

# Designing Possible Futures

2025 SEGD Conference  
San Francisco / Nov 13-15, 2025



# Designers of Experiences— Connecting People to Place

SEGD is the global community of designers of experiences—connecting people to place through environments, exhibitions, wayfinding, immersive experiences, and placemaking. Experience design transforms spaces to be more inclusive, intuitive, efficient, engaging, sustainable, and shared.

Our members have shaped the West Coast and beyond—from SFMOMA and San Francisco International Airport to global icons like Vignelli's NYC Subway Map, Maynard's Elizabeth Line, and Atelier Brückner's Museum of the Future.

For over 50 years, SEGD has defined excellence in experience design, with a legacy of work that shapes how people move through and connect with the world.



Museum of the Future by Atelier Brückner  
2023 SEGD Global Design Award, Honor Award

# Join a Global Dialogue on the Future of Experience Design

This November, San Francisco becomes the epicenter of global dialogue on experience design. The 2025 SEGD Conference—Designing Possible Futures—brings together designers, strategists, technologists, and cultural leaders to explore how design creates futures that are more just, connected, and deeply human.

Set in a city known for reinvention and radical experimentation, the conference invites attendees to rethink how design fosters care, equity, and collective authorship—with contributors from Airbnb, the Eames Institute, Google Quantum AI, SFMOMA, Volume Inc., Urgent Agency, JUST Design, First Americans Museum, and celebrated artist Bradley "GMUNK" Munkowitz.

This is the only global conference dedicated to experience design—where equity, storytelling, technology, and public space intersect.

**“We are living through a moment that demands more from design—more listening, more care, and more courage.**

—Cybelle Jones, SEGD CEO



# Your Brand, Integrated into the Conversation

This is where decision-makers, change-makers, and creators converge: Leaders shaping the built environment, experts behind award-winning exhibitions, placemaking, and immersive experiences, and visionaries advancing inclusive, connected, and resilient communities.

## SEGD Conference Audience Snapshot

- 500+ influential participants onsite
- 75% senior-level or principal decision-makers
- 60% specify or purchase products and services
- 80% active in cultural, civic, or public projects
- Global reach: 478,000 website engagements, 45,000 social media interactions, 26,000 email subscribers

Get in touch to get started:  
Kristin Bennani | [Kristin@SEGD.org](mailto:Kristin@SEGD.org)

## Be Part of What's Next

SEGD exhibitors and sponsors are essential collaborators—elevating materials, technologies, creative services, and ideas that fuel the future of design. Join us in San Francisco and align your brand with the people, projects, and possibilities redefining how we connect to place. Explore opportunities:

[NEXPO Exhibits](#) →

[Top-level Sponsorships](#) →

[Achievement Awards Sponsorship](#) →

[Global Design Awards Sponsorship](#) →

[Programming Sponsorships](#) →

[NEXPO Sponsorships](#) →

[Social & Networking Sponsorships](#) →

[Education & Mentorship Sponsorship](#) →

[Branded Gear Sponsorships](#) →





# Exhibit Opportunities



# NEXPO: Where Design Conversations Happen

NEXPO is your most impactful opportunity to showcase your products, materials, technology, and services at SEG D. With space reserved for just 35+ exhibitors, NEXPO connects you directly with decision-makers, specifiers, and project influencers shaping the future of experience design.

Enjoy over 12 hours of exhibit time—including 10 hours of dedicated programming and events happening on the show floor. Expect nonstop energy during Thursday evening's President's Reception & Auction for Excellence, Friday's breakfast, lunch, NEXPO Talks, and the pre-awards NEXPO Reception.

Space is limited. Reserve your booth today.

Want to expand your visibility across the Conference? Consider a NEXPO Sponsorship. [See options here.](#)

## Exhibit Hours & Events\*

### Thursday, November 13

- Exhibitor Move-in | 12:00 – 5:30 PM
- President's Reception & Auction | 7:00 – 10:00 PM

### Friday, November 14

- NEXPO Open | 8:00 AM – 5:30 PM
- NEXPO Breakfast | 8:00 – 9:00 AM
- NEXPO Break | 10:00 – 11:00 AM
- NEXPO Lunch | 12:00 – 1:30 PM
- NEXPO Talks | 1:30 – 4:30 PM
- NEXPO Reception | 4:30 – 5:30 PM
- Exhibitor Move-out | 5:30 – 10:00 PM

\*Schedule subject to change

# NEXPO Floorplan + Rates

Rates are based on visibility and proximity to events hosted on the show floor, including receptions and F&B stations. All booths include a table, two chairs, pipe, drape, and carpet.

Additional full-conference passes available at exhibitor rate of \$650 each.

## PREMIER 10 X 10 | \$4,250

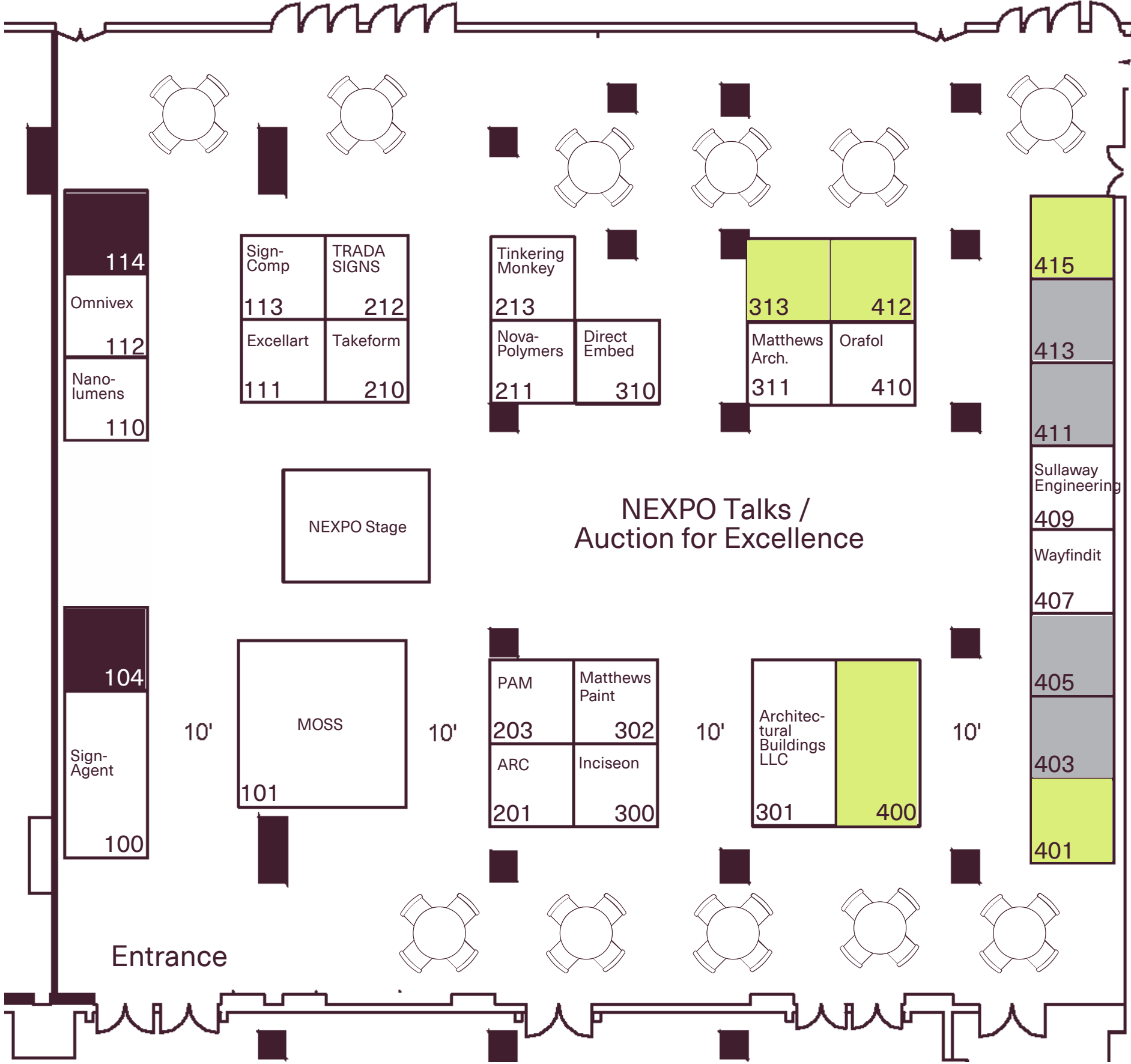
- (1) One Full Conference pass, (1) One NEXPO rep
- Premier placement, highest-level visibility

## DELUXE 10 X 10 | \$3,850

- (1) One Full Conference pass, (1) One NEXPO rep
- Deluxe corner booth placement

## STANDARD 10 X 10 | \$3,250

- (2) Two NEXPO reps
- Standard in-line booth placement





# Sponsorship Opportunities



# Top-Level Sponsorships

## President's Reception & Auction for Excellence

\$12,500 | Exclusive

Be part of SEGD's most anticipated social event—the official kick-off celebration hosted inside NEXPO Hall. The evening features SEGD President Traci Sym, Founding Principal of Plus & Greater Than, leading the opening remarks, networking, and the annual Auction for Excellence.

- On-stage remarks to open the Reception & Auction
- Branded signage throughout NEXPO and tent cards throughout the hall and at food and beverage stations
- Top-level branding across conference promotions and event materials
- Exclusive advance promotion of your sponsored event
- A special invitation to serve as the official Auctioneer, if desired!





# Achievement Awards Sponsorship

## Fellow & Achievement Awards Presenting Sponsor \$13,500 | Exclusive

The SEGD Fellow & Achievement Awards honor individuals and organizations whose work has shaped the built environment and advanced the design profession. As Presenting Sponsor, your brand is aligned with one of SEGD's most respected programs, with high-profile recognition at the SEGD Conference and year-round visibility.

- Premier branding at the awards presentation and pre-event Mimosa Bar
- Year-round sponsor recognition online and in all awards promotions
- Full-page ad in the SEGD Awards Annual, featured in the Fellows section
- Listed as a Leading Sponsor of the SEGD Conference





# Global Design Awards Sponsorship

## Global Design Awards Category Sponsor

\$9,000 | multiple open

Align your brand with design excellence by sponsoring a category of SEG'D's Global Design Awards—including ~~Branded Environments~~, Digital Experience, Exhibition, ~~Placemaking & Identity~~, ~~Wayfinding~~, Public Installation, ~~Strategy/Research/Planning~~, or ~~Sustainability~~.

- Brand visibility in the awards presentation for your sponsored category
- Logo inclusion on the step-and-repeat, event signage, and promotional materials
- A full-page ad in the SEG'D Awards Annual corresponding to your sponsored category
- Recognition within the annual sponsor feature posted to [awards.segd.org](https://awards.segd.org), tagged to your sponsored category





# Programming Sponsorships

## Keynote Sponsorship \$5,000 | multiple

Align your brand with SEGD's most highly anticipated sessions. Earn high-level brand visibility during your chosen Keynote session, advance promotion in SEGD articles, social media, and event materials, along with full recognition across the conference as an official event sponsor. Inquire for availability.



## Design Improv \$3,500 | exclusive

Design Improv kicks off the conference with a fast-paced, hands-on design challenge where participants team up to create concepts using only the materials provided. As the exclusive sponsor, your brand fuels the energy and creativity of this popular, interactive session. Includes full event-level benefits.

## Experiential Tour Sponsor \$3,000-4,000 multiple

Walking and project tours are a signature part of the SEGD Conference experience. This year, attendees will explore the history, culture, innovation, and world-class design that define San Francisco. As a tour sponsor, you'll spend an intimate afternoon with up to 25 participants, featuring your brand in tour promotions and onsite. Inquire for availability and pricing.



# NEXPO

## Sponsorships

### NEXPO Talks \$6,000 | limit 6

Showcase your expertise with a 30-minute talk on materials, fabrication, technology, or design innovation. Includes 15 minutes for your presentation and 15 minutes for moderated Q&A. NEXPO Talks are featured in the official conference agenda and promotions. Discounted exhibit space is available with your sponsorship.

### NEXPO Reception \$6,500 | exclusive

Sponsor Friday's closing reception on the show floor—an energizing happy hour with drinks, light bites, and time to connect before the Global Design Awards. Includes a branded toast, signage, tent cards, and an F&B station near your booth.

### NEXPO Lunch \$5,500 | exclusive

All attendees gather in NEXPO for lunch before the afternoon programming kicks off. Includes branding, signage, tent cards, F&B station visibility, and a shoutout from the NEXPO stage.

### NEXPO Breakfast \$4,000 | exclusive

Start the day by fueling attendees with breakfast and coffee on the show floor. Includes branded signage, tent cards, F&B cart placement, and a stage shoutout.

### NEXPO Break \$4,000 | SOLD

Sponsor the much-appreciated coffee break in NEXPO with fresh coffee, tea, and refreshments. Includes branding at the station, tent cards, and a stage shoutout.



# Social & Networking Sponsorships

## Closing Party Sponsor

\$5,000 | limit 5

Help us host the party of the year! The SEGD Closing Party brings the community together for an unforgettable night of celebration, featuring drinks, bites, music, and dancing at an iconic San Francisco location. Sponsors enjoy prominent logo display throughout the venue, a toast opportunity to kick off the evening, plus two guest invites, and all event-level benefits.



## Chapter Chairs' Dinner

\$5,000 | limit 2

Connect with SEGD's Chapter Chairs—the designers, fabricators, and leaders who shape our global network. This exclusive, invitation-only dinner provides an intimate setting to build lasting relationships with key influencers. Includes event sponsor benefits and one dinner invitation.

## Networking Break Sponsor \$3,000 | multiple

Fuel connection and conversation by sponsoring a morning or afternoon Networking Break at the SEGD Conference. Your brand will be featured with signage and tent cards at the refreshment station, plus verbal recognition from the stage before the break as attendees recharge with coffee, tea, and snacks. Choose AM or PM, Thursday or Saturday.



# Education & Mentorship Sponsorships

## Emerging Experiential Professionals Lounge & Mentorship Program

\$3,500 | limit 3

Align your brand with SEG D's Emerging Experience Professionals (EXP) programming at the SEG D Conference—the onsite extension of SEG D's year-round EXP initiative. As the exclusive EXP sponsor, your brand will be featured throughout the conference on signage for the EXP Lounge—a dedicated space for early-career attendees to connect and recharge. Includes recognition during the EXP Lunch and the opportunity to participate as a mentor during Friday's EXP Roundtables, designed to foster connection between emerging and established professionals.





# Branded Gear Sponsorships

## Tote Bag Sponsor

\$8,000 | SOLD

Place your logo on this eco-friendly, custom-designed SEGD Conference tote bag distributed to all attendees. A lasting, functional keepsake, this tote will showcase your brand long after the event.

## Room Amenity Drop

\$2,500 | limit 3

Surprise attendees with a branded gift delivered to their hotel room during the conference. Sponsorship includes all branding benefits and hotel delivery service—the sponsor provides gift. Choose Wed, Thurs, or Friday delivery.

## Wifi Sponsor

\$4,000 | exclusive

Includes custom-designed Wi-Fi access cards distributed at registration and branded slides with your login details displayed throughout the event.

## Badge & Lanyard Sponsor

\$7,000 | exclusive

One of the most visible sponsorships at the conference. Includes your logo imprinted on all attendee lanyards and the opportunity to provide custom artwork for the back of each badge.





# Detailed Sponsor Benefits

BENEFITS AT EACH LEVEL	PRESENTING SPONSOR	LEAD SPONSOR	EVENT SPONSOR
SEGD Talks post-event video branding [5x reach of event audience]	Exclusive benefit		
Welcome Remarks + Brand Film [all attendees, captive audience]	Welcome remarks from the main stage, during a morning welcome session, 60-sec brand reel played—captive audience.	Welcome remarks at your sponsored event/gathering, 60-sec brand reel for SEG D Industry Partners	60-sec brand reel for SEG D Industry Partners
Logo visibility	Presenting sponsor event brand identity, SEG D Conference master slides, staging and wayfinding pylons, onsite program, email messages, SEG D Talks videos, SEG D’25 Awards Annual, event website	Logo tent cards (if applicable), sponsored event signage, sponsor pylon, sponsor slides, event website	Sponsor slides, sponsor pylon, tour signage (if applicable), event website
SEGD.org advertising [475,000 annual engagements]	Event page banner rotation + 50% discounted 3-mo sitewide banner	25% discounted 3-mo sitewide banner	25% discounted 3-mo sitewide banner
Social + email promotion [45k brand impressions]	Tagged on all Conference social media posts, prominent clickable logo placement in all event communications and emails	Social media mention with sponsored event, article write-up for special event, event email with clickable logo	Email with clickable logo
Lead Generation [participant list]	Pre and post-show email and mailing list	Pre and post-show email and mailing list	Pre and post-show email and mailing list
Marketing Material in attendee bags	Included	Included	Included
Comp Passes [valued at \$1,000 each]	3 staff + 1 guest	2 staff	1 staff
TOTAL INVESTMENT	SOLD	\$9,000 - \$16,0000	\$2,500 - \$8,000





# Let's Work Together!

**Get in touch**

**Kristin Bennani**

**Director of Sales & Marketing, SEG D**

**[kristin@segd.org](mailto:kristin@segd.org) / +1 771 208 0933**