



# PARTNERING

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# SERVICE DESIGN GLOBAL CONFERENCE

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22-23 October 2020 • Virtual Space



# VIRTUAL SERVICE DESIGN GLOBAL CONFERENCE 2020

## INTERESTED IN SPONSORING?

The [Service Design Global Conference 2020 \(SDGC20\)](#) goes virtual! We turn the crisis into an opportunity and would love you to join forces with us.

**Service Design Network (SDN)** is renowned for its impressive conferences—a tradition made possible thanks to our sponsors. We understand the importance of fostering strong, lasting relationships with our partners. Going beyond simple logo placement and social media posts, we truly integrate our partners into the conference experience, starting from event formats to creative packages that support attendees in their quest to learn and grow.

Take the time to review our assortment of attractive sponsorship packages—all designed to bring the highest level of attention to your brand.

### THE SERVICE DESIGN GLOBAL CONFERENCE AT A GLANCE



**October 22-23, 2020**



**Virtual Setting**  
Powered by Brella



**800 + Attendees**



**International Network of  
Service Designers**

### WHY PARTNER WITH US? YOUR BENEFITS

The [Virtual Service Design Global Conference 2020 \(SDGC20\)](#) is a key opportunity for you to reach the service design community and its professional stakeholders in a digital setting with interactive live sessions, practical insights, and networking with like-minded service designers—all from the comfort and safety of your home or office.

We at the SDN are committed to placing our sponsors at the forefront of our over **18,000 worldwide members and followers** by engaging in a series of compelling activities pre-, during and post-event that are thoughtful, genuine and deliberate.

No matter your level of sponsorship, you are guaranteed visible in our newsletter, lively Slack channel and the full range of our highly active social media channels. We intend to work with you directly to ensure we communicate the most compelling elements you wish to share with our community. Our goal is to drive awareness and excitement around your sponsorship, guaranteeing your name becomes a trending topic throughout our channels!

## OVERVIEW

# PACKAGES

Because we have always believed in the power of partnership and the mutual value it brings to our respective organisations, we would like to take this opportunity to invite you to join us in 2020 as a strategic sponsor of our virtual event. In partnering with us, we are pleased to offer your business a multitude of compelling packages, marketing concepts and virtual exhibition opportunities that not only provide you with keen visible but also access to a group of engaged service design professionals with whom you can promote your business.

### PARTNER PACKAGES

**Platinum**  
9,000 Euro

**Gold**  
6,500 Euro

**Silver**  
5,000 Euro

**Bronze**  
3,500 Euro

### EVENT PACKAGES

**Virtual Platform**  
3,500 Euro

**Livestreaming**  
3,500 Euro

**Side Events**  
3,500 Euro

**Registration**  
3,500 Euro

### E-BOOTH PACKAGES

**Large eBooth**  
1,750 Euro

**Medium eBooth**  
1,250 Euro

**Small eBooth**  
750 Euro

**Other Opportunities**  
from 750 Euro

We look forward to working with you to support the future of service design,  
as we believe there is no time like now to say,

**"YES, WE ARE A VIRTUAL SDGC20 PARTNER."**

# SPONSORSHIP LEVELS AND BENEFITS

## PARTNER PACKAGES

Generate maximum exposure for your business by signing on board to be an official SDGC20 partner. Our assortment of high-value opportunities have been carefully selected to ensure your brand gets and stays noticed. Select the package that best fits with your objectives and your budget.

### **PLATINUM** | 9,000 Euro | (1) available

You'll receive (15) tickets to SDGC20, an extra large-scale logo visible in all media, 1-year SDN Corporate Membership, full-page ad in the 2020 edition of our Touchpoint Journal, and a large e-booth.

### **GOLD** | 6,500 Euro | (2) available

You'll receive (10) tickets to SDGC20, a large-scale logo visible in all media, 1-year SDN Corporate Membership,  $\frac{1}{2}$  page ad in the 2020 edition of our Touchpoint Journal, and a medium e-booth.

### **SILVER** | 5,000 Euro | (3) available

You'll receive (7) tickets to SDGC20, a medium-scale logo visible in all media, 1-year SDN Corporate Membership,  $\frac{1}{4}$  page ad in the 2020 edition of our Touchpoint Journal, and a small e-booth.

### **BRONZE** | 3,500 Euro | (6) available

You'll receive (5) tickets to SDGC20, a small-scale logo visible in all media, 1-year SDN Corporate Membership,  $\frac{1}{4}$  page ad in the 2020 edition of our Touchpoint Journal.





# SPONSORSHIP LEVELS AND BENEFITS

## EVENT PACKAGES

Your brand will enjoy particular prominence on all communication related to this exclusive event packages. Offering you loads of visible, we feel confident that owning this sponsorship package will be the winning combination of benefits and recognition for your company.

### **VIRTUAL PLATFORM** | 3,500 Euro | (1) available

You'll receive (5) tickets to SDGC20, a small-scale logo visible in all media, exclusive branding of the virtual platform, 1-year SDN Corporate Membership,  $\frac{1}{4}$  page ad in the 2020 edition of our Touchpoint Journal.

### **LIVESTREAMING** | 3,500 Euro | (1) available

You'll receive (5) tickets to SDGC20, a small-scale logo visible in all media, exclusive branding of the live video streams, 1-year SDN Corporate Membership,  $\frac{1}{4}$  page ad in the 2020 edition of our Touchpoint Journal.

### **SIDE EVENTS** | 3,500 Euro | (1) available

You'll receive (5) tickets to SDGC20, a small-scale logo visible in all media, exclusive branding of the side events virtual space, 1-year SDN Corporate Membership,  $\frac{1}{4}$  page ad in the 2020 edition of our Touchpoint Journal.

### **REGISTRATION** | 3,500 Euro | (1) available

You'll receive (5) tickets to SDGC20, a small-scale logo visible in all media, exclusive branding of registration platform virtual space, 1-year SDN Corporate Membership,  $\frac{1}{4}$  page ad in the 2020 edition of our Touchpoint Journal.



# SPONSORSHIP LEVELS AND BENEFITS

## EXHIBITION PACKAGES

Take center stage with our global service design community by taking advantage of our virtual exhibition booths. High-visible and exposure guarantees you plenty of engagement.

### **LARGE EBOOTH** | 1,750 Euro | (1) available

You'll receive (1) ticket to SDGC20, a small-scale logo visible in all media, large ebooth on our virtual event platform.

### **MEDIUM EBOOTH** | 1,250 Euro | (2) available

You'll receive (1) ticket to SDGC20, a small-scale logo visible in all media, medium ebooth on our virtual event platform.

### **SMALL EBOOTH** | 750 Euro | (3) available

You'll receive (1) ticket to SDGC20, a small-scale logo visible in all media, small ebooth on our virtual event platform.

### **OTHER OPPORTUNITIES** | from 750 Euro | (1) available

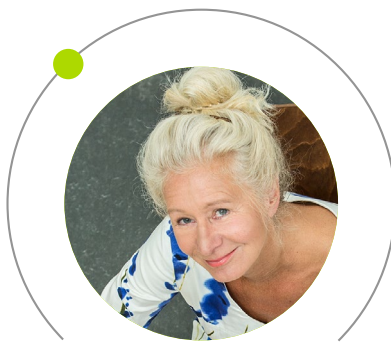
Maybe your company strives to associate with a unique idea to show your creativity in sponsorship. If so, this option can provide you with a way to showcase your ingenuity. If you have a unique idea not listed below, [let us know](#) what you're thinking!



# WE LOOK FORWARD TO HEARING FROM YOU!



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