



FOR IMMEDIATE RELEASE:
September 13, 2016

MEDIA CONTACT:
David Griffith
Buffalo.Agency
703.395.0404
dgriffith@buffalo.agency

**Emerald Expositions Selects Buffalo.Agency to
Spearhead Public Relations Efforts for HOW Design Live 2017**

2017 Chicago Event Expects 4,000 of World's Most Creative Minds

(New York, NY) – HOW Design Live, one of the largest and most important events for creative professionals in design and marketing has selected Buffalo.Agency (Buffalo) as agency of record for HOW Design Live 2017. The conference takes place May 2-6, 2017 at the Hyatt Regency in Chicago, Ill. and expected to host more than 4,000 creative professionals from around the world.

HOW Design Live annually brings together radical creative thinkers, designers of all stripes, business owners, and marketing professionals to immerse themselves in five days of creativity and inspiration. This year's show boasts more than 80 educational sessions, 13 keynote speakers, 100-plus vendors, and brand new workshops and master classes designed to create an inspirational and hands-on learning environment.

"HOW Design Live is more than an event – it's an experience," says Gary Lynch, Vice President and Group Show Director of Emerald Exposition's HOW Events. "There is nothing more powerful and engaging than having thousands of creatives converge and interact for five days within an environment designed to inspire, inform and educate. HOW Design Live is unique and a must attend if you are in the creative profession."

Buffalo – the first full-service, integrated marketing solution dedicated to the sport, industry and lifestyle segments – will secure editorial about HOW Design Live in mainstream and trade media covering business, marketing, advertising and graphic design.

"Thousands of creative leaders having participated in HOW Design Live, originality is in high gear for generations to come," says Rich Katz, Founder and Managing Director of Buffalo. "Providing a fun approach to ideation and career growth, the event's best-in-class resources support individuals and companies from around the globe."

Event registration opens October 10 and the five-day schedule and speakers will be announced shortly. Check the [HOW Design Live website](#) periodically for updated information.

More information: HOWDesignLive.com, 646.668.3696.

About HOW Design Live

For more than 25 years, HOW Design Live has been the premier event and one of the largest gatherings of creative professionals in the world. Combining five separate conferences into a single event focused on creativity, business, leadership, marketing and inspiration for designers—and is considered a career-changing, life-altering experience. HOW Design Live takes place at the Hyatt Regency in Chicago from May 2-May 6, 2017. This year features more than 80 educational sessions, 13 keynote speakers, brand new Workshops and Master Classes, and an exhibit hall that hosts more than 100 vendors. Whether you work for a design firm, an in-house creative department, or are a business owner or marketing professional, HOW Design Live will help you ignite your passion, and create your future.

HOW Design Live began as the brainchild of the HOW brand. Founded in 1985, the HOW brand began its life as HOW Magazine. Today the brand has grown to encompass a host of products and events including several design competitions, online design courses, design books, and events. For more information, visit the HOW Design Live website at www.howdesignlive.com, the [HDL Twitter Page](#), or the [HDL Events Page on Facebook](#).

About Emerald Expositions

Emerald Expositions is a leading operator of large business-to-business trade shows and conferences in the United States, producing more than 80 events annually and connecting hundreds of thousands of buyers and sellers across 10 diversified end-markets. They include Gift, Home and General Merchandise; Sports & Apparel; Design; Jewelry, Luxury, and Antiques; eCommerce; Photography; Healthcare; Military; and Food. Headquartered in San Juan Capistrano, CA, Emerald Expositions' shows are typically the most prominent and important for exhibitors and attendees within their various industries.

About Buffalo.Agency

Through its strategy development, public relations, integrated marketing, digital-social media and design work, Buffalo.Agency increases awareness and sales for companies and organizations operating in more than 40 countries. Its growing client roster of leading and emerging brands includes American Diabetes Association, Arccos Golf, BOYNE Golf, CHAMP Spikes, Crown & Caliber, Dollamur Sport Surfaces, ECCO, Fila, Galvin Green, GolfBoard, GolfTEC, Hydrapak, Kauai Visitors Bureau, Keswick Hall, LPGA, Nicklaus Companies, PGA Golf Club, PGA National Resort & Spa, Scivation, Sea Pines Resort, Telluride Resort & Ski, US Club Soccer and World Golf Foundation.

More information: Buffalo.Agency, 703.761.1444.

###