



W Kuala Lumpur, WET Deck - Photo by Ralf Tooten

AMAZING SPACES *start life here*



2020
EXHIBITOR
PROSPECTUS

HOSPITALITY
DESIGNFAIR

27-28 May 2020 | ICC Sydney, Darling Harbour
Colocated with **NoVacancy Hotel & Accommodation Expo**



Hospitality Design Fair is the exclusive trade fair for creative professionals who shape the hospitality interiors marketplace and create amazing spaces. It brings together manufacturers of exceptional design elements and the most influential design minds in the hospitality industry for two days of product discovery, inspiration, education and conversation.

Showcase your products to the who's who in hospitality design

Hospitality Design Fair (HDF) is a two-day interiors trade fair that coincides with the award winning NoVacancy Hotel & Accommodation Industry Expo. Held in Sydney on an annual basis, HDF is a creative marketplace, offering an environment that features both the experiential and practical aspects of hospitality design. It brings together the who's who in hospitality design to discover high-end, unique and innovative lines that aren't typically exhibited at other trade shows.

HOSPITALITY IS BOOMING

Australia's hospitality industry is undergoing a period of productive growth. Investment and development are at record breaking levels. New build, conversion and renovation projects are announced on an almost daily basis. New developments are setting the highest design standards and existing owners are refurbishing to remain competitive and relevant.

DATES / VENUE:

Wednesday May 27, 2020

Thursday May 28, 2020

ICC Sydney, Darling Harbour

WHAT MAKES HDF UNIQUE?

- 100% focused on design elements for hotel, restaurant, bar, club, spa, casino and venue interiors.
- Colocated with the NoVacancy Expo, awarded Australia's BEST TRADE SHOW at the 2018 Exhibition & Events Association Awards for Excellence.
- A heightened focus on end-user decision-makers and project influencers - owners, operators and procurement executives from hospitality groups and brands (hotels, restaurants, bars, etc) already attending NoVacancy.
- Edited selection of exhibitors, limiting the number of vendors in each category.
- Maximum exhibit size is 36sqm creating an intimate, boutique-style shopping environment and providing a level playing field for all exhibitors.
- Free-to-attend Hospitality Design Conference.



HOSPITALITY DESIGN FAIR

The ultimate sourcing experience for creators of amazing spaces in hotels, restaurants and bars

VISITOR PROFILE:

Interior designers, architects, purchasing executives, investors, developers, plus property owners and operators in the hospitality industry.

BUSINESS TYPE:

- Design
- Architectural
- FF&E / Fit-out / Procurement
- Hotel, Resort, Accommodation
- Restaurant, Bar, Club
- Casino, Gaming, Entertainment Venue
- Property, Development, Fitout

JOB ROLE:

- Designer
- Architect
- Owner/Principal
- Director/Manager
- General Manager
- CEO/President

“There’s no better venue in which to engage and inspire today’s hospitality industry professionals.”



WHO EXHIBITS?

Over 120 manufacturers and marketers of leading decor/design products and materials - ready to be specified in hospitality projects.

PRODUCT CATEGORIES INCLUDE:

- Architectural materials
- Art & Accessories
- Bath & Spa
- Beds & Bedheads
- Coverings & Surfaces
- Fabrics & Textiles
- Flooring
- Furniture & Casegoods
- Lighting
- Outdoor
- Seating
- Signage
- Tables & Tabletop
- Wallcoverings
- Window treatments

WHY EXHIBIT?

Give your company the opportunity to be **seen, considered** and **chosen** - before the project - at Hospitality Design Fair.

- Meet a large number of prospects in a very short time period
- Connect with hard-to-reach decision-makers and project influencers
- Be discovered and considered for current and future hospitality projects
- Get direct and immediate feedback on new products and attendee needs
- Inspire the design community with fresh ideas and creative thinking
- Launch products and gain industry wide exposure and media buzz
- Network and entertain with the industry's best and brightest

EXHIBITING

EXHIBIT SPACE

We provide two options to exhibit.

- 1. Space Only** - you design and build your own display. This offers you full creative control to showcase your products and brand
- 2. Booth** - we provide you with a pre-built "Nero" booth ready for you to decorate - refer to diagram below for inclusions

Standard booth diagram and inclusions

Nero offers a modern look of flush walling with a black feature frame system.

- Carpet flooring
- White walls
- Black frame
- Arm lights
- 4amp power
- Name board



SPONSORSHIP OPPORTUNITIES

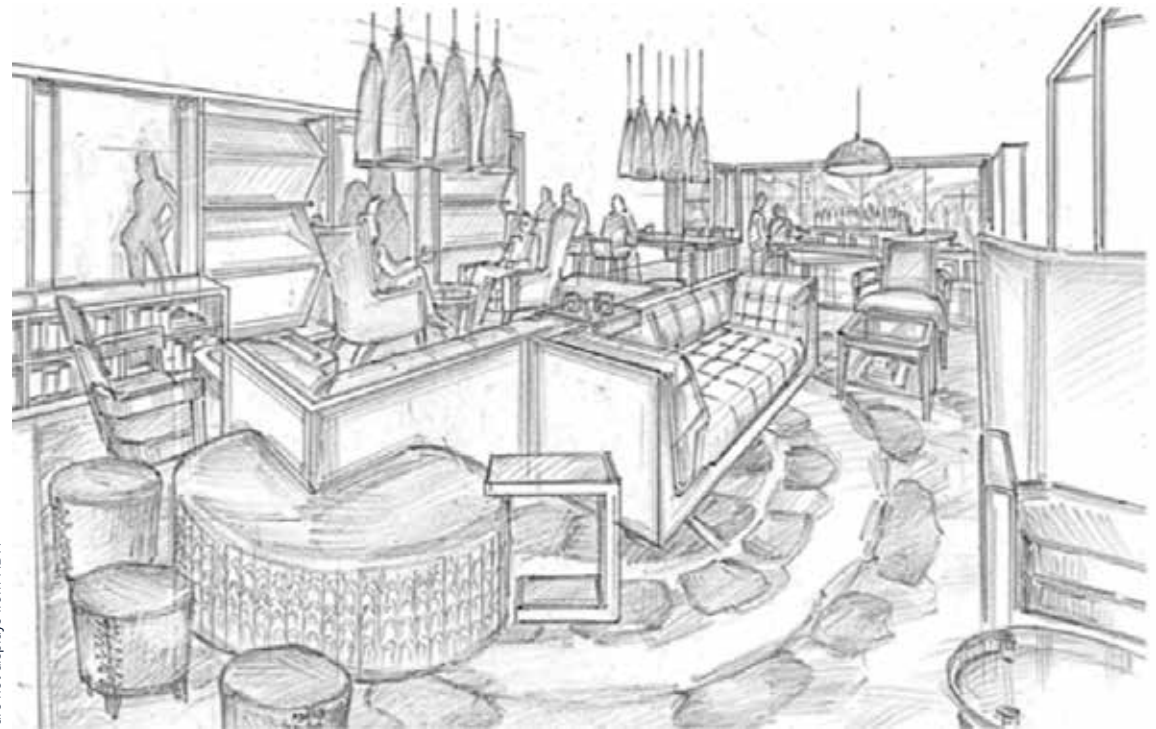
AMAZING SPACE SPONSORSHIP | \$20,000 (Booth Space Alternative)

Get the opportunity to work with a leading hospitality design firm and non-competing sponsors to create an Amazing Space on the trade fair floor. Amazing Spaces are high profile “hubs” for learning, networking and customer engagement. They offer an experiential display for your clients, prospects, fair visitors and media to gather and experience your product in a hospitality setting (think bar, lounge, café, mini-suite).

An Amazing Space provides a prime opportunity to share a larger area while positioning your company/brand as a thought leader and innovator, as well as achieving all the “visual benefits” of having your products showcased in a themed environment. Other benefits include the chance to collaborate and partner with a leading hospitality designer and leverage the relationships of other sponsors for long-term business advancement.

All costs associated with the build-out of this space are included in the sponsorship fee.

Contact your sales rep for more details.
Limited Availability



Images shown are used for illustration purposes and are not displays from HDF.



SPONSORSHIP / COMPETITIONS / ADVERTISING

CONNECTIONS LOUNGE | \$20,000

The Connections Lounge offers attendees the perfect environment to relax, have meetings or catch-ups. Located in the heart of the trade fair floor, it offers high impact branding and lead generation opportunities.

- Logo on lounge signage including overhead banner
- Lounge staff dressed in your branded apparel (you to provide)
- Contact data from lounge visitors (up to 500 records collected via free coffee offer)
- Logo on 500 coffee cups
- Promotional material/catalogue distributed in the lounge
- Product placement/styling opportunity
- Sponsor recognition on website and in event guide

ONSITE REGISTRATION | \$10,000

Grab everyone's attention on arrival by sponsoring the Onsite Registration/Badge Collection area at the trade fair. This is a high impact branding opportunity at the event.

- Logo branding incorporated in signage in badge collection/ registration area
- Product placement/styling opportunity at registration area
- Distribution of promo material on entry (great for driving traffic to your booth)
- Registration staff dressed in your branded apparel (you to provide)

SHOW BAG | \$10,000

High impact opportunity for increasing brand awareness. Bag sponsorship means your name travels beyond the event - throughout the convention centre, in hotels, restaurants and back at the office.

- Logo printed on bags
- Insert of marketing piece or promotional product in bag
- Includes supply of bags by organiser

LANYARD & ATTENDEE BADGE | \$10,000

This high visibility sponsorship of the attendee lanyards and name badges will ensure your company name and logo seen throughout the event - on the trade fair floor, in sessions and at networking events.

- Logo printed on lanyards
- Logo printed on name badges
- Includes supply of lanyards/badges by organiser

ESCALATOR BRANDING | \$5,000

Boost your brand awareness to ALL visitors as they make their way in and out of the event via the escalator - this is a high impact opportunity.

- Your logo imprinted on the escalator railings - both sides
- 2m x 2m floor decal at bottom of Escalator/Stairs

DJ BOOTH | \$5,000

Great music is a key part of the HDF experience - align your brand with the upbeat atmosphere and fun! Sponsorship includes branding, DJ shout-outs, and ability to have a member of your staff distribute collateral alongside the DJ in a high-traffic area of the event.

COMPETITIONS

DESIGNERS CHOICE AWARD - BEST NEW PRODUCTS @ HDF

\$100 first entry / \$50 per each additional entry

A team of hospitality design professionals will judge the best new products at HDF. Winner and runner-up in each category receive award plaque and PR exposure

BEST EXHIBIT COMPETITION | No entry fee

- Best custom booth - under 18sqm and over 18sqm
- Best Booth - under 18sqm
- Most Instagrammable

Judged by designers and media and presented at the trade fair.

PRINT / DIGITAL ADVERTISING

EVENT GUIDE

Drive traffic to your booth and ensure your brand is top of mind during the trade fair with an ad in the HDF Event Guide. Two versions are produced, a digital edition emailed to all pre-registered attendees prior to the event, and printed edition distributed to all attendees at the event.

Double Page Ad **\$3,000**

Premium Position Full Page Ad **\$2,000**

Full Page Ad **\$1,650**

1/4 Page Product Spotlight **\$600**

DIGITAL OPPORTUNITIES

HospitalityDesignFair.com.au

Home page leaderboard (728 x 90) **\$1,000 / March-May 2020**
(Limited to 3 non-competing companies)

Featured exhibitor on home page **\$2,000 / March-May 2020**
(photo, logo, link to your site, limited to 6 companies)

Registration digital takeover **\$5,000 / March-May 2020**
(Your brand and message on side panels of registration page and banner inclusion on every registration confirmation email.)

Note: All pricing is exclusive of GST. Deliverables for each sponsorship is subject to date booked. Please confirm deadlines with your rep at time of booking

EXPERIENCE MATTERS

Hospitality Design Fair is produced by National Media, Australia's award-winning producer of B2B exhibitions and events.

Since 1993, we've established a formidable track record of success delivering industry defining events across dozens of industries and specialist markets. We excel in bringing new events to market that challenge the status quo and create platforms for customers, partners and communities to engage, trade and grow.

Our events are the marketplace of change, transforming industries and helping professionals connect, learn and do business face-to-face.

We excel at what we do and our customers and industry peers regard us highly. Brilliance is what we strive for. Uncompromising quality, entrepreneurial spirit, passion and above all, trust and integrity are the values we embrace.

TAKE THE NEXT STEP

We look forward to welcoming you to Hospitality Design Fair. Booths and sponsorships are available on a first-come, first-serve basis. To secure your position, reach out to your account manager.



Trusted by the Worlds Best Brands since 1993

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