



SURFACE DESIGN SHOW

BUSINESS DESIGN CENTRE
LONDON 6-8 FEB 2024

surfacedesignshow.com

SPONSORSHIP OPPORTUNITIES



EMBRACE THE WORLD OF MATERIAL INNOVATION

Surface Design Show is the event of choice for architects and designers. It is the exhibition where the industry immerses themselves in the latest materials for the built environment, gain new insights and network with like-minded designers, architects and suppliers.

Sponsorship of the show, alongside your stand will:

- Maximise your brand exposure and increase footfall to your exhibition stand
- Our bespoke packages will allow you to differentiate your brand from your competitors, and make you stand out from the crowd
- Give your existing and new product launches extra exposure, attracting potential customers to your brand

KEY INFO

Tuesday 6th February 2024 17:00 - 21:00

Wednesday 7th February 2024 10:00 - 20:00

Thursday 8th February 2024 10:00 - 17:00

Business Design Centre, London



@surfacethinking | #SDS24

**SURFACE
DESIGN
SHOW**
BUSINESS DESIGN CENTRE
LONDON 6-8 FEB 2024
surfacdesignshow.com



ON THE SHOW FLOOR

Carpet Tiles

Watch your step! Literally, on the show floor, carpet tiles are a great way to promote, or sign post your stand location, guiding your future customers to where your products are on display. Packages are available to meet all business needs and budgets. Two sizes are available:

- **0.5m X 0.5m: £420 each or £1300 for four tiles**
- **1m X 1m: £810 each or £2800 for four tiles**

Floorplan Sponsor

Highlight your brand and stand location by sponsoring the floorplan. Not only will your logo appear on three free standing “You Are Here” boards, but it will also be seen in the printed show planner, distributed to the thousands of visitors who attend the show.

£500



@surfacethinking | #SDS24

**SURFACE
DESIGN
SHOW**
BUSINESS DESIGN CENTRE
LONDON 6-8 FEB 2024
surfacedesignshow.com



ON THE SHOW FLOOR

Drop Banners

Pull the attention of visitors and drive them to your stand. Add your logo and branding to hanging banners, which can be positioned directly above your stand at the show. Availability is limited. Price includes production & installation. Two sizes are available:

- 4m x 4m: £POA
- 2m x 4m: £POA

Gallery Banners

Draw attention to your stand on the Gallery level, by adding your branding and logo to Gallery Banners, which can be positioned directly above your stand at the show. Availability is limited. Price includes production & installation.

£POA



@surfacethinking | #SDS24

**SURFACE
DESIGN
SHOW**
BUSINESS DESIGN CENTRE
LONDON 6-8 FEB 2024
surfacdesignshow.com



RELAX & RECHARGE

Mastercharge Bar - £1500

Why not team up with our charging partner MasterCharge? Their charging points will be positioned on the MasterCharge Bar and in the Designers Hub Lounge, two busy features at Surface Design Show 2023.

Visitors can also take a mobile charger around the show with them. An extremely popular stop with our visitors in 2023, this is an excellent opportunity for your branding to be prominently highlighted:

- Your logo added to all connected signage at the show
- A Spotlight in our digital show preview, which is circulated to our architect/designer database of 70,000+ multiple times
- Email inclusion, in one of our e-shots to our 70,000+ database
- Social media post
- Branding on our website in partners area



@surfacethinking | #SDS24

**SURFACE
DESIGN
SHOW**
BUSINESS DESIGN CENTRE
LONDON 6-8 FEB 2024
surfacedesignshow.com



PROMOTE YOUR BRAND

Opening Night Debate Drinks Sponsorship

Our late-night Opening Debate is always popular with visitors and is a great start to the show. Why not sponsor the drinks for this session and encourage visitors to visit your stand too. There are several packages available, which include a variety of drink options.

£POA

Show Bags

Show Bags will be distributed at the entrance to Surface Design Show to all visitors. What better way to leave a lasting impression by having your logo on the shoulder of all visitors during Surface Design Show and beyond? **Sponsor to provide bags, which we encourage to be made from a sustainable source/material.**

£500



@surfacethinking | #SDS24

**SURFACE
DESIGN
SHOW**
BUSINESS DESIGN CENTRE
LONDON 6-8 FEB 2024
surfacedesignshow.com



MAKE AN ENTRANCE

Plinths

Want to have more visibility outside the venue? Our branded plinths are a great idea to welcome your guests. Sponsor one side of both available plinths with your choice of graphics.

£700

Escalator Screens

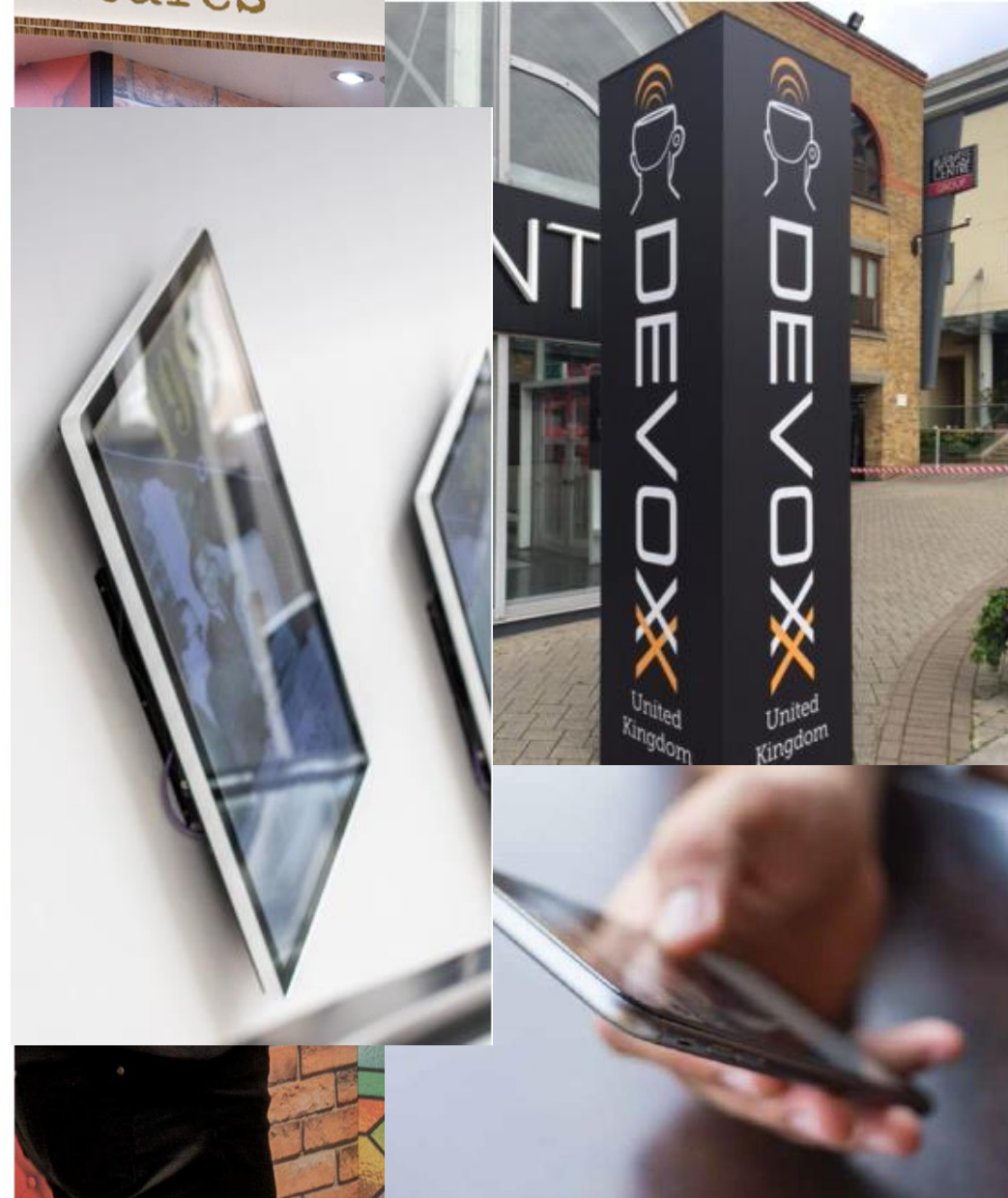
There are seven screens available from the ground floor to the mezzanine level, which a sponsor can brand with graphics or video of their choice, driving visitors to their stand, events on their stand, or special offers.

From £550

Venue Wi-Fi

The BDC provides free WiFi for all visitors. Sponsoring this opportunity will put your branding onto the device of all logged in users during their time at SDS, giving them access to your website. All you need to do is provide the artwork and we'll do the rest.

£2200



@surfacethinking | #SDS24

**SURFACE
DESIGN
SHOW**
BUSINESS DESIGN CENTRE
LONDON 6-8 FEB 2024
surfacedesignshow.com



PRE-EVENT DIGITAL SPONSORSHIP

Email Sponsorship

Tell the world you'll be exhibiting at SDS24 by putting your logo or top banner on one of the many promotional emails and newsletters the marketing team send out in the lead up to Surface Design Show. Sent to a targeted database of Designers & Architects
£400

Website Sponsorship

The SDS website attracts thousands of visitors in the lead up to the show and acts as a showguide during show open days. Drive traffic to your own website and stand by having your banner on the website throughout December, January & during the show.
£1000



@surfacethinking | #SDS24



PREVIEW ADVERTISING

KEY STAT

Why Advertise?

- Maximise your brand exposure and increase traffic to your stand
- Draw key influencers and specifiers to your stand and maximize the return on your investment
- Align your brand with quality editorial and useful show information
- Be part of an inspirational showcase, highlighting new products, the list of exhibitors, content programme, and key features, available to all at Surface Design Show 2024.

Advertising Opportunities

- Full Page: £950
- Half Page: £550
- Quarter Page: £350
- Product Showcase (Product image, company name, stand number and short profile): £300

70,000+

The digital Surface Design Show Preview will be sent to 70,000+ specifiers, via email and available to view from SDS's website

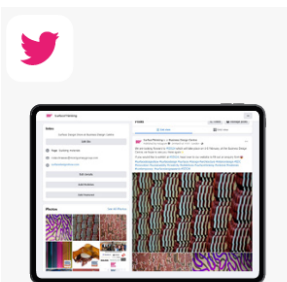


@surfacethinking | #SDS24



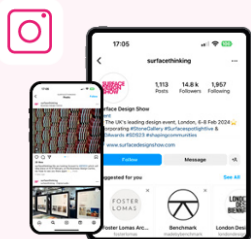
MARKETING UPGRADE PACKAGE

Our Marketing Packages have been designed to enhance your presence at SDS through a combination of **social media posts, digital preview advertising, website promotion and email inclusion**. Why not align your brand with our A+D contacts and followers and generate a much higher level of awareness for just **£800**?



1 TWEET TO 7,650+ FOLLOWERS INCLUDING

- Image
- 20 words
- Handle tag



2 INSTAGRAM POSTS TO 12,800+ FOLLOWERS INCLUDING

- Image
- 20 words
- Account tag
- Swipe up to exhibitors' profile on SDS website - VIA STORIES

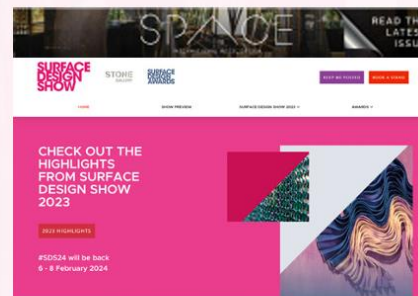


2 FACEBOOK POSTS TO 5,500+ FOLLOWERS INCLUDING

- Image
- 20 words
- Handle tag

3-MONTH BANNER ADVERT, ON ALL SDS WEBSITE PAGES

- With a link to your website
- Exhibitor artwork to be supplied
- Size = 1250 x 150 pixels



1 LOGO ON A VISITOR PROMOTION EMAIL

- Image
- 20 words
- Link to your SDS exhibitor profile



ENHANCED INCLUSION IN SHOW PREVIEW

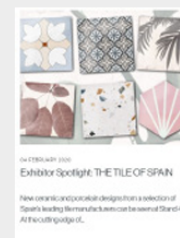
- Emailed to 70,000 A+D contacts
- Promoted on social media
- Available on SDS website

- Image
- 10 words
- Stand number



1 EXHIBITOR SPOTLIGHT PAGE

- Featured on SDS website homepage
- 300-word news story
- Logo
- Link to SDS exhibitor profile
- 2 images
- Shared via SDS social media



All social media, email and website elements will be completed between September 2023 and February 2024



@surfacethinking | #SDS24

**SURFACE
DESIGN
SHOW**
BUSINESS DESIGN CENTRE
LONDON 6-8 FEB 2024
surfacethinking.com



SURFACE DESIGN AWARDS CATEGORY PARTNERSHIP

KEY STAT

Why the Surface Design Awards?

- Now in their 12th year, Surface Design Awards recognise and reward the most impressive use of materials in, and on, architectural projects from around the globe.
- Partnering an award category is a great way to get exposure with architectural and design practises globally.
- The awards are project driven and entered by A+D industry.
- Join as a Partner organisation and enjoy the benefits of a wide exposure through a combination of branding on our website, at the Awards Presentation Breakfast, PR, email inclusion, SDS collaterals and more.
- **Full proposal on request**

160+

160+ entries from 20 countries have been submitted for Surface Design Awards 2024. Align your brand with the best of the best!



@surfacethinking | #SDS24

**SURFACE
DESIGN
SHOW**
BUSINESS DESIGN CENTRE
LONDON 6-8 FEB 2024
surfacedesignshow.com



SURFACE DESIGN SHOW

BUSINESS DESIGN CENTRE
LONDON 6-8 FEB 2024

surfacedesignshow.com

THANK YOU