WE ARE THE VANGUARDS
A COMMUNITY OF DIVERSE THINKERS
AND PRACTITIONERS
Lance Wyman
Summer ‘68 Olympic Games, Mexico
Paula Scher
First Endeavor Middle School, Brooklyn
YOU BELONG HERE!
A legacy of excellence.

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.

SEGD members represent the pinnacle of design for the built environment. From Massimo Vignelli’s seminal New York Transit Authority’s Brand Standards to Lance Wyman’s iconic 1968 Mexico Olympics identity to Refik Anadol’s awe-inspiring media sculptures, our members’ projects are known world-over. This is a community of vanguards—with a legacy of excellence.

Be a part of this community.

GET INVOLVED

Join as a member
Partner with us
Attend/Speak at our events
Publish your work
Win an award
Sponsor our programming
Advertise in our publications
Donate to our cause

Add your voice to the conversation. The time is now—to make your mark.
Member demographics.

**BY DISCIPLINE**

- Experiential Graphic Design, Signage, Wayfinding, and Environmental Design firms
- Architects, Interiors and Landscape firms
- Multi-disciplinary Design, Marketing, and Consulting firms
- Brands, Clients, and others
- Digital Firms Technology Integrators
- Museums, Parks and Destinations
- Educators, Institutions, and Students
- Fabricators, Vendors and Materials Suppliers

**BY GENERATION**

- 46% Millennials Age 18–26
- 36% Gen X Age 37–52
- 16% Boomers Age 53–71
- 1% Under 18
- 1% 72 & older
- 1% Developing World
- 1% Retired
Global engagement.

Your brand—amplified. Stand with us and gain exposure to over 400,000+ people who visit our website, participate in our events, and read our content annually.

**AUDIENCE**

- 414,000 unique users
- 43% of users from over 200 countries
- 50,000 newsletter recipients

**WEBSITE ENGAGEMENT**

- 2.33 million page views
- 476,000 content downloads
- 122,000 click throughs

**PARTICIPATION AND AWARDS**

- 6,000 event participants
- 800 award-winning projects online
Get started with membership.

Members received unprecedented value both offline and on. Through SEGD.org, members receive access to a trove of thoughtful resources to educate, connect and inspire. But members find more than just education and resources, members find a tribe—people who really get you, and inspire and ignite you.

When you become a member, you’ll unlock the SEGD Toolbox—a members-only resource of reference documents, directories, podcasts and films, RFP/RFQ listings, salary surveys, and more. Not only do you unlock resources, you also unlock visibility, exposure and community.

➔ Members are listed in bios, firm listings and project features
➔ Members are invited to speak, sponsor, publish news and contribute content
➔ Members get discounts on award submissions, event registrations and training
➔ Members find community at local and national events, young designer summits, listservs, and more

"I'm ever impressed by this organization. I appreciate all the work you do to remain relevant and valuable to all of us members. Thank you SEGD!" – Margaret Vennemeyer Lange, BHDP

"SEGD stands for good practice, good taste and good design." - Jake Barton, Local Projects

MEMBER PRICING

Introductory Membership: $185
Design Professional: $375
Industry Professional: $765

For additional group rates and to sign up, segd.org/join
IF YOU CAN'T BE A PARTNER, BE A FRIEND
Partner with us!

**Industry Partners** receive exclusive access, prominent positioning, and customized multi-platform annual marketing package that saves you up to 25% and distinguishes your firm from the rest.

We work with you to create a customized package that provides valuable exposure and builds year long brand equity with SEGD conferences, virtual events and webinars, the website and publications.

Let’s build your custom Industry Partner package for 2021. Contact kristin@segd.org to get started.

"SEGD helps establish a common standard of practice and excellence. Together, fabricators and designers with knowledge in experiential graphic design deliver a superior project." – Mark Andreasson, DCL
## Industry Partner benefits, at each level.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom Webinar or Case Study</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Video Spotlight at Sponsored Events</td>
<td>X</td>
<td>X</td>
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<td></td>
</tr>
<tr>
<td>Complimentary Entry at Sponsored Events</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Free Entry: Non-Sponsored Events</td>
<td>ALL</td>
<td>ALL</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>All-Event Logo Recognition</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Newsletter &amp; Website Branding</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Lead Generation &amp; Participant Lists</td>
<td>ALL</td>
<td>ALL</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Package Discount</td>
<td>25%</td>
<td>20%</td>
<td>15%</td>
<td>10%</td>
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<tr>
<td><strong>INVESTMENT</strong></td>
<td><strong>$30,000+</strong></td>
<td><strong>$20,000+</strong></td>
<td><strong>$15,000+</strong></td>
<td><strong>$10,000+</strong></td>
</tr>
</tbody>
</table>
Be our Friend.

**Friends of SEGD** stand out as the longtime supporters and champions of the next generation of creatives. Their yearlong support provides critical programming support to our youngest members and students. Friends of SEGD earn yearlong visibility online, in the newsletter, and at the Academic Summit.

Some Friends are looking for recruiting visibility. Others are looking for visibility among the numerous clients who visit SEGD.org for design inspiration and referrals. And then, there are the Friends who simply want to give back to an organization that has given so much to them.

**What kind of Friend are you?** Get in touch for details on annual rates and benefits.
LET'S GET TOGETHER
[EVEN IF WE'RE APART]
Events

While the pandemic kept us apart, virtual events brought us together. Together in celebration of the best of the best in experiential graphic design and practice, together to share best practices and methods, and together in solidarity to build a better world through design.

Next year will provide more opportunities for connection and inspiration—both virtual and in-person.

Plus, numerous Chapter Events held throughout the world. Keep an eye out for events here.

Where will we find you in 2021?

CONTRIBUTE TO THESE EVENTS

Become a speaker. Join the ranks of speakers whose thought leadership and insights have fueled new dialogues, challenged our perspectives and inspired our practices. Beyond the live event, your talk will live on indefinitely at SEGD.org where it continues to inspire and inform the community. Your talk also connects to your Member Bio—reinforcing your status as a valued thought leader.

Become a sponsor. Go public with your support. These events cannot happen without the generous support of our sponsors, partners, and friends. Opportunities abound. Learn more.
2021 Calendar

JANUARY
SEGD Voices Webinar: Women in Design | 1/15
Xlab | Virtual | 1/27-29

FEBRUARY
SEGD Voices Webinar | 2/11

MARCH
Business Series Summit | Virtual | 3/11

APRIL
SEGD Voices Webinar | 4/08
Earth Day Film Focus | Sustainability in Design | 4/22

MAY
Present Yourself | Virtual

JUNE
Wayfinding + Placemaking | Virtual | 6/23-24
Academic Summit | 6/9

JULY
SEGD Voices Webinar | 7/15

AUGUST
Exhibition + Experience | In-Person + Virtual | 8/4-5
SEGD Voices Webinar | 8/12

SEPTEMBER
Branded Environments | 9/29-30

OCTOBER
SEGD Voices Webinar | 10/15

NOVEMBER
SEGD Conference | In-Person | 11/4-6
Present Yourself | In-Person | 11/5

DECEMBER
SEGD Voices Webinar | 12/9
SHOW US WHAT YOU’RE MADE OF
Recognition

Good work needs to be recognized. Excellent work needs to be celebrated. That’s why SEGD provides numerous opportunities to get your work both seen and celebrated. Plus, SEGD.org ranks highly in Google search results, ensuring your work rises to the top of the stack, every time. Don’t miss this vital opportunity to showcase your work and amplify its exposure!

Member News

The launch of a new project, a big promotion, a new product—share your news with us by emailing it to segd@segd.org. Our typical turn-around is 1-week to post. Once it posts, it will rotate from the homepage of segd.org and live indefinitely in your Member Bio, Firm Listing, and the Xplore Index. One member news post is promoted via the weekly e-newsletter to 49k recipients, and all are shared on Twitter.
Blog Posts & Feature Stories

Articles that dive deeper into a project, partnership and/or case study receive top-billing on SEGD.org, shared online, and promoted through the newsletter and social media. Typical feature stories are seen 10x more often than a member news post. Features are written and curated by SEGD staff.

Blog Posts are thought-pieces that you curate and write. We look for blogs that are a series, are provocative and thought-provoking, reveal new perspectives, or show examples of design thinking in action.

SHARE YOUR STORY IDEAS
Email your blog or feature story ideas to segd@segd.org
Global Design Awards

This is the #1 way to earn major kudos, visibility and a permanent “award-winning” label beside your name. But you have to enter to win! Approximately 400 entries are submitted for awards each year and typically less than 10% are awarded.

When you win, your project gets promoted online, in the press, across social media, in feature stories; it’s published in the SEGD Awards Annual; and it becomes benchmarked against and referenced by members, prospective clients, and students across the globe. Plus, your firm becomes more competitive in recruiting top talent!

This is your #1 sales and recruiting tool. Make it count!

HOW TO ENTER
Enter online at SEGD.org

Early Deadline: January 31, 2021
Late Deadline: February 14, 2021

AWARD CATEGORIES
Digital Experience Content
Exhibitions• Interactive Experiences
Placemaking and Identity
Public Installations
Strategy/Research/Planning
Wayfinding

ENTRY FEES
Member: $250/entry
Non-Member: $600/entry
STAND OUT FROM THE CROWD
FAR OUT

SUTS, HABS, AND LABS FOR OUTER SPACE
Sponsorship

Contribute to the conversation. Get a seat at the table. Earn acknowledgement for your support, and exposure for your brand. The value of sponsorship is unparalleled. For you, as the sponsor, the opportunity to share your expertise, position your brand, and connect with designers and partners affords a level of exposure you would not have otherwise. For the designers, seeking inspiration and education, it makes these events more accessible, engaging, and fun. It’s a win-win, on all fronts.

To get involved, choose an exclusive package, a single event, an a la carte branding opportunity, a bespoke activation, or make your own.

LET’S WORK TOGETHER
To build a sponsorship opportunity that matches your brand, goals and budget.

Get in touch to get started.

Jennette Foreman
jennette@segd.org
202-638-5555

Kristin Bennani
kristin@segd.org
202-713-0413
Top-Level / Exclusive

Exclusive Global Design Awards Sponsor

This is our largest, most highly attended, referenced, and celebrated event of the year. As the exclusive sponsor, your firm receives branding recognition for everything related to the Global Design Awards presentation, online winners list, SEGD21 publication, promotions, and so much more. This is the most globally visible sponsorship at SEGD—earning in excess of 100k+ brand impressions over 12-months.

Exclusive Fellow & Achievement Awards Sponsor

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; and therefore, the sponsorship is by invitation-only.
Programming

SEGD Voices Webinar Sponsor
$15,000 annual / $3,000 event

More than ever before, SEGD Voices webinars have become the lifeblood of SEGD. With near-monthly events planned for 2021, you’ll get consistent, ongoing recognition for your support. At every webinar. All. Year. Long! SEGD Voices average 120 participants each. Not interested in an annual sponsorship, consider a single event sponsorship instead.

“Open Up: Conversations with Cybelle” Annual Presenting Sponsor
$10,000

Honest connections. Candid conversations. A new monthly series, hosted on the 2nd Tuesday, invites new and existing members to come together to talk, open up, and make new connections. As the Presenting Sponsor, your branding will be displayed at each event, streamed to Facebook Live as well as hosted on Zoom, and included in advance promotion.
New! #SEGD20 Visionaries

SEGD List Sponsor
$5,000 each

Kick off the inaugural year of #SEGD20 Visionaries. Each list will recognize the most influential visionary practitioners in each discipline. Your sponsorship will be visible during both the nomination process and the announcements. Your partnership will earn a spot on the judging panel, as well as remarks to kick-off the presentation. This is a first for SEGD, and we’re thrilled to ensure these lists accurately reflect the phenomenal pool of talent represented at SEGD.

One sponsorship available for each list:

- Wayfinding + Placemaking | June 2021
- Exhibition + Experience Design | August 2021
- Branded Environments | September 2021
- Emerging Leaders | Dec 2021
Chapter Sponsorships

Global Chapter Sponsorship
Gain visibility on a global scale as the Global Chapter Sponsor. You’ll receive branding benefits across every local and regional chapter, at every event, throughout the entire year! Plus, your logo will be listed in the masthead of every Chapter webpage. That’s hundreds of thousands of impressions, as well as your own custom event in each region. Inquire for pricing.

Regional Chapter Sponsorship
Chapters host a series of events each year, provide local curated content and a wealth of resources for their community’s. As the regional sponsor, you directly support their ability to provide innovative and engaging programming, across every chapter in that region!

Choose a region to sponsor and either a quarterly or annual sponsorship. Inquire for pricing and availability.
Sponsorships for Design Firms

Present Yourself Virtual Sponsorship
$2,000 | 5 available

Your design practice is only as good as the talent you attract. These events allow you to stand out from the pack, make early connections, and help shepherd this next generation of creatives. This semi-annual event happens in May and November. For a single event sponsorship, please inquire.

Virtual Tour Sponsorship
$3,000

Take us inside your latest project. A virtual tour led by the project team, clients, and key visitors is the perfect way to get visibility into your work, in your own words. SEGD will partner on producing the tour as well as promoting it to our audiences. Production support is optional and billed separately.
Brand Sponsorships

3-Event Swag Bags
$12,000

Attendees [both virtual and in-person] love a great swag bag to experience something tangible from the event. As the Swag Bag sponsor, your 4-color logo will be included on a custom-designed, eco-friendly tote bag stuffed with sponsor swag provided in-person or shipped to each US-based participant at W+P, E&E, and BE.

Bespoke Brand Activation

Custom

Activate your brand through a custom curated event or member experience. With a little ingenuity and creativity, the sky’s the limit on what we can create together. You supply the idea and capital, we’ll provide a powerful multi-platform marketing campaign. Let’s talk.
Event Sponsorships

Presenting Sponsor
As the Presenting Sponsor, you’re recognized at the highest-level before, during and after the event. You’re invited to support the programming, make welcome remarks, show a film about your work, along with numerous marketing benefits. This is the most prominent sponsorship at each event.

Leading Sponsor
Leading event sponsorships position your brand with a specific and memorable workshop, networking event, educational track, or session. This high-level sponsorship includes event brand recognition, advance promotion, networking and more.

Supporting Sponsor
Supporting sponsorship provides your firm with visibility and exposure, along with complimentary passes and marketing benefits. Don’t just attend—earn recognition for your support and marketing benefits that build brand equity.

Inquire for sponsorship opportunities at each of these events, below:

- Xlab Conference
- Business Series Summit
- SEGD Conference | Philadelphia
- Wayfinding + Placemaking
- Exhibition + Experience
- Branded Environments

Interested in creating your own bespoke activation or a custom package? Get in touch with us.
DON’T JUST MAKE AN IMPRESSION—MAKE A THOUSAND
Digital Advertising

SEGD.org Sitewide Advertising

Capture a share of up to 2.5 million impressions each year! SEGD’s popular sitewide ad placement provides tremendous value to advertisers who wish to reach a large, international audience on SEGD.org.

SEGD.org sitewide banner advertising rotates equitably among the following sections of the site: SEGD Home Page, Feature Articles, Member Bios, Firm Listings, Member News, Events, and Chapters.

SEGD Weekly E-Newsletter

SEGD’s e-newsletter goes to 50,000+ people each week! Recipients look to each weekly newsletter to find the most up-to-date information on trends, educational events, chapters, SEGD news, and industry information.

SITEWIDE AD RATES
[member | non-member]
3 Months: $2,000 | $3,500
6 Months: $3,500 | $6,000
12 Months: $6,500 | $9,500

NEWSLETTER AD RATES
Top banner: $800/mo
Middles banner: $650/mo

Member-only pricing. Discounts for 3, 6, 12-mo placements

Inquire for specs, deadlines and submission criteria.
Get listed.

SEGD.org Firm Listing

Amplify your marketing reach with a Firm Listing on SEGD.org. It’s highly ranked for experiential graphic design content, so your listing will receive top billing on SEGD.org as well as through Google!

Join an exclusive list of experiential graphic design agencies, fabricators and vendors who are working together to design and build the latest experiential spaces. Here, you’ll find a robust search and filter tool to connect clients with design firms and designers with vendors and fabricators.

Remember, you only come up in search results if you have a Firm Listing. Make sure you do!

SUBMIT A FIRM LISTING
Online form, or email segd@segd.org

LISTING RATES
Members: $500/yr
Non-Members: $1,000/yr

See who’s listed, here.
SEGD21 Awards Annual

Print Advertising

Celebrate design excellence. Advertise in the Supporter Showcase of the SEGD21 Awards Annual, celebrating the Global Design, Achievement and Fellow award recipients. Considered the yearbook of the experiential graphic design community, this coffee table-worthy publication celebrates the most influential people and projects of 2021.

This is the number one most coveted, collected and shared content at SEGD. Don’t miss this opportunity to align your company with design excellence!

Circulation: 2,200 print | 7,250 pass-through readership

Publication Date: December 2020

Ad Rates & Specs

Magazine Archive
SHOW SOME LOVE 💖
Donations

**Show some love.** Give to the future of experiential graphic design. Your generous donations support innovative programming, student scholarships, and young designer outreach. There are numerous ways to show your support.

You can give your time, your talents or your one-of-a-kind items. You can also make a tax-deductible donation to SEGD.

**SEGD Angels** are member firms and individuals who donate their time, money and/or talent to support the future of XGD. Angels are recognized annually in the SEGD Awards Annual, and the new online donor wall.

A one-time donation is so appreciated—a recurring donation is sustaining.

**We ♥ you!**

**HOW TO GIVE**

Process a one-time or recurring donation online, powered by Silent Auction Pro.

Or, contact us directly to give back.

**Jennette Foreman**
jennette@segd.org
202-638-5555
Let's work together!

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Kristin Bennani
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202-713-0413