



BD | NY

A BOUTIQUE DESIGN TRADE FAIR

NOVEMBER 8–9, 2015

JACOB K. JAVITS CONVENTION CENTER
NEW YORK CITY

BD | WEST

A BOUTIQUE DESIGN TRADE FAIR

MARCH 31–APRIL 1, 2016

LOS ANGELES CONVENTION CENTER
LOS ANGELES

BDwest & BDNY are similar in content and design with noticeable regional and special feature differences.

EXHIBITOR PROSPECTUS

EDITION #1

We've designed our trade fairs with
two primary **OBJECTIVES IN MIND:**

- Deliver a high ROI for our exhibitors and attendees
- Increase audience engagement on the trade fair floor

Both trade fairs cater to interior designers,
architects, purchasing agents working on hospitality
projects and hospitality firm owners and operators
with design responsibility.

PRESENTED BY

**BOUTIQUE
design**

PRODUCED BY

HMG HOSPITALITY
MEDIA GROUP LLC

HMG is a privately held media company serving the
global hospitality industry and specializing in trade fairs,
conferences and event management and development.

BDNY

A BOUTIQUE DESIGN TRADE FAIR

NOW IN ITS SIXTH YEAR, BDNY EXPANDS TO 80,000 NET SQUARE FEET!

Boutique Design New York (BDNY) serves the hotel and leisure industry, focusing exclusively on interior design and architecture for hospitality spaces.

Held in conjunction with the International Hotel, Motel + Restaurant Show (IHMRs), this fast-growing trade fair has given design professionals and hospitality developers/owners an opportunity to source products, earn CEU credits and explore the newest spaces in NYC, the epicenter of design.

Catering to the Eastern United States, BDNY offers attendees an exciting mix of leading FF&E suppliers and young brands ripe for discovery—plus an exceptional lineup of conference sessions and on-floor panel discussions, design challenges, installations and social events. It's the ideal atmosphere for advancing your hospitality business.

ATTENDEES:

Estimated 5,000 interior designers, architects, purchasing agents, hospitality owners/developers primarily based in the Eastern United States. Secondary regions include Europe and Canada.

EXHIBITORS:

More than 600 manufacturers and marketers of innovative design elements for hotels, resorts, cruise ships, restaurants, spas, casinos, night clubs and other related projects.

PRODUCT CATEGORIES INCLUDE:

Accessories - architectural materials - artwork
bath & spa - carpet and flooring - electronics
fabrics - furniture - lighting - tabletop
wall coverings - window treatments

WEBSITE:

www.bdny.com

DATES AND HOURS:

Sunday, November 8th: 10:00am–5:00pm

Monday, November 9th: 10:00am–5:00pm

CONFERENCE SESSIONS:

Attendees will gain insights from peers and those outside the industry to gain a fresh perspective on the hotel and leisure industry. CEU sessions planned.

VENUE

Javits Convention Center, New York City

EXHIBIT SPACE

80,000 net square feet

Maximum exhibit space permitted per company is 10x20*

*manufacturers have the opportunity to expand space via designed spaces sponsorship.

PRICING:

Standard Booth Package

10x10	\$4,700	\$47 per square foot includes drayage*
10x20	\$9,400	

Premium Booth Package

5x10	\$3,300	\$66.00 per square foot
10x10	\$6,250	\$62.50 per square foot
10x20	\$12,500	

Includes drayage*/white hard wall system/lighting /gray carpet



BDNY was recently named to Trade Show Executive's 50 Fastest-Growing Shows of 2014

PRESENTED BY



PRODUCED BY



IN PARTNERSHIP WITH



IN ASSOCIATION WITH



CO-LOCATED WITH



PROGRAM & SPACES

NON-TRADITIONAL TRADE FAIR STAND OPTIONS

EXHIBITOR-DESIGNED SPACES: (BOOTH SPACE ALTERNATIVE)

CONCEPT:

- Exhibitors may opt to work with other non-competitive exhibitors and a leading hospitality design firm to create unique spaces as a booth alternative.
- Co-sponsors and the design team will collaborate on the design concept, and share the display area and costs for the construction of the space.
- Sponsors will have control over the quantity and quality of products to be installed, within the design scope. These spaces will serve as “hubs” for learning, networking and customer engagement on the trade fair floor and possibilities include: bars/lounges, café/lounge, and juice/yogurt bar (or alternative types of display areas).
- All Designed Spaces will offer food and beverage for sale, and the number of spaces to be constructed is limited.
- Cost is \$15,000. Minimum of 5 non-competing exhibitors.

BENEFIT:

Designed Spaces provide a prime opportunity to share a larger area for displaying products in a hospitality setting (think bar, lounge, theater, coffee shop). This turn-key booth alternative positions your company as a thought leader and innovator, as well as achieving all the “visual benefits” of working in this non-traditional space. Further, participation as a sponsor affords you the unique opportunity to collaborate with a leading hospitality design firm and leverage the relationships of other sponsors for business advancement.

Contact your sales representative for more details.
Limited Availability

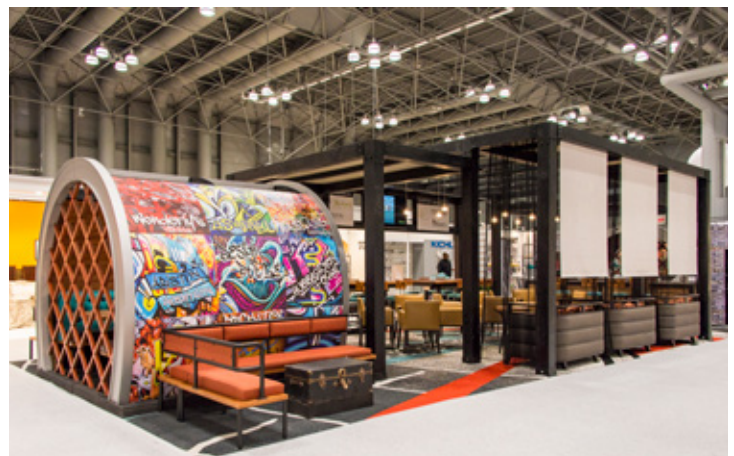
PREVIOUS DESIGNED SPACES



CITYSCAPE BY DESIGN GROUP CARL ROSS



IMBIBE, A LOUNGE BY HOK



SOJOURN LOUNGE BY DESIGN POOLE

PROGRAM & SPACES

NON-TRADITIONAL TRADE FAIR STAND OPTIONS

MARKETING SUPPORT

The BD team will provide non-traditional space exhibitors/ sponsors with distinctive marketing support and opportunities. As a prime differentiator to other trade fairs, these spaces transform and heighten the trade fair experience and will be emphasized in attendee marketing communications.

ALL EXHIBITORS AND SPONSORS RECEIVE:

- A marketing toolbox that includes personalized e-promotion and complimentary conference/trade fair registration
- Opportunity to participate in BD: On-site Design Challenge
- Complimentary listing in the interactive floor plan as well as listings on the website prior to the trade fair and in the on-site trade fair directory.
- Complimentary list of trade fair attendees (upon request) with contact information, excluding email addresses.
- Opportunity to advertise in the Trade Fair Directory:
 - Full Page: \$1600
 - Half Page: \$900
 - Quarter Page: \$500Contact your Sales Representative to reserve your ad space.

SPECIAL FEATURES AND PROGRAMS:

- ISHP Annual Fundraiser & Opening Reception
- 35th Gold Key Awards for Excellence in Hospitality Design
- BD Signature Sessions: Brand Central; New In New York; Power Players: Women Leaders in Hospitality, sponsored by NEWH; ISHP/BD Owners' Grill
- BD: On-Site Design Challenge
- Best of BDNY Product Design Competition
- Best Exhibit(s) Competition

BDNY 2014 EXHIBITORS INCLUDE

Accent Art & Frame
Aceray
Aesthetic Mirror
Afina Corporation/
Empire Industries
Afra Furniture
AFX Inc.
Akdo
Akya Design
Allison Eden Studios
Alpi Spa
American Atelier

American Brass Crystal
American Contract Seating
American Leather
Amtrend
Andrew Morgan
Collection
Apaizer
Appian Textiles
Applied Textiles
Aqua Hospitality
Aquafil USA
Architectural Systems
Architex
Ariston
Arkansas Lamp
Art Dallas

Artiors Contract
Artganiks By Witc
Artistic Tile Inc.
Artline Group
Ashley Lighting
Astek Wallcovering Inc.
Attitude Furnishings
Authentic Models
Axxess Industries
Baci Hospitality
Baker And McGuire
Barbarossa Leather
Beaufurn, LLC
Bellino Fine Linens
Bermanfalk Hospitality

Group
Bernhardt Hospitality
Bertolini Inc.
Blue Leaf
Boutique & Lifestyle Lodging
Association (Blla)
Bramson House Worldwide Inc.
Brintons
Brizo
Brookside Veneers Ltd.
Bryan Ashley
Cabana Coast
Cabanas By Academy
Cal Lighting
California Umbrella
Caluco
Cambria
Cantrio Concepts
Carnegie Fabrics
Casigns
CCF
Century Furniture
Century Industries, Inc.
Cerno
CF Kent
Challenger Lighting
Chapman Hospitality Lighting
Charter Fine Furniture
Charter Furniture
Chemetal/Treefrog/Interiorarts
Cheng Meng Furniture
Citta Seating
CLY, LLC/Star Hammer Group
CM Hospitality
Coast To Coast Designs
Concertex
Conneaut Leather
Coronet Lighting
Costavolcano
County Draperies Inc.
Couristan Inc.
Covington Contract
Craftmade International
Credible Upholstery
Crossley Axminster
Crypton
Currey & Company
Cut Maps
Daisycake.Com
Daniel Paul Chair
Danze, Inc. & Gerber Plumbing
Fixtures LLC
Decca Hospitality Furnishings
Decolav
Dedon
Delta Faucet Company
Delta Furniture
Deltropico Designs
Demar Leather Co.
Demorais International, Inc.
Designer Tile & Stone
Dimplex North America
Distinction Hospitality
DM Art
Doug Mockett & Co.
Down Etc.
D'Style
Duralee Contract
Duravit Usa, Inc.
Durkan
Eclectic Contract
Edgecombe Furniture
Eec Industries Ltd
EFI
Electric Mirror
Elegant Furniture & Lighting, Inc.
Elite Sleeper Mechanism
Emuamericas. LLC
Enduraterx
Envel Design
Eos Light Panel Systems
Fabric Innovations
Fabricut Contract
Fairmont Designs Hospitality
Faulkner + Locke, Inc.
Fermob USA
Fiberbuilt Umbrellas & Cushions
Fiberlite Umbrellas
Fire Farm Inc.
Flavor Paper
Flexsteel Commercial Seating
Forbes & Lomax
Foundation Art Services

Frame My TV
From The Source
Furniture Design Studios Inc.
Furniture Designhouse
Gasser Chair Company, Inc.
Gatco, Inc.
Gate House Furniture
Global Allies, LLC
Global Views Lp
Go Home Ltd.
Gold Leaf Design Group
Grand Rapids Chair
Greensmart Decor
Greyne
Grosfillex
Groupe GM
Hallmark Lighting
Hansgrohe
HB Architectural Lighting
HD Walls
Healthier Choice Flooring
HG Art & Framing Consultants
Hirsch Glass Corp
Home Decorators Collection
Hospitality Designs
Hubbardton Forge
Humanscale
IAP
ICE International
Ilex Lighting
Illumination Lighting
Imagine Tile Inc.
Imc Framed Art & Mirrors
In2Green
Indo Puri
Indon International
Indoteak Design
Innovations In Wallcoverings
Innovative Carpets
Interface Hospitality
Invincible Me
Italian Trade Commission
iWorks
J.I.S. Contract Furniture
Jaclo Industries
Jamie Stern
Janus Et Cie
Jay Edward Hospitality Furniture
Jerry Pair Leather
JLF Collections
John Beck Steel
JTB Furniture Manufacturing
Just Chair
Justice Design Group LLC
Justin David Textiles
JVA Art Group
KB Contract
Keca
Kelly Hoppen By Richloom
Kettal
Kichler
Kimball Hospitality
Kindle Living
Kingsley Bate
Klem
Kohler
Koket
Kolman Artisan Glass
Koni Hospitality
Kravet
La Bottega Dell' Albergo Usa
LacquerCraft Hospitality
LDF Silk
Lea North America
Lebatex, Inc.
Lefroy Brooks
Leftbank Art
Legrand, North America
Lexmark Carpet Mills, Inc
LG Hausys
Lily Jack
Liora Manne
Liquid Elements
Littman Brands Contract
Livex Lighting
Lloyd Flanders
Loewenstein - OFS Brands
Loloe, Srl
Lotus Home Outdoor Furniture Inc.
LTM Textile Resources
Lumerion
Lumidesign
Lunada Bay Tile

Lusive Decor
Made Goods
Majestic Mirror & Frame
Malar Contract Lighting
Mandy Li Collection
Marmiro Stones Inc
Marquis Seating
Martha Sturdy Inc
Mascioni Usa
Masland Contract
Materials Inc.
Maxwell Rodgers Fabrics
Maya Romanoff
Mayer Fabrics
MDC Wallcoverings
Milliken
Mincey Marble
Mindo-USA
Mirror Image, Inc.
Mitchell Gold + Bob Williams
Mity Lite
Modern Flames
Moen Inc.
Montague
Moon Art Hospitality
Moore & Giles
Motivo Furniture
MTI Baths
MTS Seating
Munn Works
My Cube LLC
My Mosaic Inc.
Nardi/S.I.T. Inc.
Neo-Metro
Neoteric Luxury Collection
NEWH
Northstar Flooring Designs
Northwest Carpets Inc.
Nourison Hospitality
Novo Arts Inc.
Octopus Products
Outdesign Group
OW Hospitality
OW Lee
Oxford Garden
P Kaufmann
Pacific Coast Contract Lighting
Pacific Direct
Parterre Flooring Systems
Pavilion Furniture Inc
Phillip Jeffries Ltd
Phillips Collection
Pi Fine Art
Pigeon & Poodle
Polart
Porcelanosa
Preciosa Lighting
Prestige Mills
Project Light
Proporations, Inc.
Provado
Pulse Design
Quality & Company
Raydoor
Regina Andrew Design Inc.
Reid Witlin
Remington Lamp
Ren-Wil
Restoration Hardware Contract
Rich Brilliant Willing
Richloom Contract
Rigo Wallcovering
Robert Allen Contract
Roden International
Room360 By FOH
Roselli Trading Co.
Rosenbaum Fine Art
Royal Contract Lighting Inc.
Royal Custom Designs
Sacco Carpet
Safemark Systems
Samelson Chatelane
Samuel + Sons Passementerie
Samuel Lawrence Hospitality
Samuelson Furniture Inc.
Sandler Seating
Sanford Design
Sapphire Chandelier
Scott Fabric
Scott Lamp
Seasonal Living
Senova Seating
Sensitile Systems

Serralunga
Serta International
Seura
Shades Of Light
Shafer Commercial Seating
Shaw Hospitality Group
Shelby Williams
Sherle Wagner
Signature Hospitality Carpets
Simplehuman
Singlecut Beersmiths
SK Textile
Soho Myriad
Sonneman-A-Way Of Light
Source Direct Imports
Source Outdoor
Spike Lighting
Stacy Garcia
Star Textile, Inc.
Stark Carpet
Startex Industries
Stop Spot
Studio Twist
Stylus Contract Furniture
Summer Classics
Sunbrella / Sunbrella Contract
Sundrella Outdoor Furniture
Surya
Swarovski Lighting
Swaavelle/Mill Creek Contract
Fabrics
Symphony'S Hospitality
Fabrics & Drapery
Tableaux
Taiko Industrial Limited
Taiping Carpets
Telescope Casual Furniture
Telos Furniture
The Chair Factory
The Chair Market
The House Of Esquire
The Seating Shoppe
THG USA
Tibetano
Tiger Leather
Townsend Leather
Trade Commission Of Spain
Trend Lighting
Tri-Kes
Trinity Lighting
Tropitone Furniture
Tuuci
T-Y Group
Ulster Carpets
Us Vinyl
Uttermost Company
Uw Design
Valley Forge
Van Teal Inc
Vaughan Benz
Via Motif
Vintage View Wine Storage
Walters Wicker
Warp & Phil
Waterworks
WEL International
West Elm
Westminster Teak
Winnepesaukee Forge Inc.
Winston Contract
Wolf-Gordon
Wonderlys
Woodard
Worlds Away Hospitality
Worldwide Draperies
Xync Contract
Zenith International

SAMPLING OF BDNY 2014 REGISTRANTS

ABI Design
Ace Hotel Group
AJA Architecture and Planning
Allegro Interior Architecture
American Casino & Entertainment
Ankrom Moisan Architects
Arcadis Architecture
Asurface

Atlantic Hotels Group
AvroKO
B Hotels & Resorts
B Squared Purchasing
B+H CHIL Design
Balongue Design
Bamo
Baskerville
Baywood Hotels, Inc
BCT Architects
BD Hotels/Pod Hotel
BDG Architects
Beechwood Hotel
Benjamin West
Bentel & Bentel Architects
Best Western Plus Revere Inn
Beyer Brown & Assoc
BG Studio International
BHD Studios
Bilkey Llinas Design
Bill Rooney Studio
BMA Architectural Group
BNO Design
Box Interior Design Inc.
BPR Properties
BBR Architect
Brookfield Hospitalities
Brutus Park Architecture
C. Hughes Interiors
Carlson Hotels Worldwide
Carnival Cruise Lines
Caruso + Cumberledge
Carver & Associates
Cauhaus Design
CCS Architecture
CD Interiors
Centre Studio
CG Creative Interiors
Chambers Architecture
& Interiors
Champalimaud
Chatham Lodging Trust
Chelsea Hotels
Choice Hotels
CL Studio Design Associates
Claudia Giselle Design
Clifford Planning & Architecture
Cloud9 Design Inc.
CMD Studio
Cohesive Design Group
Colwen Hotels
Commune Hotels & Resorts
Concept 2 Design LLC
Concord Hospitality
Contract Purchasing & Design
Crowell Design, LLC
Cunningham Group Architecture
Dallago Associates Inc.
Daniel Sroka Designs
Daroff Design
DAS Architects
Dash Design
David Cohen Interiors
DeAnna Dasher Interior Design
DeLaRosa Studio, Inc.
Delia Designs
Delta Hotels & Resorts
DesignAgency
Design Atelier
Design Group Carl Ross
Design Inn V Hospitality, inc.
Design Poole
DESIGN 360 Unlimited
DesignPoint
Dezigns Interior Planning LLC
DiGuseppe Architect
Distinctive Hospitality Design
Distrikt Hotel
Dolce Hotel & Resorts
DPOVinteriors
Dream Downtown Hotel
Driftwood Hospitality
DWG Design Group
Eco Serendib Villa and Spa
EDG Interior Arch. + Design
Elkus Manfredi Architects
EVEN Hotels
Fabric Innovations
Faulkner Design Group
FFKR Architects
FH Design
Filament Hospitality
Flick Mars

ForrestPerkins
FSI Architecture, PC
Gacek Design Group
Geis Companies
Gemstone Hotels & Resorts
Generator Hostels
Gensler
George Wong Design
Glen & Co. Architecture
Global Vision Hotels
GOCO Hospitality
GR Interiors
Great American Hotel Group
GrizForm Design Architects
Group One Partners
Hartman Design Group, Inc
HBA
HDB Design Group
Helpern Architects
Hickok Cole Architects
Highgate Hotels
Hilton Worldwide
HKS Hill Glazier Studio
HOK
Homewood Suites by Hilton
Hospitality Design Specialist
HospitalityAngelz, Inc.
Host Hotels & Resorts
Hotel Alcott
Hotel Grand Union
HPA Design
HPG International, LLC
hue 13 design
HVS Compass Design
HVS Design
Hyatt Corporation
iGroup Design Inc
II BY IV DESIGN
INC Architecture & Design
Integra Development Group
InterContinental Hotels Group
Interior Consultants, Inc.
International Design Concepts
Invest West/Pacifica Hotels
Jaime Partners
Jane Dillon Design Group
Jayshree Patel Designs
JAZ Holdings
JBR Design
JCJ Architecture
Jeffrey Beers International
Jens Hospitality
Jinnie Kim Design
JL Design Associates
JLK Interiors
JMorris Design
Johnson David Interiors
Jordan Interior Designs
Joshua Zinder
Architecture + Design
Judd Brown Designs
Kara Mann Design
Karen Hanlon Design Inc
Karen L. Babb Interiors
KC Design
Kent Interior Design, Inc.
Kevin O Shea Designs, LLC
KFIDESIGN/Klaus Fuchs Inc.
KMC&A Design
Kramer Marks Architects
Kulayan Interior Design LLC
Lagom Interiors, LLC
Lam Group
Larkin Interiors
Las Vegas Sands Corp.
Lauderdale Design Group
Lauren & Chase Design Group
LB Designs
Leighton Design Group
Leo A Daly
LHK design
Looney & Associates
LuP Interiors
Main Street Hospitality Group
Marcus Hotels & Resorts
Marriott International
Martin Stringfellow Associates
MatchLine Design Group
McKibbon Hotel Management
Meryl Santopietro Interiors
Meyer Jabara Hotels
Michael Graves & Associates
Michelle Meredith & Associates

Midtown Athletic Clubs
Milestone Purchasing
MLA Consultants
Montgomery Roth Architecture
Morgan Trust Properties
Mystic Lake Casino Hotel
Nanci Kuropatkin Interiors
Natalie Sheedy Interiors, Inc.
Neil Locke & Associates
NEXT DESIGN LLC
Niemann Interiors
Noble House Hotels
Northview Hotel Group
Northwood Hospitality
Ocean Club Hotel
Olive Hospitality Consulting
Omni Hotels and Resorts
P3 Design Collective
Pace Management LLC
Palm Hospitality
Parker Torres Design
Partners Management Group
Penn's View Hotel
Perkins Eastman
Phase II Designs
Philpotts Interiors
Pickard Design Studio
Premier Hospitality USA
Prexego Designs, LLC
Puccini Group
Purchasing Associates
Purchasing Solutions Intl
R2Architects
Ravel Hotel
RD Jones & Assoc.
Red Design
Reddymade Design
Red Lion Hotels Corp.
Remington Hotels
Resorts Atlantic City
Rice Fergus Miller
Ritsick Design Associates
Rockwell Group
Rosemont / Hyatt Corp
Sargenti Architects
SBC Interiors
Scottish Development
International
Seifert Murphy
Shawmut Design &
Construction
Sims Patrick Studio, Inc.
Slate Procurement LLC
SMDO Design Associates LLC
Soho Myriad
Sohlen Hospitality
Sonesta Collection
Starwood Hotels & Resorts
Stonehill and Taylor
Stratton Design Group
Studio Hive
Studio Partnership
Studio3877
Sunray Group of Hotels
Sunstone Hotel Investors, Inc.
Super 8
Susan Strauss Design
Tandem Design Studio
Tatyana Design LLC
The Empire Hotel Group
The Gettys Group
The Hotel Design Group
The Kimberly Hotel
The Parker Company
The Ritz Carlton Company
The Stroud Group
TPG Architecture
Trisha Wilson Global
tvsdesign
Umanoff Design
Urban Steel Design
Van Dresser Company
VOA Associates
Walt Disney Imagineering
Wegman Design Group, Inc.
Westport Group
William B Tabler Architects
Wilson Associates
Wimberly Interiors
Wu + Joo Design Group
Wyndham Hotels and Resorts
Wynn Design and Development
XSS Hotels

BD | NY FLOOR PLAN

A BOUTIQUE DESIGN TRADE FAIR

NOVEMBER 8-9, 2015 | JACOB K. JAVITS CONVENTION CENTER





A BOUTIQUE DESIGN TRADE FAIR

NOVEMBER 8-9, 2015

JACOB K. JAVITS CONVENTION CENTER
NEW YORK CITY

APPLICATION

To submit your application:

Fax: **513.744.6907**

Scan/Email: **nicole.panzeca@stmediagroup.com**

Online: **bdny.com**

CONTACT FOR TRADE FAIR LOGISTICS:

(if not the same as Exhibit Sales/Application Contact)

CONTACT PERSON

DIRECT DIAL PHONE / EXT.

E-MAIL

CONTACT FOR TRADE FAIR MARKETING:

(if not the same as Exhibit Sales/Application Contact)

CONTACT PERSON

DIRECT DIAL PHONE / EXT.

E-MAIL

Standard Booth Package

<input type="checkbox"/>	10x10	\$4,700	\$47 [†] per square foot includes drayage*
<input type="checkbox"/>	10x20	\$9,400	

Premium Booth Package

<input type="checkbox"/>	5x10	\$3,300	\$62.50 per square foot Includes drayage*/white hard wall system/lighting /gray carpet
<input type="checkbox"/>	10x10	\$6,250	
<input type="checkbox"/>	10x20	\$12,500	

* shipped directly to fair site only
(excludes small package delivery, i.e. FedEx)

BOOTH CONFIGURATION REQUESTS:

- ☐ **INLINE (NO CORNERS)**
☐ **AISLE (1 CORNER)**
☐ **PENINSULA (2 CORNERS)**

NUMBER OF CORNERS _____ X \$150 = \$ _____

EXHIBIT SALES/APPLICATION CONTACT:

COMPANY NAME

EXHIBIT SALES/APPLICATION CONTACT

TITLE

ADDRESS

CITY

STATE

ZIP

COUNTRY

DIRECT DIAL PHONE / EXT.

E-MAIL

WEBSITE

PRODUCT CATEGORY

☐ **INTERESTED IN SPONSORSHIP OPPORTUNITIES
INSTEAD OF EXHIBIT SPACE?**

PAYMENT TERMS:

2/3RDS DUE UPON INVOICE

1/3RD DUE AUGUST 3, 2015

NAME (PLEASE PRINT)

SIGNATURE

DATE

**HOSPITALITY MEDIA GROUP, LLC
ST MEDIA GROUP INTERNATIONAL, INC.**

11262 Cornell Park Drive / Cincinnati, OH 45242
stmediagroup.com

CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION

Michael Schneider / Tel 212.404.6936/ Fax 513.744.6979 / michael.schneider@stmediagroup.com
Melani Beattie / Tel 312.218.5691/ Fax 513.421.5144/ melani.beattie@stmediagroup.com
Scott Rickles / Tel 770.664.4567 / Fax 770.740.1399 / scott.rickles@stmediagroup.com

BD | WEST

A BOUTIQUE DESIGN TRADE FAIR

BDwest serves the hotel and leisure industry and focuses exclusively on interior design and architecture. This two-day event has been crafted to deliver a more specialized trade fair experience, covering both the experiential and practical aspects of hospitality interior design.

BDwest is expected to expand to 50,000 NSF in 2016, offering a wide variety of products, conference sessions, unique displays and special features. Catering to the Western United States—a populous region of hospitality design professionals and heightened development activity—BDwest is the place to be for advancing your hospitality business.

ATTENDEES:

Estimated 2500 interior designers, architects, purchasing agents, hospitality owners, developers and operators primarily based in the western region. Secondary regions include Mexico and select countries in Central America.

EXHIBITORS:

More than 300 manufacturers and marketers of innovative design elements for hotels, resorts, cruise ships, restaurants, spas, casinos, night clubs and other related projects.

PRODUCT CATEGORIES INCLUDE:

Accessories - amenities - architectural materials - artwork - bath & spa - beds and bedding - carpet and flooring - electronics - fabrics - furniture - lighting - seating - tabletop - wall coverings - window treatments

WEBSITE:

www.boutiquedesignwest.com

DATES AND HOURS:

Trade Floor Open

Thursday, March 31: 11:00am–5:00pm

Friday, April 1: 10:00am–5:00pm

CONFERENCE SESSIONS:

Attendees will gain insights from peers and those outside our industry to gain a fresh perspective on the hotel and leisure industry; CEU sessions offered.

VENUE

Los Angeles Convention Center
Los Angeles, CA

EXHIBIT SPACE

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Includes drayage*/white hard wall system/lighting /gray carpet
*shipped directly to trade fair site only (excludes small package delivery, i.e. FedEx)



BDwest was recently named among the fifty fastest-growing Trade Fairs in the United States, by Trade Show Executive

PRESENTED BY

BOUTIQUE
design

PRODUCED BY

HMG HOSPITALITY
MEDIA GROUP LLC

IN ASSOCIATION WITH

BILA
BOUTIQUE & LIFESTYLE
LODGING ASSOCIATION

ISHP
International Society of Hospitality Purchasers

NEWH
The Hospitality Industry Network



NEW VENUE

After three years of double-digit growth in San Diego, BDwest is moving to a larger space in one of North America's hottest commercial real estate markets. Join us in the heart of downtown L.A. for BDwest's fourth run, March 31 – April 1, at the Los Angeles Convention Center (LACC).

Adjacent to the NBBJ-designed Staples Center arena and the L.A. Live residential and entertainment district, the LACC is surrounded by new shops, restaurants and hotels spurred by a well-documented cultural renaissance and an influx of young creatives moving to L.A.

Playing host to everything from Grammy Awards celebrations to Dwell on Design LA to auditions for The Voice, the LACC is an exciting venue at an exciting time for BDwest—in a locale that GQ magazine calls "America's next great city." Downtown L.A. is a hotbed of development activity, transformation and the place to be in 2016!



2015 BDWEST EXHIBITORS INCLUDE

Aceray	Creation Hospitality	Hardware Renaissance	Maison Bertet	Samuelson Furniture
Aesthetic Mirror	Cutting Edge	HB Architectural Lighting	Malar Contract Lighting	Seasonal Living
AFM	Daisycake.Com	Healthier Choice	Mandy Li Collection	Seura
Akula Living	Daniel Paul Chairs	HG Arts	Marset	Shades of Light
Alpi/ Brookside Veneers Ltd.	Danze / Globe Union	HIP/ Hospitality Industry	Mascioni Hospitality	Shafer Commerical Seating
Applied Textiles	Daylighted	Partners	Masland Hospitality	Shaw Hospitality Group
Aqua Hospitality	Decca Hospitality Furnishings	Home Decorators Collection	Materials Inc	Signature Hospitality Carpets
Aquafile	DecoLav Hospitality	Hubbardton Forge	Maya Romanoff	SK Textile
ARD Outdoor/ Andrew	Dedon Inc	IAP	McFadden Lighting	Sonneman - A Way of Light
Richard Designs	Delta Faucet Company	ICE International	MDC Wallcovering	Source Direct Imports
Ariston	Directline Hospitality	Innovations in Wallcoverings	Medallion Contract Lighting	Stake Lighting
Arizona Tile	Down Etc.	Interface	Mincey Marble	St. Frank
Arkansas Lamp	Draperies.com	iTouchFaucets	Mirror Image	StopSpot
Art Center College of Design	Drexel Heritage	iWorks	Mity Lite Inc.	Studio Renderings
Arteriors Contract	D'style Inc. / Allan Copley	JACLO Industries	Modern Nature Design	Studio Twist
Artline	Designs	Jason Mizrahi Designs	Moen	Stylus Contract Furniture
Asher Cole	Duralae	JLF Collections	Montague	Summer Classics Contract
Ashley Lighting	Eclectic Contract Furniture	Justice Design Group	Moz Designs	Sunset Designs
Astek Wallcovering Inc.	Industries, Inc.	Justin David Textiles	MTI Baths	Surya
Axxess Industries	EEC Industries, Ltd.	JVA Art Group	MTS Seating	Swaville Hospitality
Baja Contract	Electric Mirror	KB Contract	Natural Curiosities	Telescope Contract Furniture
Bernhardt Hospitality	Elegant Lighting	Kellex Corp	Neo-Metro	telos furniture
Bertolini Inc.	Emuamericas. LLC	Kettal	Neoteric Luxury Outdoor	Temper Sealy International
Bolidt Synthetic Products & Systems/ Esthec	Enduralex	Kimball Hospitality	Furniture	THG Paris
Boutique & Lifestyle Lodging Association (BLLA)	Envel Design	Kindle Living	NEWH	TOTO USA
Bryan Ashley	EOS Light Panels	Koni Hospitality	Northwest Carpets	TRI-KES
Cabanas by Academy	ERG	Kosta Furniture	Novel fabrics	Trinity Lighting
California's Finest	Fabric Innovations	Koverton	Out Design Group	Tropitone
Caluco	Fabricut Contract	Kovet Hospitality	P/Kaufmann Contract	Tuuci
CCF	Fairmont Designs	Kravit Contract	Picture Source NW, Inc	US Vinyl
Cerno	Fiberbuilt	LacquerCraft Hospitality	Polart	UW Design
Challenger Lighting	Frontgate Contract	LDF Silk	Porcelanosa USA	Valley Forge Fabrics
Chapman Hospitality Lighting	Gatco	LeFroy Brooks	Provado	Van Teal Inc.
Chella Textiles	Global Allies	Lexmark Carpet Mills Inc.	Quickdrain USA	Vaughan Benz
Chelsea Textiles	Global Total Office	LG Hausys	Rejuvenation	Walters Wicker
Cheng Meng	Gloster	Lily Jack	Remington Lamp	WEL International Inc.
Citta Seating	Goldleaf	Littman Brands Contract	Ren-Wil Hospitality	Westminster Teak
CM Hospitality	Grand Rapids Chair	Livex Lighting	Restoration Hardware	Wonderly's
Covington Contract	Greyn	Lodging Concepts Hospitality	Richloom	Woodard / Craftmade
	Grohe America	Lumerion	room360 by FOH	Woodsnap
	Hallmark Lighting	Luminance	Safemark Systems	Zenith Rugs

PROGRAM & SPACES

UNIQUE EXHIBIT OPPORTUNITIES

MARKETING SUPPORT PROVIDED FOR NON-TRADITIONAL EXHIBITOR SPACE:

The BD team will provide non-traditional space exhibitors/sponsors with distinctive marketing support and opportunities. As a prime differentiator to other trade fairs, these spaces transform and heighten the trade fair experience and will be emphasized in attendee marketing communications.

ALL EXHIBITORS AND SPONSORS RECEIVE:

- A marketing toolbox that includes personalized e-promotion and complimentary conference/trade fair registration.
- Opportunity to participate in **BD: On-Site Design Challenge**
 - A design challenge is determined by BD and its hospitality owner/developer panel of judges.
 - Participants from interior design and purchasing teams will be asked to scour the trade fair floor for exhibitors' products. After their search, they'll create design boards in a workshop setting, reflecting the team's vision using photos or small samples of these products.
 - Winners will be announced the last day of the trade fair and designs will be on display with mention of exhibitors' products used.
 - Winning concepts featuring exhibitors' products will be featured in the pages of *Boutique Design*.
- Opportunity to participate in **NEWH's Hospitality Fashion Challenge: Design in a Box**.
 - A select group of hospitality design professionals will create fashion couture from exhibitors'/sponsors' donated scrap material, samples and other reusable design elements.
 - BD is responsible for packaging of materials- "box of ingredients" for distribution to the design teams. Design teams are required to use at least "one ingredient" from each exhibitor participant.
 - The competition is "live" and winners are selected by a panel of hospitality owners/developers during the Hospitality Fashion Challenge Event, on the second day of BDwest.
- Opportunity to participate in **BDwest Morning Meetings on Thursday, March 31, and Friday, April 1, during pre-trade fair hours**.
 - BD will identify VIP buyers with explicit sourcing needs who match your line of offerings.
 - BD will schedule your pre-arranged meetings with these buyers in your display area at BDwest.
- Complimentary listing in the interactive floor plan, on the website prior to the trade fair and in the on-site trade fair directory
- Complimentary post-trade fair list of attendees (upon request) including contact information, excluding email addresses
- Best of BDwest Product Design Competition
- Best Exhibit Competition
- Opportunity to advertise in the Trade Fair Directory:
 - Full Page: \$1300
 - Half Page: \$800
 - Quarter Page: \$500Contact your Sales Representative to reserve your ad space.

SPECIAL FEATURES AND PROGRAMS:

- Boutique 18: this unique competition honors up-and-coming design professionals, known for pushing the envelope. Winners to be announced at designated area on the trade fair floor, during a session moderated by Boutique Design editor, Matthew Hall.
- BD signature sessions/programs:
 - Brand Central
 - Power Players: Women Leaders in Hospitality, sponsored by NEWH
 - ISHP/BD Owners' Grill
- Opening Reception
- Hospitality Fashion Challenge: Design in a Box
- BD On-Site Design Challenge
- BDwest Morning Meetings
- Conference sessions with CEUs planned

PROGRAM & SPACES

UNIQUE EXHIBIT OPPORTUNITIES

EXHIBITOR-DESIGNED SPACES: (BOOTH SPACE ALTERNATIVE, LIMITED AVAILABILITY)

CONCEPT:

- Exhibitors may opt to work with other non-competitive exhibitors and a leading hospitality design firm to create unique spaces as a booth alternative.
- Co-sponsors and the design team will collaborate on the design concept, and share the display area and costs for the construction of the space.
- Sponsors will have control over the quantity and quality of products to be installed, within the design scope. These spaces will serve as “hubs” for learning, networking and customer engagement on the trade fair floor and possibilities include: bars/lounges, outside terrace café/lounge, and juice/yogurt bar (or alternative types of display areas).
- Most Designed Spaces will offer food and beverage for sale, and the number of spaces to be constructed is limited.
- Cost is \$15,000 (approximately the cost of as 10x20 premium booth) Minimum of 5 non-competing exhibitors.

BENEFIT:

Designed Spaces provide a prime opportunity to share a larger area for displaying products in a hospitality setting (think bar, lounge, theater, coffee shop). This turn-key booth alternative positions your company as a thought leader and innovator, as well as achieving all the “visual benefits” of working in this non-traditional space. Further, participation as a sponsor affords you the unique opportunity to collaborate with a leading hospitality design firm and leverage the relationships of other sponsors for business advancement.

Contact your sales representative for more details.

PREVIOUS DESIGNED SPACES



CITYSCAPE BY DESIGN GROUP CARL ROSS



SOJOURN LOUNGE BY DESIGN POOLE



THE BAR AT BDWEST BY BELECO

2015 ATTENDEES

2015 ATTENDEE SURVEY RESULTS

94%

of those responding rated BDwest as meeting/ exceeding expectations

78%

of those responding rated BDwest's conference program as excellent to very good

78%

of those responding plan to specify or buy products from an exhibitor/sponsor at BDwest within the next 12 months



SAMPLE LIST OF BDWEST 2015 ATTENDEES:

AC Martin	Destination Hotels & Resorts	HPA Design Group	Minarc	Stanford Hotel Corporation
Ankrom Moisan Architects	Devon Smith Design Studio	Hyatt Hotels	Mission Inn Hotel & Spa	Starwood Hotels and Resorts
Architectural Concepts	DGA architecture interiors	ID STUDIOS	Nadia Geller Designs Inc.	Steven Miller
Ayres Group Hotels	Diamond Interiors LA	II BY IV DESIGN	Neil Locke & Associates	Design Studio, Inc
Bainbridge Development	Dileonardo	Indidesign	next design studio	Stonehill & Taylor
Consulting Practice	Dixon Development	Interplan Design	NICOLEHOLLIS	Architects, P.C.
BAMO	DTJ Design Architecture,	Intra-Spec	Northwood Hospitality	Stout Street Hospitality and
Bar Napkin Productions	Planning, Lands	Irvine Company	P3 Deign Collective	Magnolia Ho
beleco	Duncan Miller Ullman Design	Jany Flores Interiors	Pacific Architecture	Studio GAIA
Benjamin West	EDG Interior	JC Resorts	& Planning, Inc	Studio HBA
Berman Purchasing, inc.	Architecture & Design	JCJ Architecture	Pacifica Companies	Studio L
Best Western International	EDI International, Inc.	JEL Design	Paradigm Design Group	Studio Partnership
Beyer Brown & Associates	Elkus Manfredi Architects	Jonathan Nehmer	Parker-Torres Design Inc.	STYLE Interior Design
BluemotifArchitecture	ellis island casino	+ Associates, Inc.	PD&A	SUMMA International
BOX Interior Design Inc	Embrio Design Studio	Jones Lang LaSalle	Perkins + Will	T2 Development
Bray Whaler International	ESM INTERIORS	Jules Wilson Interior Design	Perkins Eastman	TAL Studio
Brian G. Thornton Designs LLC	Esteban Interiors	Kay Lang & Associates	PHILPOTTS & ASSOCIATES	TANDEM
Callison	Fahrforth-Eide	Keating Hotel	PIERRE-YVES ROCHON	TCA Architects
Canoe Hospitality LLC	Fe Equus Development Company	Kim Nadel Interiors / NICHE	Playa Viva Resort	The Chartres
Carrier Johnson	FLICK MARS	KNA Design	Procacci Development Corp	Lodging Group, LLC
Carver & Associates	FLO Design Studio	Kollin Altomare Architects	Project Dynamics	The Cheesecake Factory
Catalina Design Group	ForrestPerkins	Konni Tanaka Design Group	Puccini Group	The Gettys Group
CBT Architects	FRCH Design Worldwide	Krause + Sawyer	Purchasing Dimensions	The John Hardy Group
Chelsea Hospitality Partners, LLC.	GB3 Design	KS Design Studio	Purchasing Management	The Parker Company
CLEO DESIGN	Generator Hostels	La Jolla Beach & Tennis Club	International	Therese Virserius Design
Cobico	Genlser	Larry Lee + Associates	Ramsey Purchasing	Treasure Bay Group
Cohn Restaurant Group	Graft	LBL Architects	Razvi Design Studio	Twenty Four Seven Hotels
Commune Design	Grand Pacific Resorts	leo a daly	RD Jones & Associates	UBS Properties
CRA	Greystone Hotels	Linda Howard Interior Designs, Inc	Rice Fergus Miller	Vista Investments/ Vista
Creo Hospitality	Hard Rock International	M Design Studio LLC	Richard McCormack Design	Architecture
d-ash designs	Hatch Design Group	make model method	Robin Wilson Interior Design	VOA Associates
Degen & Degen	HBA	Marriott Desert Springs	Rockwell Group	Walt Disney Imagineering
Delawie	HFS Concepts 4	Martin Stringfellow Associates	Room Mate Hotels	WATG Wimberly Interiors
Delta Hotels and Resorts	Hibner Design Group	MBA Architects	Rottet Studio	WCI, Inc.
Design Atelier	Hilton Worldwide	McCulley Design Lab	Rowland + Broughton	West End Design Group
Design Collective Group, Inc.	HOK	MCS Capital	Architecture	Wilson Associates
Design Group Carl Ross	Hollander Design Group	LLC/Marcus Corporation	RTKL	wolff urban development, LLC
Design Poole	Hospitality!	MGM Hakkasan Hospitality	Rutledge Haro Design	Yates-Silverman Inc
Design360unlimited	Hotel Investment Group	Michael Armani Design Studio	Solomon Interior Design Inc.	YWS Design & Architecture

Upper level - All booths 10'x10' unless otherwise noted.

PRELIMINARY PLAN



A BOUTIQUE DESIGN TRADE FAIR

MARCH 31- APRIL 1, 2016
LOS ANGELES CONVENTION CENTER

APPLICATION

To submit your application:

Fax: **513.744.6907**

Scan/Email: **nicole.panzeca@stmediagroup.com**

Online: **boutiquedesignwest.com**

CONTACT FOR TRADE FAIR LOGISTICS:

(if not the same as Exhibit Sales/Application Contact)

CONTACT PERSON

DIRECT DIAL PHONE / EXT.

E-MAIL

CONTACT FOR TRADE FAIR MARKETING:

(if not the same as Exhibit Sales/Application Contact)

CONTACT PERSON

DIRECT DIAL PHONE / EXT.

E-MAIL

EXHIBIT SALES/APPLICATION CONTACT:

COMPANY NAME

EXHIBIT SALES/APPLICATION CONTACT

TITLE

ADDRESS

CITY

STATE

ZIP

COUNTRY

DIRECT DIAL PHONE / EXT.

E-MAIL

WEBSITE

PRODUCT CATEGORY

Standard Booth Package

<input type="checkbox"/>	10x10	\$4,750	\$47.50 per square foot includes drayage*
<input type="checkbox"/>	10x20	\$9,500	
<input type="checkbox"/>	20x20	\$19,000	

Premium Booth Package

<input type="checkbox"/>	5x10	\$3,250	\$65.00 per square foot
<input type="checkbox"/>	10x10	\$6,200	\$62.00 per square foot
<input type="checkbox"/>	10x20	\$12,400	

Includes drayage*/white hard wall system/lighting /gray carpet

* shipped directly to fair site only (excludes small package delivery, i.e. FedEx)

BOOTH CONFIGURATION REQUESTS:

- ☐ **INLINE (NO CORNERS)**
☐ **AISLE (1 CORNER)**
☐ **PENINSULA (2 CORNERS)**
☐ **ISLAND (4 CORNERS)**

NUMBER OF CORNERS _____ X \$150 = \$ _____

☐ **INTERESTED IN SPONSORSHIP OPPORTUNITIES
INSTEAD OF EXHIBIT SPACE?**

PAYMENT TERMS:

1/3RD DUE UPON INVOICE

1/3RD DUE JANUARY 15, 2016

1/3RD DUE BY FEBRUARY 16, 2016

NAME (PLEASE PRINT)

SIGNATURE

DATE

HOSPITALITY MEDIA GROUP, LLC
ST MEDIA GROUP INTERNATIONAL, INC.

11262 Cornell Park Drive / Cincinnati, OH 45242
stmediagroup.com

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