


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.

POST-SHOW EXHIBIT EMAIL TRACKER
Stay top of mind to attendees post HX. Post show attendees will receive an email showing each booth they were scanned at. Your company message and branding will be prominently displayed in a banner ad at the top of the email.

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

ATTENDEE BADGES - NEW FOR 2020!
Opportunity to have your company name and logo prominently displayed on all HX attendee badges. Logo can be displayed on the front and/or back of badges. Company logo will also be included on overall show sponsorship signage.

TOTE BAGS
An opportunity to increase your brand awareness at the show. This advertising opportunity to have your company logo and booth number to be included on tote bags will also be included on overall show sponsorship signage.

REGISTRATION WEB BANNER	\$2,500 Exclusive
POST-SHOW EXHIBIT EMAIL TRACKER	\$3,500 Exclusive
LANYARDS	\$7,500 Plus Production
ATTENDEE BADGES - NEW FOR 2020!	\$4,000
TOTE BAGS	\$5,000 Plus Production
	\$2,000 Per Day For 3 Stations With Signage

AAHQA MEMBER SPONSORSHIP OPPORTUNITIES

Here for 2020, HX is offering unique sponsorship opportunities available to AAHQA members including a HX. Please contact XXXX for more details or to confirm any of the sponsorships listed below.

RELAXATION STATION
Once attendees are opportunity to recharge with a relaxing message on the trade show floor. Sponsors will have a designated area where messages will take place with ample signage including company logo.

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

CARPET ENTRANCE LOGOS
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.

ATTENDEE WRISTBANDS
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.

HX PASSPORT
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 able to win a \$5,000 cash prize! Take this opportunity to guarantee leads coming right to your company booth. Your company logo will be included in all promotional related to the HX.

RELAXATION STATION	\$10,000 Per Day \$20,000 Both Days
NFL SUNDAY FOOTBALL VIEWING PARTY	\$25,000 *Limited to 5 companies
CARPET ENTRANCE LOGOS	\$7,500 For HX Entrance
ATTENDEE WRISTBANDS	\$75,000
HX PASSPORT	\$2,500 *Limited to 10 companies



**2020
SPONSORSHIP
KIT**

NOVEMBER 8-9, 2020 ■ 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.

\$2,500

Exclusive

POST-SHOW EXHIBIT EMAIL TRACKER

Stay top of mind to attendees post HX. Post show, attendees will receive an email showing each booth they were scanned at. Your company message and branding will be prominently displayed in a banner ad at the top of the email.

\$3,000

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

ATTENDEE BADGES - NEW FOR 2020!

Opportunity to have your company name and logo prominently displayed on all HX attendee badges. Logo can be displayed on the front and/or back of badges. Company logo will also be included on overall show sponsorship signage.

\$5,000

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

PRESENTING SPONSOR - NEW FOR 2020!

Expand your reach and plan for increased ROI before, during and after HX as the exclusive presenting sponsor of the show. The presenting sponsor will benefit from perks such as company logo recognition on all HX marketing collateral and website, onsite signage, full page ad in show directory, and dedicated pre-show and post-show eblasts to all registered attendees.

\$8,000

HX PASSPORT

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.

\$2,500

*Limited to 10 Companies

ON-SITE SPONSORSHIPS

CARPET ENTRANCE LOGOS

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.

\$7,500
For HX Entrance

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.

\$5,000
Plus Production

AAHOA MEMBER SPONSORSHIP OPPORTUNITIES

New for 2020, HX is offering unique sponsorship opportunities available to AAHOA members exhibiting at HX. Please contact **James Jenkins** at james@aahoa.com or **Lindsey Judy** at lindsey.judy@emeraldx.com for more details or to confirm any of the sponsorships listed below.

RELAXATION STATION

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

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

\$25,000
*Limited to 5 Companies

ATTENDEE WRISTBANDS

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



CONFERENCE + SOCIAL EVENT SPONSORSHIPS



YOUNG PROFESSIONALS RECEPTION

SUNDAY, NOV. 8TH

5:30 - 7:30 PM

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. Sponsorship includes 7 event tickets for staff + guests, company logo on cocktail napkins, full page ad in HX directory, and more.

\$30,000
EXCLUSIVE

\$7,500
UP TO
5 Exhibitor
Companies.
**Limited to HX
Exhibitors Only.

TRACK SPONSOR

Connect with attendees through sponsoring one of the robust HX conference program tracks (multiple tracks will be available). Track sponsorships will include company logo included on session title slide, opportunity to introduce session speaker(s), onsite signage, opportunity to provide collateral to session attendees, and 10 complimentary conference passes for clients.

\$3,000
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

HX: ON STAGE

- We're creating engagement opportunities in a 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.

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).
- Pre-show eblast to pre-registered attendees and past HX attendees.
- Company mention and feature in HX attendee newsletters.

On-site

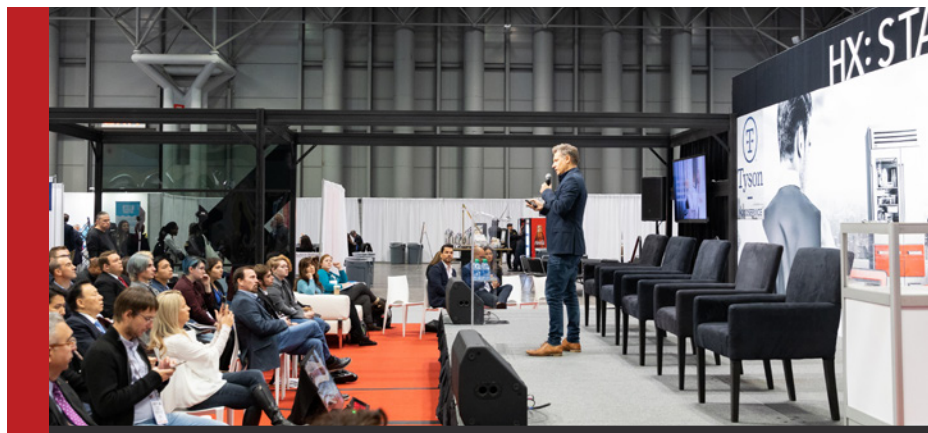
- Recognition as sponsor on HX mobile app and in HX social media campaign (live interview onsite).
- Logo/company name recognition on sponsor signage throughout HX.
- Opportunity to host two sessions at the HX:ON-STAGE.

- 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.

Post-show

- Post-show e-blast to HX attendees.
- Company mention and feature in HX post-show attendee newsletter.

Sponsor Investment: \$10,000



DIRECTORY ADVERTISING

Stay top of mind and drive traffic to your booth by advertising in the HX show directory. Hospitality decision makers use the directory as a year-round valuable resource during and after the show. HX offers a variety of ad sizes and budget friendly opportunities to increase your brand recognition.

AUDIENCE AND DISTRIBUTION

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

CONTACT ME TODAY TO RESERVE YOUR AD SPACE

Lindsey Judy
Account Executive
770-291-5405
lindsey.judy@emeraldexpo.com



SPREAD **\$4,500**

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 **\$2,500** BACK COVER **\$3,000**

INSIDE BACK COVER **\$2,500** FULL PAGE **\$2,000**



HALF PAGE

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

\$1,500



QUARTER PAGE

3.75" x 4.75"
(no bleed)

\$750

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

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: 10.07.20

Email To:

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

Send SWOP proofs to:

Terri Hill, Production Manager
Emerald Expositions
1145 Sanctuary Pkwy
Suite 355
Alpharetta, GA 30009
770.291.5481



WEBSITE ADVERTISING

HOME PAGE BANNER AD (TOP LEADERBOARD) - 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**

\$1,000 Per Month

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

\$7,000 Per Year

ANCHOR BANNER (BOTTOM LEADERBOARD) - 728x90

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

\$750 Per Month

\$1,000 For Sept. 1 - Nov. 30

\$4,000 Per Year

BANNER AD ON REGISTRATION PAGE

Put your brand message in the one place attendees must visit in order to pre-register for HX.

\$2,500

CONFIRMATION OF ONLINE REGISTRANTS

Be seen by confirmed attendees who register online for this year's show. A banner ad with your company branding 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 11/8 daily

One ad in the 11/9 daily

One advertorial in either the 11/8 or 11/9 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 2020.

The HX attendee newsletter 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 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







CONTACT US

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Find us on social media:



#HX2020

PRESENTED & PRODUCED BY:



CO-LOCATED WITH:

BD | NY

A BOUTIQUE DESIGN TRADE FAIR



WWW.THEHOTEL EXPERIENCE.COM