

WWW.HCDCONFERENCE.COM

**NOV. 14-17, 2015**

**WASHINGTON, DC**

**2015 EXPO  
& CONFERENCE  
SPONSORSHIP  
OPPORTUNITIES**

# DISCOVER WHAT'S NEXT

**healthcare  
design**

**EXPO & CONFERENCE**



EFFECTIVE NOVEMBER 12, 2014

Founded and Produced by



In Association with



Association Partners



## ABOUT THE EXPO & CONFERENCE

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 Health Care Council of IFMA, and the International Interior Design Association, the HCD Expo & Conference is the industry's best-attended and most respected Expo & Conference on evidence-based design for healthcare.

## WHY Healthcare Design Expo & Conference?

**40%** of attendees were **NEW to the Healthcare Design Expo & Conference** in 2014

**73%** of Expo & Conference attendees are **looking for new products/services**

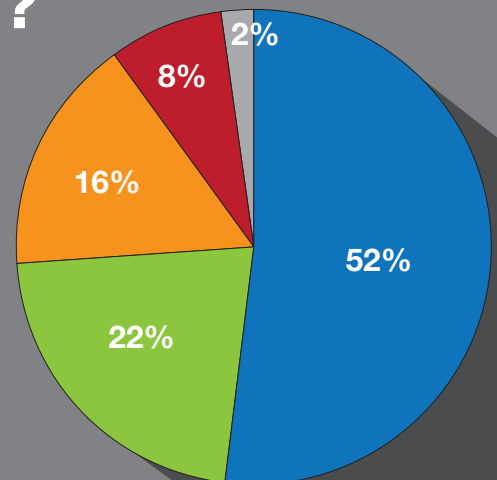
**74%** are **final decision makers** for products/services or recommend/specify products/services

## 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

## WHO WILL YOU MEET AT HCD?

- Architectural, A/E or Interior Design Firms
- Hospital/Specialty Medical Center
- Design/Build Firm
- Contractor/Builder/Construction
- Other





**BE RECOGNIZED AS AN  
EXPERT IN YOUR FIELD**

**MAKE NEW PROFESSIONAL  
CONNECTIONS**

**ACCESS YOUR TARGET**

**GAIN MARKET AND MEDIA  
EXPOSURE**

**REACH NEW PROSPECTS**

**GENERATE YEAR LONG  
SALES**

## **SPONSORSHIP OPPORTUNITIES**

\*All first rights of refusal expire Feb. 1, 2016

### **PRESENTING SPONSOR: EXCLUSIVE \$65,000**

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

- Prominent feature of company logo on all onsite Expo & Conference marketing collateral
- Exclusive sponsor of Opening and Closing Keynote sessions
- Opportunity to address all HCD General Session attendees for five minutes before Keynote introductions
- Literature drop on chairs in the HCD General Session room
- Video shoot at HCD and post-production of a five minute video
- Signage throughout Expo & Conference
- Full-page ad in Healthcare Design magazine November and December issues
- Full page ad in the onsite Program Guide
- Marketing materials in all Attendee bags
- Dedicated pre-Expo & Conference email blast to all HCD Expo & Conference attendees
- Dedicated post-Expo & Conference email blast to all HCD Expo & Conference attendees
- Solutions Theater Presentation in the Exhibit Hall
- Enhanced online exhibitor directory listing
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- Three month subscription to VALET
- First refusal for the 2016 Expo & Conference\*

**SOLD OUT**

### **NETWORKING EVENT SPONSOR (TWO AVAILABLE): \$20,000 OR EXCLUSIVE: \$30,000**

The social event of the Expo & 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
- Company logo in the HCD Preview Guides
- "Spotlight" position in HCD marketing email blast
- Company logo projected on the wall at the HCD Networking Party
- Company logo on HCD Networking Party drink tickets
- Company logo on HCD Networking Party napkins
- Five Networking Event Passes for your colleagues and clients
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- Video shoot at HCD and post-production of a five minute video
- Full-page ad in *Healthcare Design* magazine November issue
- Full page ad in the onsite Program Guide
- Additional drink tickets for distribution to clients at event
- One dedicated pre-Expo & Conference email blast to HCD attendees
- Company logo on marketing messages, onsite signage and website, mobile app
- First right of refusal for the 2016 Expo & Conference\*

**SOLD OUT**

**WELCOME RECEPTION SPONSOR (TWO AVAILABLE): \$12,000/EXCLUSIVE \$18,000**

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 & Conference.

- Your Company logo projected on the wall at the Welcome Reception
- Your Company logo on Welcome Reception napkins
- Your Company logo on Welcome Reception drink tickets
- Your Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- One, full page, 4-color ad in the onsite Program Guide
- Five Welcome Reception Passes for your colleagues and clients
- Additional drink tickets for distribution at the Welcome Reception
- Bar or food station located near your exhibit space

**PRE-EXPO & CONFERENCE BRUNCH SESSION SPONSOR: \$10,000**

Showcase your organization's subject matter expertise, thought leadership, and success stories with an HCD Pre-Expo & Conference Brunch Session. Held on Saturday, your company executive will present a 60-minute educational session that is part of the official HCD Agenda during a brunch for up to 50 HCD Attendees.

- Brunch for up to 50 HCD Expo & Conference attendees
- Spotlight your session and expertise in an issue of the HCD Attendee eNewsletter
- Company logo in the HCD Preview Guide (depending on submission of materials)
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast
- Your Company logo on Brunch Session signage
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- Contact information for all registrants and attendees of Your Company's Pre-Expo & Conference Educational Session

**EXHIBIT HALL CAFÉ NAMING SPONSOR: EXCLUSIVE \$12,000**

The exclusive sponsor of the Food & Beverage area in the Healthcare Design Exhibit Hall. Your company name will be attached to all mentions of the Food & Beverage area in the Exhibit Hall.

- Your logo will be on the food distribution tables, floor clings, and on Food & Beverage signage
- Half-Page ad in the onsite Program Guide
- Company logo in the HCD Preview Guide (depending on submission of materials)
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast
- One dedicated pre-event email blast to all HCD attendees
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

**NEW!**

**HEALTHCARE DESIGN AWARDS LUNCHEON SPONSOR: EXCLUSIVE \$12,000**

Open to all Healthcare Design attendees, the Healthcare Design Awards Luncheon will honor the 2015 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
- Contact information of all HCD Awards Luncheon registrants
- Sponsor logo included in marketing messages, onsite signage and website
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

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

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

- Exclusive sponsor of the official HCD15 Mobile App
- Logo featured at the Mobile App Help Desk
- Logo and banners included at bottom of app and on app splash page
- One dedicated promotional app push during each day of the Expo & Conference
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- One post-event eblast to all app users
- Full Page Ad in the onsite Program Guide
- First right of refusal for the 2016 Expo & Conference\*

### ATTENDEE BAG SPONSOR: EXCLUSIVE \$15,000

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

- Logo on all HCD Attendee bags
- Promotional Insert in Attendee Bag (sponsor to provide insert)
- Logo at Attendee Bag kiosk signage
- Logo and sponsorship recognition included in marketing messages, onsite signage and website
- Company logo in the HCD Preview Guide (depending on submission of materials)
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- Logo on Registration Area Signage
- First right of refusal for the 2016 Expo & Conference\*

### LANYARD SPONSOR: EXCLUSIVE \$10,000

Exclusive sponsor of the attendee badge lanyards

- Company logo in the HCD Preview Guide (depending on submission of materials)
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- Full page ad in the HCD onsite Program Guide
- Logo on Registration Area Signage
- First right of refusal for the 2016 Expo & Conference\*

### ATTENDEE BADGE SPONSOR: EXCLUSIVE \$13,000

Attendee badges are required for entry into every Expo & Conference function. The exclusive badge sponsorship is an effective way to build your company's brand awareness by having it seen by the industry's leaders throughout the multi-day event.

- Prominent position of your company logo on all HCD badge
- Company logo in the HCD Preview Guides
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- Full Page ad in the HCD onsite Program Guide
- Logo on Registration Area Signage
- First right of refusal for the 2016 Expo & Conference\*

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

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
- Option to host Education Track session by introducing each speaker
- Recognition at the beginning of each Education Track session OR
- Distribution of company literature (or attendee gift) in each session room
- Exclusive sponsorship of one issue of the HCD Attendee eNewsletter
- One 150-word feature article in the HCD Attendee eNewsletter (optional)
- Your Company's logo prominently displayed in the Research Display area
- Your Company logo on all related Education Track signage
- Contact information for all attendees of the Advancements in Evidence-Based Design Research Education Track sessions
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

**SOLD OUT**

**FACILITY TOUR & BRUNCH PRESENTATION (MULTIPLE 4 REMAINING): \$11,500**

Is your product used in one of the Featured Facility Tours? You can help set the stage by hosting a special brunch session for up to 50 HCD attendees who are registered for one of the Facility Tours. Beginning 90 minutes before the Tour Departure, the brunch session provides an ideal opportunity to focus on product solutions that HCD attendees will see on the Facility Tour.

- Co-branded brunch invitation to Facility Tour registrants
- Twenty-minute presentation to Brunch attendees
- Contact information for all luncheon/tour registrants
- Company logo in the Facility Tour description in the HCD Preview Guide(s)
- Company logo in the Facility Tour description on the HCDCon website
- Company logo on Facility Tour Brunch signage
- Company logo on Facility Tour transportation signage
- Literature distribution at Facility Tour Brunch or on Facility Tour bus
- Brief (2-3 minute) presentation on Facility Tour bus (optional)
- One Facility Tour pass per bus
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

**THE CENTER FOR HEALTH DESIGN AWARDS CEREMONY SPONSOR (ONE AVAILABLE): \$10,000**

The Center for Health Design Awards Ceremony presents three awards during Monday's Plenary Session at Healthcare Design: the Healthcare Environment Awards, the Nightingale Awards, and the Changemaker Award. This prestigious sponsorship includes:

- Recognition as the exclusive sponsor in all Center for Health Design Awards promotions
- Two-minute introduction by your company executive at the beginning of the Awards Ceremony
- Invitation for one member of your company to attend the CHD's private dinner honoring the Changemaker Award winner (Other invited guests will include CHD board of directors, senior staff from CHD and Healthcare Design, and other select VIPs.)
- Company logo on all Awards Ceremony signage
- Company logo on General Session screens prior to the Awards Ceremony
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App



## THE CENTER FOR HEALTH DESIGN VIP RECEPTION SPONSOR: EXCLUSIVE \$12,000

The Center for Health Design's VIP Reception is an exclusive invitation-only event to honor, network, and share ideas with those who contribute to and support the work of The Center for Health Design. The exclusive sponsor will receive:

- One (1) year Corporate Affiliate membership to The Center for Health Design, with related benefits (\$5,200 value)
- Company logo on all VIP Reception invitations
- Company logo prominently displayed on signage at the VIP Reception
- Company logo on custom cocktail napkins used during the VIP Reception
- 20 VIP Reception passes for colleagues and clients to attend the VIP Reception
- One set of three EDAC Study Guides (\$195 value)
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

## EDUCATION TRACK SPONSOR (MULTIPLE 8 REMAINING): \$10,000

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 in marketing messages, onsite signage and website
- Company logo on Education Track signage
- Recognition at the beginning of each Education Track session
- Distribution of company literature in each session room
- Contact information for all attendees of your company's Education Track sessions
- Half page ad in the onsite Program Guide
- First right of refusal for the 2016 Expo & Conference\*

## COFFEE BREAK SPONSOR: EXCLUSIVE \$10,000

Scheduled throughout the Expo & 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 & Conference
- Sponsor logo on napkins at the stations (excluding Welcome Reception)
- Sponsor logo on coffee sleeves
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast
- Company logo on Coffee Break signage – including booth number (if applicable)
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

## CUSTOMIZED HOTEL ROOM KEYS SPONSOR (ONE AVAILABLE): \$10,000

Have your branded logo and message – complete with booth # - prominently displayed on most hotel room key given to all guests attending the Expo & Conference from the moment they arrive at the host hotel.

- Specially designed hotel room keys that include company logo and message
- Check-in distribution of room keys to more than 1,000 HCD Expo & Conference attendees
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast



**SOLUTIONS THEATER SESSION SPONSOR (MULTIPLE 2 REMAINING): \$5,000**

Located on the Exhibit Hall Floor, the 100-seat HCD Solutions Theater provides an ideal opportunity for exhibitors to showcase new products, present case studies, and highlight exciting company developments. Each Solutions Theater Session sponsor receives:

- One 20-minute presentation in the Solutions Theater during exhibit hall hours
- Company logo on session description in the dedicated Solutions Theater section of the HCDCon website
- One pre-event email blast to all HCD attendees promoting session
- Special day-of session promotion via email, HCD mobile app, HCD Daily News, and on the HCDCon website
- Exhibit Hall announcement before your company's Solutions Theater Session(s)
- Your Company's literature distributed to all attendees of your Solutions Theater Session
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- One Full Expo & Conference pass
- Names and contact information of HCD attendees who attend your company's Solutions Theater Session

**CREATE YOUR OWN SPACE (MULTIPLE AVAILABLE): REQUEST PRICING**

Create your own Healthcare Design experience with a dedicated space in a high traffic area outside of the Exhibit Hall. Invite HCD attendees to experience your solutions between sessions, during breaks, and any time they have a free moment. Furnished or unfurnished. Manned or un-manned. In addition to featured space to help you Create Your Own Healthcare Design Space, your company will receive the following promotional considerations:



- Half Page ad in the onsite Program Guide
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- Company logo in the HCD Preview Guide (depending on submission of materials)
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast
- One dedicated pre-event email blast to all HCD attendees

**VIDEO ADVERTORIAL SHOOT (MULTIPLE AVAILABLE): \$6,000**

Let Healthcare Design help you continue your story – after the Expo & Conference. Shoot a video advertorial onsite at the HCD Expo & Conference.

- One 15-20 minute interview with a company leader or client in dedicated media room and/or in your company's HCD Exhibit Hall booth
- Professional, television-quality camera, sound and lighting crew
- Post-production of interview footage edited together with your logo, images, B-roll, and other creative elements
- Delivery of one five minute video owned by your company and hosted on the Healthcare Design website for up to 12 months
- Promotional eblast with your video to *Healthcare Design* readers

**CAR GIVEAWAY SPONSOR (MULTIPLE 4 AVAILABLE): \$5,000**

A great traffic generator and an HCD Expo & Conference highlight, the sponsors of the HCD Car Giveaway will meet individually with hundreds of attendees who enter to win a car! Sponsors receive:

- Company name and logo on all Car Giveaway promotions – in print, online, and in the HCD Mobile App
- Company logo on Car Giveaway display at HCD
- Recognition during the Car Giveaway Drawing
- Onsite photos of Company team and Car winner
- Contact information of all entries
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App



## AISLE SPONSOR: \$3,000 TO \$5,000

Promote your company's message and booth location – as attendees walk the floor. Exclusive opportunity to own the row.

- Hanging Aisle signage with your logo at end of the aisle and floor clings - \$5,000
- Floor Clings only - \$3,000

## EXPO & CONFERENCE PROGRAM GUIDE

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

## ATTENDEE BAG INSERTS SPONSOR (LIMITED): \$2,000

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 3900 attendee bags

## GRAND GIVEAWAY SPONSOR \$995/PACKAGE

A guaranteed traffic driver, the Healthcare Design Grand Giveaway provides a unique opportunity to draw a high volume of HCD attendees to your booth – and gives them the chance to win great prizes.

- Identification in the Exhibitor Directory as a “Star Exhibitor”
- Special signage at your Exhibit Hall booth AND in the Healthcare Design book on the Exhibit Hall booth
- Scratch-off tickets to hand out from your booth — with at least two guaranteed prize winning tickets in each bundle!

## FOCUS GROUPS : STARTING AT \$10,000

Gather opinions and market intelligence from a pool of the most qualified, engaged professionals in the industry — HCD attendees! HCD will recruit participants from interested Expo & Conference attendees based on specified criteria. Each focus group sessions feature:

- 8-10 highly qualified Healthcare Design attendees
- Appropriate meeting space onsite
- Focus Group signage and check-in personnel
- Snacks and beverages for focus group participants
- Participation incentives (American Express gift cards)
- Audio recording, transcript and/or facilitator are also available for an additional fee

## HCD DAILY NEWS (THREE AVAILABLE): \$10,000 PER DAY

Official sponsor of all the news from each day of HCD in the onsite HCD Newsletter, the HCD eNewsletter and on the HCD website.

- Recognition of Your Company in the HCD Daily Newsletter masthead as that day's Daily News sponsor
- One full-page, four-color ad on the back page of the HCD Daily Newsletter
- One half-page Spotlight promo on page two
- Morning distribution to all attendees in the first Educational Session (or General Session) of the day
- Banner Ad(s) in the eNewsletter distributed to the entire HCD online audience
- One dedicated email message during the HCD to showcase your company and/or drive traffic to your booth in the HCD Exhibit Hall
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

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

Sure to be a hub of activity, this heavily-trafficked working lounge 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
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a “Spotlight” position in an HCD marketing email blast
- Half page ad in the onsite Program Guide
- 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 Program Guide, and in the HCD Mobile App

**SOLD OUT**

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

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

- Sponsor has the option to provide flooring for outside the registration area in the Registration Desk. Floor Clings with sponsor logo and booth number
- Registration Sponsor signage
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

**SOLD OUT**

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

Literally lead people to your booth by putting your brand in front of attendees as they enter the exhibit hall

- Sponsor may provide flooring for outside entrance to Exhibit Hall at HCD 2015
- Signage at Hall Entrance, along with recognition stanchions
- Exhibit Sponsor signage
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

**SOLD OUT**

**HOTEL ROOM DROP SPONSOR (ONE AVAILABLE): REQUEST PRICING**

Deliver your company message, exhibit booth invitations, partial giveaways, and other creative promotions in a unique way through room drops. You supply the giveaway or collateral of your choice. Your promotional materials can be placed inside or outside all registered HCD attendee guest rooms.

# EXHIBIT + GALLERY SPACE OPPORTUNITIES

## EXHIBIT HALL BOOTH: \$4,050

- 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
- Three full Expo & Conference registrations per single (100 sq. ft) booth space
- Onsite Program Directory
- Online Exhibitor Listing—featuring your company listing, booth number, and your website's URL
- Additional full Expo & Conference registrations for \$750 each
- Exhibit-only badges at \$150 per day
- Island booths are available

## ARCHITECTURAL GALLERY SPACE BOOTH (25 AVAILABLE): \$2,800

- 8' x 7' 8" unmanned booth space (dimensions are approximate)
- Velcro-compatible, felt-surface booth with two 26" side panels
- One full-Expo & Conference pass
- Identification sign with your company name and gallery number

## 2015 TOTAL REACH MARKETING PACKAGES

Expand your reach to the Healthcare Design marketplace beyond your trade show booth with a TotalReach™ package. When you buy one of our predetermined TotalReach™ packages, you increase your total reach while saving money.

### TOTALREACH™ PACKAGE #1 SAVES 20% — PACKAGE PRICE \$200 (A \$250 VALUE)

- Logo with Printed Directory Listing



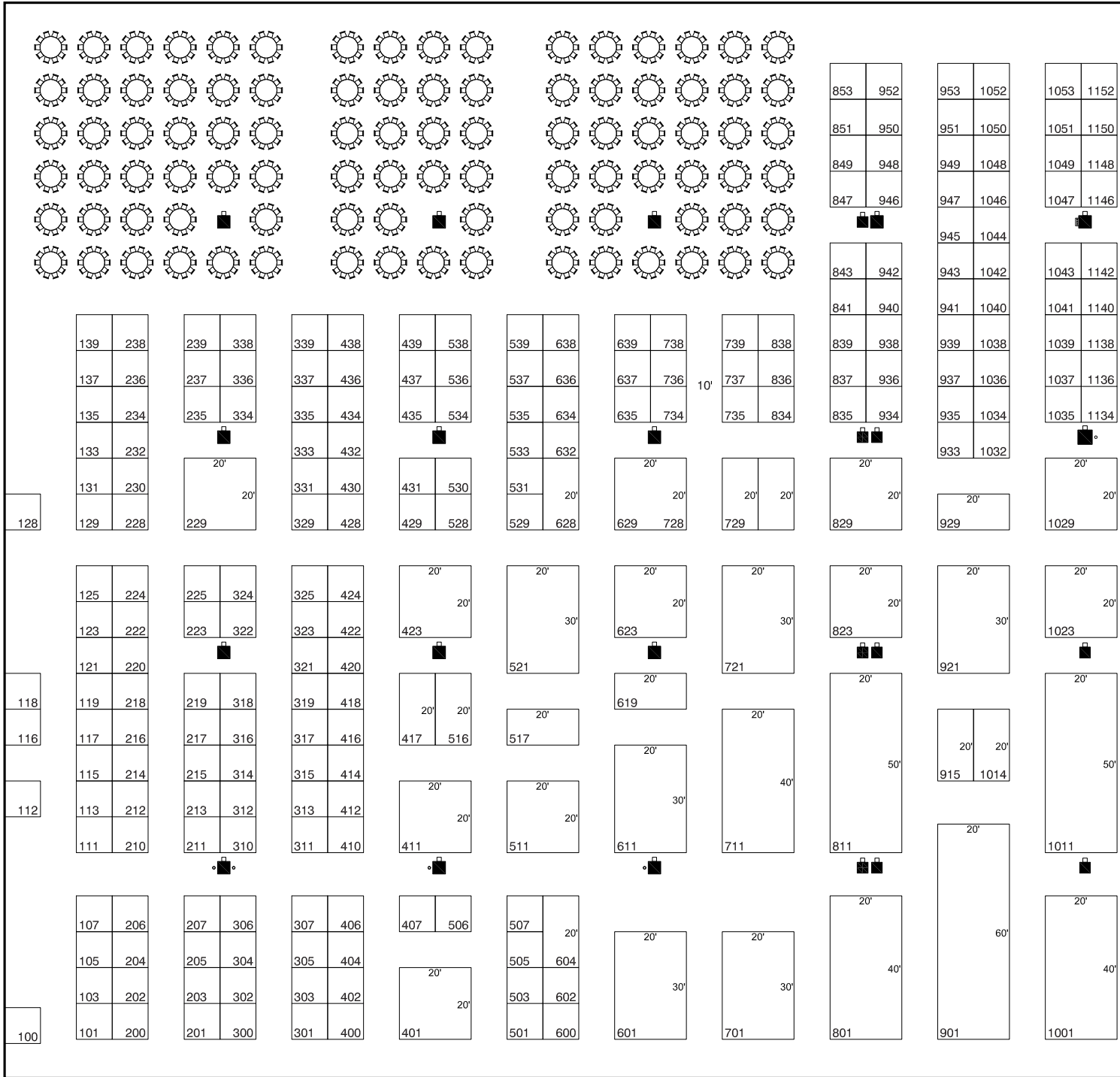
### TOTALREACH™ PACKAGE #2 SAVES 32% — PACKAGE PRICE \$1,075 (A \$1,575 VALUE)

- Logo with Printed Directory Listing
- Pre-Show Mailing: Include your materials in a pre-show mailing to 1000 attendees of the HCD expo & conference (a mix of architects, designers and facility titles), giving them an opportunity to preview your company's products and services in advance of the show. Encourage them to stop by your booth to learn more by including your booth number on your literature. Each participating exhibitor may include one promotional flyer or brochure (one piece, up to 4 double-sided pages.) Materials from all participants are mailed in an envelope, accompanied by a letter from the publisher of *Healthcare Design*, and will arrive within 2 weeks of the show.

### TOTALREACH™ PACKAGE #3 SAVES 24% — PACKAGE PRICE \$1,800 (A \$2,375 VALUE)

- Logo with Printed Directory Listing
- Pre-Show Mailing
- Co-Marketed Post Show E-blast: A post-show eblast to all attendees serves as a helpful reminder of what attendees experienced at the expo & conference. Participating exhibitors supply up to 50 words of promotional copy, a full color photo, and company contact information. We'll compile one custom e-newsletter that will include all participating companies and e-mail our attendees within 3 weeks after the show.

TotalReach™ Package prices do not include any additional production costs



## ANTICIPATED EXHIBIT HOURS

**Sunday, November 15th:** 4:30 PM - 7:30 PM (Welcome Reception)

**Monday, November 16th:** 10:30 AM - 1:30 PM (Morning Break and Lunch served on the Exhibitor Floor)

**Tuesday, November 17th:** 10:30 AM - 1:00 PM (Lunch served on the Exhibitor Floor)



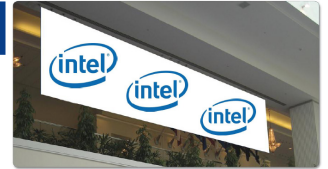
1153	1252	1253	1352																		
1151	1250	1251	1350																		
1149	1248	1249	1348																		
1147	1246	1247	1346																		
1145	1244																				
1143	1242	1243	1342																		
1141	1240	1241	1340																		
1139	1238	1239	1338	1339	1438	1439	1538	1539	1638	1639	1738	1739	1838	1839	1938	1939	2038	2039			
1137	1236	1237	1336	1337	1436	1437	1536	1537	1636	1637	1736	1737	1836	1837	1936	1937	2036				
1135	1234	1235	1334	1335	1434	1435	1534	1535	1634	1635	1734	1735	1834	1835	1934	1935	2034				
				1333	1432			1533	1632			1733	1832			1935	2034				
20'	20'	20'	20'	1331	1430	20'	20'	1531	1630	1631	1730	1731	1830	20'	20'	1931	2030	2031			
1129	1228	1229		1329	1428	1429		1529	1628	1629	1728	1729	1828	1829		1929	2028	2029			
		20'		20'		20'		20'		20'		20'		20'		2031		2027			
20'	30'	20'	20'	20'	30'	20'	20'	20'	30'	20'	20'	1725	20'	1825	1924	1925	2024				
1121		1223		1321		1423		1521		1623		1723	1822	1823	1922	1923	2022				
		20'		20'		20'		20'		20'		1721	1820			1921	2020				
20'	20'	20'	50'	20'	20'	20'	30'	20'		1619		1719	1818	1819	1918	1919	2018	2019			
1115	1214	1211		1315		1415		1517		20'		20'	1816	1817	1916	1917	2016	2017			
		20'		20'		20'		20'		20'	30'	1715	1814			1915	2014	2015			
20'	60'	1211		1411		1511	1610	1611		20'		1713	1812	20'	20'	1913	2012	2013			
		20'		20'		20'		20'		20'		1711	1810	1811		1911	2010				
		20'	40'	20'	40'	20'		20'		1607		1707	20'			1907	2006	2007			
1101		1201		1301		1401		1501		20'		1705	1804	1805	1904	1905	2004	2005			
		20'		20'		20'	30'	20'	20'	20'		1703	1802	1803	1902	1903	2002	2003			
		20'		20'		20'		20'		20'		1701	1800	1801	1900	1901	2000	2001			

## EXCLUSIVE GAYLORD NATIONAL CONVENTION CENTER SIGNAGE

### POTOMAC LOBBY BANNERS: \$7,500

Overlooking the Sales Mezzanine

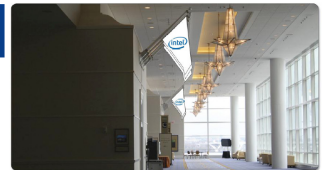
- 30' length x 10' height
- Double sided- banners



### POTOMAC BALLROOM FLAG POLES: \$1,500/POLE (3 OR MORE: \$1,000 EACH)

Overlooking the Potomac Ballroom Pre-Function (located near the General Session room)

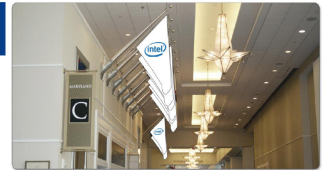
- Twenty-eight total posts
- 4' length x 7' height (trimmed to a 45 degree diagonal)
- Double-sided flags



### MARYLAND BALLROOM FLAG POLES \$1,500/POLE (3 OR MORE: \$1,000 EACH)

Overlooking the Maryland Ballroom Pre-Function (Near Breakout Sessions)

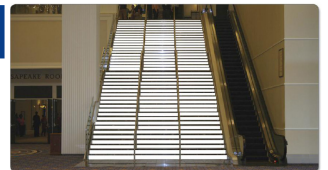
- Twenty-three total posts
- 4' length x 7' height (trimmed to a 45 degree diagonal)
- Double-sided flags



### NATIONAL HARBOR EXPO & CONFERENCE ROOMS STAIRCASE

Staircase Leading from Convention Pre-Function to National Harbor

- Forty-two available faces for graphics
- 13' wide x 5.25" high
- Ask for Pricing



### EXHIBIT HALL SIGN COVERS: \$2,000 EACH

Along Pre-Function Space to Prince George's Exhibition Hall

- Ten total signs
- 23' width x 61.125' height x 1" depth
- Double-sided banners





**GAYLORD NATIONAL  
CONVENTION CENTER**  
WASHINGTON, DC







## EXPO & CONFERENCE

If you are interested in learning more about sponsorship opportunities, please contact:

**Cate Olszewski:** 216.373.1219 • [cate.olszewski@emeraldexpo.com](mailto:cate.olszewski@emeraldexpo.com)

**Michael Pae:** 216.373.1224 • [michael.pae@emeraldexpo.com](mailto:michael.pae@emeraldexpo.com)

**Holly Kaye:** 216.373.1222 • [holly.kaye@emeraldexpo.com](mailto:holly.kaye@emeraldexpo.com)

### ASK US ABOUT OUR OTHER EVENTS



**HCD Academy** — 5 regional events that provide educational sessions and resource connections to architects and facility administrators.



**EFA Expo & Conference** — A yearly Expo & Conference offering the latest strategies and ideas for creating functional and attractive senior-living communities.