

WEBSITE SPONSORSHIP

- HOME PAGE BANNER AD - 728x90**
Maximize your overall share presence by placing 4 banner ads on the home page of the HX website. 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 viewers 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 viewers throughout the HX website. Sept 1 - Nov 30 *Limited to 3 Sponsors.
\$600 per month
\$1,300 for three months
\$2,100 per year

...ask in order: **\$2,500**

2019 SPONSORSHIP KIT

- Newsletter**
Includes list of 28,000 emails.
\$400 per month
\$1,600 for four months
One per month
- 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 prospective 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 footer of each monthly newsletter to a distribution list of 48,000 hospitality professionals (attendees prospective and/or registered attendees). August - November.
\$400 per month
\$1,600 for four months
One per month
- PRIMARY MEDIUM RECTANGLE - 300x250**
\$350
- PRODUCT AD - 220x220**
Includes 400-character description.
\$400

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.

\$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".

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.

\$5,500

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



ENTRANCE DOOR DECALS



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 + SOCIAL EVENT SPONSORSHIPS

HX: The Conference is a two-day, high-impact educational program with 25 breakouts focused on six core content pillars: Development, F&B/Restaurant, Finance, Leadership, Operations, and Technology.

YOUNG PROFESSIONALS RECEPTION

SUNDAY, NOV. 10TH

5:30 - 7:30 PM

YOTEL HOTEL

NEW THIS YEAR! Be part of the first-ever HX Young Professionals Reception hosted by HX and AAHOA. Be one of the exclusive sponsors and get the opportunity to connect with hoteliers, operators, general managers, purchasers and other on-the-rise industry professionals who are impacting the future of hospitality. Find out who's sourcing products and selecting services for today's (and tomorrow's) properties and expand your long-term network at this celebratory event.

\$7,500

*Limited to 5 exhibiting companies.

**Limited to HX exhibitors only.

TRACK SPONSOR

- Development
- F&B/Restaurant **SOLD**
- Finance
- Leadership
- Operations
- Technology

\$5,000
Per Track

CONFERENCE F&B BREAK **SOLD**

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



SPREAD
18" x 10.875"
(add .125" on all sides for bleed)

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



FULL PAGE
9" 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
Horizontal: 8" x 4.75"
Vertical: 3.75" x 9.875"
(no bleed)

\$1,100



QUARTER PAGE
3.75" x 4.75"
(no bleed)

\$700

PRODUCT CATEGORY AD 2.25" X 2.25"

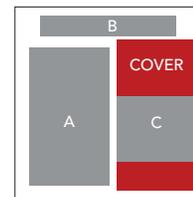
Be the first product that buyers see when they search by a specific product category. Your ad will be placed alphabetically within your product's category.

\$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") Background box color to be determined.

\$275



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

BINDING | Perfect bound

TRIM SIZE | 9" x 10.875"

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

BLEED | At least .125" bleed over trim on all sides (Full Page/Spread ads only).

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

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

THE SHOW DAILY - \$3,500

Advertise in the official Show Daily and your ad will be showcased in distributions at all hotel shuttle bus stops transporting attendees to the show, media bins located throughout the Javits Center and from the Hotel Business booth. Advertisement includes:

- One ad in the 11/10 daily
- One ad in the 11/11 daily
- One advertorial in either the 11/10 or 11/11 daily
- Inclusion in the Hotel Business pre-show e-blast

For more information, visit:
<https://www.hotelbusiness.com/hx/>



Actual Size:

728 x 90 Pixels
 Home Page Banner Ad / Run Of Site Banner Ad

ATTENDEE NEWSLETTER

The original content will include 250- to 1,000-word articles that deal with all facets of hospitality, including food and beverage, the latest technology and operational/economic trends. In addition to must-know news, readers will glean insights from senior industry leaders via in-depth interviews, as well as learn about what's on tap (exhibitors, educational sessions and networking events) for HX 2019.

THE NEWSLETTER SCHEDULE FOR 2019 IS:

HX: The News is scheduled to deploy 6x between August and November.

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).

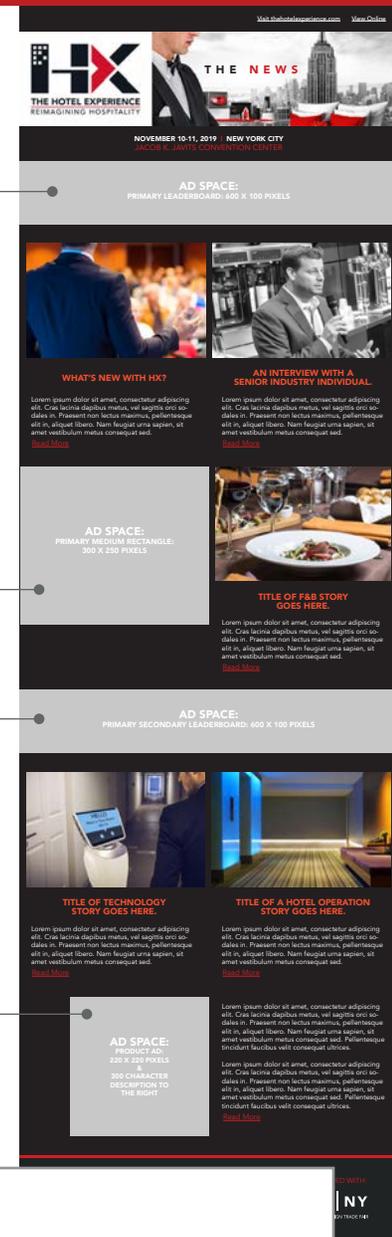
| | 1x | 3x |
|--|------------------------|------------------------|
| PRIMARY LEADERBOARD AD - 600x100 | \$800 Per Issue | \$600 Per Issue |
| PRIMARY MEDIUM AD - 300x250 | \$700 Per Issue | \$500 Per Issue |
| BOTTOM LEADERBOARD AD - 600x100 | \$600 Per Issue | \$400 Per Issue |
| PRODUCT AD - 220x220 Includes 300-character description. | \$400 Per Issue | \$200 Per Issue |

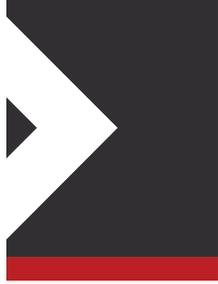
Actual Size:

220 x 220 Pixels
Product Ad

300 x 250 Pixels
Primary Medium Ad

600 x 100 Pixels
Primary Leaderboard Ad + Lower Leaderboard





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:



WWW.THEHOTEL EXPERIENCE.COM