

SPONSORSHIP OPPORTUNITIES



A multidisciplinary community creating experiences that connect people to place

SEGD BUSINESS & LEADERSHIP CHICAGO 04.26

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Join us!

SEGD is pleased to announce the return of SEG D's Business & Leadership focused event, taking place April 26 in Chicago.

The event will tackle core competencies—such as business planning, business development, people dynamics—as well as more specific skills development, like contracts and budgets.

This is your opportunity to participate in a training event that gets to the core of a designer's practice. Here's an intimate event to share your solution with an audience of leading designers.

Why sponsor?

As a 2019 SEG D Business and Leadership sponsor you will:

- Spend quality time with a group of up to 80 leading designers from around the country
- Earn brand exposure throughout the global community online, as well as the audience of designers in attendance
- Share your product, tool or technology with a targeted audience of designers who seek solutions to their every day design management needs, like contracts, budgets, time and resource management.
- Receive a personal introduction from the stage, complete with your company logo and your representative's name and photo displayed on-screen.
- Go home with lead generation for everyone in attendance, as well as deep discounts on advertising to keep your firm top of mind.

About SEG D

We are a non-profit association of 2,200+ members who create content-rich, emotionally compelling, experiential spaces for a wide range of environments, from hospitals and transit hubs to museums and educational campuses.

Our members' work creates a sense of place, helps people find their way, communicates important information, and fuels a dialogue between users and the spaces they inhabit.

Members develop static and digital wayfinding systems, signage, environmental graphics, exhibition content, multimedia installations, public art, user interfaces and branded/corporate environments.

For over 45 years, SEG D has existed to Educate, Connect and Inspire this global, multidisciplinary community. We invite you to join us and help support this critical mission!

To learn more about our community and join, visit segd.org/join

Global engagement

Over 400,000 people participate in SEG D's website, publications and events each year. SEG D members represent over 800 large and small design agencies from around the world, spanning 27 countries and represented by 34 chapters.

As a sponsor, you not only reach the attendees at each event, you also build brand recognition throughout the global community of experiential graphic designers, clients, suppliers and partners!

Here's your opportunity to get involved, participate and connect.

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PRESENTING SPONSORSHIP

Sponsored By Tru-Vue

Be a Presenting Sponsor of 2019 SEG D Business and Leadership event! This is the headlining sponsorship with a prestigious set of benefits. (Limit: 1)

Exclusive On-site Participation

- + Recognition as a Presenting Sponsor of the 2019 SEG D Business and Leadership event
- + Take the stage to offer welcome or closing remarks
- + Showcase a 2-minute video to this captive audience — an exclusive benefit only available to Presenting Sponsors and SEG D Industry Partners

On-site Branding and Visibility

- + Prominent logo placement throughout the event, including the master slides, agenda and staging
- + Your logo and company representative's name and photo displayed in the opening and closing remarks
- + Opportunity to include one (1) promotional item in the workshop tote bags

Promotion and Recognition

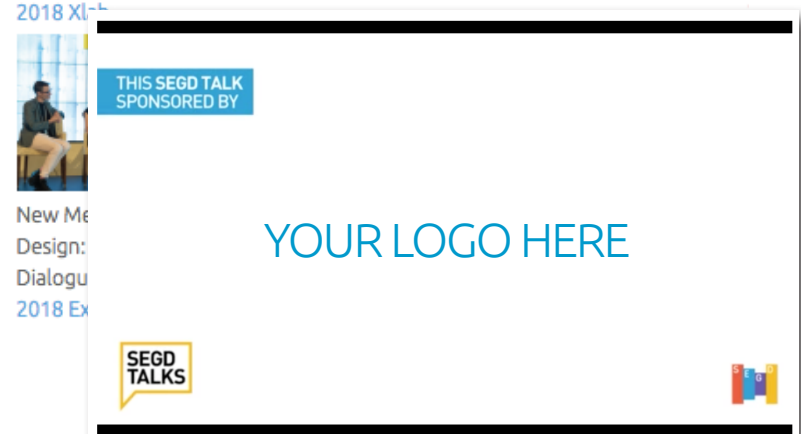
- + Prominent logo placement included in the event brand identity
- + Your logo inclusion in all promotional materials, including several weekly e-newsletters
- + A 1-month complimentary banner rotation on the event homepage
- + Presenting Sponsor credit in the newly designed SEG D19 awards annual, published in September and online throughout the year
- + A social mention; one pre-show and one post-show

On-going Education with SEG D Talks

- + As Presenting Sponsor, you support the ongoing education of the entire membership through SEG D Talks.
- + Videos from SEG D Business are available online indefinitely for ongoing inspiration and education to the entire membership — **expanding your in-person audience by five times**
- + Receive sponsor recognition in the opening credits for each video (see samples below)



Archive Dreaming: SEG D Best of Show Award 2018 | Tom Beck: Global Digital Outlook 2018 Xlab



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SPONSOR OPPORTUNITIES

Friday, April 26

SESSION 1

\$2,000

Business Development 101:

Finding the right clients for your firm

9:15-10:15am

Kevin Budelmann, Peopledesign (Grand Rapids)

Not all clients are created equal. There are two philosophies in terms of business development: Quantity vs. Quality. Take all the work you can regardless of where or who it is for versus evaluating, qualifying, and assessing each project and client to see if the work and the job is the right fit for your firm, will be profitable, and will lead to more and better work in the future. Learn first hand from a business of design innovator, Kevin Budelmann who is President of Peopledesign and sits on the global board of IxDA.

MORNING BREAK

Connect with design and business leaders from the SEG D community.

10:45-11:15am

Investment 2 breaks \$2,500

SESSION 2

\$2,000

Finance 101:

Pricing and Fees

11:15am-12:00pm

Shel Perkins, Shel Perkins & Associates (Berkeley)

What's your worth? How do you set fees and prices for your services? The 2016 SEG D Hourly Billing Survey illustrated just how widely varied the hourly rates are across geographic and service level. Break through the confusion and get paid what you are really worth. Learn first hand from design industry expert Shel Perkins how to set your pricing and get clients onboard and to understand your fee and value structure.

LUNCH BREAK

Grab a bite to eat in Chicago.

12:00-2:00pm

SESSION 3

Sponsored by SignAgent

Project Management 101:

Managing Clients, Budgets and Teams

2:00pm-3:00pm

Join the team from IA's Chicago office and gain best practices from EGD leaders who have been there! Learn how to run a project, interface with clients and how to communicate effectively with your internal team.

AFTERNOON BREAK

3:00-3:30pm

Investment 2 breaks \$2,500

SESSION 4

\$2,000

IP 101:

Copyright Laws for Design Contracts

3:30-4:30pm

Shel Perkins, Shel Perkins & Associates (Berkeley)

Who owns the drawings? Who owns the images? What about a unique sign design? What kind of permissions will we have to show our work after the project is completed? These are all questions regarding copyright and how ownership of intellectual property is agreed upon in your design contracts with clients. This is a must have set of knowledge for any designer moving into management and leadership in an EGD practice.

Additional Sponsorship opportunities available

Branding Opportunities:

Badges/Lanyard Sponsorship- Sold - Sponsored by DCL

Conference Attendee Bag Sponsorship (includes logo)- \$1,500

+ Co-branded Tote

+ Includes Conference registration

Contact Kathleen Turner, SEG D Director of Business Development at:

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Review Packages

Choose a package:	PRESENTING SPONSOR	EVENT SPONSOR	A LA CARTE BAG INSERT
registration valued at \$495 each	3	2	1
SEGD Talks post-event videos 5X reach of in-person audience	exclusive benefit		
stage-time 2-min introduction	exclusive benefit		
video short-clip in-session, captive audience	2-min video exclusive benefit	1-min (Industry Partners only)	
table display 6' table in room	included	included	
segd.org advertising 400,000 visitors, 2.5 million pageviews	workshop page banner rotation 25% off 3-mo sitewide banner	25% off 3-mo sitewide banner	
advance promotion segd.org event homepage	prominent display logo / hotlink free firm listing on segd.org	logo / hotlink free firm listing on segd.org	
social + e-mail promotion 10,000 followers, 15,000 recipients	1 tweet pre-show 1 tweet post-show email with logo	email (name only)	
logo visibility	presenting sponsor event brand identity event master slides sponsor slides email messages SEGD Talk videos SEGD19 Awards Annual segd.org program sponsors	sponsor slides event website	
recognition on-site, in print, online	opening and closing remarks SEGD19 Awards Annual with logo, segd.org program sponsors with logo	opening and closing remarks SEGD19 Awards Annual (name) segd.org program sponsors (name)	
lead generation	pre and post-show	pre and post-show	post-show
bag inserts	1 item	1 item	1 item
Investment	\$5,000	\$2,000	\$1,250