WE ARE THE VANGUARDS
MULTIDISCIPLINARY MISFITS
A COMMUNITY OF DIVERSE THINKERS AND PRACTITIONERS
Lance Wyman
Summer ‘68 Olympic Games, Mexico
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 2,200+ 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 and Lance Wyman’s iconic 1968 Mexico Olympics identity to Paula Scher’s defining identity for the High Line and Richard The’s awe-inspiring Found In Translation installation, 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**

- 67% Professional and Associate Members
- 46% Millennials, Age 18-36
- 36% Gen X, Age 37-52
- 16% Boomers, Age 53-71
- 15% Industry Members
- 1% Developing World
- 1% Retired
- 1% Under 18
- 1% 72 & older
Global engagement

Your brand—amplified. Stand with us and gain exposure to the 500,000+ people who visit our website, participate in our events, and engage with our content annually.

AUDIENCE REACH

478,000 unique website users
27,000 social media followers
49,000 newsletter recipients

DIGITAL ENGAGEMENT

2.55 million website pageviews
662,000 website click throughs
20,000 social media engagements

PARTICIPATION & AWARDS

2,065 virtual & in-person event attendees
840 award-winning projects
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 20% 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 2022. 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.

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<thead>
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<th>Benefit</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
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<td>Video Spotlight at Sponsored Events</td>
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<tr>
<td>Complimentary Entry at Sponsored Events</td>
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<td>3</td>
<td>2</td>
<td>1</td>
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<td>Free Entry: Non-Sponsored Events</td>
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<td>ALL</td>
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<td>All-Event Logo Recognition</td>
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<td>Newsletter &amp; Website Branding</td>
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<td>Package Discount</td>
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<td><strong>INVESTMENT</strong></td>
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<td><strong>$20,000+</strong></td>
<td><strong>$15,000+</strong></td>
<td><strong>$10,000+</strong></td>
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</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 now it also supports the advancement of SEGD through the new Racial Justice Commission and comprehensive website redesign. Friends of SEGD earn yearlong visibility online, in the newsletter, and SEGD events.

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 want to help us redefine the future of experiential graphic design.

ANNUAL PACKAGES
$2,000 - Friend of SEGD
$3,500 - Friend of SEGD + Young Designers’ Series Sponsorship
$5,000 - Friend of SEGD + Racial Justice Commission Founding Sponsorship
$10,000 - Friend of SEGD + new SEGD.org Founding Sponsor

Friends of SEGD Benefits at each level, view here.
BACK TOGETHER
[AND IT FEELS SO GOOD!]
Events

Whether virtual or in-person, SEGD events bring us 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 bring more opportunities to connect again in-person, as well as many opportunities to find inspiration no matter where in the world you are located.

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

Where will we find you in 2022?

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.
2022 Calendar

JANUARY
SEGD Voices Webinar | TBD
Job Fair | Virtual | January 20

MARCH
SEGD Voices Webinar | TBD
AIGA Advocacy Conference | DC | March 20-22
Digital Signage Expo | Las Vegas | March 21-23

MAY
SEGD Voices Webinar | TBD
Present Yourself | Virtual | TBD

JUNE
SEGD Conference | Portland | June 16-18
Academic Summit | Virtual | TBD

JULY
SEGD Voices Webinar | TBD
Job Fair | Virtual | TBD

AUGUST
Wayfinding & Placemaking | Hybrid | TBD

SEPTEMBER
SEGD Voices Webinar | TBD

OCTOBER
XLAB + BE | New York City | TBD

NOVEMBER
SEGD Voices Webinar | TBD

*calendar subject to change
SHOW US WHAT YOU’RE MADE OF
4.7% OF SENIOR-LEVEL OFFICIALS AND MANAGERS IN S&P 500* COMPANIES ARE WOMEN OF COLOR AS OF 2017

21.8% OF SENIOR-LEVEL OFFICIALS AND MANAGERS IN S&P 500* COMPANIES ARE WHITE WOMEN AS OF 2017

WOMEN OF COLOR IN THE WORKPLACE

The corporate landscape is changing. Many people from different racial, ethnic, and cultural groups are entering the workplace.

In 2021 the diversity of American women will be more than double that of color. Asian women of color are least likely to benefit from scholarships or loan programs.

While organizations value diversity, equity, and inclusion—seeking to hire everyone’s talent—women of color are often invisible to advancement and growth.

*Data from: “Women in the Workforce: A Gendered Snapshot” by the National Center for Learning Savings.
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.

RECOGNITION FOR A JOB, WELL DONE:
Explore online:
1] Member News
2] Blog Posts & Feature Stories
3] Global Design Awards

SHARE YOUR NEWS
Email your news to segd@segd.org
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

PAID EDITORIAL CONTENT
Limited paid feature story sponsorships are available at $2,500/placement. Inquire at kristin@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, 2022
Late Deadline: February 14, 2022

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

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

$30,000 exclusive / $15,000 co-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, SEGD22 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 2022 SEGD Fellow and the 2022 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
$5,000 event
SEGD Voices webinars provide rich content and thoughtful programming six times throughout the year. SEGD Voices average 120 participants each and serve as mini-workshops that dig deeply into each discipline. Sponsorships are exclusive and provide a range of benefits from brand visibility and advance promotion to welcome remarks and lead lists.

Monthly Roundtable Discussions
$1,500 event / $10,000 annual
Monthly new member Roundtable Discussions match new members with Chapter Chairs and a SEGD Fellow to discuss the value of membership, answer questions, and create lasting connections. As the sponsor, you receive brand visibility, advance promotion, welcome remarks and an opportunity to show your support for new and legacy members alike.
SEGD Vanguards

Vanguards Presenting Sponsor
$7,500 exclusive

The SEGD Vanguards recognize, amplify and celebrate the designers and practitioners who are making a real difference—*right now*. Each list recognizes the most influential visionary practitioners, whose work throughout the past year has impacted their discipline. Your partnership will earn a spot on the judging panel, as well as an opportunity to unveil the recipients during a live event, streamed across social media channels and posted online for 12-months of recognition.

One presenting sponsorship available for each list:

- Wayfinding + Placemaking | August 2021
- Exhibition + Experience Design | TBD
- Branded Environments | October 2021
- Emerging Leaders | TBD
Chapter Sponsorships

Global Chapter Sponsorship
$20,000 annual exclusive
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 up to 10 custom events throughout the year.

Regional Chapter Sponsorship
$3,000 single / $5,000 double
Chapters host a series of events each quarter, 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 throughout a quarterly duration. Choose the region and the 3-mo period.

CHAPTERS
Explore SEGD Chapters
Meet the Chapter Chairs

For a list of regions and available sponsorship opportunities, contact:

Kristin Bennani
kristin@segd.org

Jennette Foreman
jennette@segd.org
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 event happens in May.

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

Annual 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, Xlab + 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.

Review the 2022 Calendar
Inquire for sponsorship opportunities at each of these events, below:
- SEGD Conference | Portland
- Wayfinding + Placemaking
- Xlab Conference
- 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 sidewide ad placement provides tremendous value to advertisers who wish to reach a large, international audience on SEGD.org.

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. Advertisers receive an average 75-100 click-throughs each month!

SEGD Bi-Weekly E-Newsletter

SEGD’s e-newsletter goes to 50,000+ people bi-weekly! Newsletter recipients find the most up-to-date information on trends, events, chapters, SEGD news, and industry information.

SITEWIDE AD RATES

[member | non-member]

3 Months: $2,700 | $4,500
6 Months: $4,400 | $5,500
12 Months: $8,600 | $10,500

NEWSLETTER AD RATES

Banner Ad: $600/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.
SEGD’22 Awards Annual

Print Advertising

Celebrate design excellence. Advertise in the Supporter Showcase of the SEGD’22 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 2022.

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!

The Awards Annual publishes in June 2022 with a special bonus distribution to the SEGD Conference Portland. For event exhibitors and sponsors, this is a must!
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.

We ♡ you!

HOW TO GIVE

Donate $25
Donate $50
Donate $100
Donate $500

Or, contact us directly to give back.

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

Get in touch to get started.

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

Kristin Bennani
kristin@segd.org
202-713-0413