

Sponsorship Opportunities

Onsite Opportunities

Official Registration Sponsor:

Your brand in front of all attendees from the moment we open online registration 3 months ahead of the event, through to the event itself. Includes branding the registration area of our website, branding of the registration area at the entrance of the event, logos on badges and the opportunity to provide lanyards for all attendees and features on all digital registration promotions and communications sent over a 3-month period to our entire database. Our registration partnership guarantees visibility to the A&D community from the moment they register.

£8,000

Exclusive Main Stage Partner:

Your brand featured alongside over 60 of the leading minds from the A&D community, discussing the latest trends, topics and issues affecting our sector throughout the show. Opportunity includes branding in all Main Stage promotions pre, during, and post-show.

£5,000

Opening Night Networking Drinks Partner:

The opening night networking drinks, provide the perfect environment to kick start to the show. An opportunity to meet industry peers new and old, the networking event not to be missed and a chance to put your brand at the heart of it. Opportunity includes promotion via all social channels, website, invitation and all related onsite branding

£3,700

Designers Hub:

The show's exclusive lounge for our VIP architects and interior designers. With contemporary seating, complimentary all-day refreshments and charging points, the lounge is an oasis from a busy show. It is a unique partnership where you can place product and/or organise an event in addition to your branding across social channels, website, show preview and all onsite related materials.

£2,500

Venue Wi-Fi:

Complimentary WiFi is provided for all SDS25 visitors. Sponsoring this opportunity will put your branding onto the device of any users using the WiFi during their time at SDS25, customise the landing page and log in credentials.

£2,350

Lanyards:

Your brand worn by every single exhibitor at the event, captured in all the onsite media produced at the show.

SOLD

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Mastercharge - SDS25 Charging Partner:

Team up with our charging partner Mastercharge. Place your brand throughout the show at their device charging points and a complimentary refreshment bar. Visitors can also take a mobile charger around the show with them.

£2,000

Show Bags:

Your chance to provide branded official show bags for all visitors during SDS25. Distributed at the entrance of the event featuring your branding on distribution points. Your logo also featured on our website, social media posts and the show preview.

£1,000

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.

£750

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.

£600

Official Floor Plan Sponsor:

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

£500

Hanging Banners:

Your marketing visible from anywhere in the show. We have a range of sizes and locations throughout the venue.

POA

Floor 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.

From £420

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Floor Plan Highlight:

Stand out from the crowd on the floor plan "You Are Here" boards at the event by highlighting your stand location to all potential visitors.

Awards Category Sponsor:

Now in their 13th year, Surface Design Awards recognise and reward the most impressive use of materials in, and on, architectural. 60+ entries from 20 countries were submitted for Surface Design Awards 2024. Align your brand with the best of the best!

- Surface of the Year (interior and exterior)
- Commercial Building (interior and exterior)
- Housing (interior and exterior)
- Landscape & Public Realm (interior and exterior)
- Light & Surface (interior and exterior)
- Public Building (interior and exterior)
- Architectural Photography
- Supreme Award - **SOLD**
- Outstanding contribution Award - **SOLD**

£275

£2,000
per award
category

Sponsorship Opportunities

Digital Opportunities

Show Preview Advert (inside cover, 1 available):

Available 2 weeks ahead of the event and shared with a combined database of over 100,000, the show preview includes details of our seminar programme, product showcases from our exhibitors a must read for all attendees - your ad is the first they see!

£2,500

Show Preview Advert:

Available 2 weeks ahead of the event and shared with a combined database of over 100,000, the show preview includes details of our seminar programme, product showcases from our exhibitors a must read for all attendees.

£1,000

BOOSTED Social Media Marketing Upgrade:

The ultimate social media enhancement package, boosted content across Instagram, Facebook (and Tik Tok for video content) guaranteeing additional views to handpicked sectors of your choosing. Includes a post campaign report.

£1,000

Social Media Marketing Upgrade:

Enhance your presence at the show with an additional dedicated social media post ahead of the show shared with our audience across all major platforms.

£800

Product Showcase (part of Show preview)

Stand out from the crowd and add your product into our showcase section of the show preview. Designed to highlight any new and innovative products being promoted at the show - ensure visitors know where to find you.

£500

SDS25 Home Page Banner (4 available):

The SDS25 website attracts thousands of visitors in the lead up to the show and acts as a show guide 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.

£500

Sponsored Email

Get your brand in front of the SDS25 database by sponsoring a promotional email or newsletters in the lead up to Surface Design Show.

£500

Partnership Packages

SDS25 - Official Show Partner

£15,000

Designed solely for a brand looking to make a huge impact within the UK's A&D community. This package gives you access to the entire SDS25 database, its media partners and social network both pre, during and post SDS25. This bespoke package combines some of our highest profile other packages and also includes exclusive items not offered in any other package:

- Registration Sponsorship (including all elements of the registration package)
- Welcome drinks sponsor on the opening night (including all elements of the welcome drinks package)
- Speaking opportunity within the Main Stage event program (exclusive opportunity)
- Dedicated article and exclusive main advert in the show preview (exclusive opportunity)
- Homepage website banner for the duration of the sponsorship (exclusive opportunity)
- Sponsored Awards Category of your choice
- Featured on the SDS25 website and all promotional activities for the above items

SDS25 - Networker

£8,500

Designed to compliment your exhibition presence and get you and your team connected with as many people as possible throughout the show.

- Opening Night Networking Drinks
- Designers Hub Sponsorship + exclusive networking event
- Lanyards
- Sponsored Email
- 4 x Floor Tiles
- Show Preview Advert and Product Showcase
- BOOSTED Social Media Marketing Upgrade
- Sponsored Awards Category of your choice