



## Sponsorship Opportunities

### The Opening Night incorporating Live Debate in association with RIBA and NLA

Our opening night is *the* 'blue ribbon' event of Surface Design Show and features the well-attended Live Debate.

The Opening Night is attended by just under 1,000 architects, designers and industry VIP's. It features heavily in our pre and post show publicity campaigns and is the event to which we invite the architectural and design press.

Drinks are laid on for our visitors, who are the first to see the very latest innovative surface materials exhibited by our 175 participating companies.



The 2017 Live Debate was hosted by ex-Icon editor David Michon. David's guests included Julian de Metz of dFMK, Morag Myerscough from Studio Myerscough and Matthew Raw of Studio Manifold.

Previous presenters have included: RIBA Presidents Sunand Prasad and Angela Brady; former London Mayor Ken Livingstone; Will Hutton of The Work Foundation; Mark Whitby of Ramboll, Patrik Schumacher of Zaha Hadid Architects, Maria Smith of Studio Weave, Eleanor Young, Editor of RIBA Journal, Tom Davies of TD Tom Davies, George Saumarez Smith of Adam Architecture and Peter Murray of New London Architecture.

**The Opening Night Sponsor will benefit from:**

**Your company will be listed as the sole sponsor of the Opening Night and Live Debate**

#### Pre-Event

- Your company's name and brand will appear on all our publicity material associated with the Opening Night and Live Debate including:
  - ✓ The main invitation mailer (circulation 20,000),
  - ✓ The Preview News (circulation 10,000)
  - ✓ One e-mail newsletter (circulation 54,000)
- Your branding will appear prominently on the Preview Evening page of the SDS website with a link to your homepage
- Your brand will be featured in the pre-show press releases announcing the presenters for the Opening Night

#### At the Event

- On the night we will reserve up to 10 seats for your guests at the Live Debate and provide them with VIP tickets into Surface Design Show and the VIP Lounge
- Your brand will feature prominently on The Main Stage for the Live Debate
- The introduction and closing slides will both be branded with the Sponsor's logo
- Your brand will feature prominently at the entrance to the Opening Night through 2 banners in the registration area
- Branding in the Show Catalogue on the Opening Night page

#### Post-Event

- Recognition in post-show press releases
- Recognition in the Post Show Report

**Package: £3000+VAT. This is an exclusive opportunity for one company.**

## **PechaKucha Evening led by Phil Coffey of Coffey Architects**

**Light hearted and informal, for many PechaKucha is a must-attend night out**

PechaKucha is a simple but very effective presentation format. Architects and designers show 20 images, each one for 20 seconds - keeping it concise and moving at a rapid pace.



PechaKucha nights are informal and fun gatherings where creative people get together to share their ideas, works, thoughts and sources of inspiration. The 2017 PechaKucha Evening attracted just under 1,000 architects, designers and industry VIP's.

The PechaKucha Evening Sponsor will benefit from:

### **Your company will be listed as the sole sponsor of the PechaKucha Evening**

#### Pre-Event

- Your company's name and brand will appear on all our publicity material associated with the PechaKucha Evening leading up to the event including:
  - ✓ The main invitation mailer (circulation 20,000)
  - ✓ The Preview News (circulation 10,000)
  - ✓ One e-mail newsletter (circulation 54,000)
- Your company's name and brand will appear on the e-invitations for the PechaKucha Evening
- Your branding will appear prominently on the PechaKucha Evening page of the SDS website with a link to your homepage
- Your brand will be featured in the pre-show press releases announcing the host and presenters for the PechaKucha Evening

#### At the Event

- On the night we will reserve up to 10 seats for your guests at the PechaKucha Evening and provide them with VIP tickets into Surface Design Show and the VIP Lounge
- Your brand will feature prominently on The Main Stage for the PechaKucha Evening
- The introduction and closing slides will both be branded with the Sponsor's logo
- Your brand will feature prominently at the entrances to the PechaKucha Evening through 2 banners in the registration area
- Branding in the Show Catalogue on the PechaKucha Evening page

#### Post-Event

- Recognition in post-show press releases
- Recognition in the Post Show Report

**Package: £3000+VAT. This is an exclusive opportunity for one company**

## The Main Stage



### **This is the stage for the headline acts!**

The Main Stage hosts the Opening Night's Live Debate, PechaKucha and some 10 other headline presentations.

The Stage has seating for approximately 120 guests with standing room for a further 20 people. We estimate around 1000 visitors attended the Main Stage sessions in 2017.

Headline Acts on The Main Stage have included Peter Murray of New London Architecture; Rab Bennetts, Bennetts Associates Architects; Annalie Riches, Mikhail Riches; Phil Coffey, Coffey Architects; Ab Rogers, Ab Rogers Design; Oliver Heath, Heath Design; Guy Smith, Arcadia; Alasdair Lennox, Fitch; Maxwell Hutchinson PPRIBA; Eric Parry, Eric Parry Architects; Helen Berresford, Sheppard Robson; Mark Ridler, BDP; Dan Hopwood, BIID; Sarah Featherstone, Featherstone Young; Ken Livingstone, Mayor of London; Ariane Steinbeck, RPW Design.

### **The Main Stage Sponsor will benefit from:**

Your company will be listed as the sole sponsor of The Main Stage

#### Pre-Event

- Your company's name and brand will appear on all our publicity material associated with The Main Stage leading up to the event including:
  - ✓ The main invitation mailer (circulation 20,000)
  - ✓ The Preview News (circulation 10,000)
  - ✓ One e-mail newsletter (circulation 54,000)

- Your branding will appear prominently on The Main Stage page of the SDS website where the full schedule of Main Stage events is published with a web link to your Home Page
- Your brand will be featured in the pre-show press releases announcing The Main Stage Programme

#### At the Event

- We will provide you with up to 10 VIP tickets per day for your clients and guests to attend Surface Design Show and use the VIP Lounge.
- Your brand will feature prominently on The Main Stage throughout the show
- Branding in the Official Show Guide on the page listing The Main Stage Programme

#### Post-Event

- Recognition in the post-show press releases
- Recognition in the Post Show Report

**Package: £4000+VAT. This is an exclusive opportunity for one company.**

## SDS VIP Club

**Put your brand in front our VIP specifiers**

Designed specifically for architects and designers, the VIP Club offers its members a range of benefits and opportunities throughout the year.

Over 6,500 architects and designers are currently members of the SDS VIP Club and included in their benefits are:

- ✓ Fast track registration for the show avoiding the queues
- ✓ VIP Entrance into the show
- ✓ Exclusive use of the VIP Lounge at Surface Design Show to include free tea and coffee and complimentary drinks in the evening
- ✓ Personal invitations to attend the Preview Evening Live Debate, the PechaKucha Evening and the Surface Design Awards Presentation





## The VIP Club Sponsor will benefit from:

### Pre-Event

- Branding on all communications to VIP Club members during the year
- Branding on the VIP Club invitations e-mailed to members prior to the show
- Branding of the VIP packs hand delivered to the top 50 Central London architectural practices. There is potential for the Sponsor's materials to be used to create the pack
- Branding on the invitations to attend SDS Presents...evenings

### At the Event

- Branding on the outside and inside of the VIP Lounge at SDS17
- The opportunity to site a 850mm x 2000mm pop up banner in the VIP Lounge
- The opportunity to host a reception for clients in the VIP Lounge at SDS17

**Package: £2500+VAT. This is an exclusive opportunity for one company.**

## Surface Spotlight and Surface Spotlight Live

### Looking to the future!

Surface Spotlight is Surface Design Show's annual look at the future of materials.

Six newsletters during the course of the 12 months between Surface Design Shows are published highlighting some of the most exciting materials recently introduced or soon to be coming to market.

Surface Spotlight Live highlights the most exciting of these materials on a specially curated stand in the heart of SDS.



Curated by different industry experts, Surface Spotlight Live is always informative, often quirky and definitely fun.

In 2015, **Materials Council** hosted **Material Match** a version of Materials Speed Dating. In 2014 it was the turn of **Arup Materials** to curate **21<sup>st</sup> Century Fragments** and before

that Berlin's **Dr Sascha Peters from Haute Innovation** put his particular twist on Surface Spotlight.

In 2018, **Surface Spotlight Live** and **Surface Spotlight Newsletter** and will be curated by trend consultant Sally Angharad.

This is an opportunity for your company to be linked by the A+D community with the future of materials and gives you an opportunity to get your brand communicated to architects and designers on a regular basis.

Surface Spotlight will particularly be looking at trends and materials for use in the Residential and Transport sectors.

### **The Surface Spotlight Sponsor will benefit from:**

#### Pre-Event

- Your company's name and brand will appear on all 6 of the Surface Spotlight newsletters published in advance of the show
- Your company's name and brand will appear on all our publicity material associated with Surface Spotlight leading up to the event including the main invitation mailer (circulation 20,000), the Preview News (circulation 10,000) and at least one e-mail newsletter (circulation 54,000).
- Your branding will appear on the footer of the Surface Design Show website on every page and will appear prominently on the Surface Spotlight page
- Your brand will be featured in the pre-show press releases announcing Surface Spotlight

#### At the Event

- We will provide you with up to 100 VIP tickets for your clients and guests to attend Surface Design Show and use the VIP Lounge.
- Your brand will feature prominently on Surface Spotlight
- Branding in the Show Catalogue on the Surface Spotlight page

#### Post-Event

- Recognition in the post-show press releases
- Recognition in the Post Show Report

**Package: £1500+VAT. This is an exclusive opportunity for one company.**

## **The CPD Hub**

### **The Centre for Learning**

All professionals need to keep their Continuing Professional Development updated. Our Hub provides a programme of CPD seminars for professionals to keep abreast of industry innovations.

16 CPD Seminars were held in 2016.



#### Pre-Event

- Your company's name and brand will appear on all our publicity material associated with CPD Hub leading including the Preview News (circulation 10,000) and at least one e-mail newsletter (circulation 54,000)
- Your branding will appear on the footer of the Surface Design Show website on every page and will appear prominently on the CPD Hub page
- Your brand will be featured in the pre-show press releases announcing the CPD Hub Programme

#### At the Event

- We will provide you with up to 10 VIP tickets per day for your clients and guests to attend Surface Design Show and use the VIP Lounge
- Your brand will feature prominently on the exterior and interior walls of CPD Hub
- The CPD Hub holding slides will be branded with the Sponsor's logo
- Branding in the Official Showguide on the CPD Hub page

#### Post-Event

- Recognition in the post-show press releases
- Recognition in the Post Show Report

### Interested?

#### Speak to:

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