

# HCD

HEALTHCARE DESIGN  
EXPO + CONFERENCE




## SPONSORSHIP AND MARKETING RESOURCES

OCTOBER 23-26, 2021

HUNTINGTON CONVENTION CENTER | CLEVELAND, OH


[hcdexpo.com](http://hcdexpo.com)

Founded and Produced by  
 EMERALD

 HCD  
HEALTHCARE DESIGN  
EXPO + CONFERENCE

 THE CENTER FOR  
HEALTH DESIGN

Presenting sponsor  
 carolina  
an OFS 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  
THE INTERNATIONAL  
DESIGN ASSOCIATION

 AIAFP

Association Partners

 AAHID  
American Academy of Healthcare  
Interior Designers

 NIHD  
National Institute of  
Healthcare Design

 Huntington Convention Center  
Cleveland, Ohio

**HCD attendees cannot wait to get back to the show this year. What will your company do to stand out among a diverse market ready to absorb information about your products and services?**

## We recognize your significant investment in HCD.

Make the most of your experience. HCD is full of industry influencer's and this is your chance to put your brand in front of these buyers who have never been more serious about product sourcing, than they are today.

### What we do to promote HCD:

HCD is marketed using a full 365 automation model, where coverage around the industry and the show continues year round

Invitations are sent out via direct mail three months leading up to the show to remind all attendees to register

Partner with key industry media groups and associations to present effective cross marketing promotion

Use our trade industry publication - *Healthcare Design* magazine to reach an expanded audience within the design network.

Highlight show activations, accredited conferences, keynote speakers, networking activities, and much more on our website, newsletters and social channels

Curate hundreds of educational sessions providing the latest research, trends, and strategies in the healthcare design industry.

### What you can do to drive customers to your booth:

Complete your **free online profile** in HCD Connect so attendees can learn more about you before the show begins

Promote your in-booth show specials, press releases, and products in HCD Connect

Increase your social media posts surrounding your participation at the show and use #HCDcon to grow your followers

Stand out and drive traffic to your booth on-site — many high-visibility advertising and sponsorship opportunities are available

Take advantage of direct marketing programs - send email or postcard to registrants

Use the **free marketing tools** in your Feathr dashboard — custom email template, web ad, and landing page



## SPONSORSHIP OPPORTUNITIES

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.

### PRESENTING SPONSOR: EXCLUSIVE \$60,000

The Presenting Sponsor is the top-of-mind visible partner before, during, and after the Expo and Conference, providing the sponsoring organization significant branding, lead generation, and lead nurturing programs, as well as demonstration of thought leadership.

- Company logo on onsite Expo and Conference marketing collateral (show directory, relevant signage)
- Exclusive sponsor of Opening and Closing Keynote general sessions
- Opportunity to address all HCD General Session attendees for five minutes before Keynote introductions
- Literature hand out opportunities in the HCD General Session room
- Recognition signage
- Full page ad in the onsite Show Directory
- Opportunity to place marketing materials in all Attendee bags
- Dedicated pre-event and post-event email to all HCD Expo and Conference attendees (sponsor to provide html\*\*)
- Company logo on website and in footers of emails to prospective and registered attendees
- First right of refusal for the 2021 Expo and Conference



### NETWORKING EVENT SPONSOR (2 MAX)

The social event of the Expo and Conference, held Monday evening. All HCD attendees and exhibitors are invited for hors d'oeuvres, cocktails, entertainment and more.

- Co-branded HCD Networking Party email invitations featuring company logo and link to your website
- Recognition in pre-show emails and direct mail
- Opportunity to provide napkins with logo
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and on the website
- Full page ad in the onsite Show Directory
- 50 additional drink tickets for distribution to clients at event
- One dedicated pre-event email to HCD attendees (sponsor to provide html\*\*)
- Recognition on show website and onsite signage
- First right of refusal for the 2022 Expo and Conference



\*\*email send date TBD by show management



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**WELCOME RECEPTION SPONSOR (2 MAX): \$20,000 EXCLUSIVE / \$11,000 EACH**

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As the sponsor of the Welcome Reception, your organization will gain tremendous recognition, driving traffic to your booth to build relationships and generate leads. Get the party started and carry that momentum throughout the Expo and Conference.

- Sponsor may provide cups and napkins with logo
- Company logo on Welcome Reception drink tickets
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and the website
- Ad in the onsite Show Directory (size dependent on sponsorship level)
- 50 Additional drink tickets for distribution at the Welcome Reception
- Bar or food station located near your exhibit space

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**ADVANCEMENTS IN EVIDENCED-BASED DESIGN RESEARCH TRACK SPONSOR: EXCLUSIVE \$12,500**

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Great for organizations dedicated to Evidence-Based Design (EBD), the Advancements in EBD Research track presents juried research studies on multiple healthcare design environments. The exclusive sponsor will receive:

- Company logo on all Advancements in EBD Research Education Track session descriptions on the HCD website
- Recognition at the beginning of each EBD Education Track session OR option to host Education Track session by introducing each speaker
- Distribution of company literature in each session room
- Company logo on all related EBD Education Track signage
- Company logo on Sponsor Recognition signage and in the onsite Show Directory

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**HEALTHCARE DESIGN AWARDS LUNCHEON SPONSOR: (THREE AVAILABLE): \$5,000 EACH/EXCLUSIVE \$12,000**

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Open to all Healthcare Design attendees, the Healthcare Design Awards Luncheon will honor the Design Showcase Citation of Merit Winners, Remodel/Renovation Award Winners, and The HCD 10. The exclusive sponsor will receive:

- Recognition as the exclusive sponsor in all HCD Awards Luncheon promotions
- Two-minute introduction by your company executive at the beginning of the Awards Ceremony
- Company logo on all Awards Ceremony signage
- Company logo on all Luncheon room screens prior to the Awards Ceremony
- Company logo on website, onsite signage, and onsite Show Directory

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**MOBILE APP SPONSOR: EXCLUSIVE \$11,000**

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The Mobile App Sponsor keeps attendees connected to important Expo and Conference updates and social media alerts.

- Exclusive sponsor of the official HCD Mobile App
- Company ad, logo and banners included in the app
- One dedicated promotional app push during each day of the Expo and Conference
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, the HCD Mobile App, and the website
- One post-event email to all app users (sponsor to provide html\*\*)
- First right of refusal for the 2021 Expo and Conference



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**ATTENDEE BADGE SPONSOR: \$11,000**

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- Prominent position of your company logo on all HCD badges
- Company logo on Sponsor Recognition signage, in the show directory, the app and on the show website.
- First right of refusal for the 2021 Expo and Conference



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**EDUCATION TRACK SPONSOR (MULTIPLE AVAILABLE): \$10,000**

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Sponsor a track and “own” that topic in the marketplace throughout the year, with multiple opportunities before and at the show to demonstrate your involvement on a key topic area. (Excludes EBD Track)

- Exclusive sponsor of one of HCD Education Tracks (see agenda for details)
- Company logo on Education Track session descriptions on the HCD website
- Option to host Education Track session by introducing each speaker
- Sponsor logo included on onsite signage and website sponsor page
- Company logo on Education Track signage
- Recognition at the beginning of each Education Track session
- Distribution of company literature in each session room
- First right of refusal for the 2021 Expo and Conference

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**POWER LOUNGE SPONSOR: EXCLUSIVE \$10,000**

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Sure to be a hub of activity, this heavily-trafficked working lounge located in a highly visible area gives attendees a place to relax, recharge, network, and conduct business—and gives you a powerful opportunity to build your brand awareness, and engage attendees.

- Signage with your logo and booth # (if applicable)
- Company logo and signage on each of the charging stations
- Half page ad in the onsite Show Directory
- Table/stand for your literature
- Seating provided or you have option to bring your own furniture
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and on the website

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**REGISTRATION SPONSOR: \$7,500**

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Draw attendees to your booth in the high-traffic registration area—the first stop for each and every Expo and Conference attendee.

- Sponsor has the option to provide flooring for outside the registration area in the Registration Desk. (Based on Emerald Expositions approval)
- Logo on Registration Kick Panels (up to 3)
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and website.



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**FLOORING SPONSOR: \$7,500**

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Make a strong first impression as attendees literally watch their step while viewing your brand's flooring at the entrance to the exhibit hall.

- Sponsor to provide flooring for the outside entrance to Exhibit Hall at HCD 2021 (Based on Emerald's approval)
- Exhibit Sponsor signage next to flooring
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and website.



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**LANYARD SPONSOR: EXCLUSIVE \$6,000\***

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*\*Sponsor responsible for producing and supplying lanyards*

Exclusive sponsor of the attendee badge lanyards

- Company logo on Sponsor Recognition signage, the onsite Show Directory, and website
- First right of refusal for the 2021 Expo and Conference



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### **ATTENDEE BAG SPONSOR: EXCLUSIVE \$6,000\***

*\*Sponsor responsible for producing and supplying bags*

Each attendee will receive a tote featuring your logo. This is an effective way to have your company's brand seen by all the Expo and Conference participants throughout this multi-day event.

- Company logo on all HCD Attendee bags
- Promotional Insert in Attendee Bag (sponsor to provide insert)
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and on the website
- First right of refusal for the 2021 Expo and Conference

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### **CASH GIVEAWAY (MULTIPLE AVAILABLE): \$5,000**

- Recognition in Cash Giveaway promotions (via email and mobile app)
- Recognition during the Cash Giveaway Drawing
- Company logo on Sponsor Recognition Signage, onsite show directory, and website

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### **FACILITY TOUR BUS SPONSOR (MULTIPLE AVAILABLE): \$5,000**

- Company logo on Facility Tour transportation signage
- Literature distribution on Facility Tour bus
- Brief (2-3 minute) presentation on Facility Tour bus (optional)
- One Facility Tour pass per bus sponsor
- Company logo on Sponsor Recognition signage, the onsite Show Directory, and website

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### **FACILITY TOUR SNACK SPONSOR: \$3,000**

As the Facility Tour Snack Sponsor, you will be providing snacks to all the participants that will be on the tours. This will give you great concentrated exposure.

- Company logo on Facility Tour signage
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and on the website
- Sponsor responsible for paying for snacks, and coordinating directly with convention center

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### **COFFEE BREAK SPONSOR: (ONE AVAILABLE) FOR EACH BREAK: \$2,500**

Scheduled throughout the Expo and Conference and located both near the educational sessions and in the Exhibit Hall, the exclusive HCD Coffee Break sponsor receives incredible brand exposure and onsite promotion during all refreshment breaks with:

- Sponsor the coffee and break stations throughout the Expo and Conference
- Optional Sponsor logo on napkins at the stations (excluding Welcome Reception)\*
- Optional Sponsor logo on coffee sleeves\*
- Company logo and booth number on Coffee Break signage
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and on the website

\*Additional costs and fees may apply, sponsor to provide napkins and coffee sleeves

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### **ATTENDEE BAG INSERTS SPONSOR: \$2,000 (MULTIPLE AVAILABLE)**

Attendee bag inserts allow you to put your marketing information in the hands of all Healthcare Design attendees.

- Your company's promotional material will be inserted into approximately 1400+ attendee bags



### **PEN & NOTEBOOK SPONSOR: \$2,000 EACH**

*\*Sponsor to provide pads/pens.*

Two of the most popular items available for sponsorship (and most often asked for by attendees) are the notebook and pen. Have your branded pen or notebook in the hands of attendees as they take notes in conference sessions.

### **SOLUTIONS THEATER SPONSOR: \$1,000 (MULTIPLE AVAILABLE)**

- 30 minutes of stage time in Solutions Theater, based on available time slots
- Logo and time slot included in the ad for the Solutions Theater of the HCD Directory
- Company name in Solutions Theater promotions (via email and mobile app)

## **SOCIAL MEDIA OPPORTUNITIES**

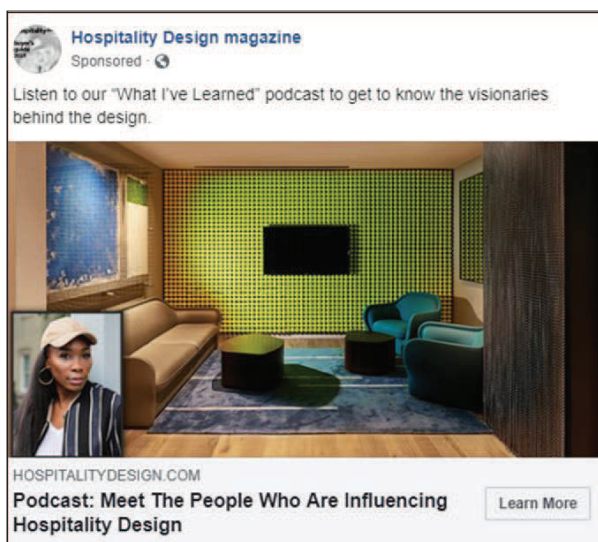
### **SOCIAL MEDIA FEATURED POSTS: \$499**

Expand your reach during the show with extra promotion of your booth through our featured social media posts! A photo of your booth, team, and product will be posted to the Healthcare Design Expo and Conference e-social media accounts.

### **HCD STEP PROGRAM: \$1,500**

Have you ever clicked on an Instagram or Facebook ad just because you recognized the brand? You now have the ability to target HCD's proprietary audience network on Facebook and Instagram using your ad creative. Our digital marketing team designs, builds and launches your social media campaign through our own systems using Facebook as the catalyst for execution. Your social campaign is guaranteed 25,000+ industry impressions with a minimum purchase.

- Extra impressions can be purchased at a set of \$50 per 1,000 additional impressions for your campaign.
- Monthly reports are sent 10 days following the conclusion of your social ad campaign.
- What audience will my social campaign target? Your campaign will target HCD website visitors via Instagram and Facebook ads. Website visitors are primarily industry focused and are your core market targets.



## MARKETING & ADVERTISING OPPORTUNITIES

### SHOW DIRECTORY ADVERTISING

- Back Cover: \$5,000
- Page 1: \$3,500
- Inside Back Cover: \$3,000
- Standard Full-page: \$2,500
- Standard Half-page: \$1,500

### WEBSITE DIGITAL ADVERTISING ON HCDEXPO.COM

Ad Unit Size (Pixels)	One Month	Three Months	Location
Top Banner 728 x 90	\$2,500	\$2,000/month	Home page only
Bottom Banner 728 x 90	\$1,000	\$750/month	Run of site

### DIRECT MARKETING (EMAIL OR POSTCARD)

#### Email List Rental Program

*Healthcare Design* magazine subscribers: \$2,000

2018, 2019, 2021 HCD Expo pre-reg attendees: \$2,500

Connect with registered attendees before the show and personally invite them to your booth. We can send an email on your behalf to our pre-registered audience or mail your piece through an approved third-party mail house. Or take your message further by reaching out to the entire *Healthcare Design* magazine list.

Audience includes:

- HCD Expo pre-registered attendees 2018, 2019, 2021
- HCD Magazine subscribers
- Both

Attendees will begin registering for upcoming events at approximately 18 weeks out from event date. Limited email dates are available and are filled on a first-come, first-served basis. Emails will be deployed through Emerald's email vendor. Exhibitor to supply HTML file, subject line, seed list, and opt-out list to Emerald.

#### Direct Mail List Rental Program

2019/2021 HCD Expo pre-reg attendees\*: \$1,250

Please note that charges are for access to attendees and do not cover costs of creating, printing or mail house services used with direct mail pieces. Direct mail is managed through HCDdirect.com (ExpoCommerce/Community Commerce). Emerald must approved direct mail pieces before the HCDdirect mailhouse can proceed with order. Please visit HCDdirect.com to learn more.

\* The list for direct mail pieces will begin with the previous show's attendees, then as attendees register for the upcoming show, prior year records are replaced with current year records.



## HCD MEDIA OPPORTUNITIES

### HCD EXPO SHOW ISSUE

*Healthcare Design* magazine's official show issue is sent to an expanded audience of 40,000 readers just before the show. Bonus distribution of 3,500 print copies are distributed on the show floor. Plus, drive more traffic to your show by advertising in the pre-show October issue.

**November issue ad close:** 9/17

**Materials due:** 9/24

### HCD EXPO SHOW GUIDE

The Show Guide is a one-stop shop for all the buyers at HCD Expo. Not only are 3,000 copies printed at the show, but we also host the guide on the mobile app and the app provides direct links to your page. Stand out and drive traffic by utilizing this marketing tool.

**Ad close:** 8/15

**Materials due:** 8/17

### HEALTHCARE DESIGN MAGAZINE WEBSITE

Expand your digital reach through ads, white papers, or sponsored content featured on *Healthcare Design* magazine's website, with 45,700+ unique visitors/month (HCDmagazine.com). Our weekly newsletter, the HCD Pulse, drives traffic to the site from 25,000+ opt-in subscribers and includes ad opportunities as well.



Digital Platform	Placement	Dimensions
<b>HCDmagazine.com</b> All placements served ROS; pricing based on SOV	Top Leaderboard*	728x90
	Top Large Rectangle	300x600
	Top Rectangle	300x250
	2nd Rectangle	300x250
	3rd Rectangle	300x250
	Anchor*	728x90
	Native Advertising	

45,700+ unique visitors/month

115,000+ page views/month

### HCD WEEKLY PULSE NEWSLETTER

Our popular Weekly Pulse newsletter delivers our award-winning content directly to readers—because great digital content does not sit around and wait to be discovered!



25,000+ subscribers per week  
21% average open rate

### HCD DIGITAL WEBINARS

Sponsoring a custom webinar is a perfect way to lift your brand, build awareness, and generate qualified leads for your company. In fact, this results-driven online program is proven to deliver some of the best ROI in generating new business prospects.

Ask your rep below what's included in custom webinar packages.

## TOTAL REACH

**42,000+**

magazine subscribers

**45,700+**

unique website visitors  
per month

**40,000+**

social media follows

**25,000+**

Weekly Pulse newsletter  
subscribers

**33,700+**

opt-in e-mail  
subscribers

Source: Publisher's Circulation Statement,  
June 2020

## HCD CONNECT DIGITAL OPPORTUNITIES

Enhance your visibility to attendees by selecting one of the digital HCD Connect promotion packages below. Digital promotion packages increase your visibility with attendees 3-4 times more than with a standard listing. Take this opportunity to showcase all of your products and services while increasing traffic to your booth on the show floor.

BOOTH LISTING FEATURES	Basic	Bronze	Silver	Gold
<b>Premium Placement</b>				✓
Videos			1	2
Company Logo	✓	✓	✓	✓
Digital Product Showcase	1	3	5	10
Show Specials/Give Aways	1	3	5	10
Press Releases	1	3	5	10
Enhanced Listing Icon		★	★	★
Product Categories	8	10	10	12
Company Online Profile (characters)	500	900	1200	1500
Website URL	✓	✓	✓	✓
Company Name, Booth Label, Address	✓	✓	✓	✓
	<b>\$99-EMF</b>	<b>\$199</b>	<b>\$499</b>	<b>\$799</b>

Note: This is a part of your Exhibitor Console and must be updated inside your Consoles to appear on our website and mobile app, when attendees look at your profile.

### Online Promotion Options

Floor Plan Banner Ad	<b>\$249</b>
Additional Video	<b>\$299/Video</b>
Floor Plan Logo (Booths 20x20 or larger)	<b>\$349</b>

### Exclusive Online Promotion Options

Exclusive Exhibitor List Sponsorship	<b>\$1,999</b>
<ul style="list-style-type: none"> <li>- Company logo on top of exhibitor list and search results</li> <li>- Permanent banner ad on online floor plan</li> <li>- Includes ★ Gold Listing</li> </ul>	



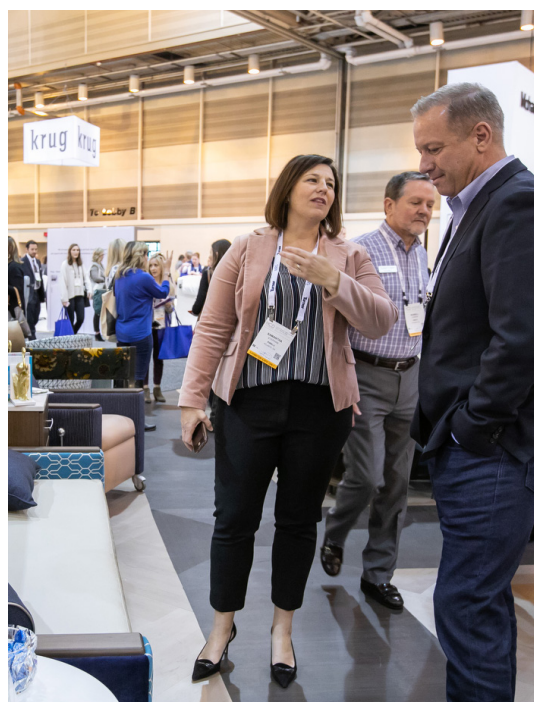
Exclusive Online Floor Plan Sponsorship	<b>\$2,499</b>
<ul style="list-style-type: none"> <li>- Clickable logo on the Floor Plan</li> <li>- Includes ★ Gold Listing</li> </ul>	



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## CONTACT YOUR ACCOUNT EXECUTIVE TODAY

To discuss a customized sponsorship package developed for your marketing goals and objectives, contact the Healthcare Design sales team below.

### Account Executives



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

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



**Companies H-S**

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

### Business Development



**Emily Clay**

770-291-5439  
emily.clay@emeraldx.com

### Customer Success



**Elana Ben-Tor**

216-373-1202  
elana.ben-tor@emeraldx.com

### Show Management



**Kristin Zeit**

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



**Kevin Gaffney, CEM**

Group Show Director  
770-823-0205  
kevin.gaffney@emeraldx.com

## INTERESTED IN OTHER COMMERCIAL DESIGN SECTORS?