



DIRECT MARKETING TO HCD ATTENDEES

Healthcare Design direct marketing programs are available to Healthcare Design exhibitors only. To market to attendees of an event that has already taken place, you must have been an exhibitor in that show. To market to attendees at an upcoming event, you must meet **one of the following criteria:**

- a) Have exhibited at the prior year's event and are contracted for the upcoming event.
- OR
- b) Did not exhibit at prior year's event but are contracted and paid in full for upcoming event.

Email List Rental Program

- Pre-Event eBlast to HCD 2023 registrants: **\$2,750**
- Post-Event eBlast to verified HCD 2023 attendees: **\$1,200**

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 (talk to your Account Executive for special pricing for HCD exhibitors).

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

- HCD 2022 verified attendees + HCD 2023 registrants*: **\$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.*