SPONSORSHIP OPPORTUNITIES

A multidisciplinary community creating experiences that connect people to place

W+P NOW Wayfinding + Placemaking

Virtual Event
9.17.20 3-7pm EST
9.18.20 10am-1:15pm

CONTACT:
Kathleen Turner
kathleen@segd.org
703.657.9171
Join us Virtually!

SEGD is thrilled to announce a big boost in attention and attendance for our virtual events over the last four months. What that means for your company and your business is more attention on you! With 2400+ registrants at our previous events PLUS a reach of 1700+ on Facebook including over 1,000 from our international community, SEGD is the place to be!

Wayfinding and Placemaking are at the heart of experiential graphic design. Which is why it should be no surprise that the SEGD Wayfinding + Placemaking NOW event is growing exponentially. Please consider supporting SEGD’s most attended and beloved event. Let Wayfinding + Placemaking NOW be your essential guide to designing powerful public places today!

Opportunities for marketing will include:

- A VIP virtual tour will give attendees and insider tour of some of the most highly anticipated wayfinding and placemaking installations of 2020.
- Panels with SEGD Global Design winners will provide opportunities to connect with visionaries in the field of experience design.
- Finally, it wouldn’t be an SEGD event without the opportunity to network so we will be hosting a Cocktails + Conversation event for participants to get to know each other.

Choose from the following options:

**Presenting Co-Sponsors - $6,000 (one available)**

**Benefits:**

- Recognition as a Presenting Sponsor of the 2020 W+P NOW on SEGD website
- Complimentary banner ad on the event homepage
- Showcase a 2-minute video to your captive audience, an exclusive benefit only available to Presenting Sponsors
- Live welcome to attendees
- Additionally, select sponsorship of Virtual Site Tour or Keynote
- Social Media recognition
- Four (4) registrations
- Post-attendee list
- Firm Listing

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Maximum Engagement Package – $4,000 (2 available)

Benefits:

- 30 second pre-recorded introduction of firm
  (Include your branding and serve as a tie-in to the content)
- Sponsorship of Global Roundtable Part I
  (SOLD! DE Powder Coated Graphics)
- Sponsorship of Global Roundtable Part II
- Mini Workshop
- Logo recognition on SEGD event website
- Social Media recognition
- Marketing piece in virtual swag bag
- Three (3) registrations
- Post-attendee list
- Firm Listing

Virtual Visibility Package – $2,500 (3 available)
SOLD! DCL and IMG

Co-sponsor of the following:

- Logo on virtual Swag Bag
- Sponsorship of Cocktails + Conversation
- Headshot + logo recognition on slides
- Logo recognition on SEGD event site
- Pre-recorded welcome
- Marketing piece in virtual Swag bag
- Two (2) registrations
- Post-attendee list
- Firm Listing