

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

## LANYARDS

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

**\$20,000**

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".

Crystal Palace (Level 3), North  
(Level 2) – 34 doors / 72 decals

**\$20,000**

Plus Production

Crystal Palace (Level 3) –  
24 doors / 48 decals

**\$14,000**

Plus Production

North (Level 2) –  
12 doors / 24 decals

**\$7,200**

Plus Production

## TOTE BAGS

High impact opportunity to increase your brand awareness at the show. This advertising opportunity features the HX logo, along with your company logo and booth number to help direct attendees to your booth. Bags may not exceed 15"x15" size.

**\$20,000**

Plus Production

## 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

## 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**  
\*Limited to two non-competing companies

## RELAXATION STATION - NEW FOR 2019!

Give attendees an opportunity to recharge with a relaxing massage on the trade show floor. Sponsor(s) will have a designated area where massages will take place with ample signage including company logo.

**\$10,000 Per Day**  
**\$20,000 Both Days**

## NFL SUNDAY FOOTBALL VIEWING PARTY - NEW FOR 2019!

Connect with HX attendees in this unique opportunity by networking in the NFL Lounge on the trade show floor during the NY Giants vs. NY Jets on Sunday afternoon. Sponsorship includes refreshments for attendees and onsite brand recognition within the lounge.

**\$25,000**  
\*Limited to 5 companies

## CARPET ENTRANCE LOGOS - NEW FOR 2019!

Be the first brand attendees see as they enter the trade show floor. Your company logo will be included on the carpet at the main entrance of HX. Take this opportunity to drive additional traffic to your booth by including company booth number too.

**\$10,500**  
**For HX Entrance**

## ATTENDEE WRISTBANDS - NEW FOR 2019!

Get your brand seen by attendees before they reach the trade show floor. The custom attendee wristbands will be handed out to each attendee onsite at registration and include sponsor logo, with an expandable HX floorplan map.

**\$75,000**

## HX PASSPORT - NEW FOR 2019!

Each attendee will receive an HX Passport card at registration with their badge, that will include your booth number as a required stop for attendees as they travel around the trade show floor. Attendees must collect all required stamps from sponsors to be eligible for a \$5,000 cash prize! Take this opportunity to guarantee leads coming right to your booth. Your company logo will be included in all promotions related to the HX Passport game. Note: minimum of 4 sponsors required to play.

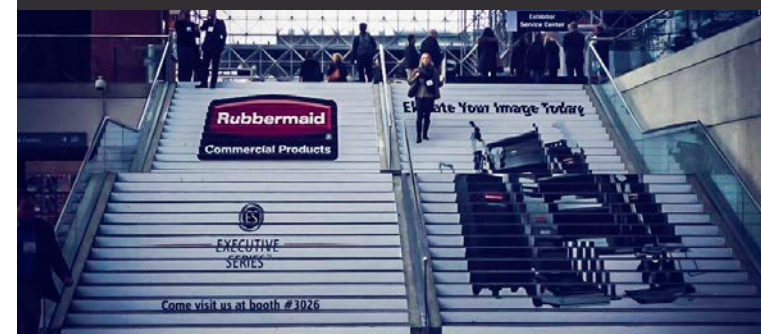
**\$3,500**  
\*Limited to 10 companies



FREE-STANDING SIGNAGE



LOBBY BANNERS



STAIR DECALS

# HX: ON STAGE

- We're creating engagement opportunities in a 1,500 square foot, 100 seated theater on the trade show 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 theater.
- Presentations focus on restaurant and hotel specific topics, such as future trends, technology, sustainability, operational excellence, communications and marketing.

## Exclusive Sponsorship Benefits

### Pre-show

- 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 on sponsor signage throughout HX.
- 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.

Sponsor Investment: \$20,000 **SOLD**



# 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
- Development
- F&B/Restaurant **SOLD**
- Finance
- Operations

**\$5,000**  
Per Track

## CONFERENCE F&B BREAK

Opportunity to engage with attendees in between conference sessions. Sponsorship includes food and beverage assortment for attendees, and sponsorship signage in a designated area.

**\$3,000**  
Per Day

**\$5,000**  
For Two Days



# 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.

### CONTACT ME TODAY TO RESERVE YOUR AD 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"

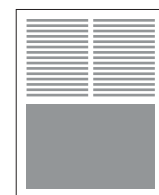
(add .125" on all sides for bleed)

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

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

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.

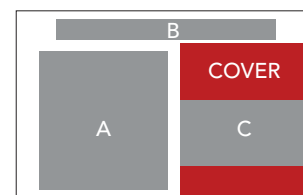
**\$300**

### 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")

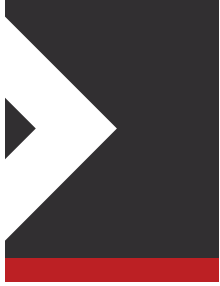
**\$275**

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

Ad Materials Due: 10.04.19

Email To:

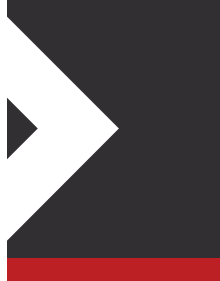
terri.hill@emeraldexpo.com  
or via [www.wetransfer.com](http://www.wetransfer.com)

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

## 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

# ATTENDEE NEWSLETTER

**NEW AD OPTIONS  
AND PRICING  
COMING SOON**

## 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

## Kevin Gaffney

VP, Group Show Director

Tel 770.291.5446

kevin.gaffney@emeraldexpo.com

## Bethanne Doud

Business Development Manager

Tel 513.964.1780

bethanne.doud@emeraldexpo.com

## Sandi Luppert

Marketing Director

Tel 513.964.1791

sandi.luppert@emeraldexpo.com

## Cassie Maurer

Exhibitor Marketing Manager

Tel 513.964.1781

cassie.maurer@emeraldexpo.com

## Christina Green

Marketing Specialist

Tel 513.964.1782

christina.green@emeraldexpo.com

Find us on social media:



#HX2019



PRESENTED & PRODUCED BY:



CO-LOCATED WITH:

**BD | NY**  
A BOUTIQUE DESIGN TRADE FAIR



[WWW.THEHOTEL EXPERIENCE.COM](http://WWW.THEHOTEL EXPERIENCE.COM)