

SEGD

2026 SEGD Xlab Sponsorship Opportunities

New York City | July 22-23

Story. Space. Place.

Where creative risk shapes the future of experience

Xlab is where the future of experience design takes shape. Bringing together designers, technologists, creative strategists, and innovators, Xlab explores emerging technologies, immersive storytelling, interactive media, AI, and the evolving relationship between people and place. Through behind-the-scenes tours, thought-provoking conversations, and curated networking, attendees gain fresh perspectives and valuable connections.

For sponsors, Xlab is an opportunity to be part of the conversation—not just visible within it. Connect directly with the professionals influencing projects, products, and experiences across museums, branded environments, public spaces, entertainment, retail, and beyond.

Learn more

[SEGD Xlab](#)

[All SEG D Conferences + Events](#)



SEGD Xlab

Experimentation at the Core

July 22–23 | New York City

Set in New York City, a global center for creativity and culture, SEG D Xlab is an immersive gathering focused on experimentation in experiential design, with upwards of 300 attendees expected. Here's what's planned:

- Cross-disciplinary talks from designers, technologists, artists, and storytellers
- Hands-on workshops exploring process, prototyping, and creative risk-taking
- Interactive showcases highlighting emerging tools and ideas
- Curated tours of studios, cultural spaces, and creative labs across the city
- Networking designed for meaningful, idea-driven connection



Why Sponsor?

Support inspiration and networking

Sponsorship Benefits

- **Year-round brand visibility** through SEGD.org, targeted email campaigns, social media, and event marketing reaching more than 46,000 professionals.
- **Prominent on-site recognition** through event signage, stage acknowledgments, printed materials, attendee experiences, and custom activation opportunities.
- **Meaningful networking opportunities** with designers, clients, fabricators, technologists, and creative leaders from across the experiential design ecosystem.
- **Lead generation** access, including attendee participant lists and opportunities for post-event follow-up.
- **Complimentary event passes** for your team and invited clients, creating additional opportunities to cultivate partnerships.

“Xlab is a reminder of why this community matters. It’s a forum that goes beyond business to explore the meaning behind the making.”

Downstream

Sponsorship Opportunities

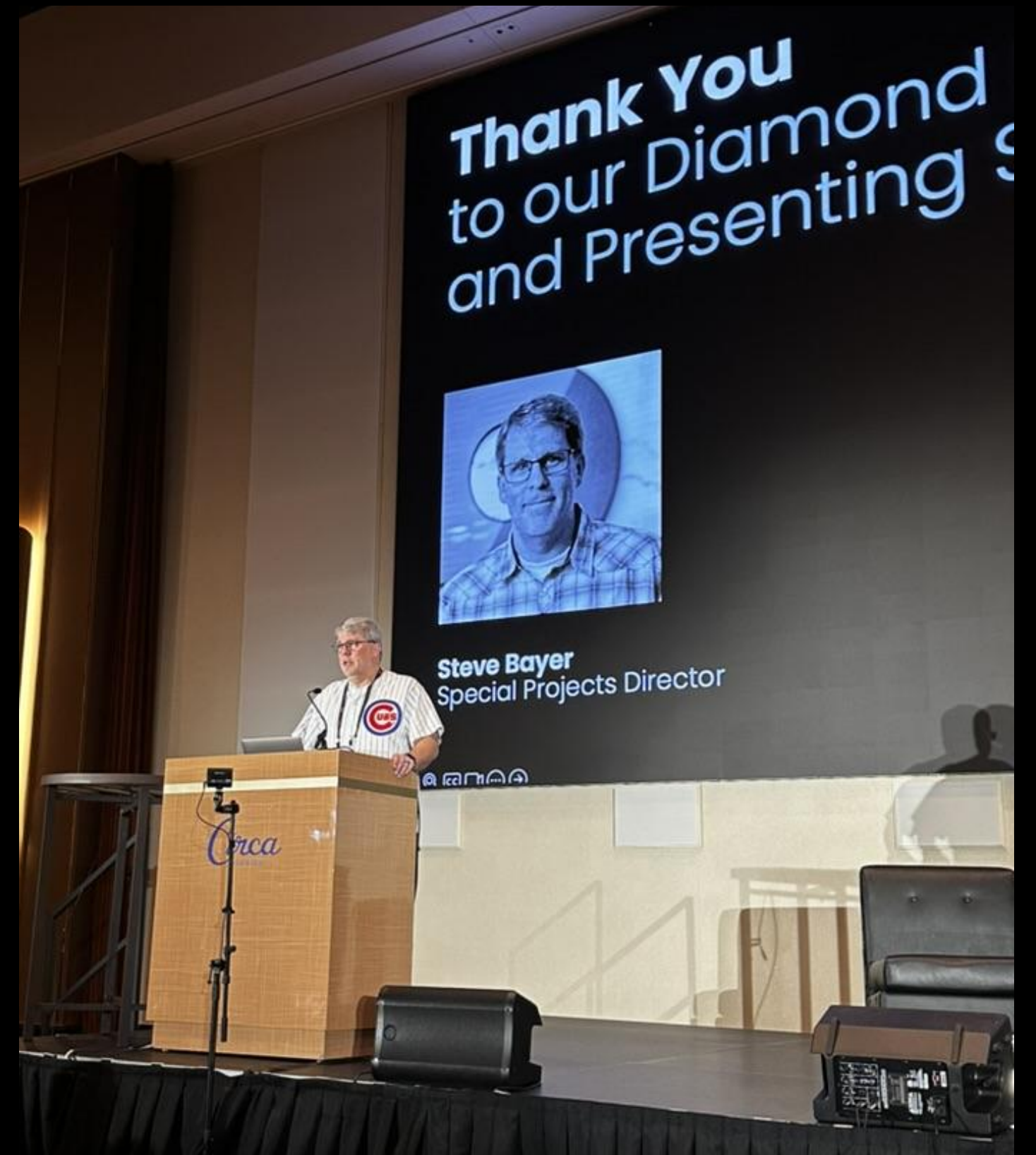
Presenting Sponsor

\$10,000 | SOLD

As the Presenting Sponsor, you're recognized at the highest level before, during, and after the event. You'll have the opportunity to support programming, give welcome remarks, showcase a sizzle reel of your work, and enjoy extensive marketing benefits. This is our most prominent sponsorship.

Benefits:

- Exclusive top-level brand visibility as Presenting Sponsor with premier logo placement across all event materials
- Exclusive opportunity to provide opening remarks and a brand video showcase (up to 1 minute)
- Exclusive banner ad placement on the event landing page of SEGD.org
- Lead generation: pre- and post-event mailing lists.
- Opportunity to include one branded marketing item in attendee bags
- Three (3) complimentary event passes, additional discounted passes



Event Sponsorships

Xlab Event Sponsorships position your brand with a memorable workshop, networking event, educational track, or session. This high-visibility sponsorship includes brand recognition, advance promotion, networking opportunities, and more.

Opening Mixer Sponsor

\$5,000 | 2 co-sponsors

Kick-off Xlab by sponsoring the opening mixer at Microsoft Garage. Includes prominent brand placement on tent cards and signage and a sponsored toast to initiate two days of inspiration, connection, and experimentation.

Session Sponsor | Keynote Sponsor

\$5,500 multiple available | \$7,500 1 available

Align your brand with one of the event sessions or the keynote. Contribute to education, inspiration and new connections. This high-level sponsorship includes leading brand recognition and advance promotion in article features and social media content, aligned with the event session you choose to sponsor.

Event Sponsor benefits

- Logo inclusion on website, and conference email announcements
- Sponsor recognition during opening remarks
- Pre and post-show mailing lists
- Marketing material in attendee tote bags
- Discounted advertising
- Complimentary Basic Firm Listing (\$500 value)
- 2 Comp Passes to sponsored event

Event Sponsorships

Networking Break Sponsor

\$4,000 | AM or PM

Host a networking break and provide coffee or light refreshments for event attendees. These breaks offer a natural moment for connection and conversation—giving participants a chance to recharge while engaging with your brand. Sponsors receive recognition through on-site signage, tent cards, and acknowledgment from the podium in advance of the break.

Tour Sponsor

\$3,000 | multiple available

Experiential tours are a signature component of SEGD events, offering behind-the-scenes access to featured projects, studios, or immersive environments. As a Tour Sponsor, your brand is aligned with one of these highly anticipated experiences and recognized on tour materials and during event announcements. Inquire for details.

Contributing Sponsorship

\$2,000 | limited availability

Contributing Sponsors provide products, services, venue support, fabrication, printing, technology, or other resources that enhance the attendee experience. In recognition of their contribution, sponsors receive the full benefits of an Event Sponsor. This is an impactful opportunity to showcase your capabilities while aligning your brand with the creative leaders shaping experiential design.

Event Sponsorships

Custom Tote Bag Sponsor

\$5,500 | exclusive

One of the most highly visible sponsorships. Includes your logo prominently featured on custom-designed tote bags distributed to all event attendees. SEGD totes are often considered collector's items—kept, reused, and cherished for years after the event, extending your brand visibility well beyond the event itself.

Badge & Lanyard Sponsor

\$5,500 | exclusive

One of the most highly visible sponsorships. Includes your logo imprint on event lanyards and custom badge artwork worn by all attendees. Badges provide the most consistent brand visibility from the podium, appear prominently in event photography, and are featured throughout ongoing recorded educational content, ensuring extended exposure long after the event concludes.



Supporting Sponsorship & Add-On Options

Supporting Sponsorship

\$2,000 | limited to first-time supporters

Supporting Sponsorship offers your firm visibility and exposure, along with complimentary passes and marketing benefits. Don't just attend—earn recognition and brand-building opportunities that highlight your support. This is a limited opportunity for emerging firms new to SEGD.

Benefits:

- Logo inclusion on website, name listed on email announcements
- Sponsor recognition during opening remarks
- Post-show mailing list
- Marketing material in attendee tote bags
- Discounted advertising
- Complimentary Basic Firm Listing (\$500 value)
- 1 Comp Pass

Add-On Options

6' Table Display | \$1,000

Showcase your work in the main event space during sessions and networking breaks. Limited to 5 sponsors.

SEGD.org Banner Ad | \$2,250

Keep your brand top of mind with a discounted 3-month banner ad.

Interested in creating your own bespoke activation or a custom package? **Get in touch with us.**



**Let's work
together!**

Get in touch

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