PEOPLE. PRACTICE. PLACE.
WHERE CONNECTIONS ARE FORGED
AND BUSINESSES TRANSFORMED
TOGETHER, AGAIN
Find your people in Philly

At SEGD, we make space for connection, create moments of exhilaration, build experiences with emotion, and help people find their way. We are the global multidisciplinary society of 2,000+ members who create experiences that connect people to place.

**Find your community** here—live and in person this November. Join us at the SEGD Conference Experience Philadelphia. This is the annual gathering of the experiential graphic design community. And it’s an experience you won’t forget.

**Reconnect, rethink and recharge**. Find the largest group of experiential graphic designers, fabricators, suppliers, educators, and students together for a jam-packed, inspiring three days of award-winning projects, design excellence, local exploration, social events, collaborative work sessions, exciting keynotes, and innovative exhibits at NEXPO.

**Add your voice**. Showcase your work. Support design excellence.

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**GET INVOLVED**

- Showcase your work
- Present a signature event
- Sponsor a targeted event
- Share your expertise
- Support our programming
- Brand the event/gear

The time is now. Make your mark!
Schedule* of events

NOV 4 | WEDNESDAY
SEGD Academic Summit | 9:30 am - 4:30 pm
Archetype Welcome Party | 6:30 - 9:30 pm

NOV 5 | THURSDAY
Welcome + Keynote | 9 - 10:30 am
Panel Sessions | 10:45 am - 12 pm
Design Improv + Lunch | 12 - 4:30 pm
Young Designers Summit + Lunch | 12 - 1:30 pm
Experiential Tours | 12 - 4:30 pm (various time blocks)
Panel Sessions | 2 - 4 pm
Experiential Tours | 2 - 4 pm
Keynote Speaker | 4 - 5 pm
Chapter Chair Dinner | 5 - 7 pm
Fellows Dinner | 5 - 7 pm
President’s Reception & Auction | NEXPO | 7 - 10 pm

NOV 6 | FRIDAY
NEXPO Open | 8 am - 5:30 pm
NEXPO Breakfast | 8 - 9 am
Keynote Session | 9 - 10 am
NEXPO Networking Break | 10 - 11 am
Panel Sessions | 11 am - 12 pm
NEXPO Lunch | 12 - 1:30 pm
NEXPO Talks | 1:30 - 2:30 pm
NEXPO Networking Break | 2:30 - 3 pm
NEXPO Talks | 3 - 4:30 pm
NEXPO Reception | 4:30 - 5:30 pm
Global Design Awards | 5:30 - 7 pm
Global Design Awards Reception | 7 - 8 pm

NOV 6 | SATURDAY
Welcome Session | 9 - 9:30 am
Achievement Awards | 9:15 - 10:30 am
Award Winner Presentations | 10:45 am - 12 pm
Lunch Break | 12:00 - 1:30 pm
Workshops | 1:30 - 3:30 pm
Closing Keynote | 3:45 - 4:45 pm
Philadelphia Chapter Bash | 5 - 7 pm

*schedule subject to change
SHOW US WHAT YOU’RE MADE OF
Exhibit at NEXPO

This is the number one way to showcase your products, materials, technology, and services at SEGD. The NEXPO innovation space presents just 36 exhibitors with the opportunity to showcase their work to decision-makers, specifiers, and project influencers.

Enjoy 12+ hours of exhibit time and 10 hours of dedicated time with attendees during the conference events and activities, located on the show floor.

Expect NEXPO to be buzzing on Thursday evening’s President’s Reception & Auction, Friday’s breakfast, lunch, NEXPO Talks sessions, and the pre-awards NEXPO Reception.

Space is limited. Reserve today!
Pricing & Benefits

Rates are based on visibility and proximity to events hosted on the show floor, including receptions and F&B stations. All booths include a table and two chairs, pipe, drape, and carpet.

Premier 8 x 10 | $4,000

- (1) One Full Conference pass
- (1) One NEXPO rep
- Premier placement, highest-level visibility

Deluxe 8 x 10 | $3,750

- (1) One Full Conference pass
- (1) One NEXPO rep
- Deluxe corner booth placement

Standard 8 x 10 | $3,000

- (2) Two NEXPO reps
- Standard in-line booth placement

EXPAND YOUR REACH

Sponsor a networking break, breakfast, lunch, a reception at NEXPO, or any of the programming at the conference. Exhibitors receive a discount to sponsor.

Speak at NEXPO Talks—an innovative forum for exhibitors and sponsors to share their insights, discuss new materials, project specifications, and processes.

List your firm in the SEGD.org directory. Exhibitors receive a discounted Firm Listing rate of $250 for the annual listing.

Advertise to gain more exposure through our website, newsletter, SEGD annual, or place a marketing flyer in the SEGD Conference welcome kit.
Reserve your space*

2021 EXHIBITORS

308 | APCO Sign Systems
303 | Component Signage
410 | Creative Dimensions Inc.
208 | Direct Embed
401 | DeNyse Signs
304 | Flex America
106 | Gemini
102 | Identity Group
305 | Inciseon
408 | iZone Imaging
510 | MAD Systems
302 | Matthews Architectural Products
307 | Matthews Paint
309 | ORAFOL Americas
407 | SignComp

*floorplan subject to change
THE BEST, OF THE BEST
Top-level sponsorships

Be our Presenting Sponsor or host a signature event at the SEGD Conference. These top-level sponsorship opportunities have a tremendous level of visibility and exposure before, during and after the conference.

This is the ultimate opportunity to make your leadership known throughout the Conference. Plus, at this level, you’ll receive exclusive sponsorship recognition, networking invitations, welcome remarks, and top branding benefits.

Sponsorships included in this section:

- SEGD Conference Presenting Sponsor
- Global Design Awards Presenting Sponsor
- Fellow & Achievement Awards Reception Sponsor
- Auction for Excellence & President’s Reception Sponsor
Presenting Sponsorship

$20,000 | 1 of 2 available

Top-level branding and thought leadership. This is the most prominent position at the SEGD Conference and an exclusive opportunity to make a lasting impact on the field of experiential graphic design.

Not only will you receive tremendous brand exposure at the Conference, but you’ll also have an opportunity to kick-off the conference by making morning welcome remarks, showcasing your brand reel, receive a Deluxe 10x10 booth or NEXPO Talk session, and receive an exclusive invite to the Fellow’s Dinner!

Support ongoing education through SEGD Talks videos. All talks are recorded and hosted online with your logo included in the intro credits. That’s years of inspiration for our members—and thousands of ongoing impressions for your brand!

Presenting Sponsor Benefits

- Presenting sponsor brand identity on all signage, materials, website, and slide decks
- Make 2-min welcome remarks on either Thursday or Friday morning, and share a 1-min brand reel
- 10x10 Deluxe Booth / Tour / or NEXPO Talk
- Logo inclusion on all SEGD Talks post-event films
- Marketing material in virtual welcome kit
- 3-mo banner ad rotation on event page + 25% ad discount
- Top-level advance marketing and social media recognition
- Pre and post-show lists
- Sponsor discounted passes
- 3 Comp Passes
- 2 Client Invitations
- 1 Invitation to Fellow’s Dinner
Leading Sponsorships

Fellow & Achievement Awards Sponsor

$15,000 | SOLD

Be the exclusive sponsor at the Presentation of the 2021 SEGD Fellow and the 2021 Achievement Awards. This is a yearlong sponsorship with exposure at both the presentation of awards, as well as the ongoing coverage online at SEGD.org. This position is synonymous with the highest-level of achievement at SEGD.

Exclusive Benefits:

- Exclusive sponsor recognition in formal remarks with an opportunity to welcome participants, kick-off the awards programming with your brand reel
- Reserved prime seating for your firm and guests
- Signage and a branded backdrop used for award recipient photos with the SEGD President and CEO
- Sponsor recognition in post-show awards coverage
Leading Sponsorships

Global Design Awards Presenting Sponsor

$15,000 | 1 of 2 available

This is our largest, most highly attended, referenced, and celebrated event of the year. As the presenting sponsor, your firm receives branding recognition for everything related to the Global Design Awards presentation, the online winners gallery, SEGD21 Awards Annual publication, press, promotions, and so much more. This is the most globally visible sponsorship at SEGD—earning in excess of 100k+ brand impressions throughout the year.

In addition to the leading-level benefits, you receive:

- Your branding throughout the GDA Presentation & Reception, hosted on the rooftop of the Loews Philadelphia including: logo tent cards, F&B station signage, signage at the entrance of the hall and on the step-and-repeat backdrop

LEADING-LEVEL BENEFITS

Top-level branding and signage at your signature event

Make 2-min welcome remarks to kick-off the programming

Full-page ad and sponsorship of an Awards Section in SEGD Awards Annual (your choice)

Logo inclusion on the Awards Program film and website

Marketing material in attendee welcome bags

Annual banner ad rotation on awards program site

Top-level advance marketing and social media recognition

Pre and post-show lists

Sponsor discounted passes

2 Comp Passes

1 Client Invitation
President’s Reception Sponsor

$10,000 | 2 of 3 available

The President’s Reception is the most-anticipated social event of the year. SEGD President Anna Crider, Principal at Entro, will lead the official conference kick-off celebration. And, this year, the President’s Reception will merge with another most-popular event—the SEGD Raffle. All this will happen inside the NEXPO Hall as the official kick-off to the SEGD Conference.

Be our sponsor and receive all leading-level benefits, plus:

- Make remarks on stage to help kick-off the Raffle and Reception
- Branded signage throughout the NEXPO hall and at reception food and beverage stations
- Top-level branding throughout the SEGD Conference program and special advance promotion for your sponsored event

LEADING-LEVEL BENEFITS

- Top-level branding and Logo inclusion on website, and conference email announcements
- Remarks to kick-off your sponsored event
- Event signage, table tent-folds, F&B signage, and sponsor pylons with your branding
- Advance promotion for your sponsored event including social media, email, and newsletters
- Pre and post-show mailing lists
- Marketing material in attendee welcome bags
- Discounted advertising
- Complimentary Firm Listing
- Sponsor discounted passes
  2 Comp Passes
  1 Client Invitation
ALWAYS UP FOR A GOOD TIME
Event Sponsorships

Host a targeted meet-up or networking event at the SEGD Conference. These events are synonymous with a good time, good food (maybe a little music), and good friends—align your brand with a memorable experience. These high-level sponsorships include event brand recognition, advance promotion, signage, and networking benefits.

Sponsorships in this section include:

- PHL Chapter Bash
- Chapter Chairs’ Dinner
- Young Designers’ Lounge & Lunch
- Design Improv Lunch
- NEXPO Breakfast
- NEXPO Lunch
- Coffee Stations / Networking Breaks
PHL Chapter Bash | Sat., Nov. 6

$8,000 | 3 available

The Chapter’s know how to plan a good party—and every SEGD Conference closes down with a Bash. This is the last chance attendees have to wind-down, relax and enjoy a good time—without waking up for 8 am sessions! Be our host. Receive event sponsor benefits as well as a video-loop and speaking remarks to kick-off the party.

Chapter Chairs’ Dinner | Thurs., Nov. 4

$4,000 | 1 of 4 available

Get a seat at the table with the SEGD Chapter Chairs. This exclusive networking evening provides an intimate and friendly setting to form relationships with some of the most influential designers and fabricators throughout SEGD. Event sponsor benefits, plus 1 dinner invitation.

EVENT-LEVEL BENEFITS

Logo inclusion on website, and conference email announcements

Sponsor recognition during conference opening remarks

Signage and branding benefits at your sponsored event

Pre and post-show mailing lists

Marketing material in welcome bags

Discounted advertising

Complimentary Firm Listing

Sponsor discounted passes

1 Comp Pass
Young Designers’ Lunch & Lounge

$4,000 | 2 of 4 available
Cultivate a lasting relationship with the leaders of tomorrow. Sponsor the Young Designers Lunch & Lounge. The YD Lunch kicks off a multi-day series where young designers have a space to network and develop new friendships and mentor/mentee connections. Receive all event sponsor benefits, plus 1 lunch invitation and a personal introduction.

Design Improv Lunch | Thurs., Nov. 4

$4,000 | 2 available
Back and bigger than ever! Sponsor lunch and a lively discussion, designed to push creative limits, inspire the creative process and get attendees out of their comfort zones. Projects to be displayed at the NEXPO President’s Reception. Receive event sponsor benefits and a personal introduction.

EVENT-LEVEL BENEFITS
- Logo inclusion on website, and conference email announcements
- Sponsor recognition during conference opening remarks
- Signage and branding benefits at your sponsored event
- Pre and post-show mailing lists
- Marketing material in welcome bags
- Discounted advertising
- Complimentary Firm Listing
- Sponsor discounted passes
  1 Comp Pass
NEXPO Lunch Sponsor | Fri, Nov. 5 | 12-2 pm

$7,500 | SOLD

All SEGD Conference attendees converge at the NEXPO hall for a hearty lunch and to kick off the afternoon NEXPO Talk sessions. Make sure they’re well-fed and they’ll thank you for it! Receive event sponsor benefits, plus recognition over the loudspeaker, tent cards and signage, and a F&B cart near your booth (space provided).

NEXPO Breakfast Sponsor | Fri., Nov 5 | 8-9 am

$5,000 | 1 available

Let’s get the morning started off right—with a hearty breakfast and some good, strong coffee! Sponsor breakfast and receive all event sponsor benefits, as well as recognition over the loudspeaker, tent cards and signage, and a F&B cart near your booth (space provided).

EVENT-LEVEL BENEFITS

- Logo inclusion on website, and conference email announcements
- Sponsor recognition during conference opening remarks
- Signage and branding benefits at your sponsored event
- Pre and post-show mailing lists
- Marketing material in welcome bags
- Discounted advertising
- Complimentary Firm Listing
- Sponsor discounted passes
  1 Comp Pass
Coffee Station & Networking Break Sponsor

$3,500 | 1 remains (Saturday)

Provide coffee for attendees on any day of the SEGD Conference: Thursday, Friday or Saturday. Attendees will appreciate a spot to enjoy fresh brewed coffee, tea and sodas during the morning break.

Receive all event-level benefits, plus: a coffee station outside the main ballroom will be set up for conference attendees to enjoy during the morning break; announcement of your sponsorship from the podium at the start of the break, and a branded pylon at the station.

Choose your day: Thursday, Friday, Saturday

EVENT-LEVEL BENEFITS

Logo inclusion on website, and conference email announcements
Sponsor recognition during conference opening remarks
Signage and branding benefits at your sponsored event
Pre and post-show mailing lists
Marketing material in welcome bags
Discounted advertising
Complimentary Firm Listing
Sponsor discounted passes 1 Comp Pass
DROP SOME KNOWLEDGE
Thought Leadership

The SEGD Conference presents a valuable opportunity for suppliers, fabricators, integrators, and specialists to share thought leadership with designers and participants. Here’s your opportunity to dig into the nuts and bolts, explore materials and processes, and get people thinking about new solutions and innovative technologies. Host a talk or lead a project tour. See opportunities below.

Sponsorships in this section include:

- NEXPO Talks
- Project Tours
NEXPO Talks
$5,000 | 1 of 5 available

Back by popular demand, NEXPO Talks will take place at the back of the show floor on Friday. A series of four 30-minute talks will focus on a specific material, specification process, fabrication best practices or technology application. Receive a 30-minute time slot to present your topic, which includes 15 minutes to present and 15 minutes for moderated Q&A. Speakers and NEXPO Talks are promoted in the agenda and materials leading up to the Conference. Receive a discounted exhibit space with your sponsorship.

Project Innovation Tour
$3,000 | 3 available

Take us inside your latest project, innovation center, or showroom. Attendees love the opportunity to see new innovations, materials and technology up-close. If you have a local showroom or solution center, develop a tour to share your work with participants.

EVENT-LEVEL BENEFITS

- Logo inclusion on website, and conference email announcements
- Sponsor recognition during conference opening remarks
- Signage and branding benefits at your sponsored event
- Pre and post-show mailing lists
- Marketing material in welcome bags
- Discounted advertising
- Complimentary Firm Listing
- Sponsor discounted passes
  1 Comp Pass
BE A CHEERLEADER
These sponsorship opportunities allow your company to support a specific and memorable workshop, session or tour. Align yourself with design excellence—contribute to education and inspiration with these event-level sponsorships.

**Programming Sponsorships**

These sponsorship opportunities allow your company to support a specific and memorable workshop, session or tour. Align yourself with design excellence—contribute to education and inspiration with these event-level sponsorships.

**Sponsorships in this section include:**

- Keynote Session Sponsor
- Award Winner Presentation Sponsor
- Project Tours
Keynote Session Sponsor

$7,000 | 3 available

The Keynote Session (Speaker TBD) provides an opportunity to show your support for luminaries in the field of experiential graphic design. Speakers to be announced soon. This sponsorship includes high-level brand recognition and advance promotion in article features and social media content, in addition to all event-level sponsor benefits.

Award Winner Presentation

$5,000 | 2 available

New this year, Saturday afternoon will be dedicated to presentations by 2021 Global Design Award-winning designers, who will take participants in-depth into their winning project. As a featured partner, fabricator or solution-provider on the project, this is a key opportunity to show support and capture brand impressions for this award-winning work. Receive all event-level benefits.

EVENT-LEVEL BENEFITS
- Logo inclusion on website, and conference email announcements
- Sponsor recognition during conference opening remarks
- Branding benefits at your sponsored event
- Pre and post-show mailing lists
- Marketing material in welcome bags
- Discounted advertising
- Complimentary Firm Listing
- Sponsor discounted passes
1 Comp Pass
Project Tours

$3,500 | multiple available

Walking and Project Tours are a signature part of the SEGD Conference experience. This year, attendees get to experience Philadelphia and all the historic, art, culture, innovation and design that makes it such a special destination. Tours to be announced soon. In addition to all event sponsor benefits, spend an intimate afternoon with up to 25 participants. End the tour by hosting participants for an optional Post-tour Social Hour. We’ll promote your planned event to participants.

EVENT-LEVEL BENEFITS

- Logo inclusion on website, and conference email announcements
- Sponsor recognition during conference opening remarks
- Branding benefits at your sponsored event
- Pre and post-show mailing lists
- Marketing material in welcome bags
- Discounted advertising
- Complimentary Firm Listing
- Sponsor discounted passes
- 1 Comp Pass
MAKE YOUR MARK
Brand Sponsorships

Make an indelible mark at the SEGD Conference and get your brand in attendee’s hands. Either brand something in the space or outfit attendees with a custom gift or branded gear. There are numerous opportunities for exposure, both paid and in-kind.

Sponsorships in this section include:

- Tote Bag Sponsor
- Key Card Sponsor
- Badge & Lanyard Sponsor
- Wifi Sponsor
- Charging Station Sponsor
- SEGD Conference Signage Sponsor (in-kind)
- Room Amenity Drop Sponsor

Have your own idea? Share it with us!
**Tote Bag Sponsorship**

$7,500 | exclusive

Attendees will love this custom designed and eco-friendly tote bag (600 units) to use at the conference and long into the future. Includes your four-color logo imprint and all event/branding-level sponsorship benefits.

**Hotel Key Card Sponsor**

$6,500 | SOLD

Receive all event/branding-level benefits in addition to your custom design printed on hotel key cards for all attendees reserved through the room block at the Loews.

**Badge & Lanyard Sponsor**

$6,500 | SOLD

One of the most highly-visible sponsorships. Receive your one-color logo imprint on the lanyards provided to all attendees and provide custom art for the back of badges.

**BRANDING BENEFITS**

- Logo inclusion on website, and conference email announcements
- Sponsor recognition during conference opening remarks
- Your highly-visible branding displayed at the event or attendee gear
- Pre and post-show mailing lists
- Marketing material in welcome bags
- Discounted advertising
- Complimentary Firm Listing
- Sponsor discounted passes
  - 1 Comp Pass
Wifi Sponsor

$6,500 | exclusive
Sponsor the wifi connection for all conference participants. This highly visible sponsorship enjoys daily recognition including your custom-designed wifi connection card provided to attendees at registration, plus slides with your custom login displayed throughout the event and welcome remarks each morning.

Charging Station Sponsor

$6,500 | SOLD
Keep attendees powered up with your branding visible on Charging Station display screens. Charging stations are utilized for three full days at the back of the main ballroom.

BRANDING BENEFITS
- Logo inclusion on website, and conference email announcements
- Sponsor recognition during conference opening remarks
- Your highly-visible branding displayed at the event or attendee gear
- Pre and post-show mailing lists
- Marketing material in welcome bags
- Discounted advertising
- Complimentary Firm Listing
- Sponsor discounted passes
  1 Comp Pass
SEGD Conference Signage Sponsor

In-kind | exclusive
Provide the official SEGD Conference signage and enjoy your logo included on all custom-designed signage displayed on every sign throughout the Conference. Provide up to 30 sign frames of varying sizes and 4-color fabric graphics. Receive all branding benefits plus a 10x10 complimentary booth at NEXPO.

Room Amenity Drop

$3,500 | 3 available
Surprise attendees each night of the conference with a special gift at their hotel room door. Sponsorship includes all branding benefits in addition to the hotel delivery service on the evening of your choice. You provide the gift—we’ll make sure attendees receive it.

BRANDING BENEFITS
Logo inclusion on website, and conference email announcements
Sponsor recognition during conference opening remarks
Your highly-visible branding displayed at the event or attendee gear
Pre and post-show mailing lists
Marketing material in welcome bags
Discounted advertising
Complimentary Firm Listing
Sponsor discounted passes
1 Comp Pass
GET YOUR $ WORTH
## BENEFITS, AT EACH LEVEL

| **Fellows Dinner:** an exclusive invitation to attend the Fellows’ Dinner |
| **SEGD Talks post-event video branding** [5x reach of event audience] |
| **Stage time** [welcome remarks + brand film] |
| **Brand Film:** In-session, captive audience |
| **SEGD.org advertising** [400,000 annual visitors / 2.2 million pageviews] |
| **Social + email promotion** [30k brand impressions] |
| **Logo visibility** |
| **Lead Generation** [participant list] |
| **Comp Passes** [valued at $1,000 each] |

### PRESENTING SPONSOR

- Exclusive benefit
- Welcome remarks from the main stage, during a morning welcome session
- 2-minute film during main conference welcome remarks
- Event page banner rotation + 50% discounted 3-mo sitewide banner
- Tagged in all conference social posts, email, and newsletters to attendees with logo
- Presenting sponsor event brand identity, SEGD Conference master slides, staging and wayfinding pylons, onsite program, sponsor slides, email messages, SEGD Talks videos, SEGD21 awards annual, segd.org program sponsors
- Pre and post-show
- 3 staff + 2 guests

### LEADING SPONSOR

- Welcome remarks at your sponsored event/gathering
- 1-minute video
- 25% discounted 3-mo sitewide banner
- Social media mention with sponsored event, article write-up for special event, email w/ name
- Logo tent cards (if applicable), sponsored event signage, sponsor pylon, sponsor slides, event website
- Pre and post-show
- 2 staff + 1 guest

### EVENT/BRAND SPONSOR

- 25% discounted 3-mo sitewide banner
- Email w/ name only
- Sponsor slides, sponsor pylon, tour signage (if applicable), event website
- Post-show mailing only
- 1 staff

### INVESTMENT

- **$20,000**
- **$10,000 - 15,000**
- **$3,000 - 8,000**
Let’s work together!

Get in touch to get started.

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