

MEET WITH IN THE MIDDLE

October 22–24

Kansas City, MO

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. For more than 50 years, SEGD members have shaped how people move through and connect with the world, from civic and cultural destinations to global icons like Vignelli's New York City Subway Map, Maynard's Elizabeth Line, and Atelier Brückner's Museum of the Future.

This year, we gather in Kansas City under the theme **Meet Me in the Middle**. More than a location, it's an invitation to explore where the best experience design happens: at the intersection of people and place, technology and humanity, vision and collaboration. **The middle isn't a compromise—it's where meaning is made.**

Situated at the geographic heart of the country and emerging as a center for design, culture, and innovation, **Kansas City** is home to major sports and entertainment destinations, the 2026 FIFA World Cup, and globally recognized experience design projects, making it a fitting host for the 2026 SEGD Conference Experience.



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

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 Kansas City 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](#) →

[Review all sponsor benefits](#) →



MEET ME IN THE MIDDLE

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 for just 40 exhibitors, NEXPO connects you directly with decision-makers, specifiers, and project influencers shaping the future of experience design.

New this year, NEXPO and the main Conference sessions share a single space, putting exhibitors at the center of the Conference experience over two full days. Expanded exhibit hours and greater visibility; coffee breaks, lunches, receptions, and programming throughout the show floor create more opportunities to connect with attendees.

MORE TIME. MORE VISIBILITY. MORE CONNECTION.

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

Wednesday, October 21

- Exhibitor Move-In | 1:00–7:00 PM

Thursday, October 22

- NEXPO Open | 7:30 AM–5:00 PM*
- President's Reception & Auction | 7:00–9:00 PM

Friday, October 23

- NEXPO Open | 7:30 AM–5:00 PM*
- NEXPO Lunch | 12:00–1:00 PM
- NEXPO Talks | 1:00–4:00 PM
- NEXPO Reception | 4:00–5:00 PM
- Exhibitor Move-Out | 6:30–11:00 PM

*No exhibit activity allowed during main stage conference programming. See full agenda for details

NEXPO FLOORPLAN + RATES

Rates are based on booth visibility and proximity to key activity on the show floor, including the main Conference stage, entrance, and reception space. All booths include a table, two chairs, pipe, drape, and carpet.

Additional full-conference passes are available to exhibitors at a discounted rate of \$650 each.

PREMIER 10 X 10 | \$4,250

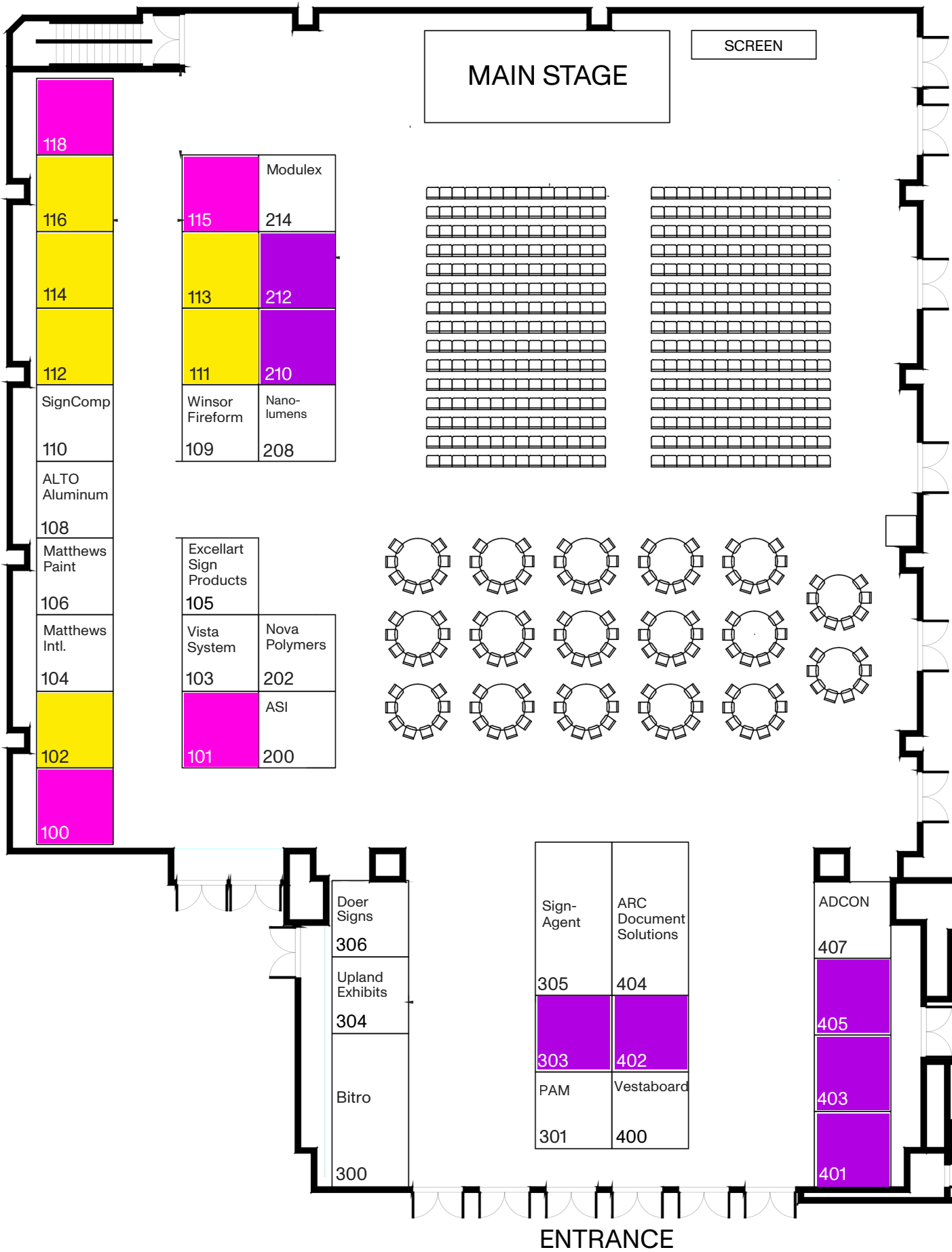
- (1) One Full Conference pass, (1) One NEXPO rep
- Premier placement, highest-level visibility

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





MEET ME IN THE MIDDLE

SPONSORSHIP OPPORTUNITIES

TOP-LEVEL SPONSORSHIPS

SEGD CONFERENCE PRESENTING SPONSOR

\$17,500 | 2 OF 3 SOLD

The SEG D Conference Presenting Sponsorship offers unmatched visibility and alignment with SEG D's flagship annual gathering. As Presenting Sponsor, your brand is positioned at the forefront of the conference experience—integrated across all major touchpoints before, during, and after the event.

- Premier branding across all conference materials, signage, website, social media, and slide decks
- Two-minute welcome remarks and a one-minute brand reel during morning welcome remarks
- Logo inclusion on all post-event films
- Deluxe 10x10 NEXPO booth with high-visibility corner placement
- Top-tier promotion across SEG D marketing channels



TOP-LEVEL SPONSORSHIPS

PRESIDENT'S RECEPTION & AUCTION FOR EXCELLENCE

\$13,500 | SOLD

Be part of SEGD's most anticipated social event—the official kick-off celebration hosted inside NEXPO Hall. The evening features SEGD's incoming President Aki Carpenter, VP & Chief Creative Officer of RAA, 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

ACHIEVEMENT AWARDS PRESENTING SPONSOR

\$13,500 | EXCLUSIVE

The SEG D 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 SEG D's most respected programs, with high-profile recognition at the SEG D Conference and year-round visibility.

- Premier branding at the awards presentation and pre-event Mimosa Bar
- Year-round sponsor recognition online on every Achievement Award landing page and in all promos
- Full-page ad in the SEG D Awards Annual, featured in the Achievement Awards section
- Listed as a Leading Sponsor of the SEG D Conference



FELLOW & VOICES OF EXPERIENCE SPONSORSHIP

FELLOW + VOICES OF EXPERIENCE PRESENTING SPONSOR

\$10,000
EXCLUSIVE

The SEG D Fellow program honors an individual whose career has shaped the experiential design field through leadership and lasting impact. As Presenting Sponsor, your brand supports the recognition of design excellence and the preservation of design legacy through SEG D's Voices of Experience film series.

- Presenting Sponsor of the SEG D Fellow Program and Voices of Experience, supporting filming and post-production, with recognition across every video and the Fellow and Voices of Experience landing pages
- Full-page ad in the SEG D Awards Annual, Fellow section
- Brand recognition across the full Fellow program, pre- and post-conference and all social media posting of films
- On-site visibility at the Awards Ceremony, including stage and step-and-repeat recognition
- Welcome remarks introducing the Fellow presentation



GLOBAL DESIGN AWARDS SPONSORSHIP

GLOBAL DESIGN AWARDS PRESENTING SPONSOR

\$17,000 | SOLD

The SEGD Global Design Awards Presenting Sponsorship positions your brand as the exclusive partner of SEGD's most prestigious international program, with visibility spanning the full awards cycle—from the call for entries through the live ceremony and post-event media.

- Exclusive recognition as Presenting Sponsor of the SEGD Global Design Awards
- Premier branding across all awards promotions, materials, and onsite signage
- Welcome remarks and a two-minute brand reel at the awards ceremony
- Invitation to the jurors' dinner as the only outside firm
- Prominent logo placement at the ceremony, reception, and step-and-repeat
- Full-page ad in the SEGD Awards Annual



GLOBAL DESIGN AWARDS SPONSORSHIP

GLOBAL DESIGN AWARDS CATEGORY SPONSOR

\$9,000 | MULTIPLE

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, Strategy/Research/Planning, Public Installation, or the Life-Centered & Sustainability~~ recognitions.

- 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, 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.



EXPERIENTIAL TOUR SPONSOR \$3,500 | MULTIPLE

Walking and project tours are a signature part of the SEGD Conference Experience. In Kansas City, attendees will explore the city's rich history, creative culture, sports and entertainment districts, and award-winning experience design. As a tour sponsor, you'll spend an intimate afternoon with up to 25 participants, with your brand featured in tour promotions and onsite. Choose a tour:

- Mural Tour with Urban Hikes
- Rabbit hOle — The Director's Cut
- Kansas City International Airport
- The Nelson-Atkins Museum of Art
- Negro Leagues Baseball Museum + 18th & Vine Jazz District
- Atlas9
- Harry S. Truman Presidential Library & Museum
- The Children's Place KC
- Two Tone Press + Oddities Print Shop

NEXPO SPONSORSHIPS

NEXPO TALKS \$6,000 | MULTIPLE

Showcase your expertise with a 30-minute NEXPO Talk on the main Conference stage, featuring a full-size screen and seating for Conference attendees. Share insights on materials, fabrication, technology, or design innovation through a 15-minute presentation followed by 15 minutes of 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 \$5,000 | SOLD

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 \$6,000 | 3 OF 6 SOLD

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 WWI Museum and Memorial. Sponsors enjoy a prominent logo display throughout the venue, a toast opportunity to kick off the evening, plus two guest invites, and all event-level benefits.



CHAPTER CHAIR 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 | LIMIT 2

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 Thursday, or PM Saturday.

EDUCATION & MENTORSHIP SPONSORSHIP

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 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.



SOCIAL & NETWORKING 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 2

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 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.

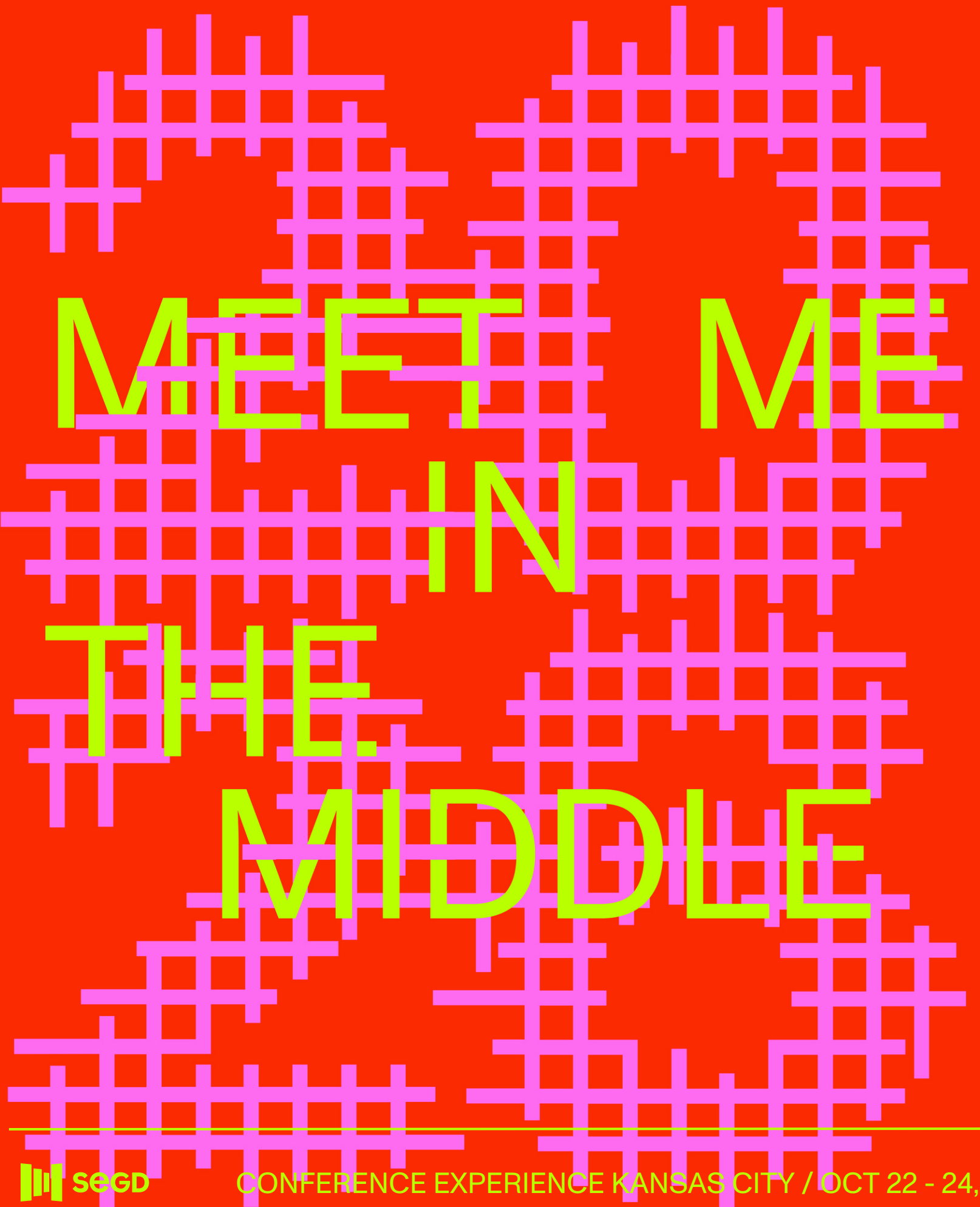
BADGE & LANYARD SPONSOR \$8,000 | SOLD

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 SEGD Industry Partners	60-sec brand reel for SEGD Industry Partners
Logo visibility	Presenting sponsor event brand identity, SEGD Conference master slides, staging and wayfinding pylons, onsite program, email messages, SEGD Talks videos, SEGD’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	\$17,500	\$9,000 - \$16,500	\$2,500 - \$8,000



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LET'S WORK TOGETHER!

Get in touch

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