



# HEALTHCARE DESIGN CONFERENCE + EXPO PROSPECTUS

healthcare  
design CONFERENCE + EXPO

Conference: **Oct. 5-8, 2024** | Expo: **Oct. 6-8, 2024**  
Indiana Convention Center | Indianapolis  
[hcdexpo.com](http://hcdexpo.com)

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 EMERALD

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 HCD  
HEALTHCARE DESIGN  
CONFERENCE + EXPO

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**The Healthcare Design Conference + Expo** provides insight, information, and inspiration to support healthcare design industry members in the delivery of projects that achieve clinical, operational, financial, and experiential success, now and into the future. Produced by Emerald and a powerhouse team of industry veterans, 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, bringing together leaders in the field to share new ideas, expand on best practices, and push the boundaries of healthcare design innovation.

**87%** of attendees have purchasing 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 via included conference program access
- 2)  Maintain/build relationships and network
- 3)  Showcase new products that designers are eager to find for their projects

## At HCD, you will...

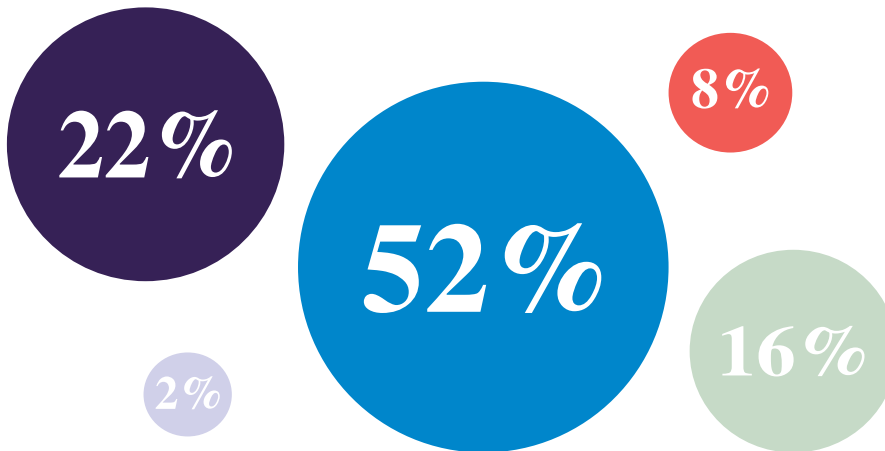
- Meet new clients
- Network with peers
- Strengthen existing relationships
- Promote your brand
- Introduce new products
- Get in front of active buyers
- Showcase proven solutions and updated lines
- Take orders/generate leads



## 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

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



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

## 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:

**\$59.50 until 2/29/24 | \$62.00 starting on 3/1/24**

- 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—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.:	\$5,950 (\$6,200 after 2/29)
Island 200 sq. ft.:	\$15,400 (\$15,800 after 2/29)
Island 400 sq. ft.:	\$24,400 (\$25,200 after 2/29)
Island 600+ sq. ft.:	\$34,500 (\$35,700 after 2/29)
Corner charge:	\$550 (\$585 after 2/29)
Enhanced marketing fee:	\$125

### ARCHITECTURAL GALLERY SPACE (MULTIPLE AVAILABLE):

**\$3,595**

Gallery Spaces are unmanned displays that showcase architectural and design firms' current, past, and future projects for all HCD attendees to view throughout the conference.

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

## Sponsorship Opportunities

If you want to build product awareness to increase sales, whether an exhibitor or not, becoming an official show sponsor will further enhance your presence among the hundreds of companies at HCD. Gain additional exposure by purchasing one of our high-profile and high-value sponsorship packages to stand out among your competitors.

Advertising opportunities also exist with [hcdexpo.com](http://hcdexpo.com), *Healthcare Design* magazine, and in the HCD Show Directory.

To discuss a customized sponsorship package developed for your marketing goals and objectives, contact the Healthcare Design sales team, or find details online here: [HCD Expo Sponsorships](#).



## CONTACT YOUR SALES REPRESENTATIVE TODAY

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

### Sales Representatives



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

Cindi Richardson  
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## WE'RE SOCIAL!

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



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