EXPERIMENTATION AT THE INTERSECTION OF DIGITAL AND PHYSICAL
THE FUTURE OF EXPERIENCE DESIGN
JOIN THE CONVERSATION
Join us at Xlab

In times of accelerated change, we have the opportunity to harness experimentation to forge a path forward. On January 26th - 28th, SEGD is hosting our first virtual Xlab event, exploring our multidisciplinary vision: How do we utilize experimentation to create bespoke experiences in both the physical and virtual realm?

We will share insights and inspiration from thought leaders, showcasing how our design community is innovating the experiences of the future.

Xlab shifts your perspective, sparks inspiration, and inspires innovation—only this time, it’s all virtual.

Be a part of the conversation. Be our sponsor.

WHY SPONSOR?

Reach a large audience of experiential graphic designers, architectus, integrators, technologists, and media pros.

Enjoy unparalleled brand exposure with advance promotion to SEGD’s global community and 300+ virtual attendees.

Earn recognition as a sponsor with a personal introduction during opening remarks.

Expand your network with attendee mailing lists.

Demonstrate your leadership by showcasing your work.

Contribute to the advancement of our field through supporting our educational programming.
What to expect...

Xlab programming spreads across three partial days to engage as many participants as possible from multiple time zones. Speakers to be announced soon.

Day 1: Experiential Case Studies. Live workshops, active participation with real-time outcomes.

Day 2: Keynotes. Push beyond your comfort zone into a world of endless possibilities. See through the eyes of industry outliers who have used experimentation across multiple design thinking platforms.


PROGRAMMING COMMITTEE:

Abigail Honor
Founder, Lorem Ipsum Corp

Anna Crider
Principal, Entro
President, SEGD Board of Directors

Bryan Meszaros
CEO & Founder, OpenEye Global

Cybelle Jones
CEO, SEGD

Emily Wengert
Group VP, User Experience, HUGE

Inessah Selditz
Experiential Creative Director & Brand Experience Consultant
EVOKING EMOTIONS
Communicating without words
THE BEST, OF THE BEST
Presenting Sponsorship

$15,000  |  Limit 2 (1 available)

Top-level branding and thought leadership. This is the most prominent position at the 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 event, but you’ll also have an opportunity to kick-off the programming by making welcome remarks, showcasing your brand reel, and contributing to the programming.

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 impressions for your brand!

**BENEFITS**

- Presenting sponsor logo inclusion in event identity
- Lead a virtual tour or participate in a panel discussion
- Make 2-min welcome remarks and share a 1-min brand reel
- Logo inclusion on all SEGD Talks post-event films
- Marketing material in virtual welcome kit
- Banner ad rotation on event page
- Advance marketing and social media recognition
- Pre and post-show lists
- 3 Comp Passes
- 4 Client Invitations
THE LEADERS OF THE PACK
These **leading-level sponsorships** position your brand with a specific and memorable event, keynote session, or branded gear. Contribute to education, inspiration, and new connections at Xlab.

Choose among multiple opportunities, below:

**Keynote Sponsor**

$5,000 | 1 per session

Align your brand with one of the session tracks. Speakers to be announced in early December. Contribute to education, inspiration and new connections. This high-level sponsorship includes event brand recognition and advance promotion in article features and social media content, aligned with the keynote speakers you choose to represent.

**EVENT SPONSOR BENEFITS**

- Logo inclusion on website, and conference email announcements
- Sponsor recognition during opening remarks
- Pre and post-show mailing lists
- Marketing material in virtual welcome kit
- Discounted advertising
- Complimentary Firm Listing
- 2 Comp Passes
- 1 Client Invitation
Virtual Break Sponsor

$4,000 | 3 available

Sponsor a coffee or snack for attendees through UberEats or DoorDash gift vouchers. We’ll take care of the coordination to deliver each participant with an e-voucher to enjoy a snack from their favorite spot—and you’ll earn all the credit with your name on the vouchers. It’s a special way to create more tangible ways for participants to feel connected.

Virtual Tour Sponsor

$3,000 | 1 per tour

Virtual project tours offer a one-of-a-kind opportunity to take participants inside a featured project. No longer constrained by location, projects can be from anywhere in the world, participants can visit from their sofa, and these recorded tours will be available to enjoy for years to come.

EVENT SPONSOR BENEFITS

Logo inclusion on website, and conference email announcements

Sponsor recognition during opening remarks

Pre and post-show mailing lists

Marketing material in virtual welcome kit

Discounted advertising

Complimentary Firm Listing

2 Comp Passes
1 Client Invitation
Tote Bag Sponsor

$6,000 | 1 available

Even virtual attendees relish a great bag to experience something tangible from the event. As the Tote Bag sponsor, your 4-color logo will be included on a custom-designed, eco-friendly tote bag stuffed with sponsor swag and shipped to each US-based participant.

Amenity Box Sponsor

$3,500 [gift not included] | 5 available

Choose a bespoke gift to include in a custom amenity box for each US-based participant. These boxes will bring a sense of joy and delight as participants open their boxes to find a unique set of surprises from favorite treats and drinks to art supplies or custom swag. You provide the gift (at your expense)—we’ll package the amenities together and ship them to all eligible participants.

EVENT SPONSOR BENEFITS

- Logo inclusion on website, and conference email announcements
- Sponsor recognition during opening remarks
- Pre and post-show mailing lists
- Marketing material in virtual welcome kit
- Discounted advertising
- Complimentary Firm Listing
- 2 Comp Passes
- 1 Client Invitation
SOMETHING FOR EVERYONE
Supporting Sponsorships

Supporting Sponsor

$2,000 | 3 available

Show your support for Xlab by becoming a Supporting Sponsor. Earn visibility and exposure, along with complimentary passes and marketing benefits. Don’t just attend the event—earn recognition for your support and marketing benefits that build brand equity.

First-Time Innovator Sponsor

$1,500 | 3 available

Innovators are the fuel for our mission, and the technology behind some of our most ambitious projects. Join as a first-time sponsor and receive all supporting-level sponsor benefits. To qualify, you must be a company new to SEGD, either as a first-time member or first-time sponsor to any national SEGD event.

Supporting Sponsor Benefits

- Logo inclusion on website
- Name on conference email announcements
- Logo recognition during sponsor introductions
- Post-show mailing list
- Discounted advertising
- Complimentary Firm Listing
- 1 Comp Pass
- 1 Client Invitation
GET YOUR $ WORTH
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<tr>
<th>BENEFITS, AT EACH LEVEL</th>
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<th>EVENT/BRAND SPONSOR</th>
<th>SUPPORTING SPONSOR</th>
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<tr>
<td>Virtual stage time [welcome remarks + brand film]</td>
<td>Exclusive benefit</td>
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<td>Thought leadership: option to participate in a panel discussion or lead virtual tour</td>
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<td>SEGD Talks post-event video branding [5x reach of event audience]</td>
<td>Exclusive benefit</td>
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<tr>
<td>SEGD.org advertising [400,000 annual visitors / 2.2 million pageviews]</td>
<td>Xlab page banner rotation + 25% discounted 3-mo sitewide banner</td>
<td>25% discounted 3-mo sitewide banner</td>
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<tr>
<td>Social + email promotion [10k followers, 15k recipients]</td>
<td>Social media mentions for all event posts, email w/ logo</td>
<td>Social media mention with sponsored event, email w/ logo</td>
<td>Email w/ name only</td>
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<tr>
<td>Logo visibility</td>
<td>Brand identity, event master slides, sponsor slide, email, SEGD Talks videos, SEGD21 Awards Annual, segd.org program sponsors</td>
<td>Sponsor slides, event website, email</td>
<td>Sponsor slide, event website</td>
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<td>Comp Passes</td>
<td>3 staff + 4 guests</td>
<td>2 staff + 1 guest</td>
<td>1 staff + 1 guest</td>
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<td>INVESTMENT</td>
<td><strong>$12,000</strong></td>
<td><strong>$3,000 - 6,000</strong></td>
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Let’s work together!

Get in touch to get started.

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