SEGД WAYFINDING WORKSHOP SAN FRANCISCO 04.23.15

Society for Experiential Graphic Design
A multidisciplinary community creating experiences that connect people to place
Join us!

SEGD Invites you to THE Signage + Wayfinding Event. The Wayfinding Workshop will focus on campus and urban wayfinding systems from posts and pylons to screens and apps.

Attendees will explore the latest design trends and process methodologies through project dialogues that span user-centered research and planning to technology based innovation that are connecting our cities and campuses.

Leaders in wayfinding innovation. Join over 80 designers, clients, and partners from the following areas: environmental graphic design; urban design; architecture; and facility management for hospitals, higher education campuses, and corporations.

Expert Panelists and Speakers:
+ Julie Vogel | Kate Keating Associates
+ Mark Sanders and Billy Chen | Studio SC
+ Wayne Hunt | Hunt Design
+ John Bosio | MERJE
+ Jason Smith | CityID
+ Tim Fendley | Applied Wayfinding
+ and many more...

Why get involved?

SEGD’s Wayfinding Workshop sponsorships offer your company a range of opportunities to network, showcase your solutions, and build brand awareness with this targeted group of wayfinding experts.

As a Wayfinding Workshop Sponsor, you will:
- Nurture relationships with a targeted audience of EGD/XGD attendees and speakers
- Enjoy an intimate forum for one-on-one networking
- Develop brand recognition in the areas of wayfinding, signage systems, and campus or institutional design projects
- Collect lead generation of everyone in attendance
- Submit an item to be included in attendee materials
- Earn promotional credit or recognition on segd.org and in the award-winning eg magazine

We’re here to help align you with the right opportunity to connect with the right people. Call us to customize a sponsorship to your needs, or choose an opportunity from this packet.

See the next page for sponsorship opportunities >
The right opportunity for you...

Choose the opportunity that matches your needs and budget best. You can participate at any level and receive a range of benefits to suite your needs perfectly:

**Presenting Sponsorship**
The Presenting Sponsorship is the most prominent position at the Workshop and an exclusive opportunity to have a tremendous amount of brand exposure throughout the event and into the future. See page 4

**Promotional or Networking Packages**
Choose a Promotional or Networking package. Each one provides exposure both in-person and off-site. With discounted advertising benefits included, the reach of your sponsorship extends beyond the in-person event.

**A la Carte Sponsorships**
These opportunities allow you to directly align your brand with something memorable at the workshop, like a session, networking event, or attendee gear. See page 5

See the grid to the left to compare benefits, and review specific offerings on the next two pages.

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### Sponsorship packages

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Presenting</th>
<th>Promotional</th>
<th>Networking</th>
</tr>
</thead>
<tbody>
<tr>
<td>registration</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<tr>
<td>valued at $395 each</td>
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<td>welcome remarks</td>
<td>exclusive</td>
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<td>video sessions</td>
<td>exclusive</td>
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<td>1600 members, open access</td>
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<td>video short-clip</td>
<td>2-min video</td>
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<td>in-session, captive audience</td>
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<tr>
<td>table display</td>
<td>6’ table</td>
<td>6’ table</td>
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<td>6’ table in lobby</td>
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<td>social + email promotion</td>
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<td>logo</td>
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<td>5k twitter, 14k e-mail</td>
<td>spotlight article</td>
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<td>eg Magazine:</td>
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<td>half page ad</td>
<td>50% off the 4x rate +</td>
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<td>7k print, 10k digital readers</td>
<td>+ 2015 sponsor credit</td>
<td>+ 2015 sponsor credit</td>
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<td>website promotion</td>
<td>prominent display</td>
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<td>segd.org reach of 200k</td>
<td>+ free firm listing</td>
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<td>event signage</td>
<td>sponsor slides</td>
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<td>email messages</td>
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<td>### Investment:</td>
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Questions? Contact us.

Kristin Bennani > kristin@segd.org / +1 202 713 0413
Kathleen Turner > kathleen@segd.org / +1 703 657 9171
Be our Presenting Sponsor!

Wayfinding Presenting Sponsor | $8,500 | limit 1

The Presenting Sponsorship is the most prominent position at the Workshop and an exclusive opportunity to have a tremendous amount of brand exposure throughout the event and into the future.

Benefits include:

**Exclusive On-site Participation**
- Welcome attendees and share a few words
- Showcase a 2-minute video to this captive audience — an exclusive benefit only available to Industry Partners and Presenting Sponsors
- Host a roundtable discussion

**NEW!! On-going Education with SEGD Talks**
- Your exclusive Presenting Sponsorship allows SEGD members access to all the online video sessions from the Wayfinding Workshop, titled: SEGD Talks on Wayfinding.
- SEGD Talks are available online for years of inspiration and continued education to the entire membership — expanding your reach from hundreds at the Summit to thousands online
- Receive sponsor recognition in the opening credits for each video — posted throughout SEGD.org where speakers and content are aligned (click here for a sample video, shown to the right)

More exclusive benefits...
- Your logo prominently displayed on all Workshop materials, website coverage, and slides
- A presenting sponsor spotlight article included in the Workshop’s promotional email
- And more... See the Sponsorship Packages grid on the previous page

**SEG Talks: Exclusive Branded Video Sessions**
As the Wayfinding Workshop Presenting Sponsor, and you’ll have your logo included in the credits of each video hosted on SEGD.org from the event. See below for an example from the Exhibitions & Experience Workshop:

*Example Video: SEGD Talks from Exhibition & Experience Workshop in 2014*

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Sponsor something specific

**Session Sponsor: $ 3,500**
Show your commitment to the advancement of wayfinding design as a practice by supporting one of the workshop’s education sessions. Align your brand and mission with the content of one of these sessions:

Session 1: (Re)development Destinations
Session 2: Connecting People to Place
Session 3: Global Wayfinding
Session 4: Towards a Smart(er) City
Session 5: The Future of Wayfinding

All “Networking” benefits, plus:
+ Your company name and logo displayed on the session starting slides, along with a brief introduction on the mission you share with this session’s content (given by the moderator)
+ Your name and website on the agenda for this break

**Moleskine® Notebook: $ 5,000**
All “Networking” benefits, plus:
+ A graphic designers favorite Sketchbook brand!
+ Send participants home with a beautiful customized Moleskine® Hardcover Pocket-sized Notebook
+ Your logo and SEGD embossed on the front cover

**Glass Sport Water Bottle: $ 5,000**
All “Networking” benefits, plus:
+ Out with the old, plastic water bottles. These shatter-resistant glass water bottles will surely end up on attendees desks for years to come
+ Water bottles include one-color logo imprint, a silicone sleeve, and a flip-top lid and straw

**Networking Break: $ 3,500**
All “Networking” benefits, plus:
+ Sponsor the morning or afternoon networking break
+ Your name and website on the agenda for this break
+ Your company representative name/photo displayed on the break slides with sponsorship recognition

**Ready to go?**
Complete the Sponsorship Commitment Form to secure your sponsorship selection. Looking for something more? Call us to design the right opportunity for you.

**Commitments due April 3** to allow for production and promotional lead-times.

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Thank you to our generous sponsors!

2015 PLATINUM
SEGD INDUSTRY PARTNER

2015 GOLD
SEGD INDUSTRY PARTNER

2015 SILVER
SEGD INDUSTRY PARTNER

2015 BRONZE
SEGD INDUSTRY PARTNER

2015 SUPPORTING PARTNER

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