

**MAY 9-11**  
**2024**

**MIDWEST  
DESIGN &  
FURNITURE  
FAIR**

**KANSAS CITY  
CONVENTION  
CENTER**

**MEDIA KIT**

## THE SHOW

MWDAFF is a multifunctional trade show, an educational platform, and a networking hub for interior design professionals and manufacturers and retailers of furniture and home décor.

The show connects thousands of designers, architects and builders, retailers, trade partners, hospitality reps, business and home owners from the Midwest region with the leading brands from across the US and beyond.



## DATES

**MAY 9** Trade Day and Opening Party

**MAY 10** Trade Day

**MAY 11** Trade and Consumer Day



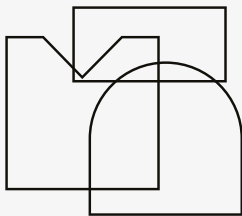


## ATTENDEES

- Interior designers
- Architects
- Developers
- Builders
- Representatives
- Retailers
- Distributors
- Hospitality reps

## EXHIBITOR CATEGORIES

Furniture, carpeting and flooring, textile, accessories, patio/outdoor furniture, lighting, decorations, wall coverings, bath & kitchen, appliances, art



## CONFERENCE

From expert round tables, presentations, and Q&A sessions with esteemed industry professionals, to a specifically designed Educational Zone, the conference creates a knowledge-sharing environment that encourages collaboration and innovation in the interior design industry.



## BOOTH SPACE

### STANDARD WITH DRAPES

\$16 USD per square foot, sold in increments of 10x10 ft

+\$100 per corner booth

Included:

- 8-foot-high draped rear rail, 8-foot-high x 1/2-meter-wide draped side rails
- 7" x 44" ID Sign
- Wastebasket
- Two armless chairs, one 8' skirted table (upon request)

### STANDARD WITH WALLS

\$21 USD per square foot, sold in increments of 10x10 ft

+\$100 per corner booth

Included:

- 8-foot-high rear hard-wall overlay panels; 8-foot-high x 1/2-meter-wide side hard-wall overlay panels
- 7" x 44" ID Sign
- Two armless chairs, one 8' skirted table (upon request)
- Wastebasket

The walls are white, can be painted over/printed with full graphics (graphics priced separately)

KANSAS CITY CONVENTION CENTER is a NON-UNION venue therefore exhibitors may facilitate their own installations without the requirement for union labor. That said, a skilled labor crew will be available for those participants wishing to hire assistance with their installations.

Booth flooring is mandatory and is supplied by the exhibitor. Flooring may be ordered directly from the official show decorator Fern Expo.

# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSOR - \$13 000

- Premium booth: complimentary booth space (20x30 ft, draped) in the premium location to showcase your latest products and innovations.
- A featured article about your company on the event website.
- Opportunity to include a marketing brochure/handout for every registered visitor.
- Keynote speaker slot: opportunity to deliver a keynote address on a relevant industry topic.
- Your company logo in the official show directory.
- A web banner with your ad on the event website.
- Your company logo on on-site pop-up floor plans during the show.
- Your company logo and the website link on the event website.
- Your company logo on event email blasts, newsletters, and other digital materials.
- 3 social media posts recognizing your company as “Platinum Sponsor”.
- Complimentary passes: 20 full access show passes, 6 Opening Party invitations

## GOLD SPONSOR - \$9 000

- Premium booth: complimentary booth space (20x20 ft, draped) in the premium location to showcase your latest products and innovations.
- Speaking opportunity: participation in a panel discussion or workshop on a relevant topic.
- Your company logo in the official show directory.
- Your company logo on on-site pop-up floor plans during the show.
- Your company logo and the website link on the event website.
- Your company logo on event email blasts, newsletters, and other digital materials.
- 2 social media posts recognizing your company as “Gold Sponsor”.
- Complimentary passes: 15 full access show passes, 4 Opening Party invitations.

## SILVER SPONSOR - \$5 000

- Complimentary booth: standard booth space (10x20 ft, draped) in the exhibit hall to showcase your products.
- Workshop or Seminar: opportunity to conduct a workshop or seminar session on a specific topic.
- Your company logo and the website link on the event website.
- Your company logo on event email blasts, newsletters, and other digital materials.
- 1 social media post recognizing your company as “Silver Sponsor”.
- Complimentary passes: 10 full access show passes, 2 Opening Party invitations.

## BRONZE SPONSOR - \$2 000

- Your company logo and the website link on the event website.
- Your company logo on event email blasts, newsletters, and other digital materials.
- 1 social media post recognizing your company as “Bronze Sponsor”.
- Complimentary passes: 5 full access show passes, 2 Opening Party invitations.

## MAIN STAGE SPONSOR - \$11 000

- Exclusive main stage branding: your company logo prominently displayed on the main stage backdrop.
- Sponsorship acknowledgement: 60-second video or other material provided by the sponsor, shown on the main screen 3 times a day.
- Opening keynote address: opportunity to deliver the opening keynote address on the main stage to kick off the conference.
- Premium booth: complimentary booth space (20x20 ft, draped) in the premium location.
- Your company logo in the official show directory.
- Your company logo and the website link on the event website.
- Your company logo on event email blasts, newsletters, and other digital materials.
- 2 social media posts recognizing your company as “Main Stage Sponsor”.
- Complimentary passes: 15 full access show passes, 4 Opening Party invitations.

## OPENING PARTY SPONSOR - \$7 000

- Exclusive opening party branding: your company prominently featured in all aspects of the opening party, including banners, invitations, and promotional materials.
- Opening toast: opportunity to deliver a welcome toast or address at the opening party, setting the tone for the entire event.
- Interactive experiences: opportunity to showcase your products or services with interactive displays, demonstrations, or pop-up booths during the opening party (all materials provided by the sponsor).
- Sponsorship acknowledgement: 60-second video or other material provided by the sponsor, shown on the main screen during the party.
- Your company logo and the website link on the event website.
- Your company logo on event email blasts, newsletters, and other digital materials.
- 2 social media posts recognizing your company as “Opening Party Sponsor”.
- Complimentary passes: 15 full access show passes, 20 Opening Party invitations.



KANSAS CITY CONVENTION CENTER  
**MAY 9-11, 2024**

SHOW DIRECTOR  
IRINA SERIAKOVA  
+1 913 213 8893  
IRINA@MWDAFF.COM

PROJECT SUPERVISOR  
ZACH AKHMEDOV  
+1 913 313 9177  
ZACH@MWDAFF.COM

[WWW.MWDAFF.COM](http://WWW.MWDAFF.COM)