



# westedge DESIGN FAIR

## OCTOBER 2023

# OVERVIEW + AUDIENCE PROFILE

**WestEdge L.A.** returns in 2023 for the eighth annual edition to showcase the best in modern design. This curated fair features leading and emerging, domestic and international, design brands serving the interior design trade and affluent homeowners. In addition, a full series of educational programs, press events, networking receptions, special events and charity happenings round out the weekend offerings.

The event welcomes:

- 13,500+ attendees
- 175+ participating brands
- 75+ presenting speakers
- 20+ culinary and mixology demonstrations
- 35+ industry association endorsements
- 26+ national and regional media partners

## **Attendee Demographics**

- Trade and Press: 43% + Consumer: 57%
- 66% HHI = \$150,000+ / 25% HHI = \$250,000+
  - 54% female / 46% male
  - 42% age 41-60
  - 85% own their own home
  - 38% own multiple homes



# MEDIA + PROMOTIONAL PARTNERS

Outreach includes a comprehensive campaign through national and regional, print and digital advertising outlets, plus exposure through the websites and newsletters of 70+ media, industry, cultural and corporate partners. The 2019 campaign garnered 400+ million impressions.

## MEDIA PARTNERS:

**Gray** **luxe.**  
interiors + design

**INTERIORS**

**METROPOLIS**

**THE WALL STREET JOURNAL.**

**A**  
HOME + DESIGN

**CALIFORNIA HOMES**  
THE MAGAZINE OF ARCHITECTURE  
THE ARTS & DISTINCTIVE DESIGN

**DIGS**

**LA/HOME**

**design milk™**  
dm

**LA Art Party**  
.com

**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  
**ARCHITECTS**  
NEWSPAPER

The  
**RetailObserver**

**:form**  
PIONEERING  
DESIGN

CONTEMPORARY CURVE  
**venü**  
MAGAZINE

**smdp**  
Santa Monica Daily Press

**westedge**  
DESIGN FAIR

# SPONSORS + INDUSTRY PARTNERS

## SPONSORS:

astek

BROWN JORDAN

buhaus

Chairish

CORIAN<sup>®</sup>  
DESIGN

COSENTINO<sup>®</sup>



EL PORTICO  
DESIGN BUILD LANDSCAPE

Hangar 1

LAMPS PLUS

LIVING SPACES

PACIFIC SALES<sup>®</sup>  
KITCHEN & HOME

SAN YSIDRO  
GROWERS

SNYDER ♦  
DIAMOND



SIGNATURE  
KITCHEN SUITE

The Container Store<sup>®</sup>  
CUSTOM CLOSETS

Tidelli  
OUTDOOR LIVING

wallpaperdirect<sup>™</sup>

WALKER  
ZANGER

WOODFORD  
RESERVE<sup>®</sup>

## INDUSTRY PARTNERS:



AIA | LA



LOS ANGELES



THE OTHER  
ART FAIR

DESIGN<sup>THE</sup>  
DISTRICT

MAISON  
& OBJET  
PARIS



# ADVERTISING CAMPAIGN

A national print and digital advertising campaign targets both the design trade and affluent consumers, and generates nearly 90 million impressions with advertisements in *The Wall Street Journal*, *Interiors*, *LUXE*, *Design Milk*, *Ocean Home*, *Modern Luxury*, *Metropolis*, *CA Home + Design*, and *The Los Angeles Times*, among other outlets.



SHOP | EAT | DRINK | LEARN | BE INSPIRED

## westedge DESIGN FAIR

OCTOBER 24-27  
BARKER HANGAR | SANTA MONICA, CA




Unique Vendors. Engaging Programs. Endless Inspiration.  
Your Destination for Leading Interior Design

WestEdgeDesignFair.com



westedge DESIGN FAIR

OCTOBER 24-27, 2019  
THE BARKER HANGAR | SANTA MONICA, CA



EXPLORE THOUSANDS OF THE LATEST PRODUCTS & DESIGN IDEAS FOR YOUR HOME

- Exhibits from 175+ premium brands
- Design seminars & workshops
- Culinary demonstrations & tastings
- Special events and more

MEDIA SPONSOR:  
**THE WALL STREET JOURNAL**

SUPPORTING PARTNERS:  
BROWN JORDAN | buhaus | TICKETS | PACIFIC SALES | SIGNATURE

TICKETS:  
\$25 Advance Purchase | \$30 On-site  
\$95 Opening Night Party  
Use on-line promo code WS for \$5 off



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OCTOBER 24-27, 2019  
THE BARKER HANGAR | SANTA MONICA, CA



Unique Vendors. Engaging Programs. Endless Inspiration.  
Your Destination for Leading Interior Design

SPONSORED IN PART BY:  
**DIGS Hangar 1 LAMPS PLUS** | LIVING SPACES | PACIFIC SALES | SIGNATURE

VISIT WESTEDGEDESIGNFAIR.COM FOR TICKETS AND DETAILS

# OPENING NIGHT PARTY

The WestEdge Opening Night Party is a must attend event for the Southern California A+D community. The 2019 edition welcomed nearly 2,500 guests for signature cocktails, passed hors d'oeuvres, and an auction in partnership with A Sense of Home and their mission of preventing homelessness among foster youth.



# Westedge

DESIGN FAIR

## OPENING NIGHT *Party*

PRESENTED BY  
**PACIFIC SALES**  
KITCHEN & HOME

THURSDAY, OCT 24  
7-10 PM

THE BARKER HANGAR, SANTA MONICA, CA

**GET TICKETS**

Ticket Price \$95

SPONSORED IN PART BY:

**buhaus**

**CORIAN**  
DESIGN

**Lampson's**  
an interior

**LAMPS PLUS**

**WOODFORD  
RESERVE**

Our Opening Night supports A Sense of Home who strives to prevent homelessness by creating first-ever homes for youth aging out of foster care with donated furniture and home goods.




A SENSE OF HOME

# Westedge



DESIGN FAIR

# PRESS HIGHLIGHTS

WestEdge PR efforts in 2019 resulted in over 75 million media impressions with 76 earned editorial mentions and TV broadcast placements. For a full list of press clips, please visit [westedgedesignfair.com](http://westedgedesignfair.com).



### The Milk Stand Is Heading to WestEdge Design 2019

	<b>LET'S GO SHOPPING!</b>	<b>LOOK!</b>	<b>THE BARKER HANGAR</b>	<b>NEW!</b>	<b>SANTA MONICA</b>
<b>WELCOME TO THE</b>		<b>POP-UP SHOP</b>	<b>Quality</b>	<b>UNIQUE PRODUCTS</b>	<small>DESIGN WELCOME</small> <small>IS HERE!</small>

## WELCOME TO DESIGN SEASON

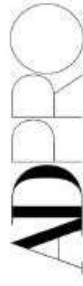








**Southern Californians**, especially those living in or around Los Angeles, often quip that instead of the reasons that drive the rest of the country's experiences, we have things like "zoo-like rooms" and "job season." And while we're in the middle of months right now, the best thing about SoCal's design world is that many of our region's annual design events—LA Design Festival, LEGENDS, Midwestern Week, the PEGGY FAIR Market—are spread throughout the calendar. So naturally, it's always design season here.

Our fall tour just happened to coincide with one of our favorite events of the year. We're proud to be a media partner for WestEdge Design Fair, a four-day event happening Oct. 24 to 27 at the Sun Music Center in Santa Monica. It's an annual event where designers, artists, and makers from L.A., SoCal, Orange County, San Gabriel, Las Vegas and San Francisco all gather their best work to show in modern design. This is also the best time to see the best of the WestEdge Design Fair, featuring our favorite designers and makers from the region. Co-founders Megan Reilly and Tony Horton set the bar high for the event, and have brought in a stellar line-up of speakers and panelists. We're excited to be a part of the event, and have invited our readers to join us for the event. Check out the full event schedule at [www.westedgedesignfair.com](http://www.westedgedesignfair.com). We're excited to see you there!



### WestEdge Design Fair Brought the L.A. Design World to Santa Monica for the Weekend



# Forbes

## The Best Of WestEdge Design



### Westedge Design Fair Preview Co-Founder and Co-Producer Megan Reilly



**WESTEDGE DESIGN FAIR PREVIEW**  
OCTOBER 24-27 AT THE BARKER HANGAR IN SANTA MONICA

**HEADLINES** | **San Bernardino Is 80% Contained** | **#KTLA** | **Jimmy Carter Hospitalized With Fract.** | **837** | **10:47A**

**MORNING NEWS**

**KTLA 5**



# PRESS HIGHLIGHTS (continued)

WestEdge receives digital marketing support through 80 partner organizations such as the Pacific Design Center, NKBA, AIA, KCRW, Helms Bakery, Design Milk, Santa Monica Chamber of Commerce, and dozens more. Targeted social media and influencer campaigns also generate nearly 12 million impressions across Facebook and Instagram.

**loridemisinc** 16h

ROCKSTAR DESIGNERS

westedge DESIGN FAIR

JULIA WONG DESIGNS STAGE DESIGN

THE BARKER HANGAR

Send Message

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**stephaniecmimis**

**5 design things to do this week: Oct 24-30**

To do this week: scope out some interior decor at WestEdge Design Fair; reminisce about movie palaces at a screening of "Going Attractions"; attend a discussion on architecture and capitalism; get a foot in the door at Sneakertopia; and learn how parking rules have shaped L.A., at Second Home Hollywood.

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**@WESTEDGEDESIGN**

westedge DESIGN FAIR CXD CONVE BY DESIGN

**ROCK STARS, REBELS & RACONTEURS**

**SATURDAY, OCTOBER 26**  
1:00 - 2:00 PM

PRESENTED BY:  
**INTERIORS**

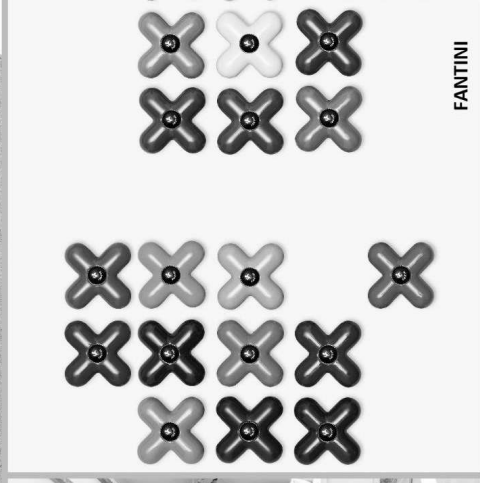
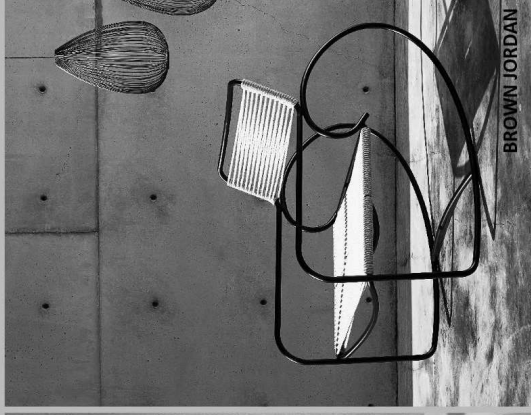
October 24-27 | BARKER HANGAR | SANTA MONICA, CA  
WESTEDGEDESIGNFAIR.COM

Erika Heet | Jean Brownhill | Lori Dennis | Ryan Saghian



# EXHIBITOR PROFILE

Exhibiting brands represent leading manufacturers and independent designers/markers from the U.S. and abroad, including Canada, Mexico, Italy, France, Germany, Brazil, New Zealand, Japan, United Kingdom, Sweden, and Iceland, among other regions of the globe. For the full 2019 Exhibitor List, please visit [westedgedesignfair.com](http://westedgedesignfair.com).



# THE WEST COAST MEANS BUSINESS

- California is the fifth largest economy in the world boasting a gross domestic product of over \$3 trillion
- Los Angeles is the largest manufacturing center in the U.S.
- California created the most jobs of any state in 2019, accounting for nearly three out of every four non-farm jobs in the U.S. alone
- Four of the world's largest companies are based in the state of California
- Twelve of the wealthiest U.S. zip codes are in California (five alone are located within the Los Angeles area)
- Southern California has several of the country's largest architecture & design trade association chapters, including AIA, ASID, ASLA, and IIDA, among others
- Los Angeles is the host of the 2028 Summer Olympic Games



# EXHIBIT SPACE PRICING

## **COST PER SQUARE FOOT**

- \$45 for spaces measuring 100 square feet or larger
- \$50 for spaces measuring less than 100 square feet

## **PRICING INCLUDES**

- Drayage (on-site freight handling and crate storage during the event)
- 12' high hard walls (unless and “island” configuration – open on all four sides with no walls) is preferred
- Overhead truss from which rented spotlights and some lightweight product may be affixed

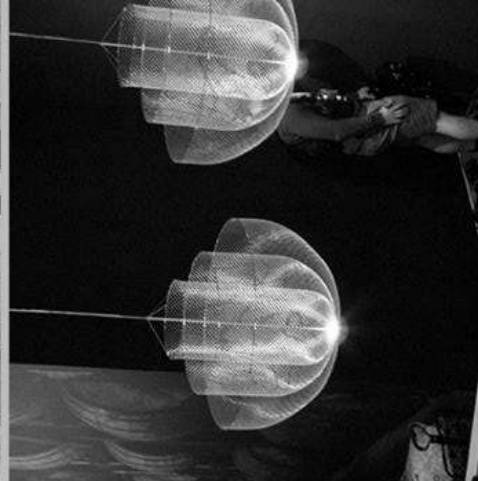
## **MADE:MODERN SECTION**

- Those exhibitors who are independent designers/makers will be referenced throughout the fair’s marketing and promotional efforts under this umbrella; separate vetting standards apply.

## **VENUE**

Exhibitors may facilitate their own installations without the need for union labor with limited exceptions:

- All painting of any walls provided by WestEdge must be coordinated through our Operations Team as required by the vendor from whom we rent the walls. For exhibitors applying wallpaper, a low tack adhesive is required to avoid wall damage fees. Exhibitors will be asked to provide a description of the adhesive in advance of the fair.
- Suspension of any products , fixtures, etc. *from the ceiling* of the venue requires the use of a lift and lift operator, and must be coordinated through the WestEdge Operations Team.



## WHAT THE INDUSTRY IS SAYING...

*"WestEdge is a must for any architect, designer and/or curious homeowner. There is literally something for everyone, from the talented exhibitors to the panel talks – learning about new ideas, discovering the latest trends and meeting new associates is all part of the show."*

**Moya O'Neill**  
**Owner, Moya Living**

*"WestEdge was a great kick-off to our launch of BUHAUS! We were grateful for the opportunity to be a sponsor of this year's show, and also participated in the live speaking panel event for LUXE. As BUHAUS is a new product in the market, we were able to reach hundreds of potential buyers, designers, and high luxury brands all in one place! Thank you WestEdge for all the love! We had a blast!"*

**Douglas W. Burdige, AIA + Nate Garner**  
**Co-Founders of BUHAUS Built, LLC**

*"2019 was our first time exhibiting at WestEdge and our first West Coast design show...it was beyond our expectations! We're a fairly young brand gaining strong global interest and we needed to showcase our unique products to the West Coast's top designer and luxury consumers who may not have seen them before. The reception and the business we received was fantastic. WestEdge has quickly become one of our most important West Coast design shows. See you in 2020 and beyond."*

**David Aberman**  
**CGO, Sisyphus Industries**

*"WestEdge is one of the best West Coast events and fairs in the design world. The caliber of exhibitors, attendees, and visibility is impressive – and that's why we keep coming and participating every year (it's our fifth year). It's a great way to position our brand, and make deals and connections with high-end people. Definitely a great marketing investment."*

**Catarine Monnier**  
**Marketing, Tidelli Outdoor Living**

## WHAT THE INDUSTRY IS SAYING... (continued)

*"WestEdge is the most inspiring and important trade show we have here in Los Angeles. This curated show brings together new, luxurious, and important designers, artists, independent and national manufacturers and visionaries. It is here that you will get up close and personal with key trendsetters and innovators making a difference in the world of design. It's a must-see each year and an honor to align myself with the WestEdge team on every level!"*

**Laura Schwartz**  
**CEO & Founder, Four Point Design + Construction, Inc.**

*"WestEdge is such a remarkable event. The crowd, the vendors, the panels...wonderful show. Over three days, we had hundreds of people come through the Convo By Design Programming Lounge; and we generated a truly amazing number of social media impressions and brand visibility as a result of our WestEdge involvement."*

**Josh Cooperman**  
**Founder, Convo By Design**

*"At most design shows, there are great booths but rarely does the entire space become a design experience like WestEdge. The fair bridges the gap between 'design show' and 'art fair', which is a perfect fit for our brand."*

**Bret Englander**  
**Director of Sales & Marketing, Cerno**

*"WestEdge is rapidly changing the trajectory of my business into everything I was hoping it could be."*

**Lynne Meade**  
**Owner, Lynne Meade Porcelain**

## CONTACT US

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