

PRESENTED BY:



DESIGN INFLUENCERS CONFERENCE

2020

March 1-3, 2020 | San Francisco, CA



PROGRAM GUIDE
SPONSORED BY:

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#DesignInfluencersCon

m materials marketing

architectural stone + tile

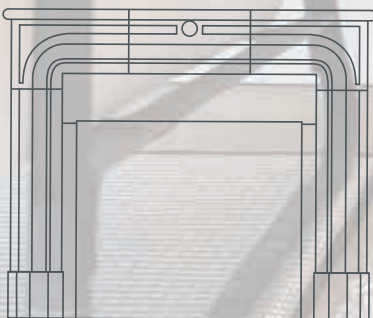
— CELEBRATING FIFTY-FIVE YEARS IN BUSINESS —

~ custom fireplace design

current selection:
Semilla fireplace by Denise McGaha
in breccia marrone marble

alt. stone options

alt. fireplace designs



breccia fiore marble



danby marble



charcoal limestone



For 55 years, we have worked with designers all over the country to bring their clients' design dreams to life through the beauty of natural stone. We craft hand carved fireplaces, architectural elements, and tile out of quality limestone, marble, and more. Let's build something timeless together.

Designer: Jonathan Savage
Fireplace by: Denise McGaha
Project: Southeastern Showhouse 2019

www.materials-marketing.com

Table of Contents

Conference Agenda	3-6
Influencer Insight Sessions	7
Mentor Session Descriptions.....	8
Session Descriptions.....	9-14
Speaker Biographies.....	15-25
General Information & Genius Bar Sessions	27
Book Signings in the Exhibit Hall.....	28
Meeting Space Floorplan.....	29
2020 Sponsor Listing	30-31
Exhibit Hall Floorplan.....	32
Company Profiles.....	33-37



DESIGN
INFLUENCERS
CONFERENCE

The Design Influencers Conference is the only conference specifically focused on the interests of interior design influencers and interior designers using content to build their businesses and personal brands, brands leveraging the web and blogger networks, and any design professional seeking to learn more about using social and other digital content for branding, connecting, or ecommerce.

2020 Keynote Speakers



Nate Berkus

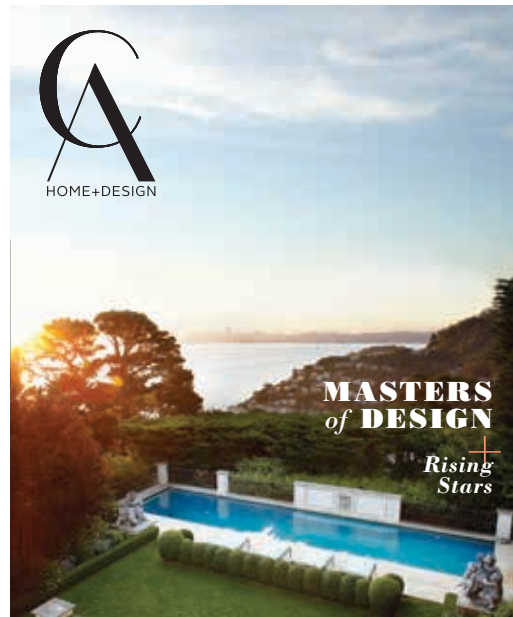


Alexa Hampton



Miranda Kerr

Please see page 15 for their biographies.



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Conference Agenda

Sunday, March 1

*Seating is limited and RSVP is requested.

10:30 a.m.-7:30 p.m.	Registration & Information Desk Hours Please wear your Conference badge for admission to the conference sessions and all activities.		Theatre Foyer
INFLUENCER & BRAND TRACK SESSIONS <i>Attendees can attend any sessions in the Influencer or Brand Track, and General Sessions. Seating is limited in the Brand Track and is based on a first-come, first-served basis.</i> Brand Track Sponsored by 			
1:00-1:30 p.m.	Influencer Track #1	Approaching the Organized Influencer Marketing Era - It's Been a Long Convoluted Trip <i>Moderator: Mugs Buckley, Head of Media and Partnerships, Chairish Erica Chan Coffman, Founder and Executive Editor, HonestlyWTF Caitlin Flemming, Founder of lifestyle and interior design blog Sacramento Street Scot Meacham Wood, Principal and Interior Designer, SMW Home</i>	Grand Ballroom
	Brand Track #1	Brand Ambassadors and Influencer Marketing: A Case Study <i>Greg Rohl, Former Owner and Manager, ROHL LLC Jonathan Rachman, International Interior Designer</i>	Conference Theatre
2:00-2:30 p.m.	Influencer Track #2	Increasing Brand Credibility + Visibility: Press, Paid Speaking + Partnerships <i>Rachael Bozsik, International Keynote Speaker and Thought Leadership Coach</i>	Grand Ballroom
	Brand Track #2	How Savvy Brands Partner with Influencers <i>Kate O'Hara, CEO + Creative Director, Martha O'Hara Interiors</i>	Conference Theatre
2:45-3:15 p.m.	Influencer Track #3	Using HENRY Clients and Influencer Marketing- Achieve Success Through Creative Freedom <i>Garrison Hullinger, Principal, Garrison Hullinger Interior Design</i>	Grand Ballroom
	Brand Track #3	Working with Influencers - Best practices and Lessons Learned <i>Jennifer Smiga, Founder and Creative Director, ultraviolet agency</i>	Conference Theatre
GENERAL SESSIONS All attendees from the Influencer and Brand Tracks are invited to participate.			
3:30-4:15 p.m.	General Session #1: Creating for Pinterest <i>Ashley Schroeder, Creator Marketing Lead, Pinterest</i>		Grand Ballroom
4:15-4:45 p.m.	Networking Break for All Participants <i>Book Signing with Caitlin Flemming of Sacramento Street and Author of Travel Home</i>		Exhibit Hall
4:20-4:40 p.m.	Influencer Insight Session #1: Grow Your Brand, Gain Exposure & Deliver Affiliate Results <i>Tyler Thompson, Sr. Brand Marketing Manager Frontgate Kate Beebe, Sr. Brand Marketing Specialist, Frontgate Seating is limited and RSVP is requested.</i> Sponsored by 		Conference Theatre
4:45-5:30 p.m.	General Session #2 and Opening Keynote: Alexa Hampton <i>Alexa Hampton, Renowned Designer and Principal, Mark Hampton</i>		Grand Ballroom
5:30-5:40 p.m.	Special Announcement from Dallas Market Center <i>Michael Bauer, Vice President of Design, Dallas Market Center</i> Sponsored by 		Grand Ballroom
5:40-7:30 p.m.	Welcome Reception in the Expo Area <i>All participants are invited! Please wear your Conference badge for admission.</i> Sponsored by 		Exhibit Hall

Monday, March 2

*Seating is limited and RSVP is requested.

7:30 a.m.-7:30 p.m.	Registration & Information Desk Hours <i>Please wear your Conference badge for admission to the conference sessions and all activities.</i>	Theatre Foyer
7:30-8:30 a.m.	Coffee with Exhibitors and Sponsors	Exhibit Hall
7:30-8:25 a.m.	Pre-Conference Session 1: Mentor Roundtable Q&A with Influencers* <i>Carla Aston of Carla Aston Designed Jeanne Chung of Cozy Stylish Chic Jana Phipps of the Trim Queen Laurel Bern of Laurel Bern Interiors Deborah von Donop of dvd Interior Design</i>	
	Pre-Conference Session 2: Rules of Engagement* <i>Laiza Cors, Co-founder, Embello</i> Sponsored by EMBELLO	
	Pre-Conference Session 3: Maximizing Your High Point Market Potential* <i>Ashley Grigg, Director of Marketing and Communications, High Point Market Authority</i> Sponsored by HPMKT <small>HIGH POINT MARKET</small>	
GENERAL SESSION All sessions on Monday are General Session - all attendees from the Influencer and Brand Tracks are invited to attend.		
8:30-9:10 a.m.	Tenth Annual Welcome: The Year of the Nano-Influencers <i>Adam Japko, Founder and CEO, Esteem Media and Design Influencers Conference Stacy Kunstel, Stylist, Editor, Producer, and Author, Co-Founder, Dunes and Duchess</i>	Grand Ballroom
9:10-10:00 a.m.	Keynote: Nate Berkus <i>Nate Berkus, Award-Winning Designer and Author</i>	Grand Ballroom
10:00-10:45 a.m.	Networking Break with Exhibitors and Sponsors	Exhibit Hall
10:10-10:35 a.m.	Brand Mentor Session: Brand Bascis- How to Get Started with Influencer Marketing: First Steps in Building a Successful Relationship for Content, Campaigns, and Events* <i>Jana Platina Phipps of Trim Queen Mary Leigh Howell of Howell Communications Anderson Gibbons of Revolution Fabrics Deborah von Donop of DVD Interior Design Jeanne Chung of Cozy Stylish Chic</i>	
10:15-10:35 a.m.	Influencer Insight Session #2: Reach 80,000 Influential Brands, Retailers & Designers with NY NOW* <i>Trish Borrelli, Attendee Acquisition Manager, NY NOW Lauren Sweder, Content and Programming Specialist, NY NOW</i> Sponsored by NY NOW	Redwood AB
10:45-11:15 a.m.	Building Influence Your Way: Organic Influence Case Study <i>Kim Salmela, Furniture and Interior Designer Interviewer: Caroline Hipple, President, Norwalk Furniture</i>	Grand Ballroom
11:15 a.m.-12:00 p.m.	YouTube Video Marketing for Luxury Design <i>Michel Smith Boyd, American Interior Designer and Bravo TV Celebrity</i>	Grand Ballroom
12:00-12:15 p.m.	Joy Street Initiative <i>Kelly Finley, Owner and Principal Designer, Joy Street Design</i>	Grand Ballroom
12:15-1:30 p.m.	Lunch for all participants	Exhibit Hall and Theatre Foyer
1:30-2:15 p.m.	Nurturing Prospective Clients <i>Sandra Funk, Founder and Principal Designer, House of Funk Nicole Heymer, Founder, Curio Electro</i>	Grand Ballroom
2:15-2:45 p.m.	Show Houses for Building Brands: Riding the Influencer Marketing Wave <i>Zoë Gowen, Executive Editor, Atlanta Homes & Lifestyles Young Huh, Principal and Designer, Young Huh Interior Design Tami Ramsay and Krista Nye Nicholas, Partners & Principal Interior Designers, CLOTH & KIND</i>	Grand Ballroom
2:45-3:30 p.m.	Networking with Exhibitors and Sponsors	Exhibit Hall

Monday, March 2 (Continued)




*Seating is limited and RSVP is requested.

3:00-3:20 p.m.	Influencer Insight Session #3: Connection and Collaboration for Interior Designers <i>Danica Jones, Senior Director of Marketing, Fabricut Inc.</i> Seating is limited and RSVP requested Sponsored by FABRICUT™	Redwood AB
3:30-4:00 p.m.	Instagram: Brand Fuel—Why Won't People Follow Me? <i>Christian Daw, Principal and Architectural Designer, Christian Daw Design</i>	Grand Ballroom
4:00-4:45 p.m.	Top Instagram Trends You Need to Know in 2020 <i>Taylor Loren, Head of Content Marketing Lead, Later</i>	Grand Ballroom
4:45-5:30 p.m.	Keynote: Miranda Kerr <i>Miranda Kerr, Celebrated Model, Founder and CEO, KORA Organics, Designer and Founder, Miranda Kerr Home</i> Interviewer: Stacy Kunstel	Grand Ballroom
5:30-5:40 p.m.	High Point Market Design Bloggers Tour - Spring 2020 Announcement <i>Ashley Grigg, Director of Marketing and Communications, High Point Market Authority</i> Adam Japko	Grand Ballroom
5:40-7:30 p.m.	Networking Reception in the Expo Area All participants invited to attend and please wear with your Conference badge for admission. Book Signing with Rebecca West, Author of Happy Starts at Home	Exhibit Hall

Tuesday, March 3

7:30 a.m.-1:00 p.m.		Registration & Information Desk Hours Please wear your Conference badge for admission to the conference sessions and all activities.	Theatre Foyer
7:30-8:30 a.m.		Coffee with Exhibitors and Sponsors	Exhibit Hall
7:30-8:25 a.m.		Pre-Conference Session 1: Mentor Roundtable Q&A with Influencers* Mentors listed under Monday's morning session.	
INFLUENCER & BRAND TRACK SESSIONS <i>Attendees can attend any sessions in the Influencer or Brand Track, and General Sessions. Seating is limited in the Brand Track and is based on a first-come, first-served basis.</i> Brand Track Sponsored by 			
8:30-9:00 a.m.	Influencer Track #4	Integrating Successful Shoppable Commerce Into Your Websites and Social Channels For 24/7 Income <i>Leslie Carothers, Founder, The Kaleidoscope Partnership and Savour Partnership</i>	Grand Ballroom
	Brand Track #4	Stacy Kunstel's Styling Showrooms/Exhibits for Design Influencer Engagement <i>Stacy Kunstel, Stylist, Editor, Producer, and Author, Co-Founder, Dunes and Duchess</i>	Conference Theatre
9:15-9:45 a.m.	Influencer Track #5	iPhonography: Composition & Lighting For Striking Imagery <i>Linda Holt, Interior Designer and Photographer, Linda Holt Creative</i>	Grand Ballroom
	Brand Track #5	Impact Marketing & Physical Locations <i>Tami Ramsay and Krista Nye Nicholas, Partners & Principal Interior Designers, CLOTH & KIND</i>	Conference Theatre
10:00-10:30 a.m.	Influencer Track #6	Rethinking Luxury Design Marketing: The Media <i>Adam Japko, CEO and Founder, Esteem Media and Design Influencers Conference</i> <i>Stacy Kunstel, Stylist, Editor, Producer, and Author and Co-Founder, Dunes and Duchess</i>	Grand Ballroom
	Brand Track #6	Optimizing the Showroom Experience—A Case Study <i>Lindsey Shook, Editorial Director, California Home+Design magazine</i> <i>Austin Forbord, Managing Director, DZINE</i>	Conference Theatre
10:45-11:30 a.m.		Networking Break with Exhibitors and Sponsors	Exhibit Hall

Tuesday, March 3 (Continued)

GENERAL SESSIONS		
All attendees from the Influencer and Brand Tracks are invited to participate.		
11:30 a.m.-12:15 p.m.	Social Media Tips for Pinterest, Facebook and Instagram <i>Kyla Herbes, Owner and Art Director, House Of Hipsters</i>	Grand Ballroom
12:15-1:00 p.m.	Design Brands and Content Creators-Navigating the Social Media Evolution <i>Mae Karwowski, Founder and CEO, Obviously</i>	Grand Ballroom
2:00-6:00 p.m.	California Home + Design: A San Francisco Afternoon Ali Grosslight, and her successful San Francisco based California Home + Design media team, have join up with Esteem Media's event organizers to create 2 great experiences. Transportation provided - see below. Sponsored by 	<i>Bus Transportation Departs Hotel Lobby</i>
	2:00-4:00 p.m. Sips and Bites at the DZINE Gallery Attendees are invited to enjoy sips and bites at DZINE while they explore and learn more about the gallery's various product areas; Dzine Retail, Dzine Gallery, Kitchens & Baths Boffi/Porro, Staging and Contract. Sponsored by 	<i>128 Utah Street, San Francisco, CA, 94103</i>
	4:00-6:00 p.m. Design Mixoff with California Home+Design and Purcell Murray Join California Home+Design and Purcell Murray for a stylish competition at the 2020 Design Mix-Off. Guests will experience Purcell Murray's stunning Kitchen, Bath & Outdoor showroom while tasting and voting for their favorite curated cocktails created by select members of San Francisco's amazing design community. RSVP is required, if you did not RSVP during registration, please visit the conference registration desk in the Theatre Foyer. All attendees must be 21 and older. Sponsored by  PURCELLMURRAY	<i>235 Kansas St, San Francisco, CA 94103</i>

Transportation for California Home + Design: A San Francisco Afternoon

Grand Hyatt Departures

To DZINE Gallery

Departs at 1:30 p.m., 2:00 p.m.

To Purcell Murray

Departs at 3:45 p.m.

DZINE Gallery Departures

To Grand Hyatt

Departs at 2:45 p.m.

To Purcell Murray

Departs at 3:45 p.m.

Departs at 4:15 p.m.

Purcell Murray Departures

To Grand Hyatt

Departs at 5:15 p.m.

Departs at 6:00 p.m.

INFLUENCER INSIGHT SESSIONS



INFLUENCER INSIGHT SESSION PRESENTED BY FRONTGATE
Grow Your Brand, Gain Exposure & Deliver Affiliate Results
Sunday, 4:20 p.m.-4:40 p.m | Location: Conference Theatre

Tyler Thompson, Sr. Brand Marketing Manager, Frontgate
Kate Beebe, Sr. Brand Marketing Specialist, Frontgate

FRONTGATE
THE WORLD'S BEST OUTDOOR FURNITURE



The synthesis of media, retail brands, digital influencers and affiliate programs has evolved to a cloud of true influential mass. Major changes to the media landscape have created a windfall of opportunities for influencers and brands to step up and control the message. Join Frontgate as they give their prospectus on the Influencer/Brand cloud as well as insights on how both brand and influencer can mutually work together.

Visit Frontgate's Networking Lounge if you are unable to attend their sponsored session.



INFLUENCER INSIGHT SESSION PRESENTED BY NY NOW
Reach 80,000 Influential Brands, Retailers & Designers with NY NOW
Monday, 10:15 a.m.-10:35 a.m. | Location: Redwood AB

Trish Borrelli, Attendee Acquisition Manager, NY NOW
Lauren Sweder, Content and Programming Specialist, NY NOW



Leading design brands exhibit at NY NOW® to stand out on their own, apart from collective showroom space and present their full identity, branding, and vision to the retail and design community. This creative environment fosters opportunities for unique and meaningful collaborations and is the perfect setting for influencers to identify with brands, make powerful connections and reach the retail design community. Join Trish Borrelli Lauren Sweder for an intimate discussion on how you can leverage connections at NY NOW to grow your business.

Visit NY Now's exhibit area if you are unable to attend their sponsored session.



INFLUENCER INSIGHT SESSION PRESENTED BY FABRICUT INC.
Connection and Collaboration for Interior Designers
Monday, 3:00 p.m-3:20 p.m | Location: Redwood AB

Danica Jones, Senior Director of Marketing, Fabricut Inc.

FABRICUT®

In this session from Fabricut, interior designers can learn more about collaborating with the right brands, and find out what Fabricut's family of brands is looking for when it comes to brand partnerships in digital and traditional channels, from social media to blogs, vlogs, and showhouses.

MENTOR SESSIONS

Influencer/Design Mentor Session: Roundtable Q&A for aspiring influencers, influencers, and designers

Monday, 7:30-8:25 a.m.

Tuesday, 7:30-8:25 a.m.

Seating is limited.

Ask questions of 5 experienced design bloggers/influencers regarding your website, blog, social channels strategies and techniques

Topics you'll explore:

- Pinterest for Bloggers
- Instagram Stories: How to Build Your Brand. Understanding Instagram for Growth and Engagement.
- How to Get Traffic to Your Blog and Website.
- How to Build Multiple Income Streams for Interior Designers
- Using Video and Content to create Your Brand and Increase Engagement

The Mentors

Carla Aston of Carla Aston Designed

Jeanne Chung of Cozy Stylish Chic

Jana Phipps of the Trim Queen

Laurel Bern of Laurel Bern Interiors

Deborah von Donop of dvd Interior Design

Brand Mentor Session: Brand Basics-How to Get Started with Influencer Marketing: First Steps in Building a Successful Relationship for Content, Campaigns, and Events

Monday, 10:10-10:35 a.m.

Seating limited to 50.

Do you want to get into the influencer game but are confused about how to start? In this session, we will explain the basics of a meaningful collaboration, what terms can be expected, and various ways to maximize your brand's visibility with a collaboration. Join us for an insightful Q&A to understand the benefits of influencer marketing.

The Mentors

Jana Platina Phipps of Trim Queen

Mary Leigh Howell of Howell Communications

Anderson Gibbons of Revolution Fabrics

Deborah von Donop of DVD Interior Design

Jeanne Chung of Cozy Stylish Chic

Meet The Mentors



Carla Aston

Carla Aston Designed



Laurel Bern

Laurel Bern Interiors



Anderson Gibbons

Revolution Fabrics



Jeanne Chung

Cozy Stylish Chic



Mary Leigh Howell

Howell Communications



Jana Platina Phipps

Trim Queen



Deborah von Donop

dvd Interior Design

Session Descriptions

Sessions are listed in chronological order.

PRE-CONFERENCE SESSIONS

Pre-Conference Session #1 Mentor Roundtable Q&A with Influencers*

Monday, 7:30-8:25 a.m.

Carla Aston of Carla Aston Designed
Jeanne Chung of Cozy Stylish Chic
Jana Phipps of the Trim Queen
Laurel Bern of Laurel Bern Interiors
Deborah von Donop of dvd Interior Design

See page 8 for details

Pre-Conference Session #2: Rules of Engagement

Monday, 7:30-8:25 a.m.

Laiza Cors, Co-founder & CEO, Embello

Join Laiza Cors, co-founder of the only home-focused influencer marketing agency Embello, for an informative dive into Influencer Marketing. This presentation will provide brands with a deep understanding on how influencer marketing can impact their overall marketing strategy, what goals brands should establish, how to create a campaign brief to present to influencers and what deliverables you should consider for your campaigns.

Embello is an influencer marketing agency and platform dedicated to the home industry. We've taken all the complexities of the influencer marketing process and streamlined them to save you time and money. With Embello, brands are able to execute goal driven campaigns, find the right influencers and measure success.

Sponsored by **EMBELLO**

Pre-Conference Session #3: Maximizing Your High Point Market Potential

Monday, 7:30-8:25a.m.

Ashley Grigg, Director of Marketing and Communications, High Point Market Authority

Exhibiting at High Point Market presents incredible opportunities for brands to interact with every facet of the home furnishings industry. But are you maximizing your potential by taking advantage of all of the complimentary resources available to you to help you make the right connections? Join Ashley Grigg, Director of Marketing and Communications with the High Point Market Authority, as she drills down into the various ways an exhibitor can promote their High Point presence, and how the High Point Market Authority can assist.

Sponsored by **HPMKT**
HIGH POINT MARKET

INFLUENCER AND BRAND TRACK SESSIONS

Sunday Sessions

INFLUENCER TRACK #1

Approaching the Organized Influencer Marketing Era - It's Been a Long Convolted Trip

Sunday 1:00 p.m.-1:30 p.m. | Grand Ballroom

Moderator: Mugs Buckley, Head of Media and Partnerships, Chairish
Erica Chan Coffman, Founder and Executive Editor, HonestlyWTF
Caitlin Flemming, Founder of lifestyle and interior design blog Sacramento Street
Scot Meacham Wood, Principal and Interior Designer, SMW Home

Around 2005 Blogger, followed by a fledgling WordPress development community and platform, created overnight Interior Design darlings; committed to the hard work of regular blogging. Facebook, Twitter, and Instagram sequentially appeared and provided accessibility to thousands of Luxury Design pros looking to build online brands to drive offline business. Today, content swirls on a handful of old and new digital platforms, but offline paths to influence now commingle inside the best Influencer Marketing plans; books, lines, show houses, public talks, private tours, elite memberships, TV, events, etc. Hear from influencers that started early, but evolved and adapted as Influencer Marketing entered newfound stages of sophistication.

BRAND BREAKOUT #1

Brand Ambassadors and Influencer Marketing: A Case Study

Sunday 1:00 p.m.-1:30 p.m. | Conference Theatre

Greg Rohl, Former Owner and Manager, ROHL LLC
Jonathan Rachman, International Interior Designer

Rohl developed a brand ambassador program in key markets. Working with influencers in each market, a multimedia program developed. Learn how this program worked from both influencer (Jonathan Rachman) and brand's (Rohl) perspective. Hear how to select the right influencers, assess and vet the collaboration, design program steps from beginning to end, what worked best, and ROI measurement for both brand and the influencer.

INFLUENCER TRACK #2

Increasing Brand Credibility + Visibility: Press, Paid Speaking + Partnerships

Sunday 2:00 p.m.- 2:30 p.m. | Grand Ballroom

Rachael Bozsik, International Keynote Speaker and Thought Leadership Coach

Do you want a feature in Architectural Digest, the mic on a High Point Market panel, or a partnership with Kips Bay Show House? But, are you concerned about a lack of strategies, time or clarity to make those next steps happen? Rachael Bozsik



C U R R E Y
& C O M P A N Y

curreyandcompany.com

Atlanta | Dallas | High Point | Las Vegas | New York

SESSION DESCRIPTIONS

is an International Keynote Speaker and Thought Leadership Coach who specializes in coaching creatives to define their personal brand and land prestigious press, paid speaking, and partnerships. In this session, Rachael walks you through her signature 6 step system to gaining credibility and authority within your niche.

BRAND TRACK #2

How Savvy Brands Partner with Influencers

Sunday 2:00 p.m.- 2:30 p.m. | Conference Theatre

Kate O'Hara, CEO + Creative Director, Martha O'Hara Interiors

These days, designers and influencers have countless options, and brands are missing opportunities to make themselves equally sought-after. In this talk, Kate O'Hara of Martha O'Hara Interiors, will share how smart brands are going outside the traditional box to offer value and partnership opportunities to the influencers who can move the needle for their companies. Kate will explore the difference between being good and being sought-after by influencers; what designers are looking for in industry partners; how to reach designers and influencers; and thinking outside the box and creating meaningful ROI.

INFLUENCER TRACK #3

Using HENRY Clients and Influencer Marketing: Achieve Success Through Creative Freedom

Sunday 2:45 p.m.-3:15 p.m. | Grand Ballroom

Garrison Hullinger, Principal, Garrison Hullinger Interior Design

HENRYs (High Earners NOT Rich Yet Millennials) are all about the state of great comfort and extravagant living. Use luxurious touches to give your HENRY clients the insta-famous lifestyle they crave along with the practicality they need. Instead of feeling chained by the inspirational images that flood the influencer market, take the opportunity to take risks and create something new. Rise above traditional "influencer" content noise and define your own influence. Garrison will show you ways to go to the mountaintop through inspiration and embracing your craft

BRAND TRACK #3

Working with Influencers - Best practices and Lessons Learned

Sunday 2:45 p.m.-3:15 p.m. | Conference Theatre

Jennifer Smiga, Founder and Creative Director, ultraviolet agency

Brand and influencer partnerships may seem magical, but the picture-perfect sponsored posts you see on Instagram are the result of careful planning, creativity, hard work, and analytics. And they begin with pairing the right influencer with the right brand. Jennifer will share some hard-earned learning from the ultraviolet agency, an organizer of influencer marketing programs for the design industry.

GENERAL SESSIONS

Creating for Pinterest

Sunday 3:30 p.m.-4:15 p.m. | Grand Ballroom

Ashley Schroeder, Creator Marketing Lead, Pinterest

On Pinterest, you can connect your ideas with an inspired audience who is leaned in, looking to do, try, or buy something new. As creators, your content helps over 330 million Pinners create a life they love—and there really is no Pinterest without you! We'll dive into the value our platform brings to creators, how you can optimize your content for the platform, and exciting things to come in 2020. Come learn more about how we are becoming the world's inspiration company, and why you should create to inspire, not to influence.

Opening Keynote: Alexa Hampton

Sunday 4:45 p.m.-5:30 p.m. | Grand Ballroom

Alexa Hampton, Renowned Designer and Principal, Mark Hampton

Monday Sessions

Tenth Annual Welcome: The Year of the Nano-Influencers

Monday 8:30 a.m.-9:10 a.m. | Grand Ballroom

Adam Japko, Founder and CEO, Esteem Media and Design Influencers Conference

Stacy Kunstel, Stylist, Editor, Producer, and Author; Co-Founder, Dunes and Duchess

Celebrating our joyous long strange trip since the Design Bloggers Conference launch in 2011, your 2020 Design Influencers Conference trip to San Francisco commemorates the confluence of its 10th anniversary and the global embrace of the NANO-INFLUENCER. The welcome session helps you orient your own opportunity and standing inside the luxury home design industry's powerful nano-influencer wave.

Monday Keynote: Nate Berkus

Monday 9:10 a.m.-10:00 a.m. | Grand Ballroom

Nate Berkus, Award-Winning Designer and Author

Building Influence Your Way: Organic Influence Case Study

Monday 10:45 a.m.-11:15 a.m. | Grand Ballroom

Kim Salmela, Furniture and Interior Designer
Interviewer: Caroline Hipple, President, Norwalk Furniture

Influence building for business success has never been wholly reliant on digital content creation. Sometimes, following wholly organic paths that appear opportunistic engender influence and notoriety. Kim Salmela, insisted on doing it her way; making strong forward thinking decisions at key inflection points in her career. Caroline Hipple of Norwalk has had a bird's eye seat over the past years and will interview Kim as she shares stories and advice for building influence organically.

SESSION DESCRIPTIONS

YouTube Video Marketing for Luxury Design

Monday 11:15 a.m.-12:00 p.m. | Grand Ballroom

Michel Smith Boyd, American Interior Designer and Bravo TV Celebrity

On August 23, 2019, Michel Smith Boyd announced he had launched his own attention-grabbing video series and YouTube channel How To Luxury. He quickly shared that "It's probably one of my most vulnerable undertakings ever." YouTube video content marketing has proven to be the most effective Influencer Marketing platform yet for fashion and luxury industries beyond Luxury Design. Michel will share what drove this decision, how it fits into his overall brand strategy, what's involved in creating and managing a video effort like his, and how to determine if it is the right path to take.

Joy Street Initiative

Monday 12:00 p.m.-12:15 p.m. | Grand Ballroom

Kelly Finley, Owner and Principal Designer, Joy Street Design

Joy Street Initiative is a Bay Area nonprofit organization dedicated to improving lives through transforming spaces for other local Bay Area nonprofit organizations. They partner with local community organizations that are on the front line helping those in need by updating their spaces. Joy Street Initiative was started in 2018 by Kelly Finley, owner and principal designer of Joy Street Design, a full-service interior design firm in Oakland that proudly donates full design time, and at least 10% of its profits to Joy Street Initiative.

Nurturing Prospective Clients

Monday 1:30 p.m.-2:15 p.m. | Grand Ballroom

Sandra Funk, Founder and Principal Designer, House of Funk
Nicole Heymer, Founder, Curio Electro

Sandra Funk, founder of House of Funk, and Nicole Heymer, founder of Curio Electro, will discuss how to nurture potential clients, why it matters to your business, and how it works. Hear best practices for creating purposeful email lead nurture campaigns. This session will feature 3 distinctly different nurturing approaches while letting marketing automation do the work. Understand sequencing that feels human and the various sophistication levels of different email platforms

Show Houses for Building Brands: Riding the Influencer Marketing Wave

Monday 2:15 p.m.-2:45 p.m. | Grand Ballroom

Zoë Gowen, Executive Editor, Atlanta Homes & Lifestyles
Young Huh, Principal and Designer, Young Huh Interior Design
Tami Ramsay and Krista Nye Nicholas, Partners & Principal Interior Designers, CLOTH & KIND

Participating in Show Houses is a large commitment. So what is the value to brands and designers for providing product and services? Is it new clients? Making new connections? Press Coverage? Social Buzz? Zoë Gowen, Executive Editor of Atlanta Homes & Lifestyles whose magazine has been a longtime organizer of Atlanta's two most venerable show house projects

will lead a discussion with veteran show house influencers who learned how to leverage the show experience as Influencer Marketers, and in one case, almost "breaking the internet".

Instagram: Brand Fuel -- Why Won't People Follow Me?

Monday 3:30 p.m.-4:00 p.m. | Grand Ballroom

Christian Daw, Principal and Architectural Designer, Christian Daw Design

Still not sure you have developed an Instagram persona that people NEED to follow? Everyone can share great content, but like a magazine, the magic is in the edit and understanding your audience. Popularity as a priority element in human nature can be your driving force. By thinking about Instagram as a modern magazine, you can develop an authentic following that can't get enough. Step outside your own Insta doppelgänger and think about the platform in your audience in inspirational ways.

Top Instagram Trends You Need to Know in 2020

Monday 4:00 p.m.-4:45 p.m. | Grand Ballroom

Taylor Loren, Head of Content Marketing Lead, Later

Stay ahead of the trends in 2020 in this tactical session about Instagram! From stories to IGTV and all the new features and apps in-between, catch up on the content and features you need to know this year.

You'll learn:

- what content types are trending
- the best apps to help you create content
- new ways to get more engagement and followers in 2020

Monday Keynote: Miranda Kerr

Monday 4:45 p.m.-5:30 p.m. | Grand Ballroom

Miranda Kerr, Celebrated Model, Founder and CEO, KORA Organics, Designer and Founder, Miranda Kerr Home

INFLUENCER AND BRAND TRACK SESSIONS

Tuesday Sessions

INFLUENCER TRACK #4

Integrating Successful Shoppable Commerce Into Your Websites and Social Channels For 24/7 Income

Tuesday 8:30 a.m.-9:00 a.m. | Grand Ballroom

Leslie Carothers, Founder, The Kaleidoscope Partnership and Savour Partnership

Influencers/designers and brands who are conveyors/purveyors of physical products face an increasing and technically sophisticated level of e-commerce activity from search and social platforms; designed to benefit the platforms financially. Hear the latest tactical strategies from Leslie Carothers, CEO of Savour Partnership, on how to increase brand awareness, lead generation, and 24/7 revenue creation through integrating

shoppable digital products, courses, magazines, layered with affiliate product links and e-commerce links, into your own websites and social media platforms to position your business for powerful financial success in 2020 and beyond.

BRAND TRACK #4

Stacy Kunstel's Styling Showrooms/Exhibits for Design Influencer Engagement

Tuesday 8:30 a.m.-9:00 a.m. | Conference Theatre

Stacy Kunstel, Stylist, Editor, Producer, and Author, Co-Founder, Dunes and Duchess

What gets some showrooms and trade show exhibits better attendance and coverage by design influencers and press? The answer always includes "great styling". Traditional approaches to exhibit design beg for more in the era of influencer marketing. Hear styling phenom and Design Influencers Conference co-host Stacy Kunstel's tips on creating attention and engagement with opinion leaders at markets and showrooms.

INFLUENCER TRACK #5

iPhonography: Composition & Lighting For Striking Imagery

Tuesday 9:15 a.m.-9:45 a.m. | Grand Ballroom

Linda Holt, Interior Designer and Photographer, Linda Holt Creative

When you pick up your iPhone to shoot, are you thinking about composition and lighting; the two most important elements of great photography? Do you have separate strategies for indoors and outdoors? Since iPhones make it easy to look like an experienced photographer, Linda will make you comfortable with framing, cropping, rules of thirds, background awareness, symmetry and patterns, hard and soft lighting, exposure control, and more.

BRAND TRACK #5

Impact Marketing & Physical Locations

Tuesday 9:15 a.m.-9:45 a.m. | Conference Theatre

Tami Ramsay and Krista Nye Nicholas, Partners & Principal Interior Designers, CLOTH & KIND

Home furnishings brands understand the value in cultivating the interior design channel since they bring steady flows of clients for years. Targeting interior design pros with influence is now de rigueur. They have the ability to communicate with thousands of prospects with the authenticity their audiences vigorously subscribe to. This session will cover (1) how to make your physical point of sale spaces (booths, showrooms, retail locations, installs) alluring to Influencers and (2) best practices for creating in-real-life experiences that bring brands and products to life in ways that attract Influencers.

INFLUENCER TRACK #6

Rethinking Luxury Design Marketing: The Media

Tuesday 10:00 a.m.-10:30 a.m. | Grand Ballroom

Adam Japko, CEO and Founder, Esteem Media and Design Influencers Conference

Stacy Kunstel, Stylist, Editor, Producer, and Author and Co-Founder, Dunes and Duchess

2019 was the year Design Media experienced the most tangible culmination of innovation and challenges brewing since the industry's recovery in 2012. Venerable national media faced head on challenges from digital upstarts, new media formats, design influencers, and a legacy national operating model configured around an industry driven by local commerce. Hear from Adam Japko and Stacy Kunstel on why all these shifts and what it means for you.

BRAND TRACK #6

Optimizing the Showroom Experience- A Case Study

Tuesday 10:00 a.m.-10:30 a.m. | Conference Theatre

Lindsey Shook, Editorial Director, California Home+Design magazine

Austin Forbord, Managing Director, DZINE

California Home+Design Editorial Director Lindsey Shook and DZINE managing director and COO Austin Forbord, discuss how the DZINE team have disrupted the traditional showroom model through innovative programming, merchandising and more to create a complete lifestyle brand that transcends the retail experience. Forbord will share his expert insights on brand marketing, design trends and what the future holds for the showrooms of tomorrow. Attendees are invited to explore and learn more about the gallery's various product areas; DZine retail, DZine Gallery, Kitchens & Baths Boffi/Porro, Staging and Contract.

GENERAL SESSIONS

Social Media Tips for Pinterest, Facebook and Instagram

Tuesday 11:30 a.m.-12:15 p.m. | Grand Ballroom

Kyla Herbes, Owner and Art Director, House Of Hipsters

Kyla understands how Social Media was an integral key career building block. Interestingly, Pinterest was foundational and remains her jam. She will astound you with tangible reasons to never underestimate the power of that content platform. Admittedly, Facebook is not as happy a place for her, but Kyla demonstrates how both Facebook and Instagram are also required platforms for building online influence for offline brand strength. Here is the chance to hear about all of the tools she used to streamline the process and how she aligned the various platforms and measured relevant outcomes.

SESSION DESCRIPTIONS

Closing Keynote: Design Brands and Content Creators-Navigating the Social Media Evolution

Tuesday 12:15 p.m.-1:00 p.m. | Grand Ballroom

Mae Karwowski, Founder and CEO, Obviously

Mae Karwowski is Founder and CEO of Obviously, the leading influencer marketing agency for Fortune 500 companies. As a pioneer of the industry since 2014, it hasn't been a straight-forward path but Mae and her team have worked hard to both shape and stay ahead of trends in influencer marketing while managing thousands of campaigns. The session is designed to help brands and influencers address the crucial steps that follow after building a strong social presence and navigate wisely as social platforms undergo major changes.

For brands, Mae will share strategies and platforms that are essential for making the most of influencer marketing budgets, even as organic reach shrinks and advertising costs grow on the biggest channels. And for those brands that haven't jumped into influencer marketing yet, she'll talk about the best place to start right now in 2020. For influencers, the session will dive into the ever-looming question for influencers - what's next? - as well as tried-and-true strategies for influencers working towards leveraging their personal brands.



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Speaker Biographies

KEYNOTE SPEAKERS



Nate Berkus

Since designer Nate Berkus established his award-winning interior design firm at the age of 24, his approachable and elevated philosophy has transformed countless homes around the world through his design work, home collections, books, television shows and media appearances.

Ever since Nate's first appearance on The Oprah Winfrey Show in 2002, he has become one of the world's most recognizable interior designers. His work has been featured in publications including Architectural Digest, House Beautiful, Harper's Bazaar, VOGUE, InStyle, O Magazine and People. He is included on the ELLE DÉCOR "A-List" of the world's top designers and was named to the AD100 list in 2018. His popular product lines include a bed and bath collection sold at Target, a roller shade collection for The Shade Store and a furniture line with California based retailer, Living Spaces. His latest collaboration is a fabric collection for Kravet. He currently serves as a Travel Ambassador for Celebrity Cruises. He has authored two New York Times bestselling books: "Home Rules" (2005) and "The Things That Matter" (2012), and in 2011 he served as Executive Producer of the Oscar-winning film, The Help. Audiences followed Berkus through his own television shows, the daily-syndicated The Nate Berkus Show and 2014's American Dream Builders (NBC). His latest show, Nate and Jeremiah By Design, premiered on TLC in 2017 and is now in its third season. To learn more about Nate Berkus, please visit www.nateberkus.com.



Alexa Hampton

Preeminent Interior Designer and Author

Since Alexa Hampton took the reins of Mark Hampton, her father's iconic firm, as owner and president in 1998, she has advanced its legacy of elegant, practical, classically based interiors for

modern living – and extended its global reach. From New York City to Hangzhou, China, her project portfolio encompasses luxe, beautifully layered urban apartments, expansive town and country residences, private airplanes, and yachts. Regularly named to Architectural Digest's AD100 and House Beautiful's Top Designer list, Hampton translates the classical principles of good design and decoration into some of today's most elegant, enduring, and functional domestic landscapes. An industry force who honors tradition and commits to the future, Hampton sits on the board of trustees for the New York School of Interior Design and the Institute of Classical Architecture & Art.



Miranda Kerr

Celebrated Model, Founder and CEO, KORA Organics Designer and Founder, Miranda Kerr Home

Best known for her celebrated career as one of the world's most influential and respected models, after almost two decades in the fashion spotlight Miranda

Kerr has transitioned from the runway to the boardroom and become a successful businesswoman and entrepreneur as the Founder and CEO of KORA Organics as well as launched a furniture line Miranda Kerr Home.

INFLUENCER TRACK, BRAND TRACK, AND GENERAL SESSION SPEAKERS



Michel Smith Boyd

American Interior Designer and Bravo TV Celebrity

Michel Smith Boyd is an American interior designer and star of the hit Bravo show, Buying it Blind. His Atlanta based firm, Michel Smith Boyd Interiors, is known for

Michel's signature, sumptuous style. Renowned for its distinctive, cultivated, and soulful vibe Michel's work has received countless accolades including being recognized as one of the Top 20 African American Designers in the country. Additionally, Michel's work has graced the pages of Elle Décor, Traditional Home, Vogue, Veranda, Ebony, and Washington Post just to name a few. Boyd prides himself on creating spaces that his clients not only adore but also delight in calling home. Michel's breadth of influence includes residential and commercial interior design as well as curated collections of luxe rugs, fabrics and trims, wall coverings, decorative home accessories, and objets d'art. His signature style masterfully juxtaposes masculine and feminine sophistication and he seamlessly blends it all under one roof to set the perfect mood.



Rachael Bozsik

International Keynote Speaker and Thought Leadership Coach

Rachael Bozsik is an International Keynote Speaker and Thought Leadership Coach for high achieving female entrepreneurs.

Rachael specializes in coaching creative entrepreneurial women to define their personal brand and gain credibility + authority within their niche via press, paid speaking and partnerships. Rachael has been featured by numerous media



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SPEAKER BIOGRAPHIES

outlets including Forbes, Teen Vogue, Glamour, Business Insider as an expert at mastering the art of self-promotion. Additionally, Rachael has inspired 20,000+ women on stages including 30+ universities (NYU, Cornell, Duke, Brown etc.), Spanx HQ, Life is Good HQ, Nylon Magazine, PBWC to name a few.



Mugs Buckley
Head of Media and Partnerships
Chairish

As the Head of Media Partnerships at Chairish, Mugs Buckley is responsible for paid media strategy and partnerships. She has more than 15 years of experience in developing large-scale digital marketing programs. Prior to Chairish, she served as Vice President of Marketing at Federated Media, where she worked closely with many blue chip brands and influential bloggers to develop content marketing programs. Mugs began her career at the Discovery Channel where she was the Executive Producer of Discovery's award-winning multimedia production unit and has held management positions at Comcast, ZDTV (now EsquireTV), Liberate Technologies and RespondTV. She is a member of the Producers Guild of America's New Media Group and of the Academy of Television Arts and Sciences' Interactive Media Committee and holds a BA from Tufts University and an Ed.M. in Technology in Education from the Harvard Graduate School of Education.



Leslie Carothers
Founder
The Kaleidoscope Partnership and Savour Partnership

Leslie Carothers, named by Home Furnishings Magazine as 1 of the Top 40 Most Inspiring Women in Home, is the founder of The Kaleidoscope Partnership and Savour Partnership, and a 37 year veteran of the home furnishings and interior design industry. In 2008, she pioneered the use of influencer marketing and social media marketing for brands and interior designers, running the first-ever multi-brand influencer marketing/social media marketing program for a division of the USA's largest privately held company, Cargill. Since then, her company, The Kaleidoscope Partnership, has set the strategy for and executed on social media and influencer marketing programs for over 100 brands, including manufacturers, retailers, tradeshow, publishers, software companies and interior designers, to help them achieve their goals, faster.

In 2017, she partnered with The Discovery Network's #1 rated visual content producer, Sam Henderson, to found her second business, Savour Partnership, where together they design, write and market luxury digital products and online magazines that help their clients generate revenue 24/7 in the short term and build sellable media assets in the long term. Leslie and Sam currently are the co-editors of the online consumer luxury lifestyle

magazine, Seasonal Living Magazine, being produced for the indoor/outdoor furniture manufacturer, Seasonal Living.



Erica Chan Coffman
Founder and Executive Editor
HonestlyWTF

Erica Chan Coffman is the founder and executive editor of "HonestlyWTF", a lifestyle blog that curates stories covering fashion, art, travel, interior design and DIY. Her passion for design and craft comes from her extensive background in jewelry design and her experience working in the art industry. Her blog and social media channels reaches over 7 million people. She also oversees "HonestlyYUM", a culinary destination for seasonal food and cocktail recipes and entertaining ideas.



Christian Daw
Principal and Architectural Designer
Christian Daw Design

Christian Daw is an architectural designer who has been passionate about homes and design since he was the littlest kid, decorating his makeshift tree fort with garbage finds. Christian comes from meager beginnings in rural Ohio and has since attended college on scholarship and law school in CA, before leaving it all behind to bring things full circle, all on Instagram. Christian gained momentum and followers by being vulnerable and quitting a good job to start his own design business. Hundreds of thousands now follow along as he showcases homes he loves, shares his designs, and brings the viewers along for the craziness that is building an elegant, budget-friendly lake house. Christian is the earnest designer next door with a great outlook on life: enjoy everything you have, learn whatever you can, and love on everyone you meet.



Kelly Finley
Owner and Principal Designer
Joy Street Design

Kelly Finley is the owner and principal designer of Joy Street Design. Kelly founded Joy Street design in 2011 with a simple idea in mind—that everyone deserves to live in a home they love which can only be achieved when the space is personal, functional, and comfortable. As a former lawyer, Kelly is no stranger to managing large, complex projects. With her fun personality, energy, and love of bold colors she brings the perfect combination of project management, creative design ideas, and unparalleled service to her clients. Kelly studied interior design and interior architecture at the University of California, Berkeley. She holds a law degree from Stanford Law School and a business degree from Emory University. When she isn't designing, you can find Kelly traveling the world with her family, and gaining inspiration for her projects, or working on her non-profit, Joy Street Initiative.

SPEAKER BIOGRAPHIES



Caitlin Flemming

**Founder of lifestyle and Interior Design Blog
Sacramento Street**

Caitlin Flemming is a designer, author, and stylist living and working in San Francisco, California. She is the founder of the lifestyle and interior design blog Sacramento Street. Flemming is also the co-author of "Travel Home: Design with a Global Spirit," a best-selling design book that invites you into the travel-inspired homes of more than 20 leaders in the design world. Flemming's work combines her love of mixing old and new for a design that favors longevity over trends. Her clean, crisp and layered aesthetic embodies each project she designs.



Austin Forbord

**Managing Director
DZINE**

Austin Forbord is the Managing Director of DZINE where he has his hands in many aspects of the business including business and creative development, marketing, staging and DZINE Gallery. He is also a photographer, video artist and filmmaker. He has received numerous awards and honors for his work in each of these fields including an Emmy nomination and a Documentary of the Year award from the California Film Awards. When he was a young man, he danced with a diverse group of San Francisco-based companies including his own companies Rapt and AWD, as well as Scott Wells & Dancers, On-Site Dance Co, Kunst-Stoff and Sara Shelton Mann/Contraband. He has created media designs for performances by Opera Parallele, Asolo Rep, Joe Goode Performance Group, Robert Moses' Kin, Sara Shelton Mann/Contraband and many others. Through photography and video, his current artistic practice is focused on exploring his children's coming of age, as well as using dancers in new and interesting ways in contemporary photography.



Sandra Funk

**Founder and Principal Designer
House of Funk**

Sandra Funk is the founder and principal designer of House of Funk, a full-service and online interior design firm with offices in NY and NJ. This is Interior design with a soul and a sense of place; reflecting your desires, personality, and style. House of Funk creates thoughtful homes with an emphasis on clean lines and soulful touches, all rooted in tradition. Sandra's award-winning design work has been featured in many publications, including Elle Decor, House Beautiful, The Huffington Post, Apartment Therapy and Luxe Interiors + Design. With almost two decades in the interior design industry, Sandra is launching the Interior Design Standard in the spring of 2020 – a template for designers to utilize her streamlined processes and profitable business format.



Zoë Gowen

**Executive Editor
Atlanta Homes & Lifestyles**

Zoë Gowen joined Atlanta Homes & Lifestyles as the Executive Editor following 13 years with Southern Progress Corporation, Time Inc. and Meredith Corporation. Most recently, she held the position of Senior Homes and Garden Editor for Southern Living where she oversaw the annual Idea House program. For AH&L, she now coordinates two of the city's most venerable show houses, the Southeastern Designer Showhouse and Gardens and the Atlanta Home for the Holidays in addition to canvassing the city for compelling interiors, architecture, and gardens to feature.



Ashley Grigg

**Director of Marketing and Communications
High Point Market Authority**

As the Director of Marketing and Communications for the High Point Market Authority, Ashley Grigg manages a wide variety of projects, including media relations, educational programming, social media and digital promotions for the largest home furnishings trade show in the world, High Point Market. With over 13 years of experience in marketing and event management, she has previously worked in event management, association management, corporate fundraising, and business development.



Kyla Herbes

**Owner and Art Director
House Of Hipsters**

Kyla Herbes is the owner and art director behind House Of Hipsters, a lifestyle and design blog that inspires its readers to think outside the box and create layered, comfortable, unique spaces. Her interiors have been featured on The Huffington Post, BuzzFeed, Refinery29, Chairish, and Rue Magazine to name a few, and she has made appearances on Chicago's WGN TV's Weekend Workbench. When she's not researching the latest and greatest in home decor, you can find her standing in line at an estate sale or meandering around a local flea market. With an eye for the unusual, Kyla describes her style as relaxed, curated, recycled glam.



Nicole Heymer

**Founder
Curio Electro**

Nicole Heymer is the founder of Curio Electro, a boutique creative agency specializing in intuitive branding, compelling design, and actionable strategy. Since 2011, Curio Electro

has worked with a wide variety of clients at every stage in their development, from nationally known interior design firms to local craft breweries. Nicole's clear, practical take on branding has been featured by a range of design industry resources—from the A Well-Designed Business® podcast to the Business of Design. You'll find her methods in print, on podcasts, and as the framework for branding workshops.



Caroline Hipple

**President
Norwalk Furniture**

Caroline is President of Norwalk Furniture. Previously, Caroline worked closely with Norwalk as a partner in HB2 Resources, a home furnishings consultancy based in

Atlanta. Her work with Norwalk has included providing strategic counsel, creative direction, product development and fabric curation. She also served as president of retailer Storehouse Furniture Co., a division of manufacturer Rowe Furniture Co., and in multiple positions at This End Up, beginning her career with the company as a sales associate and progressing to executive vice president of sales, marketing and merchandising. She is also a co-author of "A Pathway to Profit."



Linda Holt

**Interior Designer and Photographer
Linda Holt Creative**

Linda Holt, of Linda Holt Creative, launched her interior design business in 2011 after a twenty-five year career as one of Boston's top commercial head shot photographers. Her

past photography clients sought her out not only for her ability to make them look their very best but for her skill in having their personality shine through the lens. Today she applies those very same principles to designing rooms that not only look beautiful but reflect the unique personality of the homeowner and their family. Linda's blog, "Focus on Creativity" is where she shares her two passions of photography and interior design. Over the past few years she has put aside her heavy DSLR cameras and now shoots exclusively with her iPhone. She is currently working on an on-line photography class geared toward interior designers and creatives to help them get the best photos possible using their iPhone. Linda is also a contributing writer on trends and design for Merrimack Valley Magazine.



Young Huh

**Principal and Designer
Young Huh Interior Design**

Young Huh Interior Design is a full-service design firm specializing in residential and commercial interiors. A Detroit native, Young attended the Cranbrook School, received a

degree in English from Smith College and a law degree from

Fordham University. While pursuing further education and an internship in interior design, Young discovered her true calling and founded her eponymous New York City-based design firm in 2007. Resetting the design narrative for each project, YHID's work is about finding harmony and dynamism through the application of classic and modern design principles. Thoughtful architectural details provide the groundwork for warm and welcoming interiors, each animated by sophisticated surface treatments, a singular play of pattern and color, and a touch of wanderlust. YHID continues to expand beyond its original repertoire to include large commercial and hospitality projects, as well as a growing line of licensed collections. In 2019, Young joined Elle Decor's prestigious A-List. She was named one of Vogue's five interior designers on the rise and, in 2011, she won the Connecticut Cottages & Gardens Innovation in Design Award for Interior Design. Her work can be seen in the pages of Architectural Digest, Domino, Elle Decor, House Beautiful, Interior Design, Luxe, The New York Times, Real Simple, The Wall Street Journal, etc. Young actively bolsters the local and global design community, participating in speaking engagements and charitable events including, among others, the Kips Bay Decorator Show House and NKBA Board of Directors.



Garrison Hullinger

**Principal
Garrison Hullinger Interior Design**

Garrison Hullinger is the Principal at Garrison Hullinger Interior Design. GHID's meteoric rise from its 2010 start in Garrison's attic to a bustling studio in downtown Portland is

a direct result of the talent and flexibility of the team he has assembled and nurtured over the years. Combined with his background in branding and retail business systems, Garrison's commitment to client-centered design and deep understanding of color, form, and construction shape every project that GHID takes on – whether it's a private home, a multi-family development, or a high-end hotel.



Adam Japko

**Founder and CEO
Esteem Media and Design Influencers
Conference**

Adam Japko is CEO of Esteem Media and founder of the Design Influencers Conference. Esteem Media is home to leading national and

local media brands in the luxury home design, gardening, and fine wine communities and focused on connecting professionals and consumers around their passions and businesses. Design Influencers Conference, Luxury Home Design Summit, Atlanta Homes & Lifestyles, New England Home, and WineZag leverage events, print media, social media, blogs, and digital marketing... but overall, community connection as the catalyst for their constituents' commercial success.



You Have Good Taste

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SPEAKER BIOGRAPHIES



Mae Karwowski
Founder and CEO
Obviously

Mae Karwowski is the founder and CEO of award-winning Obviously, the leading influencer marketing agency for Fortune 500 companies. Mae has been at the helm of thousands of campaigns at Obviously. The agency's strategic approach, combined with experience and industry-leading technology, enables it to provide world-class service and unprecedented scale. With the ability to integrate nano, micro, macro and celebrity talent, Obviously is reshaping the influencer marketing industry and setting new standards. Capabilities include: strategy, talent management, creative production services, business insights, research, and experiential support.

Mae is the recipient of the Female Frontier Award, among others, and has been featured widely in the press, including in the New York Times, Wall Street Journal, NPR, CNBC, The Cut, BBC, Marie Claire, Elle, Business Insider, Glossy, AdAge, and Adweek. Obviously is an Adweek Fastest Growing Agency. Clients include Google, Sephora, Lyft, Uniqlo, Coca-Cola, and Saks Fifth Avenue. Founded in 2014 in New York City, Obviously now has offices worldwide in NYC, LA, SF, Paris and Sydney. Mae lives in New York City.



Stacy Kunstel
Stylist, Editor, Producer, and Author
Co-Founder, Dunes and Duchess

Before Stacy Kunstel became an interiors stylist with nearly 100 magazine and book covers to her credit, she began as a writer covering luxury travel destinations, architecture and design. She combines both skills in her work as Homes Editor for New England Home Magazine and as a Regional Editor for Traditional Home, Better Homes & Gardens, Country Living and others. Her work has appeared in Coastal Living, Country Living, Luxe, Rizzoli Books, the London Observer, Harper's Bazaar UK and a dozen other publications. In 2010, between photoshoots and writing assignments, she and her partner Michael Partenio launched the lighting and furniture brand Dunes and Duchess, which is sold in luxury boutiques and to the trade.



Taylor Loren
Head of Content Marketing Lead
Later

Taylor Loren is the head of content marketing lead at Later, the #1 Instagram marketing platform. She is passionate about helping entrepreneurs grow their business through the power of Instagram marketing, which she does through the popular Later blog and free online Instagram courses. Taylor was named a LinkedIn Top Voice of social media marketing and awarded Best

Startup Marketing in Canada. You can follow her on Instagram at @taylor.loren.



Kate O'Hara
CEO + Creative Director
Martha O'Hara Interiors

Kate O'Hara is the CEO + creative director for Martha O'Hara Interiors where she pioneered the interior design firm's expansion to national markets and international clientele. Today, MOI is one of the most well-known interior design studios in the country whose award-winning work has been featured on the Today Show, HGTV, Better Homes and Gardens and beyond. Named one of Austin's Social Influencers and Minnesota's Top 32 Under 32 Marketing Professionals, Kate is a sought-after speaker on topics ranging from social media, to women in business, to online branding.



Greg Rohl
Former Owner and Manager
ROHL LLC

Greg Rohl is a former owner and manager at ROHL LLC, a leading luxury brand of faucets, fixtures and accessories. He has been a member of the kitchen and bath community for over 30 years, with experience in showroom sales and media prior to joining his family's company. Founded by his father Ken as a distribution, sales, and marketing company, ROHL introduced European design, innovation, and quality to the American market, partnering with designers and manufacturers throughout Western Europe, the United Kingdom, American, and New Zealand. Essentially growing up in his family's business, Greg has had the unique opportunity to wear many hats and experience entrepreneurial business from all sides. His creativity, appreciation for design and communication skills have contributed to the development and presentation of the ROHL brand in retail, trade, advertising, and PR environments. He has worked with artisans and designers to develop and innovate products and served as spokesperson and storyteller.



Jonathan Rachman
International Interior Designer

Known for his timeless approach to interior design, internationally recognized interior designer Jonathan Rachman brings the best elements of East and West, classical, old-school, and current to his individually tailored plans for each client and collaborative project on which he embarks. Born in Sumatra, Jonathan developed an appreciation of Indonesia's natural beauty and attention to detail in the craftsmanship of their furniture, textiles, and sculpture. Bringing together his education in Switzerland with his enthusiasm for travel, Jonathan's exposure to antique and flea markets across the world, helped to define his



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SPEAKER BIOGRAPHIES

keen eye for curating collections of textiles, objets d'art, leather goods, and historical treasures.

Jonathan's most recent accolade includes his much-lauded design installation for the living room of the 2019 San Francisco Decorator's Showcase, inspired by Houghton Hall and Lady Rose. His work has been published in ELLE Decor, Vogue, The English Home, Travel + Leisure, Harper's Bazaar, Dolce, House Beautiful and Luxe among others. Jonathan is also included in Maria Spassov's book, "Celebrity Designers: 50 Interviews on Design, Architecture, and Life" as well as "Louis Vuitton City Guide". Recently he has been named one of the top America's Top Designers. Besides his collaboration with Ellis Dunn Textiles he is working with a noted light fixture company designing a collection and he is developing his own fragrance and candle line. Lastly he is working on his coffee table book.



Krista Nye Nicholas And Tami Ramsay

**Partners and Principal Interior Designers
CLOTH & KIND**

CLOTH & KIND's Studio is a full-service residential and commercial interior design and decoration firm led by Partners & Principal

Interior Designers, Krista Nye Nicholas and Tami Ramsay, with offices in Ann Arbor, MI and Athens, GA, and projects nationwide. The studio is comprised of a small, but mighty team of creatives, renowned for their collaborative approach to the design process and for their ability to create spaces layered with history and heart, with story and substance. Each project consists of a meticulous mix of one-of-a-kind finds and a heavy dose of unique and custom textiles, curated art and furnishings. CLOTH & KIND's design aesthetic is always classic and patinaed with a modern vibe and a worldly influence.

CLOTH & KIND has received numerous industry accolades and distinctions, including being chosen as the Overall Winner of the 2017 HGTV Faces of Design award, being named 2017 Style Spotters by the High Point Market Authority, as well as one of ten 2016 New Trads by Traditional Home magazine, which distinguishes the best and brightest up and coming designers from across the country.

Since the inception of their interior design studio, Krista and Tami have been joyous songbirds and avid proponents of the artisanal textile and wallcovering lines that have become a hallmark of their design story in projects and which make their design projects infinitely more interesting. As such, they are thrilled to have opened their new to-the-trade showroom this past year in Ann Arbor, MI, which serves interior designers within the Midwest. Krista and Tami saw the need for designers throughout the Midwest and wanted to bring these unique lines to their area.

For a complete line list, visit www.clothandkind.com/showroom



Kim Salmela

Furniture and Interior Designer

Kim Salmela has been a creative director for one of rock and pop music's biggest icons, Prince, owner of award-winning retail stores, designer one of the country's largest home furnishings launches, manufacturer

and designer of her own custom furniture line, and she's just getting started. Her inspiration originates from her globe-trotting adventures. She has an impeccable ability to mix colors, patterns, and texture. She is a believer in buying what you love and not worrying about any design rules. She is truly a designer at heart.

In 2001, Kim started manufacturing furniture in order to fulfill her vision of bold, handcrafted pieces in modern and classic silhouettes. She strives for quality over quantity and is driven by the desire to bring the latest design trends to her customers at value prices. Kim oversees the production of her furniture in order to ensure the highest quality. And overall, she wants her furniture to bring joy to her customers.



Ashley Schroeder

**Creator Marketing Lead
Pinterest**

Ashley Schroeder, Creator Marketing Lead, Pinterest Ashley (@schroederash) leads global creator marketing for Pinterest. She oversees marketing strategy, campaign planning,

and creative execution to tell stories that drive awareness and inspiration among the creator community. Before Pinterest, she spent her career at a variety of creative agencies, managing global advertising campaigns for clients like Walmart, Kipling, and Clorox. Ashley is a California native, but recently returned to the Bay Area from a 3-year stint in NYC. Although she loves marketing to her core, her true loves are her dogs Smalls and Baloo—and she has an unabashed appreciation of voice acting (she dreams to one day be a cartoon VO, specifically for a dog).



Lindsey Shook

**Editorial Director
California Home+Design magazine**

Lindsey Shook is a global content and brand strategist who currently serves as the Editorial Director of California Home+Design magazine in addition to overseeing a marketing and

content consultancy group located in Miami. Splitting her time between Miami and San Francisco, Lindsey has helped companies of all sizes find their voice and generate meaningful stories that were widely covered in the media, generated revenue and significantly increased brand value.



The STATEMENT COLLECTION

We are redefining the world of luxury appliances, one detail at a time.

Elevate Everything.

MONOGRAM.COM



MONOGRAM

SPEAKER BIOGRAPHIES



Jennifer Smiga
Founder and Creative Director
ultraviolet agency

Jen believes that brands and designers grow better together. Creating strategic partnerships is in Jen's DNA and she's at her happiest when she's matchmaking. The co-owner of ultraviolet agency, she leads her team to empower the design and architecture industries with powerful partnerships, content, and connections. It's marketing at a higher frequency. The agency is located at Bell Works, the reinvention of the former Bell Labs building in Holmdel, NJ – two million square feet of stunning mid-century modern architecture designed by Eero Saarinen.



The three days I spent at this conference completely shifted the trajectory of my business beyond what I could have imagined...Speaker after speaker poured their information (and their heart) out on stage, gave every gold nugget in their toolbox...my jaw was on the ground from start to finish.

—Kate Maloney Albani,
Principal and Interior Designer,
Kate Maloney Interior Design



Scot Meacham Wood
Principal and Interior Designer
SMW Home

A genteel Southerner with a deep-rooted connection to Great Britain, Scot Meacham Wood is as renowned for his distinctly timeless design aesthetic as for his larger than life

personality. Drawing inspiration from his Scottish heritage Scot's signature style evokes a mélange of European and Southern sensibilities, merging sartorial influences, bold prints and more than a dash of whimsy to create luxurious spaces that bridge generations with his uniquely modern voice. Launching his eponymous design firm in 2001, Scot quickly became one of Northern California's most sought-after interior design professionals, rapidly developing an impressive portfolio of projects across the United States.

An early recognizer of the benefits of technology, Scot quickly rose as one of the industry's most vivid influencers, becoming a popular speaker and frequent face among the pages of House Beautiful, Architectural Digest, and Traditional Home magazines. With the opening of his lifestyle boutique Scot Meacham Wood Home in 2014 this former concert pianist partnered with the world's most historic mills in creating a bespoke collection of custom textiles, bringing old-world elegance and luxury to the San Francisco Design Center. Since then, the SMW Home family of products has grown to include furnishings, accessories, décor, and art appealing to trade professionals and discerning homeowners alike.



LOVE.
JOY.
BLISS.



As someone who loves the sanctuary of being at home, it has been a dream of mine to create my own collection of furniture that not only is aesthetically pleasing but that also promotes a warm, positive, loving energy. So many of the small, daily moments of my own life served as inspiration for this collection – I hope you love it as much as I do. Plus, if you are a design professional you can receive 20% off your first order.* Simply sign up at UniversalFurniture.com/ToTheTrade.

UniversalFurniture.com/MirandaKerrHome



MIRANDA KERR
HOME®



Meet Miranda Kerr in Malibu!

Stop by the Universal and Crypton Lounge
to enter for your chance to win.

*Must have an approved Universal To The Trade account. Offer is valid per account, not per person. 20% discount is available on orders of \$2,000 or more. Orders must be placed online or through a customer service or Universal Sales representative. Promotion Code DESIGNCONFERENCE20 must accompany the order. Discount applies to all Universal products. Offers cannot be combined. Offer ends at midnight on May 31, 2020.

General Information

Conference Badge

Please wear your DI conference badge during the conference sessions and all published events.

Social Media

Twitter: @DesignInflConf

Facebook: @DesignInfluencersConference

Instagram: @DesignInfluencersConference
#DesignInfluencersCon

Wireless Access in Meeting Space

Complimentary wireless access is provided in all meeting space and in the Exhibit Hall. We kindly request that participants refrain from using this network for streaming video or other high-data activities.

Internet Login Information

Go to your wifi network options.

Connect to the network named "Hyatt Meetings"

Open web browser

You will be directed to the Hyatt splash page which has a field for password.

Enter Password: hpmkt2020

Wireless Access in Hotel Room

All DI Conference guests will receive complimentary wireless access in their hotel room.

Setting: WiFi

Select: @hyatt WIFI

Please fill in name and email address.

Sponsored by **HPMKT**
HIGH POINT MARKET

Presentation Access

Attendees will be emailed a link to the presentation power points approximately two weeks after the conference.

Conference Survey

We want your feedback. Daily surveys will be posted on the Conference website. Please check the DI Conference website daily.

Grand Hyatt San Francisco Information

Parking at the Hyatt

Valet parking is available with in and out privileges for \$74 a day.

Self-Parking is available for \$39 a day.

Concierge Services

The Grand Hyatt Concierge Desks are located in the Lobby near the Front Desk and by the elevators.

Technology/Business Center

The Business Center is located on the second floor. It is open 24 hours.

Medical Emergency

In the case of a life-threatening event please call the front desk from a hotel phone.

Genius Bar Sessions

ultraviolet agency Genius Bar

ultraviolet is an expert marketing agency that understands luxury manufacturers, designers, and creative brands and let founder and creative director Jennifer Smiga guide you in a one-on-one consult to review where you're at and how far (or close) you are to making your 2020 sales goals. You'll walk away with a few tactics and creative inspiration to help you build your brand, starting right here at DIC. Focus on a multi-strategy marketing plan that includes: a powerful influencer network; daily growth and engagement on social accounts; and content that is attracting your ideal customer.

Sponsored by **ultraviolet**
marketing at a higher frequency

Embello Genius Bar

Laiza Cors, co-founder of a home-focused influencer marketing agency Embello, can help a brand evaluate how influencer marketing can impact your overall marketing strategy, what goals you should establish, how to create a campaign brief to present to influencers and what deliverables you should consider for your campaigns.

Sponsored by **EMBELLO**

Book Signings IN THE EXHIBIT HALL



CAITLIN FLEMMING

Book Title: Travel Home

Sunday, 4:15 p.m.-4:45 p.m.

A road map for bringing far-flung design ideas back home, Travel Home shows us how we can curate gorgeous interiors that reflect our favorite places, experiences, and traditions. Touring the home of twenty leaders in global design who share a deep affection for travel, authors Caitlin Flemming and Julie Goebel explore influences as widespread as Mexico City, Marrakesh, Paris, and Tokyo.



REBECCA WEST

Book Title: Happy Starts at Home

Monday, 5:40 p.m.-7:30 p.m.

What does it take to be happy at home? It's not about buying (or not buying) a new couch. It's about making sure that your home really works for you and supports your dreams and goals! In Happy Starts at Home design psychology expert Rebecca West shows you how to use your home as a tool to directly improve your well-being, decrease your stress levels, increase your happiness, and invite positive change into your life through intentional design. Alongside beautiful photographs you'll find thoughtful exercises to connect your financial, emotional, and physical health to your space, helping you invest your time and money in a targeted and effective way so you can create a home that makes you smile!



COSMOLiving
by COSMOPOLITAN

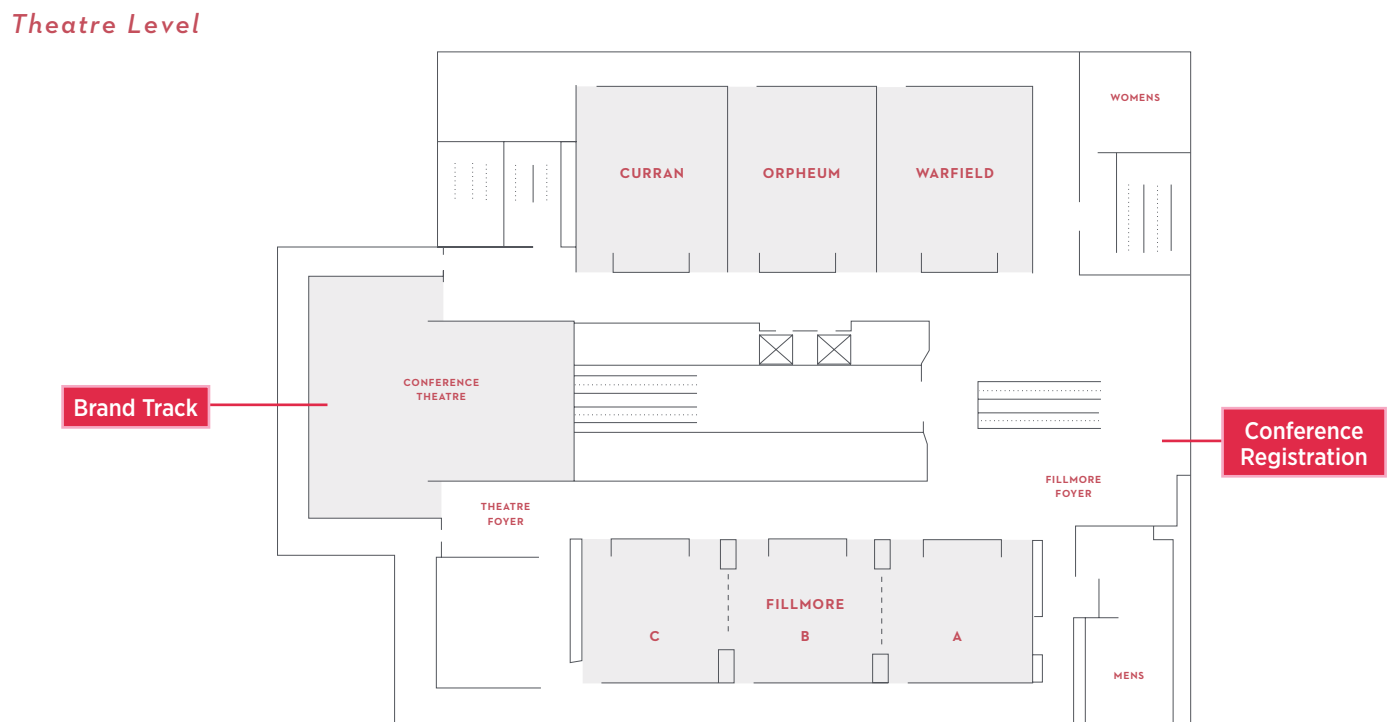
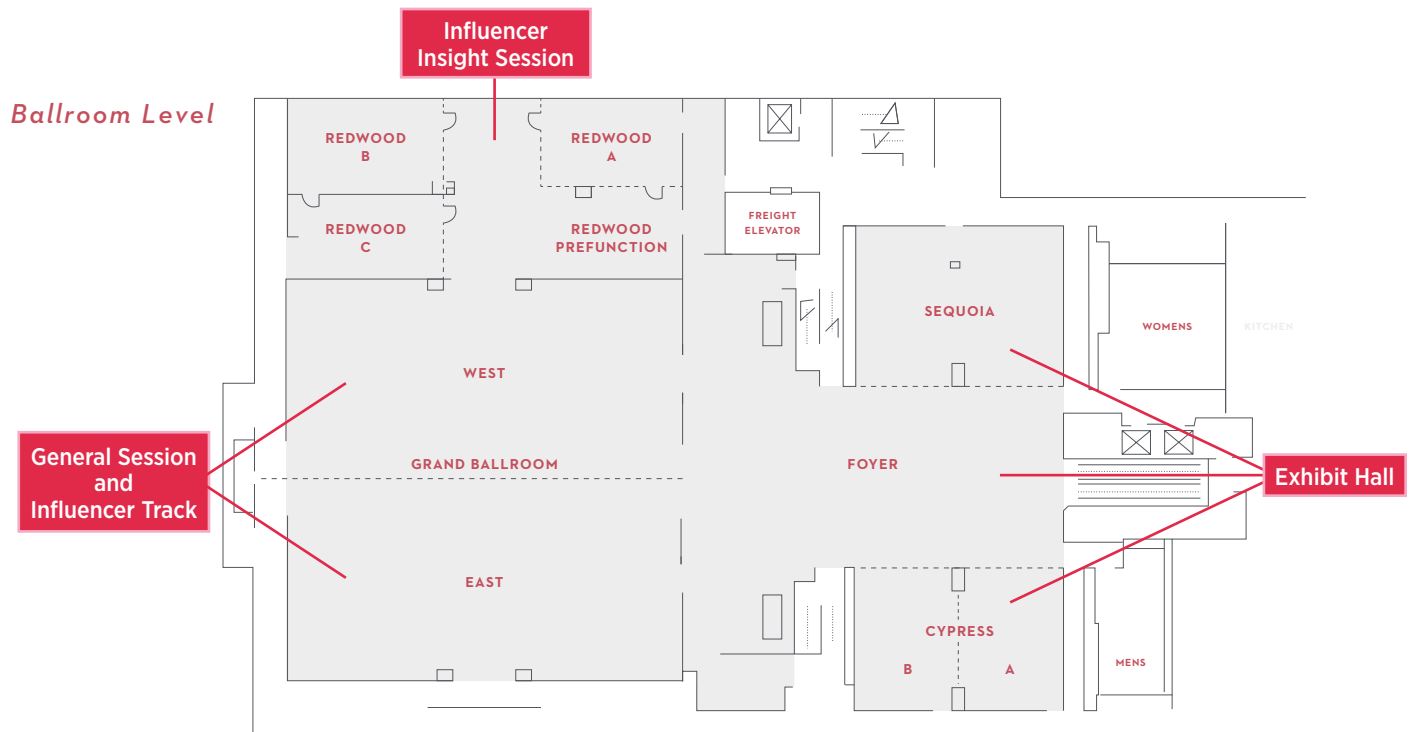
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at an
affordable
price

Everything you need
for a fun, fearless,
fashionable home

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DHP x CosmoLiving Photobooth



Speaker Stage Furniture



Networking Lounges



VIP Seating Showcase



Symposium WiFi



Conference Program Guide



Conference Directional Signs



Crypton Conference Bags



Step and Repeat



Conference Lanyards



Genius Bars



Influencer Insight Sessions



Stage Lighting



Supporting



Conference Pens



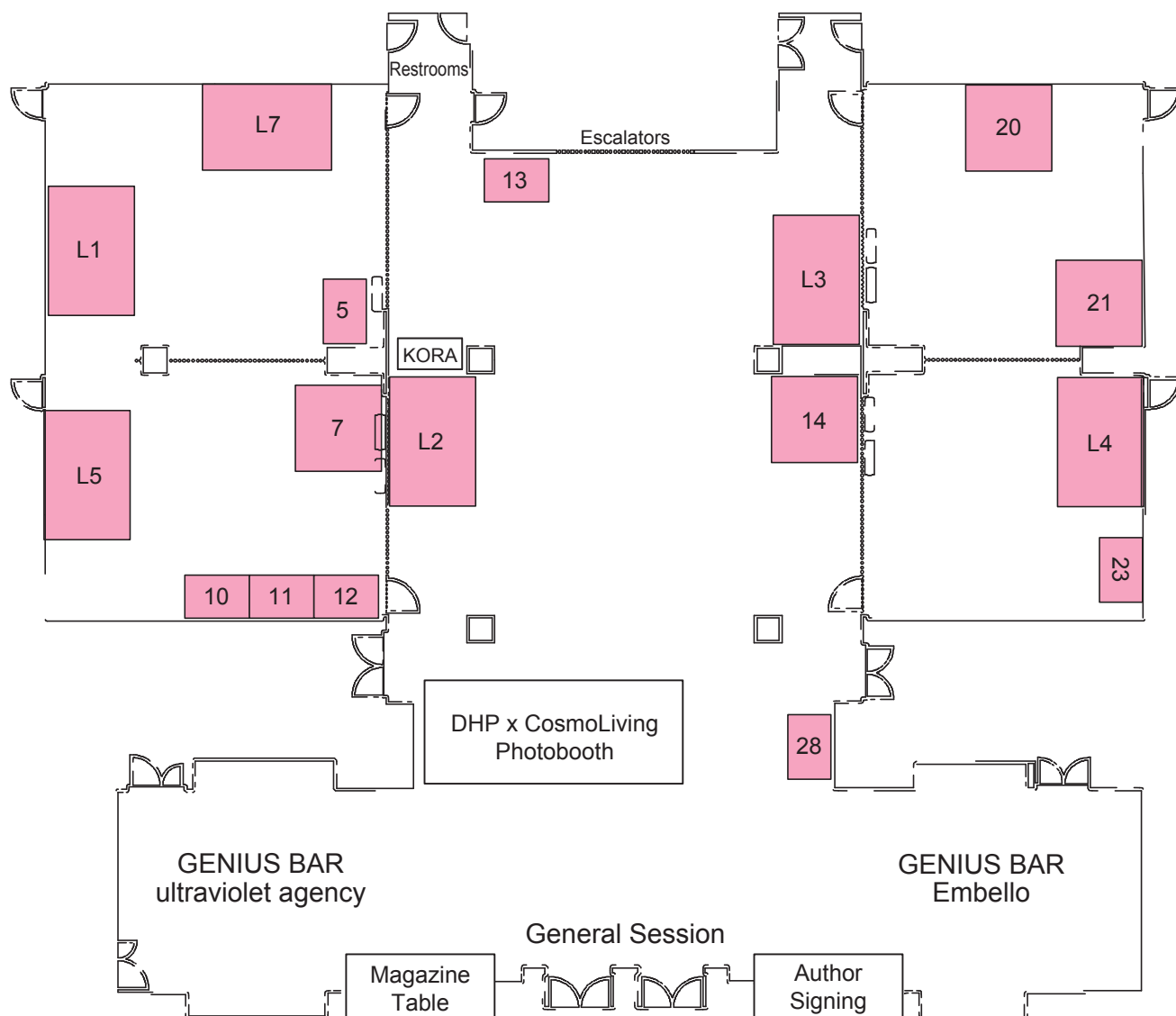
Media Partners



Brand Track



EXHIBIT HALL FLOORPLAN



Ana Maria Designs	Booth 28
Beautiful Design Made Simple by Carpet One Floor & Home	Booth 14
Crypton Fabric	Lounge 2
Dallas Market Center	Booth 13
Design Decor Box	Booth 28
Dunes and Duchess	Booth 7
Frontgate	Lounge 5
High Point Market	Booth 12
InsideOut Performance Fabrics	Booth 23
Jaipur Living	Lounge 1

Ken Frye Artisan In Wood	Booth 20
Lloyd Flanders, Inc.	Lounge 3
Materials Marketing	Booth 21
Monogram Appliances	Booth 11
National Kitchen & Bath Association (NKBA)	Lounge 7
NY NOW	Booth 10
POLYWOOD	Lounge 4
Revolution Performance Fabrics	Booth 5
Universal Furniture	Lounge 2

Company Profiles



AIDAN GRAY

CONFERENCE PEN SPONSOR

Aidan Gray

www.aidangrayhome.com

Aidan Gray represents a love for interiors, design and authentic products that exude "European Grandeur." This embodies our company's desire for products made by hand and with authentic materials such as solid wood, rustic metals, antique mirror, old painted finishes and silk appointments which drives our product assortment.



AmericasMart Atlanta

DIRECTIONAL SIGN SPONSOR

AmericasMart

www.americasmart.com

AmericasMart® Atlanta is the nation's leading home furnishings, area rug, and gift marketplace. Across 16 markets and shows staged annually, it houses more than 11,000 temporary exhibit booths, which join the more than 1,500 permanent showrooms operating within the three-building complex to create the world's single-largest collection of home, gift, rug, and apparel product.



Ana Maria Designs

Booth 28

www.anamariadesigns.com

Transforming any space from the unassuming to the extraordinary: Ana Maria Designs masterfully blends color, pattern, unique shapes, and projects' intended personality to create truly modern, vibrant spaces. Fueled by designer Ana Maria Martinez-Stumpo's life-long passion for design of space, furniture, and textiles, Ana Maria Designs serves clients who appreciate high-quality, creative & distinctive products and beautiful spaces.



MEDIA PARTNER SPONSOR

Atlanta Homes & Lifestyles

www.atlantahomesmag.com

Published since 1983, Atlanta Homes & Lifestyles is the city's only monthly home and garden magazine offering unmatched entrée into the area's most inspiring residences. The glossy magazine is dedicated to showcasing the very best in design and has come to be known as the definitive guide to cultivating Atlanta style.



SILVER SPONSOR

**Beautiful Design Made Simple by
Carpet One Floor & Home**

Booth 14

www.carpetone.com/bdms

Beautiful Design Made Simple is Carpet One Floor & Home's way to inspire our customers. Through whole-home inspiration, designer insight and expert advice, our magazine, blog, and video series help customers create beautiful homes. With nearly 1,000 stores across North America, Carpet One Floor & Home offers a large selection of carpet, hardwood, luxury vinyl, laminate, tile and more.



MEDIA PARTNER SPONSOR

California Home+Design

www.californiahomedesign.com

California Home+Design is the official lens focused on California design. We are here as a powerful voice, declaring what California design is today. Like the most celebrated interior designers, artists and architects, we have our own distinct creative vision that inspires, informs and influences.



Chelsea House

www.chelseahouseinc.com

We manufacture trend setting products founded in classic design. Accent furniture, art, lamps, chandeliers, mirrors, brackets, shelves and decorative accessories. Gracious, refined, inspirational and always with the highest quality. Most are in stock. All individually selected and crafted.

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SPEAKER STAGE FURNITURE SPONSOR
NETWORKING LOUNGE SPONSOR
CONFERENCE BAG SPONSOR



CRYPTON

Crypton Fabric

Lounge 2

www.crypton.com

Headquartered in Michigan, with research and manufacturing in North Carolina, The Crypton Companies are leading American textile innovators. Crypton has been patenting environmentally responsible performance fabric technologies since 1993. Crypton fabrics are trusted by the nation's top commercial and residential design professionals. The flagship CRYPTON® brand revolutionized the use of fabrics in contract segments including healthcare, hospitality, workplace, retail and education. Crypton Home®, launched in 2014, is a standard setter in residential indoor decorative fabrics, offered by more than 85 furniture and fabric manufacturers and featured in major national and regional retailers.

COMPANY PROFILES



CONFERENCE PROGRAM GUIDE SPONSOR

Currey & Company

www.curreycodealers.com

Inspired by the beauty of nature and the legacy of the past, Currey & Company strives to create furnishings of timeless style and exceptional quality. Handcrafted from natural materials and enhanced with historical details, our work reflects our commitment to meaningful design. Showrooms are located in Atlanta, Dallas, New York, Las Vegas and High Point, NC.



PLATINUM SPONSOR
ONSTAGE SPONSOR

Dallas Market Center

www.dallasmarketcenter.com

Dallas Market Center is a global business-to-business trade center and the leading wholesale marketplace in North America connecting retailers and interior designers with top manufacturers in home décor, furniture, gift, lighting and fashion. Inside its five million square foot campus, customers can discover inspirational trends, business education and new products via open-daily showrooms and trade events held throughout the year.



DESIGN DÉCOR BOX
Curated style for glamorous interiors

Design Decor Box

www.designdecorbox.com

Partnering with Ana Maria Designs

Our subscription service gives you hand-selected decor & accessories sourced by award-winning interior designers - delivered straight to your door as often as you desire. Our high-end designers do all the work for you, scouring the globe for unique discoveries and high-quality items you won't find elsewhere. Did we mention you'll enjoy luxe for less than retail? Mmm, hmm. Save precious time, fall in love with the high-end look of your home and enjoy glamorous new discoveries curated just for you by top designers.



DesignerInc

www.designerinc.com

DesignerInc is a free, trade-only product marketplace for interior designers - the first to market of its kind - containing more than 1100, and growing, trade-only manufacturers. Using one simplified system, request 100s of quotes with the click of just one button, and shop across 1,000s of Trade-only brands, all in one place. We save designers hours of time, daily.



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DHP X COSMOLIVING PHOTOBOOTH SPONSOR

DHP Furniture presents CosmoLiving by Cosmopolitan

www.dhpfurniture.com

DHP Furniture specializes in a wide variety of ready to assemble furniture for every space in your home, from the living room to the nursery. Whether you need the perfect small space solution for your condo, or cool and functional furniture for your home, we have you covered!

DOWEL

Dowel Furniture

www.dowelfurniturecompany.com

Dowel Furniture is a furniture maker and retailer of custom, handcrafted wood and upholstered chairs and end tables. Created by award-winning interior designers, each chair and end table is unique. Founders Ray Hallare and Joanne Hallare Lee have blended an established, high-end furniture-making history with an inventive retail model that is tailored to the online quest for custom furnishings.



Dunes and Duchess

www.dunesandduchess.com

Dunes and Duchess is a custom lighting and furnishings company known for their lacquer and natural wood finishes. Their work has appeared in House Beautiful, Veranda, Traditional Home and Elle Decor among others.

Booth 7

EMBELLO

GENIUS BAR SPONSOR
SUPPORTING SPONSOR

Embello

www.embello.com

Embello was born from our realization that no dedicated online space existed for influencers to connect with home and design brands. After chatting with countless friends in the design community, we learned we weren't alone in desiring such a space. We also discovered that brands and influencers alike craved guidance with their influencer marketing efforts, from finding the right partners and creating effective campaigns, to monitoring workflows and digesting analytics.

FABRICUT®

**INFLUENCER INSIGHT
SESSION SPONSOR**

Fabricut Inc.

www.fabricut.com

Fabricut Inc. is one of the largest distributors of to-the-trade textiles, accessories, and furniture in the industry. With 60 years of established history, our mission is to develop exclusive products for our customers through our brands: Fabricut, Trend, Stroheim, S. Harris, and Vervain. We offer a variety of styles, patterns and palettes suitable for any design aesthetic at unbeatable prices.

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NETWORKING LOUNGE SPONSOR
INFLUENCER INSIGHT
SESSION SPONSOR**

FRONTGATE

THE WORLD'S BEST OUTDOOR FURNITURE

Frontgate

www.frontgate.com

Since 1991, multi-channel retailer Frontgate has inspired its customers to enhance everyday living throughout the entire home with an assortment of stylish, high-quality, purposeful items for outdoor, interior, entertaining and holiday. Every piece we make starts with designers who are passionate about beauty, craftsmanship and comfort, and is backed by our commitment to inspired design, the best materials and the highest-quality construction. Connect with us through our Affiliate Programs with rewardStyle and ShopStyle or by joining our Trade program (for more information, contact PR@frontgate.com).

Lounge 5



Good Earth Plant Company

www.goodearthplants.com

At the Good Earth Plant Company, we believe plants are life. Our passion never changes: creating the most desirable environment for every workspace and in every home. An environment where you can flourish, create, play and grow. Through green building design, we create the most nature enriched environment for our clients health and well-being.

HPMKT
HIGH POINT MARKET

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BRAND TRACK SPONSOR**

High Point Market

www.highpointmarket.org

High Point Market is the largest home furnishings trade show in the world, bringing more than 75,000 people to High Point, North Carolina, every April and October. With more than 11.5 million square feet of showspace and 2,000 exhibitors, it truly is the world's home for home furnishings. Learn more at www.highpointmarket.org.

Booth 12



SILVER SPONSOR

InsideOut Performance Fabrics

www.insideoutperformancefabrics.com

We have created the first All-In-One performance fabric that can satisfy all of your needs and withstand the elements, both inside and outside. Inside Out Performance Fabrics® pairs superior design and unmatched performance to weather any storm in your home, sunroom or outdoors.



INTERNATIONAL
MARKET CENTERS

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International Market Centers

www.imcenters.com

International Market Centers, L.P. (IMC) is the world's largest operator of premier showroom space for furniture, gift, home décor, rug and apparel industries. IMC owns and operates nearly 20 million square feet of world-class exhibition space in High Point, N.C., Las Vegas and Atlanta.

JAIPUR LIVING

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NETWORKING LOUNGE
SPONSOR**

Jaipur Living

www.jaipurliving.com

Jaipur Living is a rug and textile furnishings company with an amazing backstory. We believe how we make our rugs and textiles is as important as the items themselves. Jaipur Living's core purpose is to make life beautiful. We do that through empowering, inspiring and connecting everyone, from artisan to end consumer, through meaningful and beautiful design.

Lounge 1

KEN·FRYE
ARTISAN IN WOOD

SILVER SPONSOR

Ken Frye Artisan In Wood

www.kenfrye.com

Museum Quality Handmade Furniture since 1993. Bespoke Furniture, Fitted Cabinetry and Architectural Woodwork Customized for a variety of applications including residential, commercial, retail and office suites. Our Fine Woodwork is sought after and commissioned by prominent interior designers and architects for a very discerning clientele. We are experts in fine veneer work, hand carving and fine finishes. I'm happy to assist you with fulfilling any needs for Custom Fine Woodwork you may have.

Booth 20

COMPANY PROFILES



SILVER SPONSOR
NETWORKING LOUNGE SPONSOR

Lloyd Flanders, Inc. **Lounge 3**
www.lloydflanders.com

At Lloyd Flanders, we use state-of-the-art manufacturing processes and equipment combined with over 100 years of tradition and furniture knowledge to produce heirloom-quality outdoor furniture to be enjoyed for generations to come. With collections spanning from traditional to contemporary, over 500 fabrics, and the widest variety of finishes available today, you can create the perfect customized look for any space.



SILVER SPONSOR

Materials Marketing **Booth 21**
www.materials-marketing.com

Materials Marketing provides world-class stone, glass, and ceramic tile and custom architectural stonework to design professionals and homeowners alike. Since we own the factory and several quarries, we can create matching architectural details like fireplace surrounds, moldings, balusters, and more.

We're at the forefront of product innovation and selection allowing us to bring your dreams to life.



MirrorMate Frames
www.mirrormate.com

MirrorMate frames are custom-crafted mirror frames that apply directly to the existing wall-mounted bathroom mirror, brilliantly covering over the clips that hold the mirror. The frame kit comes with everything needed to assemble and install in minutes. It's an easy DIY upgrade that instantly transforms the bath. Available in 65 colors and styles.



STEP AND REPEAT SPONSOR

Momeni
www.momeni.com

For more than 40 years Momeni has led the innovation and expansion of the rug industry while honoring traditions of quality and craftsmanship. Family owned and operated, our company marries attention to detail and quality to modern manufacturing practices resulting in superior products. Momeni's design collaborations include The Novogratz, Erin Gates, Madcap Cottage and Lemieux Et Cie.



DIAMOND SPONSOR
WELCOME RECEPTION SPONSOR

Monogram Appliances **Booth 11**
www.geappliances.com

Monogram performed extensive research before putting pen to paper on our latest designs. After careful consideration, we developed three main pillars to support our new look and feel: Materials, Performance, and Ownership. Each of these upholds our commitment to high quality, innovation, and our ongoing relationships with designers and consumers. Through these pillars and our new collections, we've created a luxury brand experience that you can see and feel for yourself.



MEDIA PARTNER SPONSOR

Mountain Living and Colorado Homes & Lifestyles
www.mountainliving.com

Mountain Living's unmatched homes coverage offers entrée into the American West's most inspiring residences, featuring exquisite interiors and innovative architecture. ML's sister publication, Colorado Homes & Lifestyles, is the premier home design publication in Colorado.



SILVER SPONSOR
NETWORKING LOUNGE SPONSOR

National Kitchen & Bath Association (NKBA) **Lounge 7**
www.nkba.org

The National Kitchen + Bath Association (NKBA) is a non-profit trade group established in 1963 that promotes professionalism in the kitchen and bath industry. It has evolved into the premier association of designers, retailers, re-modelers, manufacturers, distributors, fabricators, installers and other industry professionals with an unparalleled network of peers, tools and resources designed to support professional growth and business success.



SUPPORTING SPONSOR
MEDIA PARTNER SPONSOR

New England Home
www.nehomemag.com

New England Home defines superior home design and custom building in New England. We present the region's finest work and resources to educate and inspire our affluent readers and promote local talent. By building relationships among industry professionals and connecting them with a highly qualified audience of potential future clients, we help assure the growth and success of the field.

NORWALK FURNITURE

SILVER SPONSOR
VIP SEATING SHOWCASE SPONSOR

Norwalk Furniture Company

www.norwalkfurniture.com

Norwalk Furniture, well known for its beautiful assortment of 1000 fabrics and leathers and stylish upholstery, has been described as a "toolkit" for interior designers and retailers. Handcrafting custom upholstery for over 100 years, its updated styling makes it easy to solve a variety of design challenges. Norwalk offers great design, competitive pricing, superior quality and quick delivery.



GOLD SPONSOR
INFLUENCER INSIGHT
SESSION SPONSOR

NY NOW

www.nynow.com

The modern trade show for retailers, NY NOW curates the most design-forward brands in the industry and identifies the trendsetters of the future. Where innovators and elevated designers come together to share their newest creative visions in fashion, gift, handmade, home, sustainability, wellness and more.

Booth 10

POLYWOOD

SILVER SPONSOR
NETWORKING LOUNGE SPONSOR

POLYWOOD

www.polywood.com

In 1990, POLYWOOD was the first to create outdoor furniture made from recycled plastic materials. Today, they process about 30,000 recycled milk jugs an hour to create genuine POLYWOOD lumber, which is then transformed into durable, all-weather Adirondack chairs, rocking chairs, deep seating, dining, and more!

Lounge 4

REGINA ANDREW

DETROIT

STAGE LIGHTING SPONSOR

Regina Andrew

www.reginaandrew.com

Regina Andrew Detroit roots run deep in the city they call home. Known as the Paris of the Midwest, Detroit style and character have shaped who they are, what they make and how they make it. Founded on the belief that everything they do should electrify the room, Regina Andrew sparks self-expression and creativity through unforgettable design.



Revolution Performance Fabrics

www.revolutionfabrics.com

Revolution Fabrics by STI and Brentwood Textiles are Luxury performance fabrics without the luxury price. The fabrics are stain-resistant, fade-resistant, easy to clean and extremely durable. Revolution fabrics are made with recycled fibers and are "forever chemical-free", making them safe for your home and the environment.

Booth 5



CONFERENCE LANYARD SPONSOR

Studio Designer

www.studiodesigner.com

Studio Designer is the leading digital project management, product sourcing, and accounting platform for the interior design industry. The fully integrated platform features an all-in-one project management system, client collaboration portal, product sourcing tools, and designer-specific accounting software. For 30+ years, Studio Designer has enabled the world's top designers to drive efficiency and growth, and deliver beautiful designs.



Theodore Alexander

www.theodorealexander.com

Theodore Alexander is one of the leading manufacturers of fine furniture. Our comprehensive collections consist of several thousand designs, providing eclectic, traditional and modern classical furniture and accessories to our clients. Theodore Alexander has become eminent in its field – renowned as a unique brand embodying quality in design. To us, quality is paramount and we aim for excellence in every single piece. We strive for innovative designs and create furniture to last lifetimes.



GENIUS BAR SPONSOR

ultraviolet agency

ultravioletagency.com

A digital marketing agency empowering the design and architecture industries with powerful partnerships, content and connections. It's marketing at a higher frequency.



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SPEAKER STAGE FURNITURE SPONSOR
NETWORKING LOUNGE SPONSOR
CONFERENCE BAG SPONSOR

Universal Furniture

www.universaltothetrade.com

Universal Furniture creates quality furnishings for the whole home with a focus on function and lifestyle. The company's casegood, upholstery, accent and accessory designs are developed under the brand names Universal Furniture (Lifestyle Collections), To The Trade (Interior Design) and Smartstuff™ (Baby and Child), and sold through retailers and interior designers throughout North America and around the world.

Lounge 2

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NOTES

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designerinc.com

Finally, a single place to browse, get
quotes, and purchase from over
1500 trade-only manufacturers and
400,000+ products.



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DESIGNING





CHELSEA HOUSE

High Point | Atlanta | 252-977-1577 | www.ChelseaHouseInc.com | [#chelseahouseinc](https://www.instagram.com/chelseahouseinc)