



Designhounds Bootcamps

Product Education Workshops

Designhounds : *Bootcamps*

Background

WHAT ARE DESIGNHOUNDS BOOTCAMPS?

New for 2026, Designhounds is introducing an expanded focus on product training for design professionals with CEU accreditation where available.

design
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Bootcamps

Our guiding principle is simple:

Understanding the brand is great. Understanding the product—how it works, how it's built, and how it's installed—is even better.

*To support this mission, Designhounds will host a series of intensive Bootcamps throughout 2026, beginning with a program launch in **Brooklyn in May**, featuring 4–5 immersive product-learning workshops in a streamlined one-day format. Each Bootcamp will host **20–30 actively specifying design pros** from the Designhounds Influencer Network and local design communities.*

“Designhounds Bootcamps mark a necessary shift—from selling to designers, to equipping them. We believe that in an era of fast design, AI, and DIY, product education—not marketing hype—is what restores value and authority to our industry.”

-Veronika Miller, CEO M2 Connect and Founder Designhounds



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Brand Benefits

Included Value:

- **20-30 designer attendees**, pre-qualified and actively specifying in kitchen, bath, interiors, and/or home tech
- **Pre-event marketing** across Designhounds and venue partner social channels
- **Session development support:**
 - A Presentation Briefing Workshop with the Designhounds team
 - Assistance in shaping your product training content for maximum engagement
 - Recommendations for hands-on demos, tech needs, or sample displays
- **Onsite presentation slot:**
 - 60-minute OR
 - 90-minute option
- **Lead capture:** curated attendee list with designer profiles
- **Post-event amplification:**
 - Highlight reels
 - Social recap coverage via Designhounds + venue partners
 - Inclusion in Designhounds email recap
- **On-the-ground brand concierge:**
 - Load-in coordination
 - Tech support
 - Timing and room-flow management
- **Networking access:**
 - Participation in coffee/networking breaks
 - Optional roundtable discussions with designers

The Designhounds Bootcamp is a smart, efficient approach to product education. The program goes deep into product features, functions and benefits unlike traditional CEUs or experiential showroom events. It's a game changer for design professionals and specifiers.

-Sherry Qualls, Former CEO WhiteGood

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Additional Sponsorship Opportunities

Brand Experience Enhancements*:

- **Luncheon Host** — branded lunch + 10-minute spotlight
- **Dinner Host** — evening gathering with extended designer engagement
- **Hands-On Demo Station** — materials, prototypes, or smart tech labs
- **Product Sampling or “Spec Kit”** — Inserts for designer takeaway bags
- **Photography Package Upgrade**
 - Pro-level brand-focused photos
 - Bonus reels for your own channels

Thought Leadership Extensions*:

- **Pre-event Webinar or Virtual Preview with Designhounds**
- **Post-event Deep-Dive Session (virtual) to continue educating and capturing leads**
- **Content Creation Package:**
 - 5-minute video interview
 - IG Reels/TikTok content
 - Designhounds Editorial Spotlight

Market Integration Add-Ons*:

- Year-round Designhounds Guides placement (featured product)
- Invitation to participate in Designhounds Bootcamp “National Series” bundle pricing

*Bundled, add-on and custom pricing option by proposal

I love seeing this program move from traditional product marketing to product training and integrating sales, product development and event manufacturing teams into the conversation with design pros.

-Jason Artus, Founding Partner Dovetail Sales

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Pricing 2026

LIVE EVENTS 2026	COST
Designhounds Bootcamp 60-minute Workshop/Presentation	From \$5,000/sponsor
Designhounds Bootcamp 90-minute Workshop/Presentation	From \$6,500/sponsor
Brand Experience Enhancements (add on)	From \$2,500/sponsor*
Thought Leadership Extensions (add on)	From \$3,500/sponsor

***Exceptions:**

All off site events catering, swag, ground transport etc not included in packages and pricing. Custom and exclusive event sponsorship options are available with a custom proposal.

Designhounds 2026

Program Management Benefits

Program Management & Sponsor Liaison Benefits



Turnkey tour, event and virtual event planning, logistics and management (in collaboration with sponsor) that includes full promotion/strategy plans and content calendars, custom graphics and more



Full event participant management including attendee logistics, communications, and brand coordination



Content Aggregation - Our social team re-shares key content from participants to extend messaging and broaden visibility on Designhounds Network digital platforms



Campaign Impact Measurement - Our team monitors and measures campaign performance (where applicable) and key highlights to provide a summary report at the close of the campaign

Designhounds Team

Contact Information



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Thank You

designhounds
A NETWORK OF INFLUENCE