

# HCD

HEALTHCARE DESIGN  
CONFERENCE + EXPO



# PROSPECTUS

Conference: **November 4-7, 2023** | Expo: **November 5-7, 2023**  
Ernest N. Morial Convention Center | New Orleans, LA  
[hcdexpo.com](http://hcdexpo.com)

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EMERALD

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HCD  
HEALTHCARE DESIGN  
CONFERENCE + EXPO  
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HEALTH DESIGN

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The **Healthcare Design Conference + Expo** 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 Academy of Healthcare Interior Designers, the Nursing Institute for Healthcare Design and the International Interior Design Association, HCD is the industry's best-attended and most respected event that focuses on evidence-based design for healthcare.

**87%** of attendees have purchase authority or influence



### Why exhibit at HCD?

“ This is one of my favorite shows. The audience is so specific and everyone attending is a quality lead for us. The show is always well organized and easy to maneuver.”

– Tiffany Davis, OneFlor USA, Exhibitor

### TOP 3 Reasons to exhibit at HCD

1)  Keep up to date with industry trends

2)  Maintain/build relationships and network

3)  Showcase new products

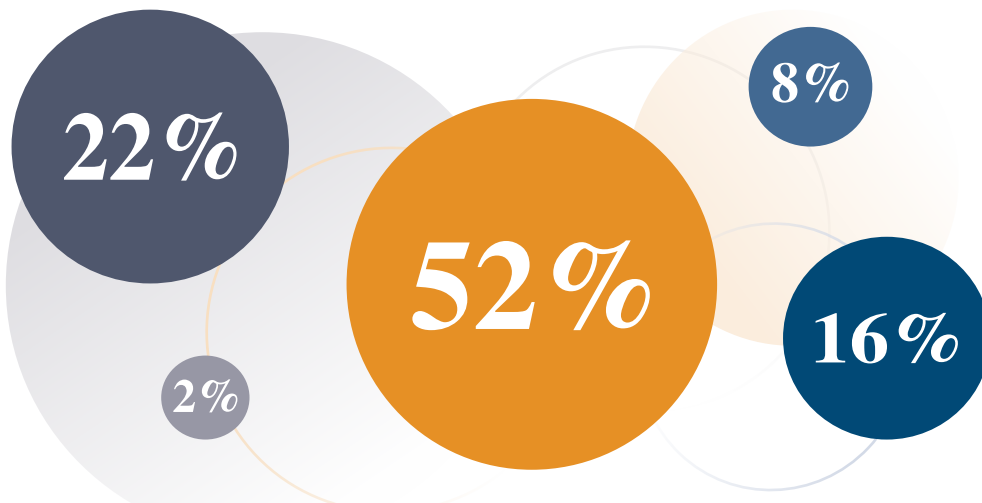


### At HCD, you will...

- ☒ 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



## What industries will be represented at Healthcare Design Conference + Expo?



- 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  
DIRECTORS OF MARKETING  
STUDENTS

## Why do you attend the Healthcare Design Conference + Expo?

“Excellent opportunities to network and drive new business; learning!”

– Rodney Weeks, Whitehall/  
AcornVac, Exhibitor

“There is always a lot of great information that is brought forth as well as new products that are relevant to the healthcare environment. Also, wonderful networking opportunity.”

– Carol Doering, RCF Group,  
Attendee



## Exhibit + Gallery Space Opportunities

### EXHIBIT HALL BOOTH RATES:

**\$54.85 until 2/27/23 | \$56.75 starting on 2/28/23**

- 10' x 10' Standard exhibit space (100 sq. ft)
- 8' high back-wall drape with 3' high side-wall 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—including company name, booth number, website, and 500 character description
- Online Exhibitor Listing—including company contact information (address, email, social media, etc.), booth number, and 500 character description

#### **Booth Rates**

Per 100sqft:	\$5,485 (\$5,675 after 2/27)
Island 200sqft:	\$14,600
Island 400sqft:	\$23,320
Island 600+sqft:	\$32,910
Corner charge:	\$520 (\$550 after 2/27)
Enhanced Marketing Fee:	\$104

### ARCHITECTURAL GALLERY SPACE BOOTH (MULTIPLE AVAILABLE):

**\$3,359**

- 8' x 6' 6" unmanned booth space (dimensions are approximate)
- One (1) Full Conference Pass

## Sponsorship Opportunities

Whether you're exhibiting or not exhibiting and want to build product awareness to increase sales, becoming an official show sponsor will further enhance your presence among the hundreds of companies at HCD. 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](http://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 HCD website at [HCD Expo Sponsorships](#).





## CONTACT YOUR ACCOUNT EXECUTIVE TODAY

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, T-Z, #'s

Cindi Richardson  
Account Executive  
661.644.4222  
cindi.richardson@emeraldx.com

### Business Development



Emily Clay  
Business Development Manager  
770.291.5439  
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#### Companies H-S

Scott C. Goist  
National Account Manager  
216.288.4170  
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### Customer Success



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### Show Management



Kristin D. Zeit  
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Kevin Gaffney, CEM  
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## WE'RE SOCIAL!

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

