



DIRECT MARKETING TO HCD ATTENDEES

Healthcare Design direct marketing programs are available to Healthcare Design exhibitors only. To market to attendees of an event that has already taken place, you must have been an exhibitor in that show. To market to attendees at an upcoming event, you must meet one of the following criteria:

- a) Have exhibited at the prior year's event and are contracted for the upcoming event

OR

- b) Did not exhibit at prior year's event, but are contracted and paid in full for upcoming event

Email Deployment Program

2017 attendees: \$2,000
2018 & 2017 attendees: \$2,500

Attendees will begin registering for upcoming events at approximately 18 weeks out from event date. Limited email dates are available and are filled on a first-come, first-served basis. Emails will be deployed through Emerald Exposition's email vendor. Exhibitor to supply HTML file, subject line, seed list, and opt-out list to Emerald.

Direct Mail Program

2017/2018 attendees*: \$1,250

Please note that charges are for access to attendees and do not cover costs of creating, printing or mail house services used with direct mail pieces.

Direct mail is managed through HCDdirect.com (ExpoCommerce/Community Commerce). Emerald must approved direct mail pieces before the HCDdirect mailhouse can proceed with order. Please visit HCDdirect.com to learn more.

* The list for direct mail pieces will begin with the previous show's attendees, then as attendees register for the upcoming show, prior year records are replaced with current records.

No lists are provided to exhibitors. All lists are managed by a third party.