show entrance.

\$7,500 Per Quadrant
4 Quadrants Available

PRODUCT DISPLAY KIOSK

Enhance your visibility by displaying your product at the HX hall entrance and in high traffic areas. Each Product Display Kiosk measures at 38"w x 18.5"d x 54"h.

\$1,600 Per Kiosk

SPEAKER READY ROOM

Connect with the HX speakers face-to-face with access to the speaker ready room during both days of the Marketplace. Sponsorship includes food and beverage for speakers, signage, and opportunity to provide logo gift item(s). Sponsor(s) can also have company representatives present in the room.

\$3,000



FREE-STANDING SIGNAGE



LOBBY BANNERS



STAIR DECALS

MARKETPLACE STAGE

HX: ON-STAGES

- We're creating engagement opportunities in 1,600 square foot, 100 seat theaters on the Marketplace floor to communicate industry information and trends, and to showcase the latest hospitality products and services.
- We're utilizing TED-style talks and expert question and answer sessions focused on real-time attendee needs.
- These energetic experiences will demonstrate the latest in innovation to attract decision makers to the ON-STAGE theaters.
- Presentations focus on restaurant and hotel specific topics, such as future trends, technology, sustainability, operational excellence, communications and marketing.

Sponsorship Benefits

- Exclusive Asset – only one sponsor for each Stage.

Pre-show

- Company logo featured on a 5-panel slider on HX website homepage.
- Company logo with show sponsor designation on HX website homepage.
- Company mention in one e-marketing blast (dataset of 50,000 prospects and registered attendees).

On-site

- Recognition as sponsor on HX mobile app and in HX social media campaign.
- Logo/company name recognition in ON-STAGE branding.
- Logo/company name recognition on sponsor signage throughout HX.

- Sponsor acknowledgement by moderator at beginning of each session.
- Company video clip shown several times daily on HX: ON-STAGE video monitors (sponsor to provide 2-3 minute video).
- Opportunity to introduce up to 3 ON-STAGE sessions daily.

Post-show

- Sponsor mention in HX highlights video posted to HX website.
- Post-show e-blast to both attendees and non-attendees with a video link.
- Mailing list of all HX 2019 registrants.
- Contact list of all attendees scanned during sessions in your theater.

Sponsor Investment: \$20,000



CONFERENCE SPONSORSHIPS

HX: The Conference, a 2-day high impact stand-alone education program with an opening general session and breakouts focused on three core content pillars: Future Trends; Technology and Operational Excellence.

GENERAL SESSION SPONSOR

Sunday, November 10, 2019

\$5,000

TRACK SPONSOR (7 SESSIONS OVER 2 DAYS)

- Technology
- Future Trends
- Operational Excellence

\$5,000
Per Track

STUDENT TRACK SPONSOR (3 SESSIONS)

Sunday, November 10, 2019

\$2,000

CONFERENCE ROOM BLANKETS

Keep attendees comfortable with an embroidered blankets with your company's logo.

\$2,500
Plus Production

CONFERENCE BREAKS

\$3,000
Per Day

\$5,000
For Two Days

NOTE PADS AND PENS

Note Pads and Pens with your company name/logo are placed at registration and in the conference hall, giving you ample opportunity to put your brand into the hands of attendees.

\$750
Plus Production



DIRECTORY ADVERTISING

Stand out and drive attendee traffic to your booth by advertising in the Show Directory!

Make the most of your HX 2019 participation through brand recognition. **Over 50,000 hospitality decision makers** use our show directory as a year-round product guide and resource. Don't miss out! HX offers a variety of ad sizes and the opportunity to highlight your exhibitor listing and product category ads. Get a jump on expanding your brand today!

AUDIENCE AND DISTRIBUTION

Print show directories will be distributed at central locations on-site to 5,100+ attendees before they walk the show floor.

EXPAND YOUR REACH TO 50,000+ IN OUR DIGITAL EDITION

In addition, the HX Directory will be digitally distributed one week prior to the show, providing your company with added exposure before the show even starts.

CONTENT

HX Directory will include:

- Exhibitor listings
- Marketplace Floorplan
- Conference, Education & Event Information
- Exhibitor Product Category Listings

CONTACT US TODAY TO RESERVE YOUR SPACE

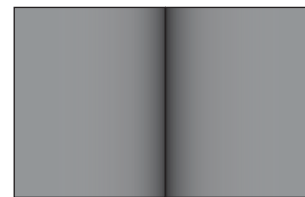
Bethanne Doud

Business Development Manager

513.263.9306

bethanne.doud@emeraldexpo.com

OFFICIAL SHOW DIRECTORY AD SIZES & DIMENSIONS



SPREAD

16" x 10.875"

(add .125" on all sides for bleed)

* Pricing varies on ad positions. Contact your sales representative for more information.



FULL PAGE

8" x 10.875"

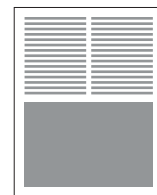
(add .125" on all sides for bleed)

INSIDE FRONT COVER **\$2,890**

BACK COVER **\$1,800**

INSIDE BACK COVER **\$1,800**

FULL PAGE **\$1,600**



HALF PAGE

7" x 4.875"

(no bleed)

\$1,100



QUARTER PAGE

3.25" x 4.875"

(no bleed)

\$700

PRODUCT CATEGORY AD 2.25" X 2.25"

Be the first product that buyers see when they search by a specific product category. Your ad will be placed alphabetically within your product's category.

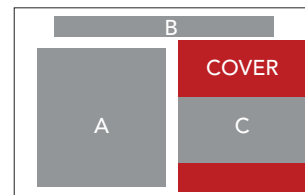
\$300

HIGHLIGHTED LISTING WITH LOGO

Get noticed on your listing's page when buyers search for exhibitors by company name. We highlight your listing's background and add your logo. (up to 2-1/4" x 1")

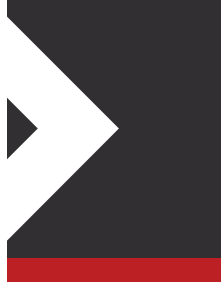
\$275

Background box color to be determined.



DIGITAL EDITION ADD-ONS

Expand your reach by purchasing the left of cover ad (A) for only **\$1500**, which also includes the leaderboard position (B), OR purchase a digital belly band position (C) **\$750** for the cover only.



ADVERTISING SPECIFICATIONS

MECHANICAL INFORMATION

PRINTING/Web-offset presses

TRIM SIZE/8" x 10.875"

LIVE MATTER/Text and any graphics that should not trim must be at least .25" from the trim.

BLEED/At least .125" bleed over trim on all sides

SPREAD/Live matter must be at least .375" from gutter.

DIGITAL FILE REQUIREMENTS

No application files will be accepted.

PDF FILE REQUIREMENTS

Must be high-resolution, print-ready PDF-X1a.

EPS FILE REQUIREMENTS

Must be 100% size. Please embed all images and convert all fonts to outlines.

TIFF FILE REQUIREMENTS

Must be 100% size. Please flatten any layers.

All images used in design must be 300 dpi and CMYK color profile. If you wish to use PMS or spot colors, notify your Account Manager, as additional charges will be applied. The publisher will not be held responsible for color running incorrectly if a SWOP-certified digital color proof is not submitted by the advertiser/agency. A SWOP digital color proof should be submitted at 100% ad size by materials due date. The Production Coordinator should be notified in advance if a proof is needed. Laser or inkjet proofs at 100% are acceptable for content only, but cannot be used to guarantee color.

Do NOT include printer's marks (crop marks, registration marks, etc.) in the bleed of your file submission. All printer marks should be offset from the trim by .125". If these marks are included in the bleed of the file, there is a chance these marks will be printed in the final product.

AD SUBMISSIONS

Email To:

terri.hill@emeraldexpo.com
or via www.wetransfer.com

Send SWOP proofs to:

Terri Hill, Productions Manager

Emerald Expositions
1145 Sanctuary Pkwy
Suite 355
Alpharetta, GA 30009
770.291.5481



WEBSITE SPONSORSHIP

HOME PAGE BANNER AD - 728x90

Maximize your overall show presence by placing a banner ad on the home page of the HX website. *Limited to 3 Sponsors Per Month

\$700 Per Month

\$1,500 For Sept. 1 - Nov. 30

\$3,600 Per Year

RUN OF SITE BANNER AD - 728x90

Promote your brand messaging to website viewers throughout the HX website. *Limited to 3 Sponsors Per Month

\$500 Per Month

\$1,100 For Sept. 1 - Nov. 30

\$1,800 Per Year

RUN OF SITE BANNER AD - 300x250

Place a banner ad in the sidebar of the sub-pages within the HX website. *Limited to 3 Sponsors Per Month

\$600 Per Month

\$1,300 For Sept. 1 - Nov. 30

\$2,100 Per Year

BANNER AD ON REGISTRATION PAGE

Put your brand message in the one place 7,000 attendees must visit in order to pre-register for HX - July 1 - November 10!

\$2,500

CONFIRMATION OF ONLINE REGISTRANTS

Be seen by the approximately 5,100 buyers who will register online for this year's HX. Your company name and a direct link to your website will appear on every online registration confirmation, which also contains important show information attendees are sure to keep their eyes on.

\$2,500 Exclusive



Actual Size:

728 x 90 Pixels

Home Page Banner Ad / Run Of Site Banner Ad

NEWSLETTER

The original content will include 500 word articles on: F&B, technology and hotel operations. As well as information on what's new with HX and an interview with a senior industry leader.

THE NEWSLETTER SCHEDULE FOR 2019 IS:

HX: The Newsletter is scheduled to deploy bimonthly on the 2nd and 4th Tuesday of each month.

Place your ad with link to your website in each newsletter to a distribution list of 40,000 hospitality professionals (attendee prospects and/or registered attendees).

PRIMARY LEADERBOARD AD - 600x100

\$400 Per Issue

PRIMARY MEDIUM AD - 285x285

\$400 Per Issue

PRODUCT AD - 220x220

\$350 Per Issue

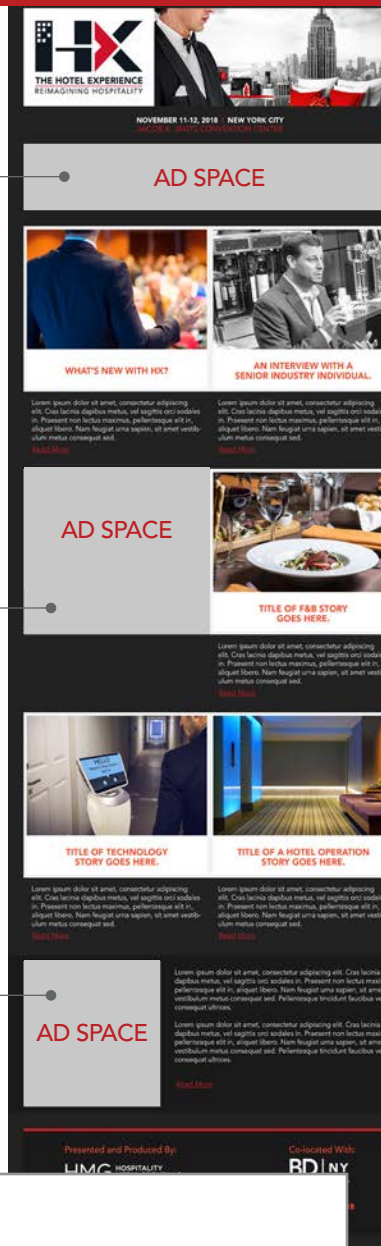
Includes 300-character description.

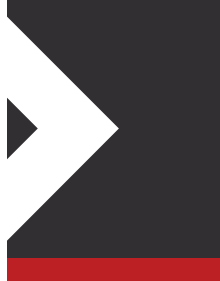
Actual Size:

220 x 220 Pixels
Product Ad

285 x 285 Pixels
Primary Medium Ad

600 x 100 Pixels
Primary Leaderboard Ad





SPONSORSHIP BENEFITS

Stand out as a HX supporter and have your company name seen by thousands of attendees. Use the table below to identify the additional benefits you receive based on your total sponsorship investment.

	\$2,000 - \$4,999	\$5,000 - \$19,999	\$20,000 and up
Sponsor listing on website with company logo	●	●	●
Sponsor listing in HX 2019 Directory	●	●	●
Sponsor listings in pre-conference promotions	●	●	●
Sponsor icon in exhibitor listing in the 2019 Directory	●	●	●
Additional Exhibitor registrations		3	5
Waiver of corner premium charges for 2020 exhibit space		●	●
Sponsor sign for your booth	●	●	●
Company logo on sponsor sign at the Javits Center	●	●	●
Spotlight page w/bio			●
Sponsor Recognition in Social Media Campaign			●

CONTACT US

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Find us on social media:



#HX2019



PRESENTED & PRODUCED BY:



CO-LOCATED WITH:

BD | NY
A BOUTIQUE DESIGN TRADE FAIR



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