

westedge
DESIGN FAIR

for the ♥ of design



RETURNING TO
DALLAS
SPRING 2024

DALLAS MARKET HALL, DESIGN DISTRICT

WESTEDGEDESIGNFAIR.COM

OVERVIEW

WestEdge Dallas is a 3-day event that offers the best in modern design, all in an environment designed to engage, entertain and inspire. The curated fair features leading and emerging, domestic and international, design brands serving the interior design trade and affluent homeowners. In addition, the fair offers a full slate of programming, a floor-wide Opening Night Party, culinary + mixology demonstrations, networking + cocktail receptions, and more.

- 5,500+ projected attendees
- 150 exhibiting brands
- 30+ presenting speakers
- 35+ industry associations
- 20+ media partners

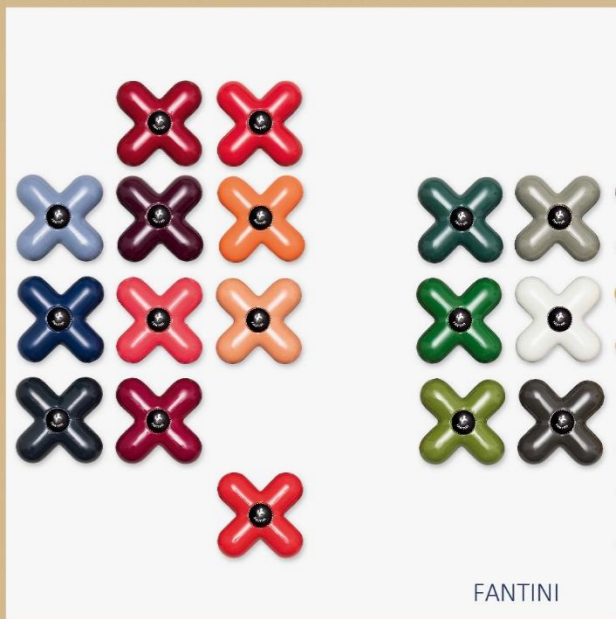
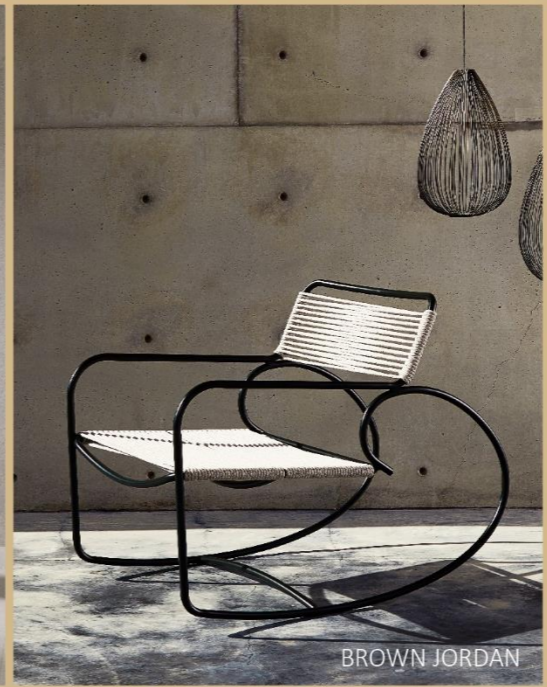


WHY DALLAS

- 
- An aerial photograph of the Dallas skyline, featuring several prominent skyscrapers and a dense urban landscape. The image is framed by two thick, dark diagonal lines that intersect in the center, creating a sense of depth and perspective. The sky is a pale, hazy blue, suggesting a clear day.
- Dallas-Fort Worth (DFW) was the biggest U.S. homebuilding market in 2021
 - DFW is slated to see the largest U.S. population surge through 2029
 - DFW's AIA, ASID and IIDA association chapters are among the largest in the country
 - Texas, if it were its own nation, is the 9th largest economy in the world
 - Texas is the leading destination for companies relocating from other states

EXHIBITOR PROFILE

Exhibiting brands will include leading manufacturers and independent designers/makers from the U.S. and abroad. Product categories include furniture, lighting, kitchen appliances, outdoor furnishings, bathroom fixtures, home accessories, and more.





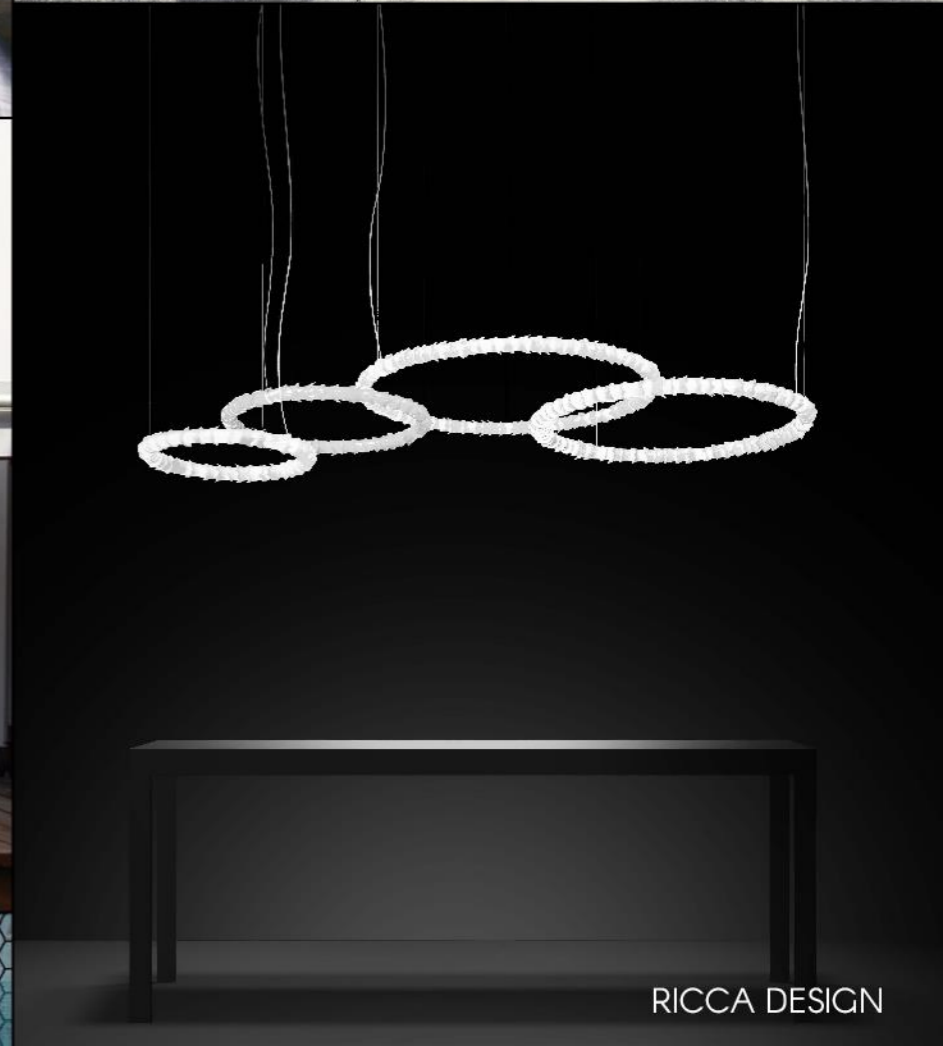
11 RAVENS



BROWN JORDAN



PERSONALSPACE



RICCA DESIGN

PROMOTIONAL STRATEGY

WestEdge Dallas will benefit from hundreds of millions of media impressions as a result of pre-show, on-site and post-show promotion through the following outlets:

- Print and digital advertising campaign through multiple national and regional media partners
- Engagement with thousands of design industry association members including:
 - American Institute of Architects (AIA)
 - American Society of Interior Designers (ASID)
 - American Society of Landscape Architects (ASLA)
 - International Interior Design Association (IIDA)
 - National Kitchen & Bath Associations (NKBA)
- Charity and cultural partners
- Cross-marketing with concurrent art and design events
- Social media
- Media outreach from dedicated public relations agency of record
- Editorial and broadcast coverage
- Pre-show events in the weeks and months leading up to the fair

WESTEDGE PARTNERS

WestEdge aligns with hundreds of partners, from media outlets and civic/charitable organizations, to corporate sponsors and trade associations, to ensure we're driving the right audience to the fair. Past partners have included:

MEDIA PARTNERS:

Gray

luxe.
interiors + design

INTERIORS

METROPOLIS

THE WALL STREET JOURNAL.



CALIFORNIA
HOMES
THE MAGAZINE OF ARCHITECTURE
THE ARTS & DISTINCTIVE DESIGN

DIGS

LA/HOME

design milk™
dm



OCEAN
HOME
MAGAZINE

THE PREMIER OUTDOOR LIVING PUBLICATION
LUXURY POOLS
+ OUTDOOR LIVING

MODERN LUXURY
Interiors
CALIFORNIA

designguide.com

DERING HALL



CXD
CONVO BY DESIGN

THE
ARCHITECT'S
NEWSPAPER

The
RetailObserver

:form
PIONEERING
DESIGN

CONTEMPORARY CULTURE
venü
MAGAZINE

smdp
Santa Monica Daily Press

WESTEDGE PARTNERS (CONT.)

SPONSORS:

astek

BROWN JORDAN

buhaus

Chairish

CORIAN[®]
DESIGN

COSENTINO[®]



EL PORTICO
DESIGN BUILD LANDSCAPE

Hangar 1[®]

LAMPS PLUS[®]

LIVING SPACES

PACIFIC SALES[®]
KITCHEN & HOME

SAN YSIDRO
GROWERS

SNYDER ♦
DIAMOND

SIGNATURE
KITCHEN SUITE



The Container Store[®]
CUSTOM CLOSETS

Tidelli
OUTDOOR LIVING

wallpaperdirect[™]

WALKER
ZANGER

WOODFORD
RESERVE[®]

INDUSTRY PARTNERS:



AIA | LA



LOS ANGELES

DESIGN WE
DISTRICT



PASADENA
SHOWCASE
HOUSE
for the Arts



THE OTHER
ART FAIR



EXHIBIT RATES

OPTION A: STANDARD EXHIBIT RATES

\$38 per square foot / \$35 per square foot for brands also participating in WestEdge Design Fair L.A.:

- 10' x 10' = 100 square feet = \$3,800
- 10' x 15' = 150 square feet = \$5,700
- 10' x 20' = 200 square feet = \$7,600
- 15' x 20' = 300 square feet = \$11,400
- 20' x 20' = 400 square feet = \$15,200
- Larger configurations possible pending availability

OPTION B: MADE:MODERN SECTION

(for independent designers/makers)

\$2,500-\$8,700 for booth configurations including 50, 75, 100, 150 or 200 square feet

Separate vetting standards apply

Pricing includes:

Drayage (on-site freight handling) and hard walls if desired

island configurations include no walls and are surrounded by aisles on all four sides

Market Hall 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.

SPONSORSHIP OPPORTUNITIES

Sponsorships are an effective way to engage design trade professionals and targeted homeowners both on-site and in the weeks/months leading up to the fair. Below are just a few of the available opportunities.

- Presenting Sponsor (Investment: \$50,000)
- Opening Night Party (Investment: \$35,000)
- Auto Sponsor (Investment: \$30,000)
- Financial/Wealth Management (Investment: \$30,000)
- Real Estate/Mortgage Entities (Investment: \$30,000)
- Theater (Investment: \$15,000)
- Tote Bags (Investment: \$15,000)
- Culinary Pavilion (Investment: \$25,000)
- Official Directory (Investment: \$10,000)
- Wi-Fi (Investment: \$10,000)
- Beer, Wine and Spirits (Investment: \$5,000 each)

For the complete list of opportunities, [click here](#).

Or contact us so we can customize a package specifically to meet your brand's unique strategy and budget.

GET IN TOUCH

Join hundreds of domestic and international design and lifestyle brands to engage thousands of highly qualified attendees passionate about all aspects of design.

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