



A multidisciplinary community creating experiences that connect people to place

# Sponsorship Opportunities



**The Future of Storytelling for Place  
Brooklyn  
November 1-2, 2018**

**Contact:**

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Brooklyn  
11.01 Tours  
11.02 Conference

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# The Future of Storytelling for Place

This year's event—held for the first time in Brooklyn—connects the people, practices and places being activated by experience design, digital media and technology, immersive and interactive public environments and cultural and consumer experiences.

Leading designers from a dozen diverse studios will showcase new models of storytelling that are not only engaging users, but transforming the way people experience and interact with place.

Join us as we explore The Future of Storytelling for Place at Xlab 2018!

**Xlab Conference location:**

BRIC  
647 Fulton Street  
Brooklyn, NY 11217



David Schwarz



Noa Dolberg



Lemke Meijer



Tammuz Dubnov



Jason Bruges



Amy Blackman



Refik Anadol



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## Join us!

Xlab is the premier design event for the digital experiential design community. This year's event features a diverse lineup of speakers and sponsors who are paving the way for the intelligent environment—a seamlessly connected world where users connect with place, engage with culture and delight in meaningful experiences.

As a sponsor, you have the opportunity to shape the narrative at Xlab. From branding and positioning to session sponsorship and demonstrations, you'll have an opportunity to showcase the leading technologies, materials and processes that are enabling the future of storytelling for place.

As a 2018 Xlab Sponsor, you will:

- Reach a large audience of experiential graphic designers, architects, integrators, technologists and media pros.
- Enjoy unparalleled brand exposure both on site and off with advance promotion to SEG'D's global community of over 400,000 people online and 350 attendees on site.
- Make a significant contribution to the advancement of experiential graphic design by supporting Xlab's programming and events.
- Receive a personal introduction on stage, complete with your company logo and your representative's name and photo displayed on-screen.
- Go home with lead generation for everyone in attendance, as well as deep discounts on advertising to keep your firm top-of-mind.

## NYDSW 2018

Xlab is the closing event of New York Digital Signage Week (NYDSW), taking place October 29 - Nov 2, 2018. Check the full event schedule online.

## About SEG'D

We are a non-profit association of 2,200+ members who create content-rich, emotionally compelling, experiential spaces for a wide range of environments, from hospitals and transit hubs to museums and educational campuses.

Our members' work creates a sense of place, helps people find their way, communicates important information, and fuels a dialogue between users and the spaces they inhabit.

Members develop static and digital wayfinding systems, signage, environmental graphics, exhibition content, multimedia installations, public art, user interfaces and branded/corporate environments.

For over 40 years, SEG'D has existed to Educate, Connect and Inspire this global, multidisciplinary community. We invite you to join us and help support this critical mission!

To learn more about our community and join, visit [segd.org/join](http://segd.org/join)

## Global engagement

Over 400,000 people participate in SEG'D's website, publications and events each year. SEG'D members represent over 800 large and small design agencies from around the world, spanning 27 countries and represented by 34 chapters.

As a sponsor, you not only reach the attendees at each event, you also build brand recognition throughout the global community of experiential graphic designers, clients, suppliers and partners!

Here's your opportunity to get involved, participate and connect.

## Presenting Sponsorship

**Sold**

*Presented by DCL & NEC*

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 conference, but also have an opportunity on stage to share your insight and support ongoing education through SEGD Talks videos. (Limit 2)

### Exclusive On-site Participation

- + Recognition as a Presenting Sponsor of the 2018 Xlab Conference in Brooklyn, New York
- + Take the stage to offer welcome remarks
- + Showcase a 2-minute video to this captive audience — an exclusive benefit only available to Presenting Sponsors and SEGD Industry Partners

### On-site Branding and Visibility

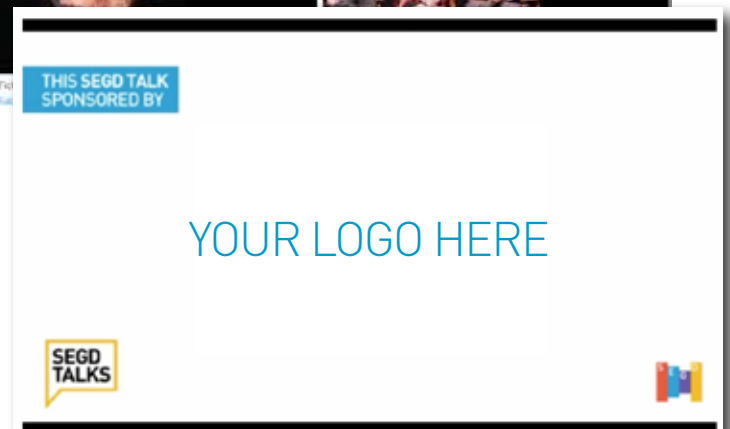
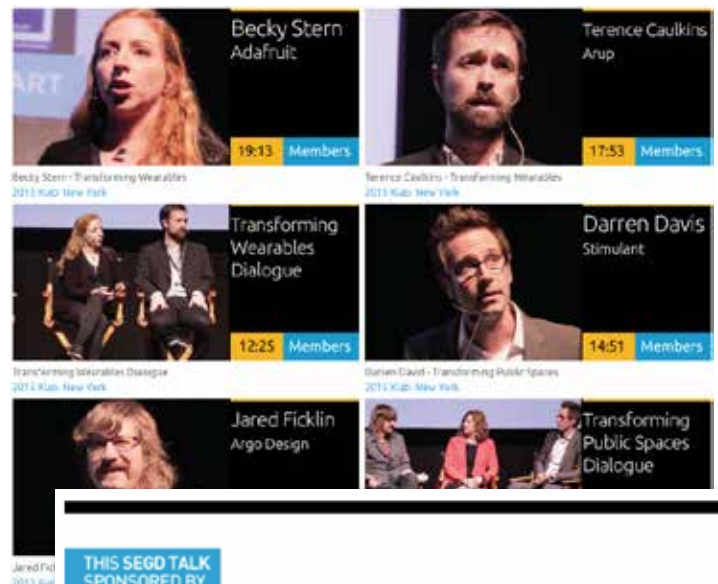
- + Prominent logo placement throughout the event, including the master slides, agenda and staging
- + Your logo and company representative's name and photo displayed in the opening and closing remarks
- + Opportunity to include one (1) promotional item in the event tote bags

### Promotion and Recognition

- + Prominent logo placement included in the Xlab event brand identity
- + Your logo inclusion in all promotional materials, including the weekly e-newsletter to 40,000 people
- + A three-month complimentary banner rotation on the event homepage
- + Presenting Sponsor credit in the newly redesigned SEGD18 awards annual, printed in the Fall and online throughout the year
- + Social mention, one pre-show and one post-show

### On-going Education with SEGD Talks

- + As Presenting Sponsor, you support the ongoing education of the entire membership through SEGD Talks.
- + Videos from Xlab are available online indefinitely for ongoing inspiration and education to the entire membership — expanding your in-person audience by five times
- + Receive sponsor recognition in the opening credits for each video (see samples below)





## Event Sponsorships

Get involved with something specific and memorable at Xlab. Sponsor a session, provide a much-needed refreshment break for attendees, demo your work or align yourself with a tour.

### **NEW! Cafe Break Sponsor** **\$4,500** (2 available)

Sponsor one of the refreshment breaks at Xlab and provide each attendee with a \$5 cafe card to order a cappuccino, muffin or whatever they fancy at the BRIC Cafe. Choose between the AM or PM break.

Receive all event-level benefits, plus:

- + Your company name, logo, and your representative's name and photo displayed at the start of the break
- + Your company logo included on the \$5 BRIC Cafe Card provided to all attendees at registration. They'll have an opportunity to use it at any time throughout the day on Friday, November 2.
- + Your name included on the workshop agenda distributed to all attendees and online

### **Display Sponsor** **\$5,000** (5 available)

Be one of only five companies to have a display space at Xlab! The BRIC lobby provides an intimate and cannot-miss location for attendees to see what's new and innovating the landscape of experience design and storytelling. Choose this sponsorship and receive the following benefits:

Receive all event-level benefits, plus:

- + Six-foot table display space in the lobby of the BRIC arts & media center. Display time: Friday 8am-5pm (Same day set-up and dismantle)
- + Dedicated time with attendees during morning registration, AM and PM networking breaks and in-between sessions

### **Session Sponsor** **\$6,000** (4 of 5 available)

Align your brand with one of the inspiring talks of the day. As the session sponsor, you receive high-level brand exposure, a video reel to introduce your session and more. Choose an open session below:

**SESSION1 | The State of Digital: Industry Trends and Insights from Global Experiential Leaders - SOLD**  
*Sponsored by: 22 Miles*

**SESSION2 | Immersive and Interactive Storytelling for Cultural and Consumer-Centric Experiences**  
Noa Dolberg & Ariel Efron, Gallagher & Associates | Tina Rosenbaum, SET Creative | Lillian Preston, Bluecadet | David Schwarz, Hush

**SESSION3 | Global Perspectives in Storytelling: Human Connection, Empathy and Emotion**  
Abigail Honor, Lorem Ipsum | Tammuz Dubnov, Zuzor | Lemke Meijer, Gagarin

**SESSION4 | The Next Generation of Storytelling: Connecting People to Place**  
Ricardo Prada, Google UX | Amy Blackman, A Hundred Years | Jason Bruges, Jason Bruges Studio

**SESSION5 | Archive Dreaming: 2018 SEG D Best of Show Award Winner**  
Refik Anadol, Refik Anadol Studio

Receive all event-level benefits, plus:

- + Your company name, logo, and your representative's name and photo displayed at the start of the session
- + The moderator will introduce your company as the session sponsor, along with your representative's name and photo displayed
- + You provide a 30 second video reel to play as an introduction to the session (should include your branding and serve as a tie-in to the content)
- + Your name included on the conference agenda distributed to all attendees and online



## Event Sponsorships

### Kick-off Party Sponsor **\$5,000**

Help us kick off the 2018 Xlab Conference with a festive evening of drinks, appetizers and networking. As the Exclusive Kick-off Party Sponsor, you have the opportunity to plan an event to your own specifications. You provide the location and refreshments—we'll ensure it's well attended!

Receive all event-level benefits, plus:

- + Host up to 150 people for a pre-Xlab Kick-off Party
- + Secure the location, refreshments and light appetizers (Sponsor is responsible for all expenses, catering and logistical planning)
- + SEGD will promote your event via the weekly e-newsletter, online and in participant communications.
- + Receive recognition for your sponsorship with a 30-second video clip from the main stage on Friday

### Tour Sponsor **\$3,000**

multiple available

Project and studio tours are a signature part of the Xlab Conference experience. They give attendees an opportunity to visit studios throughout the city and learn how different firms practice, or view new projects first hand with the design team acting as guides. Review the full agenda for tour options.

Receive all event-level benefits, plus:

- + Enjoy the morning and/or afternoon with up to 25 targeted attendees and align your brand with one of the popular program tours planned for Thursday
- + In advance of the tour, SEGD will promote the events to our full audience online and via the weekly e-newsletter. On tour, you'll receive an introduction and an opportunity to make welcome remarks
- + Your name included on the Xlab Conference tour agenda distributed to all attendees and online

## Brand Sponsorships

Get your brand in attendees' hands with one of these highly visible branding opportunities.

**Material Deadline:** Friday, October 5, 2018

### Official Xlab T-Shirt **\$9,000**

Provide attendees with a stylish, high-quality Xlab t-shirt. This is something they'll collect and wear year-after-year. Own this brand opportunity alone or share with a partner. Co-sponsorship can be available for \$5,000 for two or \$2,500 for four. All co-sponsors must be secured in advance. Earn event/branding benefits in addition to the t-shirt printed with your one-color logo.

### Official Xlab Badge & Lanyards **\$5,000**

Your branding and messaging displayed prominently on each badge, along with your one-color logo imprint included on each lanyard. You'll enjoy this highly visible sponsorship, along with all event/branding-level sponsorship benefits.

### Official Xlab Tote Bag Sponsor **SOLD**

*Sponsored by L&H*

Attendees will love this new custom designed and eco-friendly tote bag (350 units) to use at the conference and long into the future. Includes your one-color logo imprint and all event/branding-level sponsorship benefits.

### Xlab Wifi Sponsorship **SOLD**

*Sponsored by Visix*

Provide Wifi for all attendees at BRIC on Friday, November 2. You'll enjoy all event/branding-level benefits in addition to your name and logo used as the custom login for attendees to access the web.

## Innovator Sponsorship

### First-time Innovator Sponsor \$2,000\*

Innovators are the fuel for our mission, the technology behind our most ambitious projects and the talent behind the most thoughtfully orchestrated stories told in the physical environment. Now there's an accessible sponsorship level to bring these innovators to Xlab.

Join us as a first-time sponsor and receive branding benefits, a complimentary registration and networking benefits to help get your name and your brand in front of the designers in attendance.

Receive these innovator-level benefits:

- + Your logo included in the list of Innovators at the Xlab Conference on Friday, in the slide presentation and on the agenda handed out to everyone in attendance
- + A landing page to share about your firm on SEGD.org, linked to your logo on the Xlab event page (upgrade to a full Firm Listing and receive promotion year-around)
- + (1) One complimentary registration to Xlab
- + (1) One New-Member Introductory Membership
- + (1) One marketing piece included in attendee bags
- + (1) Post-show mailing address list of attendees

\* To qualify for the First-time Innovator Sponsorship rate, you must be a company new to SEGD, either as a first-time member or a first-time sponsor of any SEGD event, including Xlab.





# Review your benefits

Benefit levels:	Presenting Sponsor	Event/Brand Sponsor	First-time Innovator Sponsor
<b>registration</b> valued at \$495 each	3	2	1 registration + 1 introductory membership
<b>SEGD Talks post-event videos</b> 5X reach of in-person audience	exclusive benefit		
<b>stage time</b> 2-min introduction	exclusive benefit		
<b>video short-clip</b> in session, captive audience	2-min video exclusive benefit	1-min (Industry Partners only) or 30-sec branding with session	
<b>table display</b> 6' table in room	included	included with display sponsor	
<b>segd.org advertising</b> 400,000 visitors, 2.7 million page-views	workshop page banner rotation 25% off 3-mo sitewide banner	25% off 3-mo sitewide banner	
<b>advance promotion</b> segd.org event homepage	prominent display logo / hotlink free firm listing on segd.org	logo / hotlink free firm listing on segd.org	logo / hotlink
<b>social + email promotion</b> 10,000 followers, 15,000 recipients	1 tweet pre show email with logo	email (name only)	email (name only)
<b>logo visibility</b>	presenting sponsor event brand identity event master slides sponsor slides w/ rep photo and intro email messages SEGD Talk videos SEGD18 Awards Annual segd.org program sponsors	sponsor slides w/ rep photo event website	innovator sponsor slide event website
<b>recognition</b> on-site, in print, online	opening and closing remarks SEGD18 Awards Annual with logo segd.org program sponsors with logo	opening and closing remarks SEGD18 Awards Annual (name) segd.org program sponsors (name)	opening remarks
<b>lead generation</b>	pre and post show	pre and post show	post-show mailing only
<b>bag inserts</b>	1 item	1 item	1 item
<b>Investment:</b>	<b>SOLD</b>	<b>\$3,000 - \$9,000</b>	<b>\$2,000</b>





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## 2017 Xlab Participants\*

22MILES  
3M  
Advent  
AGI  
Airspace  
Alexandria Real Estate Equities  
Anon Design Collective  
Applied Wayfinding  
archetype  
Arrowstreet  
Art of Context  
Arthur King Consulting  
Arxi Creative  
ASI  
Benoy  
Blue Telescope  
Boyd Sign Systems  
BrandCulture Communications  
Breeze Creative  
C&G Partners  
Cambridge Central School District  
Children's Museum of Manhattan  
Cima Network  
CIVIQ  
Cloud Gehshan Associates  
Color-Ad Signs and Exhibits  
DailyDOOH  
Daktronics  
Dallas/Fort Worth International Airport (DFW)  
DCL  
Dimensional Innovations  
Diversified Media Group  
Drexel University  
E Ink  
Eighty6  
Electrosonic  
Envision  
ESI Design  
Esprit Digital  
Exit Design  
Explus  
Fashion Institute of Technology (FIT)  
fd2s  
Float 4  
Foundry  
FRCH Design Worldwide  
Gagarin  
Gallagher & Associates  
Gecko Group  
Gelberg Signs  
Gensler  
George Washington University  
Graham Hanson Design  
Gumus Design Group  
Hakuhodo DY holdings  
HOK  
Hornall Anderson  
Howard Revis  
HW Lochner  
iart ag  
Internet Evolution  
Intersection  
Invizion Video & Design  
Jack Porter  
John Schettino Design  
Kate Keating Associates  
Knoll  
Kraido  
L&H Companies  
Labozan Associates  
Lee H. Skolnick Architecture + Design  
Lidl Stiftung & Co. KG  
Little  
Living Map  
Looking Glass Factory  
Luci Creative  
MAC Cosmetics  
Mappedin  
Maryland Institute College of Art (MICA)  
Mayer/Reed  
Media Objectives  
Metric Media  
Metro  
Miami University  
Ministry of Interior & Safety (South Korea)  
Moment Factory  
Mungsube Enterprise Inc.  
NanoLumens  
National Aquarium  
NEC Display Solutions  
New Direction  
New Project  
NEXT NOW (NN)  
OpenEye  
Pacific Science Center  
PAM Wayfinding  
Parsons the New School for Design  
Peabody Essex Museum  
Peter Hyde Design  
Place + Make, LLC  
Plaskolite  
Postermedia  
Potion  
Poyant Signs  
pub creative  
Reality Interactive  
Red Alloy Creative  
Richard Lewis Media Group  
RMG Networks  
Rockwell Group  
Roll Barresi & Associates  
Rollout  
Ronin Advertising Group  
SageNet  
SEGD  
Selbert Perkins Design  
Senovva  
Sensory Interactive  
Seton Hall University  
SGA  
SH Acoustics  
Show+Tell  
Simmons College  
SketchUp  
Skidmore College  
Smithsonian National Museum of American History  
Solomon Group  
South Water Signs  
Stantec  
studio black  
Studio L'Image  
Studio SC  
SurfaceMatter Design  
Syndicate Cartel  
t-squared design Inc.  
TAD Associates  
Telecine Multimedia  
TESSELLATE  
The Advisory Board Company  
Thomas Jefferson University  
Trafic Design  
Two Twelve  
University of Cincinnati (DAAP)  
University of Oklahoma  
University of Pennsylvania  
upLIGHT  
Urban Sign Company  
Viacom  
ViaVisuale  
VISIBILITY Public Relations  
W.L. Gore & Associates  
Walton Signage  
Westfield Corporation, Inc.  
WeWork  
WLConcepts  
Xibitz  
Yale University

\* 2017 Xlab had 328 attendees, represented by