

PHOTO CREDIT: AHACTACIA MAZHKO

HD EXPO

EXHIBITOR PROSPECTUS

MAY 4 - 5, 2027 | MANDALAY BAY | LAS VEGAS

HD EXPO

THE HOSPITALITY DESIGN INDUSTRY, ALL IN ONE PLACE

HD Expo brings together the designers, architects, owners, developers, purchasing professionals, and hotel brands shaping what comes next in hospitality.

For more than three decades, it has been the place where new products are discovered, project needs are discussed, and relationships begin.

WHY EXHIBIT?

Exhibiting puts your brand in front of hospitality professionals actively sourcing products, exploring partnerships, and moving projects forward.

Launch new products and give attendees the opportunity to see, touch, and experience them firsthand.



HD EXPO BY THE NUMBERS

50
states represented

34
international countries represented

171
hosted buyers discussing active projects

1.86B
in buying power from attending hosted buyers.

42
Hospitality Giants firms actively sourcing products and solutions

10,000+
total audience, including buyers, designers, decision-makers, and exhibitors.





WHAT'S NEW FOR 2027

For HD Expo 2027, we're making focused updates to create more value for exhibitors while staying true to what makes HD Expo the industry's longest-running hospitality design event. From a more concentrated expo hall to expanded buyer outreach and stronger one-to-one connections, every change is designed to make your time on-site more productive.

A TWO-DAY EXPO HALL

HD Expo 2027 will take place May 4-5 at Mandalay Bay, with a pre-conference day on May 3 for HD University and Owners Workshops.

A more focused two-day hall means stronger energy, more intentional traffic, and a more efficient use of your team's time.

TARGETED REACH TO WEST COAST BUYERS

We're expanding outreach to bring more decision-makers from the West Coast, Las Vegas, Western Canada, & LATAM to the show floor.

That means greater access to regional buyers, ownership groups, and procurement leaders actively sourcing products.

EXPANDED VIP MEETINGS ACCESS

We're building on the Hosted Buyer program with more structured one-to-one meetings between exhibitors and qualified buyers.

It's a more direct path to valuable conversations and stronger business opportunities on site.



"**I left feeling very inspired!** As designers, we need these types of events to get us out of our routine – **to see and experience new products and network with new people from around the world.**"

– Hannah, Designer, BKV Group

"HD Expo introduced me to key decision-makers with purchasing power across the hotel, interior design, and casino segments. **This made the event relevant and valuable for our business.**"

– Joao, CEO, Klaroma International

PURCHASING POWER THAT CONVERTS

88% of attendees are directly involved in purchasing decisions. They represent **companies with serious buying power, from startups to industry giants.**

AND HERE'S THE KICKER:

71% of attendees plan to spend between **$1M-$4.9M in the next 12 months.**

2026 DELIVERED:

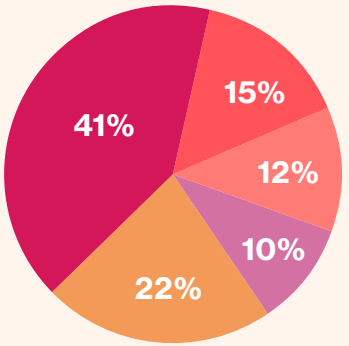
- **39% first-time attendees,** meaning fresh faces with untapped potential for your brand.
- **171 Hosted Buyers** representing $1.8M+ in purchasing power.
- **Senior Decision Makers**
  - 30% hold executive roles (CEO, Founder, VPs).
  - 21% designers, shaping the creative landscape in real-time.

PROMISING LEADS, QUALIFIED BUYERS

Make meaningful connections with:

- **Interior Designers** (41%)
- **Hotel/Resort Operators** (15%)
- **Architects** (12%)
- **Purchasing Agents** (10%)

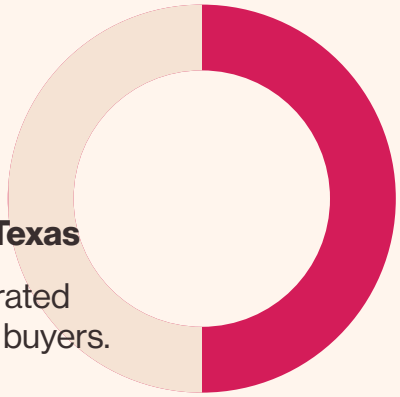
Plus, developers, hospitality managers, and casino/ nightlife/ restaurant buyers



A GLOBAL STAGE

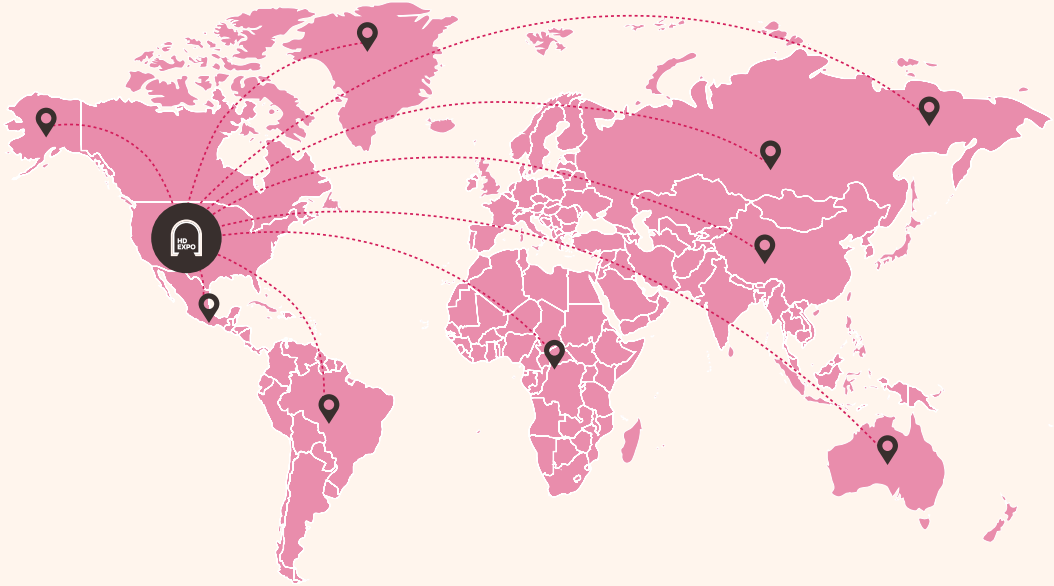
HD Expo attracts hospitality professionals from around the globe, delivering access to a diverse audience while maintaining a strong concentration of attendees from the Western United States.

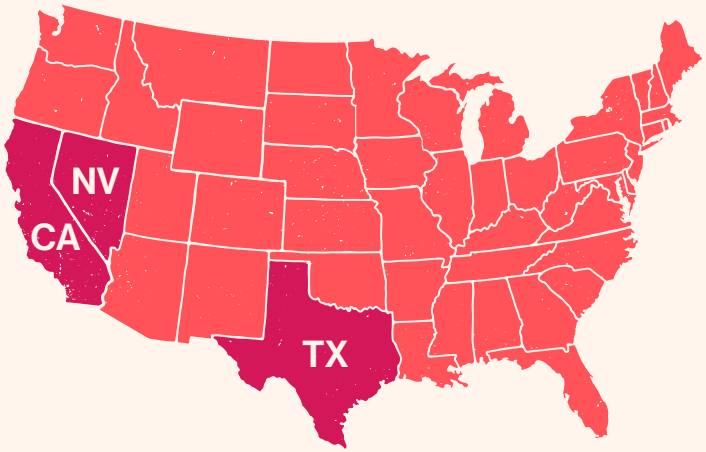
50%+



of attendees com from California, Nevada, and Texas

Giving exhibitors concentrated access to key West Coast buyers.





Top Attending Countries:

1. USA
2. Canada
3. Mexico
4. China
5. United Kingdom

Top Attending U.S. States:

1. California
2. Nevada
3. Texas
4. Florida
5. Arizona

WHY EXHIBITORS KEEP COMING BACK

39% were first-time attendees, creating new opportunities to build relationships.

In 2026, attendees generated 70,000+ product scans and 1,330 accepted meetings, reflecting an audience that comes ready to discover, evaluate and specify new products.

88% of attendees are involved in purchasing decisions. Whether they purchase directly, approve purchases, or influence specifications, these decision-makers play a critical role in product selection.

> “We have exhibited at HD Expo for the past three years, and it has consistently delivered strong ROI for our team. The show brings great traffic and, more importantly, the right kind of conversations that help build meaningful client relationships.”
>
> – Melinda H., Toolkit Services

SMALL COMPANIES ARE POWER PLAYERS, TOO

Trade shows are no longer exclusive to large corporations. Increasing participation from businesses with under $25 million in revenue* exemplifies how trade shows like HD Expo have become vital for niche players to build brand awareness to an engaged and sizeable industry audience.

*Source: Changing Environment of Exhibitions study, Center for Exhibition Industry Research (CEIR)





> For the west coast and summer this is the show that we all know and love – meeting new people, seeing familiar faces, collaborating with other vendors, while driving sales and promoting our brand.
>
> **– Christina Perez, COO, Andaaz Manufacturing**

THE TRADESHOW EDGE

HD Expo exhibitors consistently report unmatched value through direct engagement opportunities, product launches, and lead generation tools.

96% report satisfaction with their product launches at the event

95% say trade shows strengthen key relationships.

COMPLIMENTARY MARKETING TOOLS

Included in all exhibitor booth packages





DEDICATED CUSTOMER SUCCESS

Your Customer Success Manager will help you:

- Develop tailored marketing strategies
- Simplify exhibit staff registration and logistics
- Identify sponsorship and networking opportunities
- Stay updated with monthly newsletters and tips

EXHIBITOR LISTINGS + SHOW NEWS

Boost visibility in official directories:

- Trade Fair Guide: Include your booth, website, and product categories
- Online Listing: Add a 500-character description for year-round exposure
- Upgrades available for extra visibility
- New: Free listing in the New Products Gallery
- New: Submit your brand's Breaking Barriers or Launch List story for a chance to be featured in the HD Expo Attendee Blog + Newsletter

HD CONNECT APP: LEAD RETRIEVAL AND NETWORKING

Streamline connections with:

- Attendee matching for key connections & meeting requests
- Badge scanning for seamless lead capture

INVITATION TOOLS & DISCOUNT CODES

Invite your existing and prospective customers to meet you at the show using:

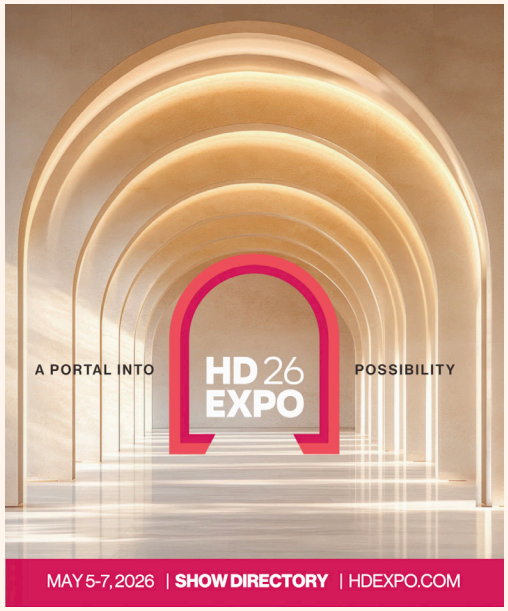
- Custom promo codes for free client passes
- Customizable email invites, banners, and landing pages
- Show Promotions feature for pre-show marketing

BEST EXHIBIT COMPETITION

All exhibitors are automatically entered into the Best Exhibit Competition. Judged by industry experts, finalists get recognition at and after the show, plus increased booth traffic.

BOOST YOUR VISIBILITY

Expand your reach at HD Expo and beyond through premium print and digital sponsorships:



HD EXPO SHOW GUIDE.

An essential resource for HD Expo attendees, 5,000 copies are distributed at the event and referred to throughout the year.



HOSPITALITY DESIGN: THE SHOW ISSUE.

The official show issue is read by an expanded audience of 64K readers before the show and distributed onsite to attendees, association partners, and media.



PRINT:
19,500
SUBCRIBERS

DIGITAL:
22,540
SUBCRIBERS

TOTAL COMBINED UNIQUE SUBSCRIBERS
34,936

WHY EXHIBITING AT HD EXPO DRIVES BUSINESS GROWTH



WHO YOU'LL MEET

Project Influencers: Connect with the designers, architects, and decision-makers shaping hospitality projects.

WHAT YOU'LL BUILD

Strategic Relationships: Build meaningful connections with the people behind today's projects and tomorrow's opportunities.

HOW YOU'LL GROW

Brand Exposure: Showcase your products to an engaged audience actively seeking new ideas and solutions.

2027 RATES: **$68.50** per square foot | **$575** per corner | **$799** marketing fee + lead retrieval

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