

HCD


HEALTHCARE DESIGN
EXPO + CONFERENCE



PROSPECTUS

CONFERENCE: **OCTOBER 23-26, 2021** | EXPO: **OCTOBER 24-26, 2021**
HUNTINGTON CONVENTION CENTER | CLEVELAND, OH


hcdexpo.com

Founded and Produced by
 EMERALD

 HCD
HEALTHCARE DESIGN
EXPO + CONFERENCE

 THE CENTER FOR
HEALTH DESIGN

Presenting sponsor
 carolina
an GPS company

In Association with
 The American
Institute of Architects
Academy of
Architecture for Health
an AIA Knowledge Community

Strategic Partner
 AS
AMERICAN SOCIETY OF
INTERIOR DESIGNERS

 IIDA
INTERNATIONAL
INTERIOR DESIGN ASSOCIATION

 AIAFP
AMERICAN INSTITUTE OF
ARCHITECTS FOR PRACTICE

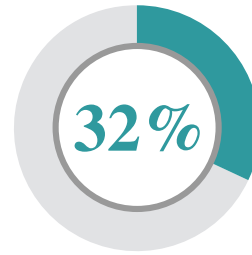
Association Partners
 AAHID
AMERICAN ACADEMY OF
HEALTHCARE DESIGN
 NIHD
NATIONAL INSTITUTE OF
HEALTHCARE DESIGN

 Huntington Convention Center
Cleveland, OH

The **Healthcare Design Expo & Conference** is devoted to examining how design directly impacts the safety, operations, clinical outcomes, and financial success of healthcare facilities, now and into the future. Produced by the industry's information leader, with support from the Center for Health Design, the American Institute of Architects, the Association of Medical Facility Professionals, the American Society of Interior Designers, the American Academy of Healthcare Interior Designers, the Nursing Institute for Healthcare Design and the International Interior Design Association, HCD Expo & Conference is the industry's best-attended and most respected event that focuses on evidence-based design for healthcare.

WHY EXHIBIT?

- ☒ Meet New Clients
- ☒ Network with Peers
- ☒ Strengthen Relationships
- ☒ Promote Brand Image
- ☒ Introduce New Products
- ☒ Get in Front of Buying Power
- ☒ Showcase Products
- ☒ Take Orders/Lead Generation



OF ATTENDEES
HAVE PROJECT
BUDGETS OVER
\$100 MILLION

Why do you attend the Healthcare Design Expo & Conference?

“

For a company strong in the healthcare segment and focused on designing products that offer solutions for the healthcare market, HCD offers us the most access to an on-target group of designers and decision-makers.

—Healthcare Specialist, Exhibitor

”

TOP THREE OBJECTIVES FOR ATTENDING HCD

1. 

Keep up to date with industry trends

2. 

Maintain/build relationships and network

3. 

See new products

71% of attendees said finding new products is their top priority



84% of vendors said exhibiting at HCD helps maintain their company profile/brand position



81% of attendees believe participating in the expo and conference is essential for their organization



74% of vendors indicated that exhibiting at HCD is important for their business



What industries will be represented at Healthcare Design Expo and Conference?



- Architectural, A/E or Interior Design Firms
- Hospital/Specialty Medical Centers
- Design/Build Firms
- Contract/Building/Construction Companies
- Other

WHO ATTENDS?

ARCHITECTS
INTERIOR DESIGNERS
ADMINISTRATORS
OPERATIONS EXECUTIVES
CONTRACTORS
ENGINEERS
FACILITY MANAGERS
RESEARCHERS
EDUCATORS
CHIEF ENGINEERS
CONSTRUCTION MANAGERS
PRESIDENTS
CONSULTANTS
MEDICAL PLANNERS
PROJECT MANAGERS
PURCHASING EXECUTIVES

Why do you attend the Healthcare Design Expo & Conference?

“

[Healthcare Design] was a great opportunity for us to network and get our brand's name in front of the right people. We're excited to return!

—Marketing Manager, Exhibitor

There is no healthcare design industry event that can come close to the quality HCD achieves. I found the expo hall to be the best I have ever seen

—Associate Principal, Attendee

”

EXHIBIT + GALLERY SPACE OPPORTUNITIES

EXHIBIT HALL BOOTH: RATES:

\$48.75 starting 1/30/21 | \$49.99 starting 5/28/21

- 10' x 10' Standard exhibit space (100 sq. ft)
- 8' high back-wall drape with 3' side 1 drape
- 7" x 44" identification sign for your company name and booth number
- (100 sq. ft) booth space, One (1) full Conference Pass, Two (2) Expo Only Passes
- Onsite Show Directory—includes company name, booth number, website, and 500 character description.
- Online Exhibitor Listing—includes company contact information (address, email, social media, etc.) booth number and 500 character description
- Booth Rates
 - Per 100 sq. ft.\$4,875
 - Island 200 sq. ft.\$12,398
 - Island 400 sq. ft.\$21,156
 - Island 600 sq. ft.\$29,874 (larger than 600 would be \$49.79 per 100 sq. ft.)
 - Corner Charge if applicable: \$475
 - (island booths do not incur additional corner charge)*

ARCHITECTURAL GALLERY SPACE BOOTH (MULTIPLE AVAILABLE):

\$3,199

- 8' x 7' 8" unmanned booth space (dimensions are approximate)
- Velcro-compatible, felt-surface booth with two 26" side panels
- One (1) Full Conference Pass

SPONSORSHIP OPPORTUNITIES

Whether you're exhibiting or not exhibiting, building product awareness from building product awareness to increasing sales, becoming an official show sponsor will further enhance your presence among the hundreds of exhibitors at Healthcare Design Expo & Conference. Gain additional exposure by purchasing one of the high-profile and high-value sponsorship packages to stand out among your competition and get noticed.

Advertising opportunities also exist with hcdexpo.com, *Healthcare Design Magazine* and in the Official Show Directory.

To discuss a customized sponsorship package developed for your marketing goals and objectives, contact the Healthcare Design Sales Team or visit the Healthcare Design Expo & Conference website at [HCD Expo Sponsorships](#)

HCD
HEALTHCARE DESIGN
EXPO + CONFERENCE

OCTOBER 23-26, 2021

HUNTINGTON CONVENTION CENTER | CLEVELAND, OH



Exhibit space rates vary per show and according to time of reservation.
Contact your account executive for details and current rates.

Account Executives



Companies A-G, #'s, T-Z

Cindi Richardson
Account Executive
661-644-4222
cindi.richardson@emeraldx.com



Companies H-S

Scott Goist
Account Executive
216-288-4170
scott.goist@emeraldx.com

Business Development



Emily Clay

Business Development Manager
770-291-5439
emily.clay@emeraldx.com

Customer Success



Elana Ben-Tor

Customer Success Manager
216-373-1202
elana.ben-tor@emeraldx.com

Publisher/Director



Kristin Zeit

Associate Show Director
513-717-1155
kristin.zeit@emeraldx.com

WE'RE SOCIAL!

Stay connected with HCD before, during, and after the event.



#HCDcon

@HCDcon

www.hcdexpo.com