

HDBoutique

exposition & conference

September 14 - 15, 2009
Miami Beach Convention Center
Miami Beach, Florida

Executive Summary

PRESENTED BY: Hospitality Design

WEB SITE: HDBoutique.com

LOCATION/VENUE: Miami Beach, Florida/Miami Beach Convention Center

DATE: September 14-15, 2009

YEARS IN EXISTENCE: 7th Annual

ATTENDEES: Over 4,000 Attendees at HD Boutique 2008*:

- 37% Interior Designer Firms
- 19% Hotel/Resort
- 11% Purchasing Firm
- 9% Architectural Firm
- 8% Contractor/Builder/Developer
- 2% Casino/Club/Restaurant
- 1% Healthcare/Senior Living
- 11% Other

International Attendee Profile:

- 45% Canada
- 14% Mexico
- 5% Costa Rica
- 4% Dominican Republic
- 4% Columbia
- 3% Bahamas

Domestic Attendee Profile:

- 43% Florida
- 8% Georgia
- 8% California
- 7% New York
- 4% North Carolina
- 3% Texas
- 3% New Jersey
- 2% Tennessee
- 2% Pennsylvania
- 2% Massachusetts

** Percentages based on verified attendees at HD Boutique 2008, and excludes manufacturers, exhibitors, press and unspecified responses*

EXHIBITORS: Over 700 manufacturers, suppliers and artisans within the hospitality design industry. To see a list of exhibitors visit hdboutique.com

EXPO SPACE: 103,000 square feet **as of HD Boutique 2008*

EXHIBIT BOOTH SIZES: 10' x 10', 10' x 20' and Cabanas (225 sq. ft.)

BOOTH SPACE RATE: \$34.25 per square foot

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AWARD PRESENTATIONS:

- Best of Boutique (BOB) Awards
- Wave of the Future Gallery
- Radical Innovation

CONFERENCE SESSIONS:

At HD Boutique 2009, you'll find information-packed, idea-generating sessions in the only conference anywhere that's 100% focused on the hospitality design industry. These peer-based courses are where you'll discover what's new in the market and discuss the latest and most pertinent issues facing your industry. HD Boutique 2009 conference sessions are LU/CEU accredited.

NETWORKING EVENTS:

- Party by the Palms
- Wave of the Future
- Cafe con Leche Reception
- Latin Lounge

INDUSTRY PARTNERS:

- American Society of Interior Designers (ASID)
- International Interior Design Association (IIDA)
- International Society of Hospitality Purchasers (ISHP)
- Network of Executive Women in Hospitality (NEWH)

EXHIBITOR SERVICE KIT:

Visit HDBoutique.com to find information about exhibitor services such as housing, move-in, drayage, etc. Site will be updated as the show approaches.

GENERAL CONTRACTOR:

Freeman - Orlando, FL

SPONSORSHIP & ADVERTISING OPPORTUNITIES:

Online, Exhibit Guide, Show Guide, Preview Guide, Map Your Show (attendee search portal) and Attendee Email updates are available. Check with your Sales Manager for additional information and availability.

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