

SURFACE DESIGN SHOW

BUSINESS DESIGN CENTRE
LONDON 3-5 FEB 2026

surfacedesignshow.com

SPONSORSHIP OPPORTUNITIES

@surfacethinking | #SDS26



Digital Opportunities

PR Statistics



Readership:

29,543,633



Circulation:

8,441,038

Digital Show Preview

2500+ sessions

Average Session:

3:16 minutes

External link clicks

1,090



Social Media followings for @surfacethinking

Total: 38,869

 20,411 (19% increase from 2024)

 5,402 (26% increase from 2024)

 7,289

 5,767



Show Preview – inside cover - £2,500

The Show Preview is 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!

Show preview advert - £1,000

Available 2 weeks ahead of the event and shared with a combined database of over 100,000. Your product showcase will include a picture, your exhibiting name, stand and will be linked to your website.

Boosted social media marketing upgrade - £1,000

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

Product show case - £500

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.

SDS homepage banner (4 available) - £450

The SDS26 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.

Sponsored email - £450

Get your brand in front of the SDS26 database by sponsoring a promotional email or newsletters in the lead up to Surface Design Show.



Premium Opportunities

Registration Sponsorship - £8,000

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 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.

Main Stage Sponsor - £5,000

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.

Innovation Gallery Sponsor - £6,000

Does your brand focus on innovation? This is your chance to be at the forefront of our sector by supporting the latest and most innovative products being created from around the globe. Up to 36 new and startup businesses showcasing new or unreleased products in a dedicated feature area.

Opening night networking drinks sponsor £5,000

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.

VIP Lounge - £4,500

The show's exclusive lounge for our VIP Architects and Interior Designer guests. 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 excellent branding to our premium visitors.

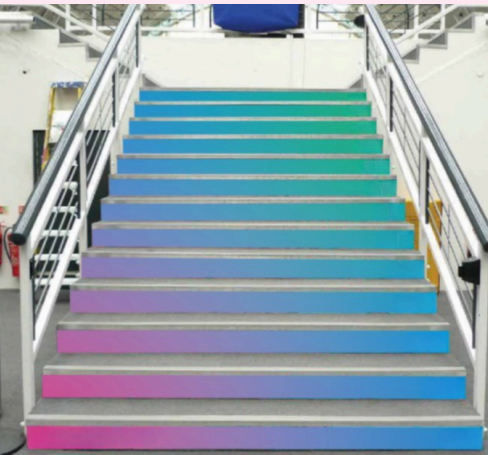
Lanyards - £4,000

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

NEW - SDS26 App sponsor £5,000

Gain maximum exposure as the Headline Sponsor with your logo featured on the web login page and mobile app loading screens - prime spots for attendee attention. Rotating in-app banner ads, branded push notifications, and integrated email sponsorship keep your brand front and center across every key digital touchpoint.

Onsite opportunities



(See above) a variety of banner/poster opportunities around the venue from £2,000

Venue Wi-Fi - £2,500

Complimentary WiFi is provided for all SDS26 visitors. Sponsoring this opportunity will put your branding onto the device of any users using the WiFi during their time at SDS26, customise the landing page and log in credentials.

Charging partner with Master Charge - £1,000

Team up with our charging partner Master Charge. 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.

External Plinths - £750 each

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.

Official floor plan sponsor £1,500

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.

Must see Exhibitor (limited to 10 companies) £1,500

Pre-show, Live & Post Show – three-pronged attack to elevate your brand. Be part of the 10 companies we instruct delegates to ensure they see at Surface Design Show before they walk through the doors. Have your logo and stand number on our must-see exhibitor wall at the front of the show, driving customers to your stand.

Awards Sponsor - £500 per category

Now in their 14th year, Surface Design Awards recognise and reward the most impressive use of materials in, and on, architectural. 80+ entries from 20 countries were submitted for Surface Design Awards 2026. Align your brand with the best of the best!

SURFACE DESIGN AWARDS

AWARDS
SPONSORSHIP
OPPORTUNITIES

@surfacethinking | #SDS26





Have your brands name and logo showcased at our Surface Design Awards, present the Award in your Category and have your Brands name and logo linked in all Marketing collateral.

£1,000
per award

Lighting

Recognising the most creative and effective integration of surface materials and lighting to elevate spatial experience.

Hospitality

Celebrating outstanding surface design within hotels, restaurants, bars, or leisure environments that enhance guest experience.

Public Realm

Recognising surface design excellence in shared or civic spaces, including transport hubs, museums, educational institutions, and public infrastructure.

Façades

Honouring excellence in the design and materiality of external building façades that demonstrate performance and visual impact.

Regenerative Design

Recognising projects where surface design actively contributes to environmental and social regeneration through innovation, stewardship, and long-term impact.



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Innovation

Highlighting breakthrough surface materials, finishes, or technologies that push design boundaries.

Interiors

Celebrating surface products that transform interior spaces through aesthetic, texture, and functionality.

Sustainability

Recognising products that prioritise responsible sourcing, low-impact production, and circular design principles.

Material Transformation

Awarding products that repurpose waste, use bio-based components, or introduce radical approaches to material innovation.

Heritage & Craft

Honouring surface products that preserve or reinterpret traditional craft techniques or cultural heritage through contemporary design.

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Emerging Talent

Championing rising designers or studios whose work with surfaces shows exceptional promise and originality.

£1,000
per award



Our Commercial Team



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Bespoke Packages available speak to our team for further details.